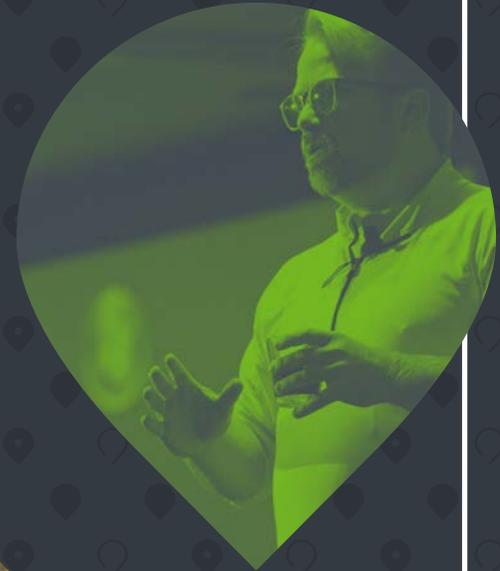


jamf | NATION

User Conference

2018



October 23-25, 2018 | Hyatt Regency | Minneapolis

SPONSOR
PROSPECTUS

WHAT IS JNUC?

As the largest gathering of Apple IT administrators in the world, the Jamf Nation User Conference (JNUC) rallies the brightest minds to discuss new and innovative ways to solve IT problems plaguing organizations.



WHY SPONSOR?

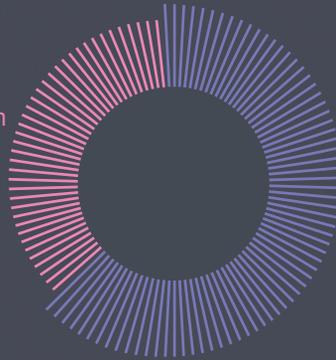
Generate business with our forward-thinking IT professionals and increase exposure for your brand, solutions and services. Don't miss out on the opportunity to be a part of strategic IT discussions that center on innovative technology.

2017 ATTENDEE PROFILE

Over 1,500 attendees
joined us for JNUC 2017
and we're expecting more
for this year's event!

Industry breakdown

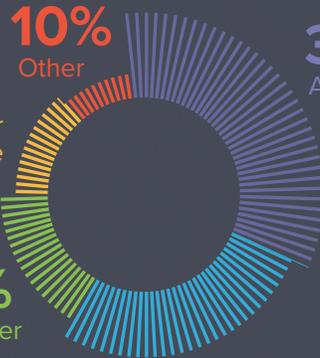
37%
Education



63%
Commercial

Job Title

13%
Manager
or above

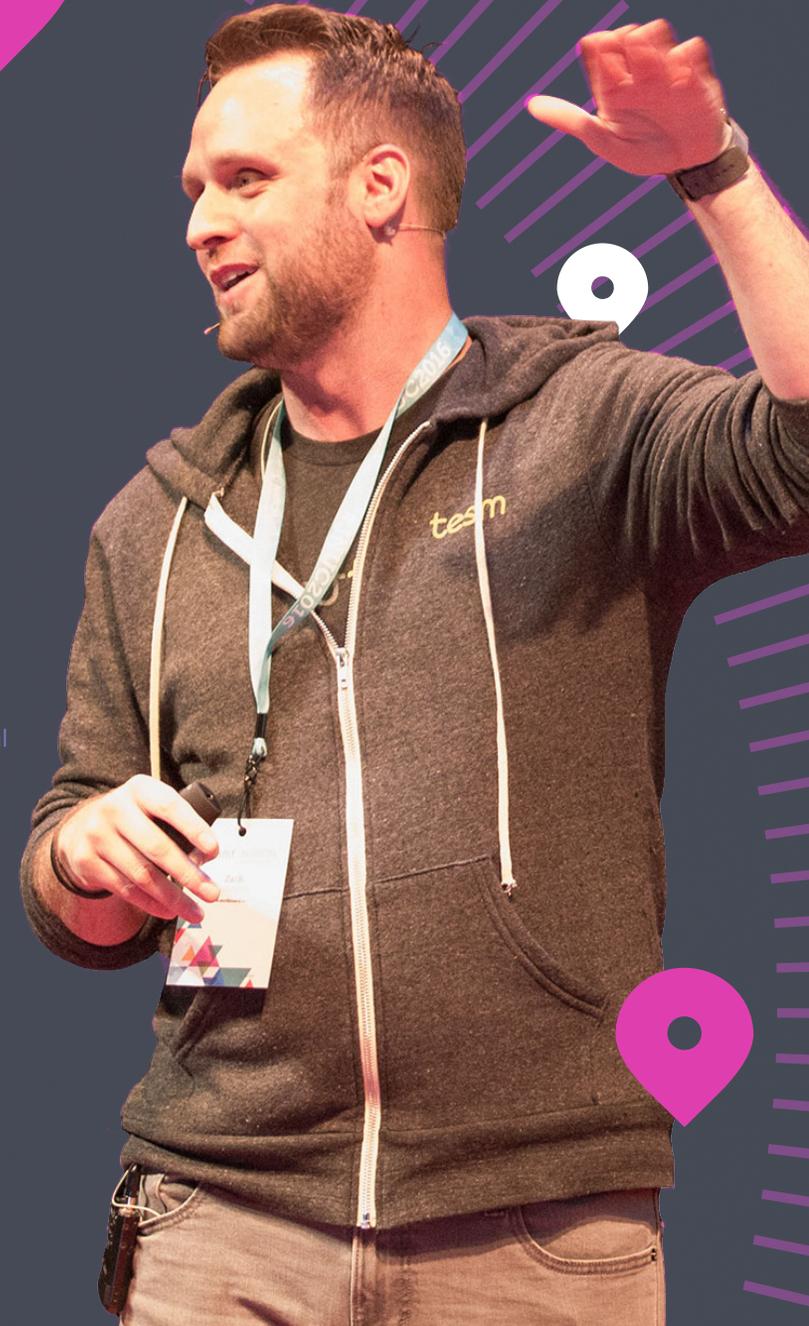


10%
Other

34%
Administrator

16%
Manager

27%
Specialist

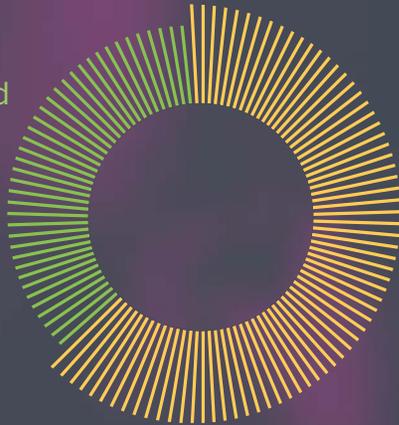


2017

ATTENDEE PROFILE

Education Sector Attendees

38%
Higher Ed



62%
K-12

Commercial Sector Attendees

2%
Manufacturing

2%
Transportation

2%
Government

1%
Communications

6%
Retail

7%
Healthcare

9%
Finance/Banking/
Insurance

9%
Entertainment/
Media

11%
Other

12%
Software

35%
Technology





“Code42 loves sponsoring JNUC every year! 2017 was the best one yet with awesome booth traffic and a lot of networking opportunities. We were thrilled with initial results and will be sponsoring again next year.”

Meghan Marostica
Manager, Marketing Events
Code42

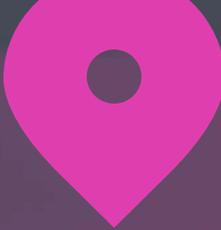




80+ SPEAKERS

2017 speakers include the following organizations:





SPONSORSHIP OPPORTUNITIES

Our sponsorship packages are designed to maximize exposure. Each sponsorship tier has been carefully crafted to showcase your solutions and services among forward-thinking IT professionals. As a sponsor of the Jamf Nation User Conference, you'll have the opportunity to...



INFLUENCE

Three full days of networking at the expo, sessions, breaks, mini-events, and Jamf Nation Party. Promote your company and gain awareness among engaged, innovative prospects through physical signage and digital advertising on the show floor and in the event app.



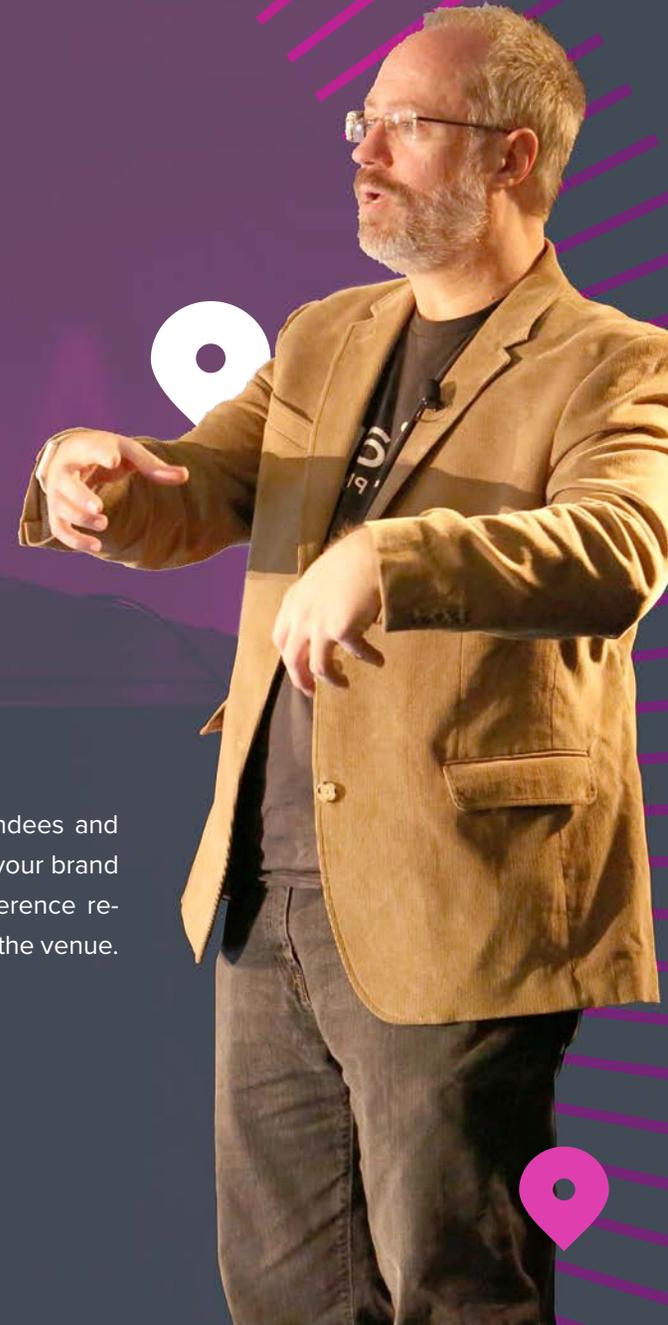
INTERACT

With space in the JNUC expo, multiple speaking opportunities, and endless ways to engage, the opportunities for sponsors to interact with JNUC attendees is growing exponentially in 2018.



IMPACT

Make an impact on attendees and drive ROI by positioning your brand front and center at conference receptions and throughout the venue.





SPONSORSHIP TIERS

	Petabyte	Terabyte	Gigabyte	Megabyte
Digital Communications				
Logo on conference microsite	◆	◆	◆	◆
Author Jamf guest blog post with link to website, blog or asset	◆	◆	◆	
Logo on pre and post-show emails to registrants	◆	◆		
Mobile App Promotions				
Sponsor listing	◆	◆	◆	◆
Rotating banner ad	◆	◆	◆	◆
Splash page	◆	◆		
Push notification	2	1		
Social Media Promotions				
Twitter post	◆	◆	◆	◆
Co-branded Snapchat filter at venue	◆	◆		
Physical Signage				
Inclusion on sponsorship thank you signs	◆	◆	◆	◆
Column graphics	◆	◆	◆	
Featured placement on additional signage	◆	◆		
Digital Signage				
Promotion time on twelve rotating reader boards in event space	◆	◆	◆	◆
Day One Keynote				
Logo on thank you sponsors slide	Premier	Featured	Tertiary	Quaternary
Verbal "Thank You" mention of sponsor by CEO	◆	◆		



SPONSORSHIP TIERS

	Petabyte	Terabyte	Gigabyte	Megabyte
Exhibit Space				
Exhibit real estate	20x20 Space	15x15 Lounge	10x10 Booth	Turn-Key Kiosk
Two couches, signage and a coffee table	◆	◆		
Conference Passes				
Number of passes (full conference passes, including lunch and breaks)	10	7	5	3
Speaking Opportunity				
Session featuring a co-customer*	◆	◆		
Participation on a panel			◆	
Jamf website coverage of session	◆	◆		
Recording featured on Jamf's blog and YouTube channel	◆	◆	◆	
Attendee List				
Advance access to registrant opt-in list	21 days	14 days	7 days	
Features				
Branded Gobo Featured in Hotel Lobby	◆	◆	◆	

PETABYTE SPONSORSHIP

\$50k

INFLUENCE

Digital Communications

- Logo on JNUC microsite
- Logo on all JNUC emails to event registrants
- Opportunity to author a guest blog post for Jamf blog — with link to website, blog or downloadable asset

Mobile App Promotions

- Splash page
- Two push notifications
- Rotating banner ad
- Sponsor listing

Social Media Promotion

- One Snapchat geo-filter (available Tuesday at venue)
- Two Tweets

Physical Signage

- Premier promotion across all physical signage
- Three column graphics
- Branded feature in exposition space
- Inclusion on sponsorship thank you signs
- Fourth floor promotion to extend reach

Digital Signage

- Premier placement on all twelve reader board promotions

INTERACT

Day One Keynote

- Top logo placement on sponsorship “thank you” slide
- Verbal “Thank You” from CEO

Exhibit Space

- Primary Lounge space
- Branded meter board

Conference Passes

- Ten full conference passes* (including full access to all food and beverage breaks)

Speaking Opportunity

- Session, immediately following Keynote Day 1[‡]
- Jamf Blog coverage of session, with an immediate recap posted day-of session
- Video recording of community session to be featured on Jamf blog and YouTube Channel

Attendee List

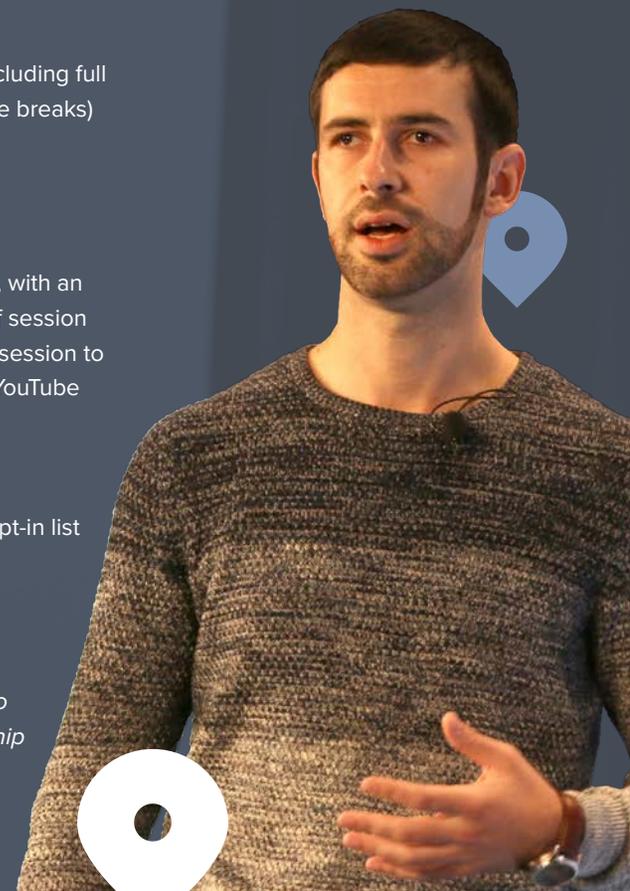
- Advance access to registrant opt-in list (21 days prior to JNUC)

* For sponsor staff only

‡ Must feature a co-customer, if no co-customer — thought leadership presentation, or panel participation can be substituted

IMPACT

- Branded Gobo Featured in venue lobby of JNUC
- Opportunity to co-host a webinar with Jamf following JNUC
- Opportunity to present to Jamf sales team about product or service prior to JNUC





TERABYTE SPONSORSHIP

\$35k

INFLUENCE

Digital Communications

- ◆ Logo on JNUC microsite
- ◆ Logo on all JNUC emails to event registrants
- ◆ Opportunity to author a guest blog post for Jamf blog — with link to website, blog or downloadable asset

Mobile App Promotions

- ◆ Splash page
- ◆ One push notification
- ◆ Rotating banner ad
- ◆ Sponsor listing

Social Media Promotion

- ◆ One Co-branded Snapchat geofilter (available Wednesday at venue)
- ◆ Two Tweets

Physical Signage

- ◆ Branded escalator graphic
- ◆ Two column graphics
- ◆ Branded feature in exposition space
- ◆ Inclusion on sponsorship thank you signs

Digital Signage

- ◆ Featured placement on all twelve reader board promotions

INTERACT

Day One Keynote

- ◆ Featured logo placement on sponsorship “thank you” slide
- ◆ Verbal “Thank You” from CEO

Exhibit Space

- ◆ Lounge space
- ◆ Branded meter board

Conference Passes

- ◆ Seven full conference passes* (including full access to all food and beverage breaks)

Speaking Opportunity

- ◆ Session[‡] immediately following Keynote Day 2
- ◆ Jamf Blog coverage of session, with an immediate recap posted day-of session
- ◆ Video recording of community session to be featured
- ◆ Video recording of community session to be featured on Jamf blog and YouTube Channel

Attendee List

- ◆ Advance access to registrant opt-in list (14 days prior to JNUC)

IMPACT

- ◆ Branded Gobo featured in venue lobby day two of JNUC
- ◆ Opportunity to co-host a webinar with Jamf following JNUC

* For sponsor staff only

‡ Must feature a co-customer, if no co-customer — thought leadership presentation, or panel participation can be substituted

GIGABYTE SPONSORSHIP

\$20k

INFLUENCE

Digital Communications

- Logo on JNUC microsite
- Opportunity to author a guest blog post for Jamf blog — with link to website, blog or downloadable asset

Mobile App Promotions

- Rotating banner ad
- Sponsor listing

Social Media Promotion

- One Tweet

Physical Signage

- One column graphic
- Inclusion on sponsorship thank you signs

Digital Signage

- Prominent placement on all twelve reader board promotions

IMPACT

- Branded Gobo Featured in venue lobby day three of JNUC

INTERACT

Day One Keynote

- Secondary logos on sponsorship “thank you” slide

Exhibit Space

- Turn-key 10x10 booth

Conference Passes

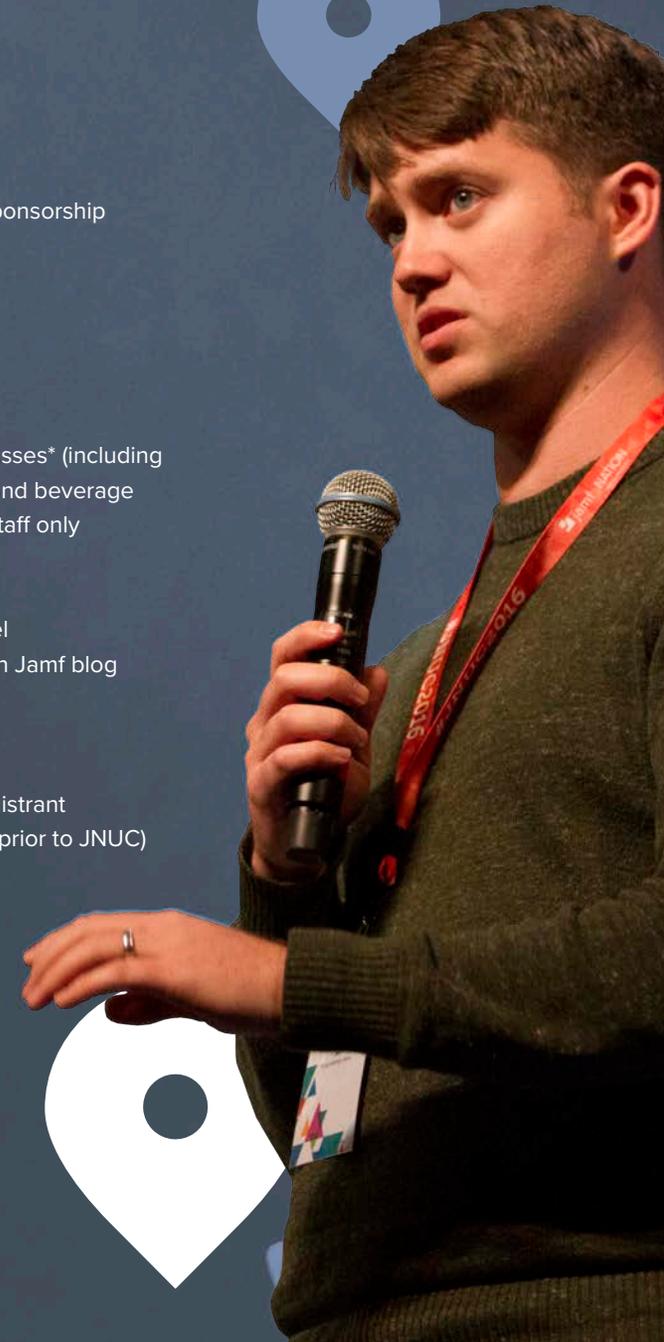
- Five full conference passes* (including full access to all food and beverage breaks) *For sponsor staff only

Speaking Opportunity

- Participation on a Panel
- Panel to be featured on Jamf blog and YouTube Channel

Attendee List

- Advance access to registrant opt-in list (Seven days prior to JNUC)





MEGABYTE SPONSORSHIP \$10k

INFLUENCE

Digital Communications

- ◆ Logo on JNUC microsite

Mobile App Promotions

- ◆ Inclusion in Megabyte sponsor banner ad
- ◆ Sponsor listing

Social Media Promotion

- ◆ One Tweet

Physical Signage

- ◆ One column graphic
- ◆ Inclusion on sponsorship thank you signs

Digital Signage

- ◆ Placement on all twelve reader board promotions

INTERACT

Day One Keynote

- ◆ Tertiary logos on sponsorship “thank you” slide

Exhibit Space

- ◆ Turn-key kiosk

Conference Passes

- ◆ Three full conference passes* (including full access to all food and beverage breaks)

** For sponsor staff only*





A LA CARTE OPTIONS

Looking to customize your package or for ideas on how to maximize your exposure at JNUC? Contact us.

Jamf Nation Party

- Coat check
- Food Stations
- Custom branded drink

Yard Games

Arcade Games

Chair massages

Custom Snapchat Geofilters

Social media promotions

Mobile app features, including push notifications

Digital signage

Physical signage

Lunch Sponsor

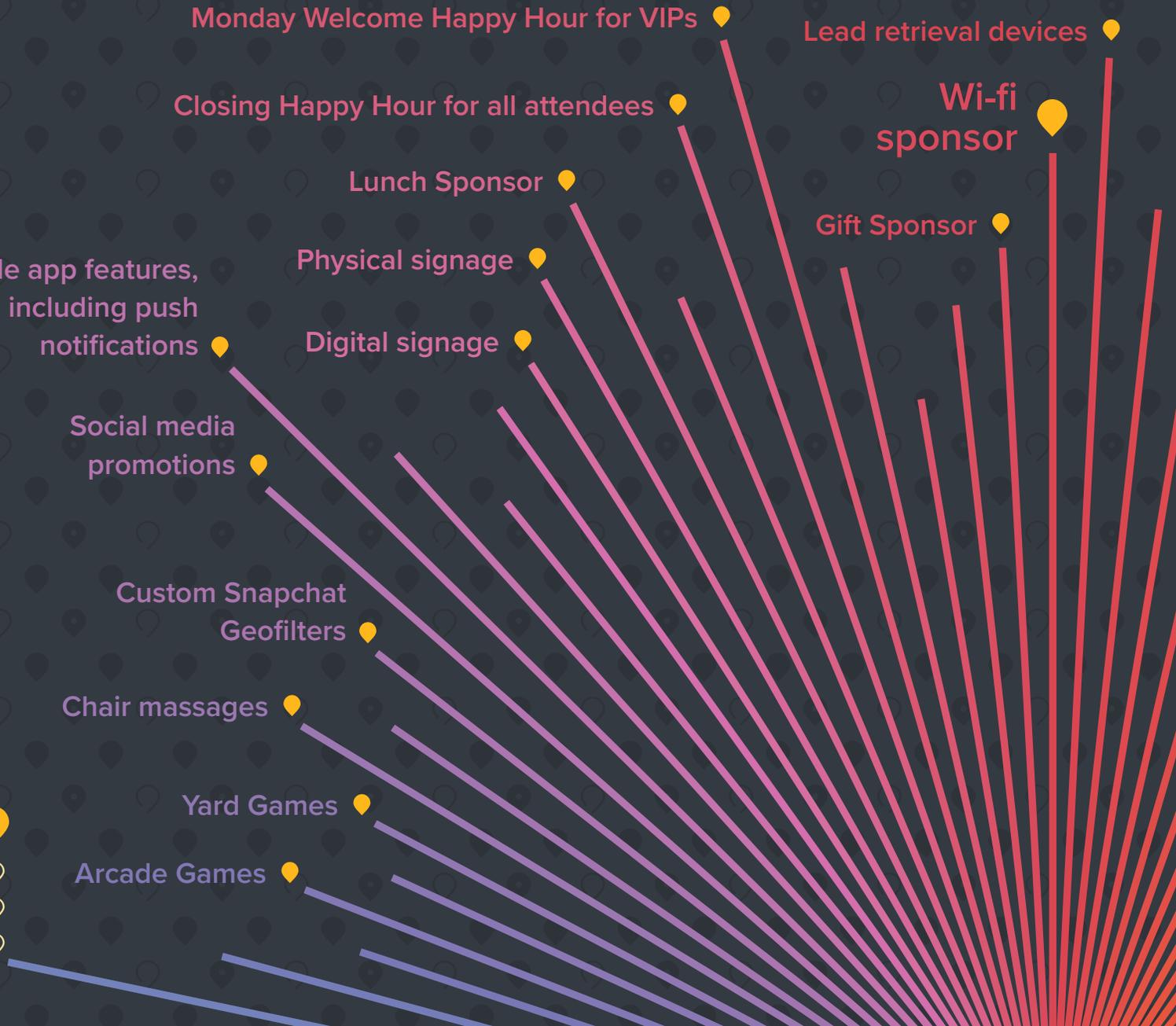
Closing Happy Hour for all attendees

Monday Welcome Happy Hour for VIPs

Lead retrieval devices

Wi-fi sponsor

Gift Sponsor





BECOME A SPONSOR

Space is limited.

Don't miss your chance to position your company at the center of this action-packed event.

To secure your sponsorship now, contact our Sponsorship team at JNUCsponsorship@jamf.com.

General Event Questions: JNUChelp@jamf.com
Learn more about [JNUC 2018 here](#)