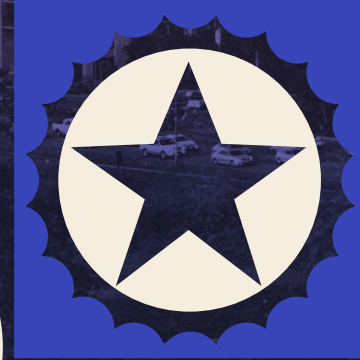
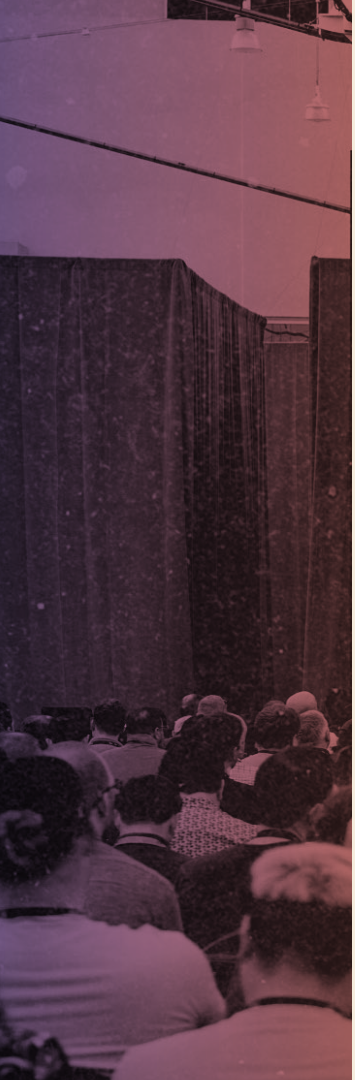




# SPONSOR PROSPECTUS

**SEPTEMBER  
19—21, 2023**





## WHAT IS

# JNUC?

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



## WHY

# SPONSOR?

Generate business with our forward-thinking Apple admins and increase exposure for your brand, solutions and services. Maximize your reach in 2023 by being a part of JNUC.



The MacPaw team talked to over 200 great companies that are potentially interested in MacPaw's products. We assured ourselves of high interest in our products among the Mac admin community. We are currently negotiating further cooperation with 10% of the contacts we made at JNUC.

MacPaw, JNUC 2022 Diamond Sponsor



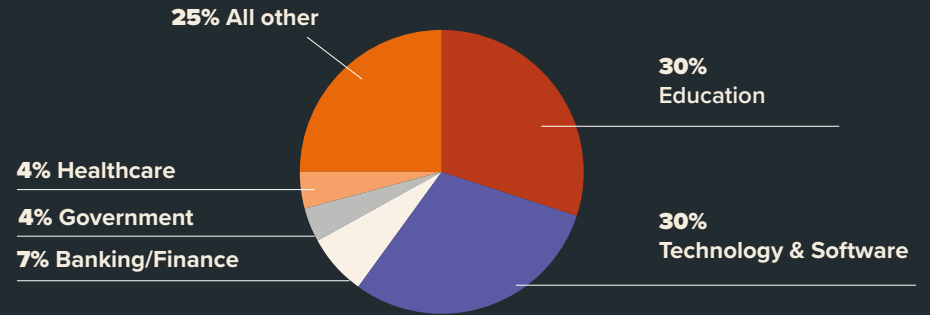
2022

# ATTENDEE PROFILE

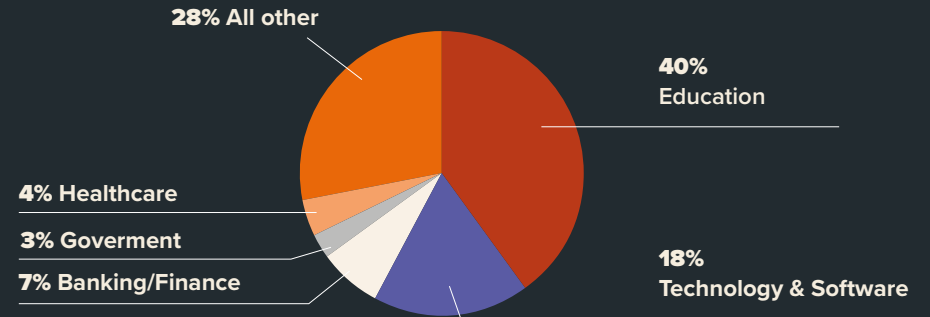
During the most recent JNUC in fall of 2022,  
over 3,300 people attended from over 50 countries.



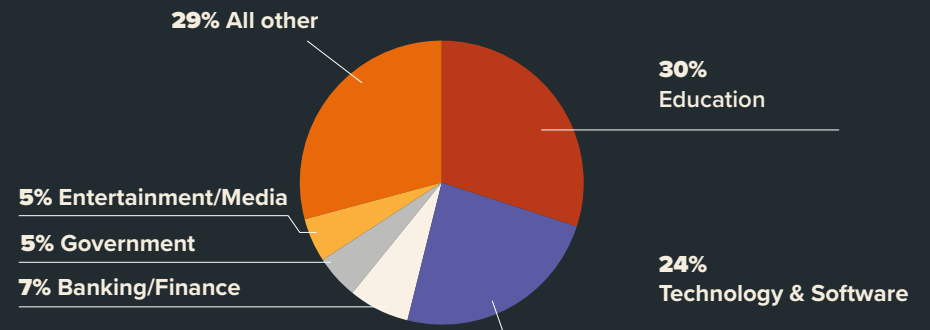
## In person registration



## Virtual registration



## Keynote only



# 2022 SPONSORS



2022

# SPEAKERS

Featured speakers included:



A FEW WORDS FROM  
OUR JAMF HEROES



“

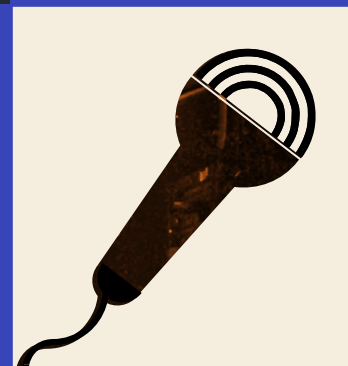
I had a blast at JNUC. Best parts: I think it was a tie between the networking I was able to do, and all the fantastic sessions I went to!

”

“

Being back in person and being able to experience the sessions first hand - there is nothing like it.

”



“

Most beneficial part of JNUC – Exchange with other admins. The presentations!!!

”

## 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 and InfoSec professionals.

“

We found a few hot leads with clients that happened to just pass by our booth to learn more about us, and even won a large opportunity from a client that had not heard of Insight before JNUC!

”

**Insight**, JNUC 2022 Diamond Sponsor



### Right place

Everything's bigger in Texas, even the JNUC sponsorships. With space in the JNUC expo, speaking opportunities and branding options both in and outside the Austin Convention Center, there's no shortage of ways to interact with JNUC attendees in 2023.

### Right time

Three full days of networking at the expo sessions, and more. Promote your company and gain awareness among engaged, innovative Apple admins throughout the conference.

### Right price

An impact on attendees, leave a lasting impression and drive ROI by positioning your brand front and center throughout the conference.

# PREMIER

**\$70K**  
THREE AVAILABLE

## Exhibit and meeting space

- 30x30 space in the Exhibit Hall
- Dedicated private meeting room for use throughout the conference

## Virtual presence

- Opt-in virtual platform analytics\*
- Premium logo placement on virtual platform home page
- Logo and description featured in Sponsor Directory

## Conference passes

- Ten full-access conference passes\*\* (including access to all provided meals and breaks)
- Ten virtual guest passes to share with your customers

## Speaking opportunity

- 30-minute featured sponsor session to be made available on demand on the virtual platform
- An additional 15 minute spotlight session in the exhibit hall

## Attendee list

- Advance access to registrant opt-in list\*
- Access to post-event registrant opt-in list\*

## Social media promotions

- One blog post authored by sponsor in collaboration with Jamf
- Recognition in Jamf Twitter post

## Mobile app

- One custom push notification
- Inclusion in Sponsor Directory

## Branding and signage

- Inclusion on sponsorship signs
- Logo on rotating digital signage
- Sponsor logo on virtual platform

## Recognition

- Logo in footer of pre-event JNUC emails
- Logo featured before opening Keynote
- Special thank you recognition during opening Keynote
- Logo, link to website and company description promoted on Jamf website
- Featured in post-event thank you email

# DIAMOND

**\$50K**  
TEN AVAILABLE

## **Exhibit and meeting space**

- 20x20 space in the Exhibit Hall

## **Virtual presence**

- Opt-in virtual platform analytics\*
- Logo and description featured in Sponsor Directory

## **Conference passes**

- Eight full-access conference passes\*\* (including access to all provided meals and breaks)
- Eight virtual guest passes to share with your customers

## **Speaking opportunity**

- 30-minute featured sponsor session to be made available on demand on the virtual platform
- An additional 15 minute spotlight session in the exhibit hall

## **Attendee list**

- Advance access to registrant opt-in list\*
- Access to post-event registrant opt-in list\*

## **Social media promotions**

- One blog post authored by sponsor in collaboration with Jamf
- Recognition in Jamf Twitter post

## **Mobile app**

- Inclusion in Sponsor Directory

## **Branding and signage**

- Inclusion on sponsorship signs
- Sponsor logo on virtual platform

## **Recognition**

- Logo in footer of pre-event JNUC emails
- Logo featured before opening Keynote
- Logo, link to website and company description promoted on Jamf website
- Featured in post-event thank you email



# PLATINUM

**\$30K**

## **Exhibit and meeting space**

- 10x20 space in the Exhibit Hall

## **Virtual presence**

- Opt-in virtual platform analytics\*
- Logo and description featured in Sponsor Directory

## **Conference passes**

- Six full-access conference passes\*\* (including access to all provided meals and breaks)
- Six virtual guest passes to share with your customers

## **Speaking opportunity**

- 15 minute spotlight session in the exhibit hall

## **Attendee list**

- Advance access to registrant opt-in list\*
- Access to post-event registrant opt-in list\*

## **Social media promotions**

- Recognition in Jamf Twitter post

## **Mobile app**

- Inclusion in Sponsor Directory

## **Branding and signage**

- Inclusion on sponsorship signs
- Sponsor logo on virtual platform

## **Recognition**

- Logo featured before opening Keynote
- Logo, link to website and company description promoted on Jamf website
- Featured in post-event thank you email

# SILVER

**\$18K**

## **Exhibit and meeting space**

10x10 space in the Exhibit Hall

## **Virtual presence**

- Opt-in virtual platform analytics\*
- Logo and description featured in Sponsor Directory

## **Conference passes**

- Two full-access conference passes\*\* (including access to all provided meals and breaks)
- Two virtual guest passes to share with your customers

## **Social media promotions**

- Recognition in Jamf Twitter post

## **Mobile app**

- Inclusion in Sponsor Directory

## **Branding and signage**

- Inclusion on sponsorship signs
- Sponsor logo on virtual platform

## **Recognition**

- Logo featured before opening Keynote
- Logo and link to website promoted on Jamf website
- Featured in post-event thank you email

		Premier	Diamond	Platinum	Silver
<b>Investment</b>		\$70,000	\$50,000	\$30,000	\$18,000
<b>Exhibit space</b>		30x30	20x20	10x20	10x10
<b>Meeting space</b>	Private Meeting space	✓			
<b>Conference passes</b>	Full-access conference passes	10	8	6	2
	Virtual guest passes	10	8	6	2
<b>Speaking opportunity</b>	Featured sponsor session	✓	✓		
	15 minute Spotlight Session in the Exhibit Hall	✓	✓	✓	
<b>Attendee list</b>	Advance access to registrant opt-in list (30 days out and 15 days out)*	✓	✓	✓	
	Access to post-event registrant opt-in list*	✓	✓	✓	
<b>Mobile app</b>	Push notification	✓			
	Included in Sponsor Directory	✓	✓	✓	✓
<b>Social media promotions</b>	One blog post	✓	✓		
	Recognition in Jamf Twitter post	✓	✓	✓	✓
<b>On-Site branding/signage</b>	Inclusion on sponsorship signs throughout event space	✓	✓	✓	✓

\* Opt-in analytics provided include: Name, Company Name, Email and Mailing Address

		Premier	Diamond	Platinum	Silver
<b>Digital signage</b>	Logo on rotating digital signage throughout event space	✓			
	Logo in footer of pre-event JNUC emails	✓	✓		
	Logo featured before opening Keynote	✓	✓	✓	✓
<b>Recognition</b>	Special thank you during opening Keynote	✓			
	Promotion on Jamf website	✓	✓	✓	✓
	Featured in post-event thank you email	✓	✓	✓	✓
<b>Virtual presence</b>	Premium logo placement on virtual platform home page	✓			
	Logo featured in Sponsor Directory	✓	✓	✓	✓

\* Opt-in analytics provided include: Name, Company Name, Email and Mailing Address

**Premier**

**Diamond**

**Platinum**

**Silver**



# CUSTOMIZE

## YOUR SPONSORSHIP

### **Conference Lanyard Sponsor\***

Place your branding around the necks of our attendees. With registration, each attendee will receive a conference lanyard with your company logo prominently featured.

**\$15,000**

### **Dedicated Lounge Area Sponsor**

Having a full battery is key for doing business and networking on the go — promote your brand while attendees rest, relax, recharge between sessions and activities. The lounge area will include branded charging and seating.

**\$10,000**

### **Hotel Key Card Sponsor\***

Your company logo on hotel key cards at the conference host hotels\*\*. Remind attendees to visit your booth every time they look at their key.

**\$10,000**

\*co-branded with the JNUC logo | \*\*At the Fairmont Austin and Hilton Austin Convention Center hotels

# CUSTOMIZE YOUR SPONSORSHIP

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## **Jamf Nation Party Sponsor Opportunities**

Stay tuned, more to come!

\*Exclusive Party sponsor negotiable

### **Jamf Nation Party Transportation Sponsor**

Sponsor transportation for the Jamf Nation Party for the opportunity to have your company branding seen by all attendees for the duration of the rides to and from the party.

**\$15,000**

### **Braindate Lounge Sponsor**

An exclusive opportunity to sponsor the JNUC 2023 Braindate Lounge, where conference attendees can come together one-on-one or as a group to network and converse about topics of interest throughout the conference. As the Braindate Lounge sponsor, you will be acknowledged in all JNUC Braindate communications and have on-site branding within the lounge.

**\$25,000**

### **15 Minute Spotlight Session in Exhibit hall**

A spotlight session is a great way to highlight your product in an efficient way – attendees stop in and learn how your product can solve their problems.

**\$5,000**

# CUSTOMIZE

## YOUR SPONSORSHIP

Hotel branding opportunities  
Convention

### Escalator clings\*

Cling on the glass side of the escalator in the convention center.

**\$15,000**  
per set of escalators

### Column wraps\*

Branding around the columns are on various levels of the convention center. The location of column wrap will be chosen by the sponsor on a first come, first serve basis

**\$4,000 per column**

### Private Meeting Space

Dedicated meeting room in the convention center to use as you choose: Client or prospect meetings, happy hours, and more.

**\$4,000**

### Window Cling\*

Utilize the Conference Center windows for large premium branding.

**\$8,000**

Have additional sponsorship ideas? Contact us to discuss.

\* Co-branded with JNUC. Artwork must be submitted by August 1, 2023 or late fees will occur. Must purchase a sponsor-level package to purchase any additional sponsorships

**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](mailto:JNUCsponsorship@jamf.com)

General event questions: [JNUChelp@jamf.com](mailto:JNUChelp@jamf.com)

Learn more about JNUC 2023 [here](#).

Requests for any sponsorships will not be accepted regardless of availability after August 1, 2023.

