Flow Factor 2019
Microservices and the Cloud Conference
Salt Lake City — June 11 — #FlowFactorSLC

Prospectus

ABOUT FLOW FACTOR

Flow Factor: Microservices and the Cloud is a new conference for software teams working in the cloud or considering a move to the cloud. This one-day event offers sessions for executives, managers, engineers and operations professionals. The emphasis is on helping *everyone* on a software delivery team—those who use cloud-related technologies as well those who manage the budgets.

A sponsorship allows you to speak directly to this highly targeted audience. Take advantage of any or all of these opportunities:

- Share industry insights in a keynote.
- Present a 1.5-hour workshop on best practices.
- Offer a fresh perspective in a 35-minute speaker session.
- Sponsor a social event for speakers or attendees.
- Talk directly to decision-makers and product users at your own sponsorship table.

Choose from three keynote opportunities (tentative theme ideas):
- Undifferentiated Work
- Cloud Benefits (or Myth-Busting)
- Why Microservices Work
- Safety in Small Batches

Present in any of four education tracks:
- Management
- Developer Productivity
- Cloud/Serverless
- Data Engineering

BENEFITS OF SPONSORSHIP

- Access to the fast-growing *Silicon Slopes* community.
- Connect with top local IT decision-makers.
- Help teams get up-and-running quickly with your technology.
- Share insider advice to help teams avoid common pitfalls.

PROFILE OF ATTENDEES

Flow Factor is the only conference targeted to *all members* on a software delivery team. Attendees will include professionals working in all these roles:

- IT Management
- Directors of Software Dev
- VPs of Engineering
- Operations Engineers

- CTOs
- Software Developers
- Data Engineers
- Java Developers

- DevOps
- Solution Architects
- Product Owners
- SysAdmins

CONFERENCE EVENTS & LOGISTICS

Pre-conference meet and greet (open for sponsorship):
June 10, 5:00 pm to 7:00 pm
Location TBD

Speakers' dinner (open for sponsorship):
June 10, 7:30 pm to 9:30 pm
Location TBD

Load-in for sponsors with tables:
June 11, 7:00 am
Embassy Suites, South Jordan
10333 South Jordan Gateway
South Jordan, Utah, 84095

Flow Factor conference (all day):
June 11, 2019, 8:45 am to 4:00 pm

ATTENDEE TICKET PRICES
Sponsors receive 20% discount

Individual ticket prices through May 31st:
$79.95 - single admission
$64.95 - team admission (price per person, when purchasing 5 or more)

Individual ticket prices beginning June 1:
$99.95 - single admission
$84.95 - team admission (price per person, when purchasing 5 or more)

SPONSORSHIP CONTACT

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SPONSORSHIP OPPORTUNITIES (after May 1, 2019)
Contact us for pricing

Sponsorship Includes	Gold	Platinum*	Diamond*
Keynote Presentation – Morning (30 minutes)			✓
Keynote Presentation – Lunch (30 minutes)			✓
Keynote Presentation – Closing (30 minutes)			✓
Exhibit Table			✓
Speak at a Session (35 minutes)		✓	✓
Present a Workshop (two 90 min. workshops available)		✓	✓
Video Interview with Flow Factor Founder	✓	✓	✓
Guest Blog Post on Flow Factor Website	✓	✓	✓
Sponsor Logo on Website	✓	✓	✓
Sponsor Logo in Marketing Emails	✓	✓	✓
Sponsor Mentions and Tags in Social Media	✓	✓	✓
Company Logo in Conference Marketing	✓	✓	✓
Passes to Conference Included**	✓	✓	✓
20% Discount off Additional Conference Tickets***	✓	✓	✓

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Sponsor the Pre-Conference Meet and Greet (for all attendees) — amount negotiable
Sponsor the Speakers' Dinner (pre-conference dinner for speakers only) — amount negotiable

* Platinum sponsorship includes opportunity to present one speaker session and one workshop. Diamond sponsorship includes opportunity to present one session, one workshop and one keynote. *Keynotes and speaker sessions should focus on education, best practices, or industry trends—not product demos.* Times will be designated on a first come, first served basis.

** Number of passes included is based on sponsorship level. Diamond level includes 3 passes, Platinum level includes 2 passes, and Gold level includes 1 pass.

***Ticket discounts for sponsors applies to individual ticket prices: $79.95 through May 31 and $99.95 beginning June 1.