

W3C

W3C Week 2017 Sponsorship Opportunities

6-10 Nov. 2017 – Burlingame, CA, USA

Opportunity Profile

Four W3C Events in One Week!

Traditional W3C TPAC Meeting

- A week long event where the W3C Technical Community gets together to move the work ahead and to find new areas of potential work

W3C Executive Forum

- A half day event designed to give Industry Thought Leaders insight into the ways the Web is impacting their business.

W3C Publishing Summit

- A day and a half event which will focus on “connecting the dots” across the segments of publishing - with a focus on strategic impact of Web Standards, EPUB and the overall Open Web Platform.

W3C Developer Meetup

- An evening event for local developers to hear about latest Web standards-based development news from the W3C members and staff

Attendee Profile

Traditional W3C TPAC Meeting

550 – 650 Web Technologists working on Web Standards.

W3C Executive Forum

Target is 70 – 85 Executives / Decision Makers from leading Technology Organizations around the globe

(note: this is the premiere of this event!)

W3C Publishing Summit

200+ management and technology leaders who have significant influence over their organization's technical publishing strategy

W3C Developer Meetup

Anticipate 200 local (SF Bay Area) Web developers, designers, entrepreneurs, etc.

Sponsorship Opportunities

Five Packages of Sponsorship

Designed for both W3C Members and “Friends of the Web”

- **Support for W3C Sponsorships**
 - A package for the week of W3C Events
- **Traditional TPAC Sponsorships**
 - Visibility to TPAC Attendees but participation in Solution Showcase for entire week
- **W3C Executive Forum Sponsorships**
 - Visibility limited to this conference and reduced participation in Solution Showcase

Sponsorship Opportunities

Five Packages of Sponsorship (cont)

- **W3C Publishing Summit Sponsorships**
 - Visibility limited to this conference and reduced participation in Solution Showcase
- **W3C Developer Meetup Sponsorships**
 - For organizations whose primary audience are Web developers
 - Visibility and Participation in the Meetup

A summary of all these Sponsorship Opportunities can be found in this .csv file.

Summary of Sponsorship Opportunities (1)

Sponsorship Opportunity	Support for W3C Sponsors						W3C Publishing Summit Sponsors					
	Platinum 100k	Gold 80k	Network 60k	T-Shirt 15k	Showcase 15k	Showcase 7.5k	Platinum 25k	Gold 15k	Luncheon 5k	Refrshmnt 10k	Network 10k	Showcase 5k
Logo on all signage all week	x	x	x	x								
Prominent logo on T-shirt				x								
Logo displayed on Solution Showcase all week					x	x						
Logo on Solution Showcase signage (session only)												x
Logo on TPAC signage												
Logo on Publishing@W3C signage							x	x	x	x	x	
Acknowledgement in all Main Tent sessions	x	x	x	x	x							
Acknowledgement during Publishing@W3C							x	x			x	
10x15 Solution Showcase space	x											
10x10 Solution Showcase space		x										
10x10 Solution Showcase space (for session only)							x					
double-sized display table in Solution Showcase					x							
table in Solution Showcase			x			x						
table in Solution Showcase (for session only)								x				x
Handout/giveaway for all attendees	x	x										
Executive Forum speaking slot	x											
Tabletop display at refreshemnt area									x			
Tabletop display at Publishing@W3C luncheon								x				
Customizable	x	x										

Summary of Sponsorship Opportunities (2)

Sponsorship Opportunity	TPAC Sponsors							Executive Forum Sponsors			
	Platinum	Gold	Network	Reception	AC Dinner	Luncheon	Refrshmnt	Platinum	Gold	Network	Refrshmnt
	60k	40k	30k	40k	7.5k	7.5k	5k	30k	15k	10k	10k
Logo on TPAC signage	x	x	x	x	x	x	x				
Logo on Executive Forum signage								x	x	x	x
Acknowledgement in Plenary	x	x	x	x							
Acknowledgement in TPAC program	x	x	x	x							
Acknowledgement during AC meeting					x						
Acknowledgement prior to Plenary breaks							x				
Acknowledgement during Executive Forum								x	x	x	
10x10 Solution Showcase space	x							x			
double-sized display table in Solution Showcase							* at 120k				
table in Solution Showcase		x			* at 30k	* at 25k	* at 50k				
table in Solution Showcase (for session only)									x		
Executive Forum speaking slot								x			
Tabletop display at AC Dinner					x						
Tabletop display at TPAC luncheon						x					
Tabletop display at refreshment area											x
Customizable	x	x									

Support for W3C Sponsorships

Support for W3C Sponsorships

- **Platinum Sponsor - \$100K – (limit 1)**
 - **Logo prominently displayed on signage for all events during the week and in any event specific programs**
 - **Sponsorship acknowledged in all Main Tent sessions**
 - **A 10 x 15 ft space in the Solution Showcase**
 - **Entitled to provide one handout/giveaway to all attendees**
 - **5 minute speaking slot in Executive Forum**

Support for W3C Sponsorships

- **Gold Sponsor - \$80K – (limit 2)**
 - **Logo displayed on signage for all events during the week and included in any event specific programs**
 - **Sponsorship acknowledged in all Main Tent sessions**
 - **A 10 x 10 ft space in the Solution Showcase**
 - **Entitled to provide one handout/giveaway to all attendees**

**** Either of the Platinum or Gold Sponsorship package can be customized ****

Support for W3C Sponsorships

- **Network Sponsor – \$60K – (limit 3)**
 - **Provide support for the WiFi and A/V requirements all week for all events**
 - **Logo displayed on signage for all events during the week**
 - **Sponsorship acknowledged in all Main Tent sessions**
 - **A display table in the Solution Showcase**
- **Event T-Shirt Sponsor - \$15K – (limit 1)**
 - **All Sponsor logos will be on the shirt but this Sponsorship will be given a prominent location and size on the shirt**
 - **Logo displayed on signage for all events during the week**
 - **Sponsorship acknowledged in all Main Tent sessions**

Support for W3C Sponsorships

- **Showcase Sponsor - \$15K**
 - Logo prominently displayed in Solution Showcase during the week
 - Sponsorship acknowledged in all Main Tent sessions
 - A double-sized display area in the Solution Showcase
- **Lanyard Sponsor - \$12.5K**
 - Provide unique lanyards for each of the four events with branding on the lanyard with the event branding
 - Sponsorship acknowledged in all Main Tent sessions
 - A display table in the Solution Showcase all week

**Sold! Thanks
VitalSource**

Support for W3C Sponsorships

- **Showcase Participant - \$7.5K**
 - **Logo displayed on Solution Showcase signage during the entire week**
 - **A display table in the Solution Showcase**

Traditional TPAC Sponsorships

Traditional TPAC Sponsorships

- **Platinum Sponsor - \$60K – (limit 2)**
 - Logo prominently displayed on signage for TPAC events
 - Sponsorship acknowledged in Plenary sessions and in TPAC program
 - A 10 x 10 ft space in the Solution Showcase for all days
- **Gold Sponsor - \$40K – (limit 4)**
 - Logo displayed on signage for TPAC events
 - Sponsorship acknowledged in Plenary sessions and TPAC program
 - A display table in the Solution Showcase for all days

**** Both of the above are customizable ****

Traditional TPAC Sponsorships

- **Network Sponsor – \$30K (limit 5)**
 - Provide support for the WiFi and A/V requirements for the TPAC sessions including the Plenary on Wednesday
 - Logo displayed on signage for TPAC and in TPAC program
 - Sponsorship acknowledged in Plenary sessions
- **TPAC Reception Sponsor (Wed night) - \$40K for all or \$10K per Sponsor (limit 5)**
 - Provide food and refreshments for the attendees of the TPAC Reception on Wednesday evening
 - This will include TPAC and Executive Forum participants
 - Logo displayed on signage for TPAC and in TPAC program
 - Sponsorship acknowledged in Plenary sessions

Traditional TPAC Sponsorships

- **AC Dinner Sponsor (Tues night) - \$7.5K per Sponsor (limit 5) or \$30K for exclusive Sponsorship**
 - **Logo displayed on signage for TPAC**
 - **Table top displays for AC Dinner**
 - **Sponsorship acknowledged during AC Meeting**
 - **Exclusive Sponsorship would include a table in the Solution Showcase**

Traditional TPAC Sponsorships

- **TPAC Luncheon Sponsor - \$7.5K per luncheon (4 per luncheon, 5 days of luncheons) or \$25K for exclusive per day or \$120K for complete exclusive**
 - **Logo displayed on signage for TPAC**
 - **Table top displays for TPAC Luncheon area**
 - **Daily Exclusive Sponsorship would include a table in the Solution Showcase**
 - **Complete Exclusive Sponsorship would include a double-sized display area in the Solution Showcase**

Traditional TPAC Sponsorships

- **Refreshment Break Sponsor - \$5K per Break**
 - **2 Sponsors per break – buyout the break for \$7500**
 - **Provide refreshments during one of the breaks**
 - **Logo displayed on signage for TPAC events during the week**
 - **Sponsorship acknowledged prior to Plenary breaks**
 - **30 Opportunities for this – do them all for \$110K!**
 - **Sponsoring 10 or more also comes with a display table in the Solution Showcase**

Executive Forum Sponsorships

Executive Forum Sponsorships

- **Platinum Sponsor - \$30K – (limit 1)**
 - **Logo prominently displayed on signage for Executive Forum**
 - **Sponsorship acknowledged**
 - **A 10 x 10 ft space in the Solution Showcase**
 - **A 10 minute speaking slot in the Forum or the Facilitator of a Panel during the Forum**
- **Gold Sponsor - \$15K – (limit 2)**
 - **Logo displayed on signage for Executive Forum**
 - **Sponsorship acknowledged during Executive Forum sessions**
 - **A display table in the Solution Showcase on day of the Executive Forum**

Executive Forum Sponsorships

- **Network Sponsor – \$10K**
 - **Provide support for the WiFi and A/V requirements for the Executive Forum**
 - **Logo displayed on signage for the Executive Forum**
 - **Sponsorship acknowledged in all Executive Forum Main Tent sessions**

- **Refreshment Break Sponsor - \$10K**
 - **Provide afternoon refreshments during the break**
 - **Logo displayed on signage for the Executive Forum**
 - **Table top displays for Refreshment areas for Executive Forum attendees**

W3C Publishing Summit Sponsorships

W3C Publishing Summit Sponsorships

- **Platinum Sponsor - \$25K – (limit 1)**
 - **Logo prominently displayed on signage for Publishing@W3C Summit**
 - **Sponsorship acknowledged in Publishing@W3C Summit sessions**
 - **A 10 x 10 ft space in the Solution Showcase for days of the Publishing @ W3C Summit**
- **Gold Sponsor - \$15K – (limit 2)**
 - **Logo displayed on signage for Publishing@W3C Summit**
 - **Sponsorship acknowledged in Publishing@W3C Summit sessions**
 - **A display table in the Solution Showcase for days of the Publishing@W3C Summit**

W3C Publishing Summit Sponsorships

- **Luncheon Sponsor - \$5K per Sponsor (limit 4) or 15K for Exclusive**
 - **Logo displayed on signage for the Publishing@W3C Summit**
 - **Table top displays for Luncheon area for Publishing@W3C Summit attendees**

- **Refreshment Break - \$10K**
 - **Provide morning and afternoon break refreshments**
 - **Logo displayed on signage for the Publishing@W3C Summit**
 - **Table top displays for Refreshment areas for Publishing@W3C attendees**

W3C Publishing Summit Sponsorships

- **Network Sponsor – \$10K**
 - **Provide support for the WiFi and A/V requirements for the Publishing@W3C Summit**
 - **Logo displayed on signage for the Publishing@W3C event**
 - **Sponsorship acknowledged in Publishing@W3C Summit sessions**
- **Showcase Participant - \$5K**
 - **Logo displayed on Solution Showcase signage during the Publishing@W3C Summit**
 - **A display table in the Solution Showcase during the days of the Publishing@W3C Summit**

Developer Meetup Sponsorships

Developer Meetup Sponsorships

- **Event Sponsor - \$7.5K**
 - **Logo prominently displayed on signage for Meetup**
 - **Provide refreshments during the Meetup**
 - **Sponsor acknowledged during the event by W3C Leads**
 - **Table top displays**
- **Expo Table Sponsor - \$2K**
 - **A display table in the Meetup Space**