IstioCon 2021
Partner Packages

The Istio Conference is a community-focused event that aims to **connect contributors with the project's ecosystem.**

The largest area of contribution to the conference is **producing content that is useful to the project and its adoption.**

1. Getting involved - Content

Keynotes

- 6 Keynotes for US TZ
- 2 Keynotes for China TZ

Workshops

- 4 Workshops of 2.5 hours each for US TZ
- 1 Workshop of 2.5 hours for China TZ

Tech Talks

- 14 tech talks of 40 minutes each for US TZ
- 6 Tech talks of 40 minutes each for China TZ

Lightning talks

- 8 lightning talks of 10 minutes each for US TZ
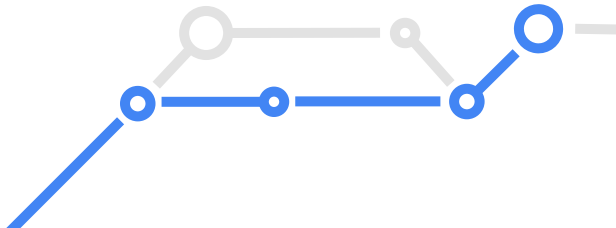- 4 for China TZ

2. Getting involved - Financial support

The following table describes the event bundles that allow IstioCon to showcase a multi-vendor ecosystem of partners associated with certain levels:

Tier level	Commitment
Platinum	Participants gifts (t-shirts)
Gold	Event fun (photo booth, graphic recordings, etc)
Silver	Event organization (joining a committee)

- Tiers & sponsors' logos will be displayed on the conference event page
- Each sponsoring company and committee chairs will be individually called out in social media posts for their contributions.
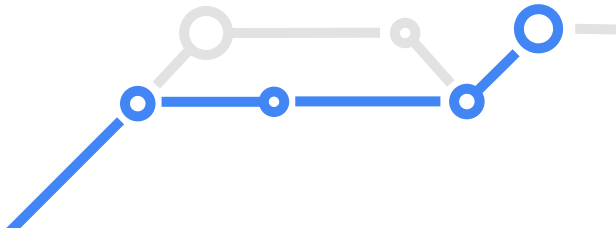
PII from conference registration

- This PII refers to the information participants share with the event organizer* on the event website.

- This PII is used to send attendees links to the live stream, communicate important event details and collect aggregate attendance data.

- This PII will not be shared with any other third parties.

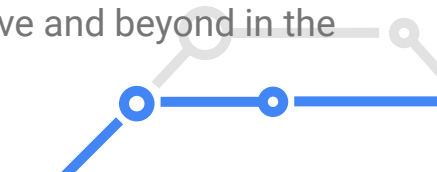- This PII will be deleted right after the event wrap-up.

PII from registrations for gifts

- Vendors who want to offer financial support for the conference ("Sponsoring vendor") will choose one category to engage in, and will be connected with a provider that can produce those items.

- Sponsoring vendors will set up a seperate registration form on their own platform, directed from the event site. The participants who want to receive gifts will share their PII with the sponsoring vendor, and the sponsoring vendor sends out gifts to those participants.

- The Organizers Committee will work with sponsoring vendors interested in paying for goods or services for the conference, to find a provider for the selected category and facilitate all the conversations.

Vendor logos representation

1. Social Media mentions of presenter and their company
    a.   Keynotes: 2x
    b.   Tech talks, lightning talks, workshops: 1x
    c.   Event supporters: 2x

2. Screensaver / screen between sessions. This screen will have all event partner logos displayed according to the level they are engaging at.

3. Swag bags. The virtual swag bag will have the logos of all the companies offering swag.

4. Slack / event chat mentions:
    a.   Keynotes: 1x
    b.   Tech talks, lightning talks, workshops: 1x
    c.   Event supporters: 1x

5. One shared mention at slack and social media for those who go above and beyond in the organization of the event.

6. Logos on bumpers (for session recordings)

Vendor logo representation - Examples

Vendor logo representation - Examples

Participant gift & event activities

Participant T-shirts [Unavailable]
Available sponsorship: 2

- Includes 2 social media mentions, 1 slack mention during the event.
- The sponsor(s) are responsible for the data collection, production and distribution is a responsibility of the sponsoring vendor.
- The t-shirt design should have the conference logo in the front, and the organizer's logo in the back. Option to include sponsor logo on the arm for highlight.
- Only the first 200 registered to the event will receive a t-shirt(*)

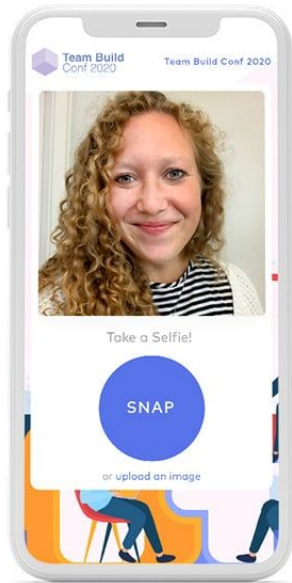$20-$25 per/u depending on producer. Total estimated cost: $5,000 usd

Speaker gifts [Unavailable]
Available sponsorship: 1

- The sponsoring vendor will send a gift box to all speakers of the IstioCon (estimated 40 speakers)
- Box will include a sticker with the Istio logo, and a sticker of each of the sponsors.
- The sponsor will be responsible for delivering the logos to the gift box producer.

$50-$100 depending on gift box choice.
Estimated total: $3,200 usd

Virtual photo booth [Unavailable]
Available sponsorship: 1

- Attendees can take selfies with IstioCon logo in frame, post on social media, and add conference hashtags
- A slack channel will be dedicated to the photo booth activities, and it will be named as the sponsor: #photobooth-by-SPONSORNAME

$850usd one time payment

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Google Cloud

Get 50% off the first month on Google Cloud Specializations on Coursera.

Check it out! →

Win Bose Noise Cancelling Headphones 700

Participants who join live sessions of Beam Summit automatically enter a raffle for a set of Bose Noise Cancelling Headphones 700.
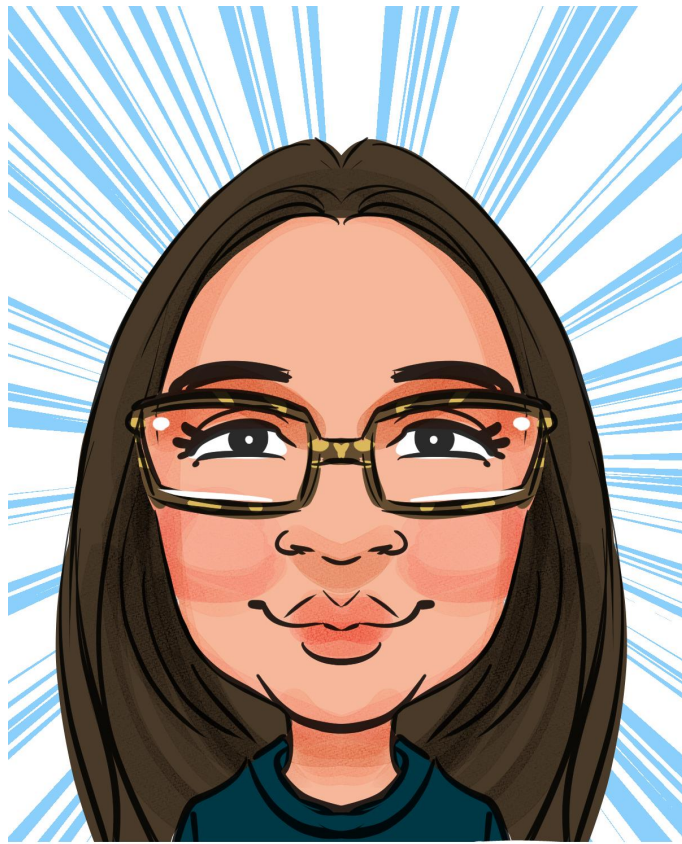
Check it out! →

Virtual swag bag
Available sponsorships: ANY

- Contributing partners can give away cloud credits, e-book, subscriptions to their services, discount codes, etc.

- Sponsors will set up a seperate registration form on their own platform, directed from the event site. The participants who want to receive gifts will share their PII with the sponsor

- The sponsor will be responsible of sending the gifts

[Social hour] Cartoonist
Available sponsorships: 1

- We hire a cartoonist to join during social hour, and they draw a cartoon depiction of some participants
- The drawing will include the sponsor logo.

$200 per hour, for 2 hours = $400.

Trivia winners gifts
Available sponsorship: 1

- We give trivia winners a gift to the 1st 3 places.
- We will name the trivia as the sponsor name: Trivia by SPONSORNAME
- At the end of the event when the winners are mentioned, the sponsor will provide the rewards.

3 x $100 per gift card ($300 usd total)
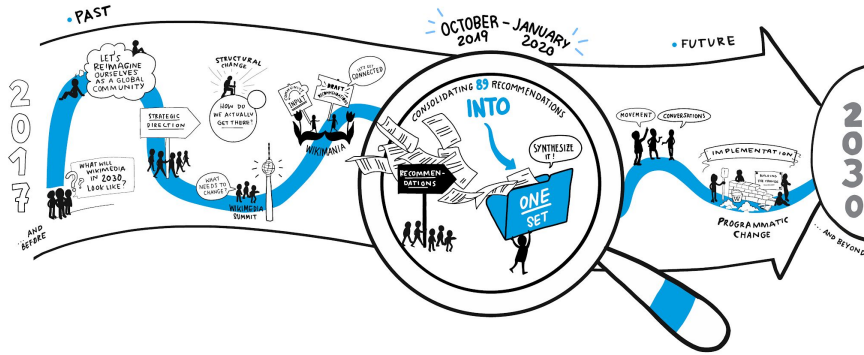
Social event live music
Available sponsorship: 2

- Only available for US timezone
- DJ live music
- The DJ is playing in one sector of Gather.town , and people who approach that corner can listen to music.

$1,000 usd ($500 usd per sponsor)

Graphic recording
Available sponsorship: 1

- An illustration artist that captures key concepts in a linear illustration, to be incorporated during the Roadmap session. It is used to explain a process.
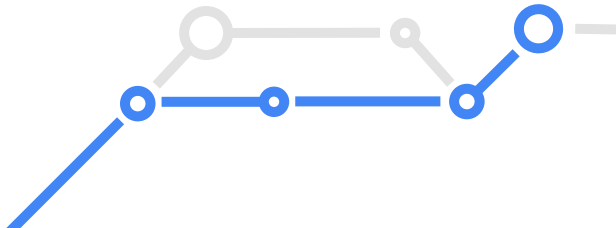
(Example from Wikimedia movement 2030 strategy)

Process and implementation

Coordination and support

- **Software Guru** will help to find suppliers in what relates to **gifts and services.**

- Companies that commit to supporting a portion of the conference will pay the supplier directly to produce those items.

Thank you!

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