



[www.zabbix.com](http://www.zabbix.com)

**SUMMIT  
ONLINE / 2021**

# **SPONSORSHIP OPPORTUNITIES**



# WELCOME TO



## SUMMIT ONLINE/2021

The premier Zabbix event about monitoring – **Zabbix Summit Online 2021** is the main Zabbix event of the year.

**Zabbix Summit Online 2021** will be an exquisite event devoted to Zabbix 6.0 LTS with technical and business oriented presentations, hands-on workshops and networking opportunities!



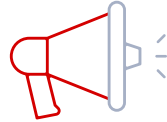
# ZABBIX SUMMIT ONLINE 2020 BY NUMBERS



5 000  
participants



127  
countries



31  
speakers



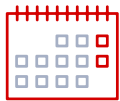
8  
workshops



120  
zabbix fans

## ZABBIX SUMMIT ONLINE 2021

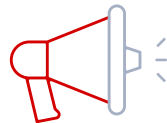
EXPECTED NUMBERS



1  
day



up to  
7 000  
participants



21  
speakers



9  
workshops



127  
countries

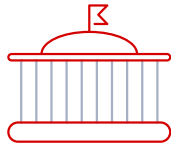
# SUMMIT AUDIENCE

More than 5 000 attendees from all over the globe joined and watched Zabbix Summit Online 2020. We had viewers from 127 countries, representing both local companies and global enterprises.

## TOP INDUSTRIES



Banking &  
Finance



State &  
Local Government



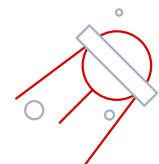
Healthcare &  
Medical



IT &  
Telecommunications

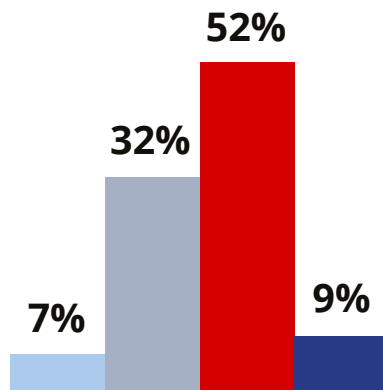


Energy &  
Chemicals



Aerospace

## TOP JOB ROLES



System administrators, engineers  
and developers



Technical leads and system architects



IT managers



CEO & CIO

## GROWING AUDIENCE

2021

7 000 participants online  
(expected)

2020

5 000 participants

2019

480 participants

2018

350 participants

# SPONSORSHIP OPTIONS

	PLATINUM	GOLD	SILVER
ACKNOWLEDGMENTS	1 800	850	450
Verbal and written appraisal for being a Sponsor during the opening and the closing speech of the Summit	✓	✓	Written only
Announcement and logo in Zabbix Newsletter and Summit Bulletins	✓	✓	✓
Logo and company description displayed on the Summit page in the section "Sponsors"	✓	✓	✓
Announcement on sponsorship with company logo and description on Zabbix social media channels, such as FB, TW, LinkedIn	70 words	50 words	20 words
Logo on the Summit mid-presentation slides and before the event	✓	✓	✓
Logo on the Summit Live Stream layers before start & between presentations (visibility depends on sponsorship level)	✓	✓	
Logo displayed in video presentations, published on YouTube and zabbix.com after the event	✓	✓	
ADVERTISING OPPORTUNITIES			
Special room for communication during coffee breaks and the Summit	✓		
Opportunity to use own virtual background or designed by Zabbix	✓	✓	
Zabbix Summit live streaming on youtube.com	✓	✓	✓
Opportunity to add corporate gifts to Zabbix Fan package	✓		
Opportunity to provide a free subscription or other discount vouchers for all Summit participants	✓		
Pre-recorded interview with the sponsor	✓	✓	
20 minutes Sponsor presentation slot*	✓		
Opportunity to hold a special workshop*	✓	✓	
SPONSOR BENEFITS			
Zabbix Fan packages included	3	2	
Discount to purchase additional Zabbix Fan packages	15%	10%	

\* only approved and confirmed by Zabbix Committee

# Platinum 1 800 €



## ACKNOWLEDGEMENTS

- ✓ Verbal and written appraisal for being a Sponsor during the opening and the closing speech of the Summit
- ✓ Announcement and logo in Zabbix Newsletter and Summit Bulletins
- ✓ Logo and company description displayed on the Summit page in the section "Sponsors"
- ✓ Announcement on sponsorship with company logo and description on Zabbix social media channels, such as FB, TW, LinkedIn (70 words)
- ✓ Logo on the Summit mid-presentation slides and before the event (featured visibility)
- ✓ Logo on the Summit Live Stream layers before start & between presentations
- ✓ Logo displayed in videos of presentations, published on YouTube and zabbix.com after the event



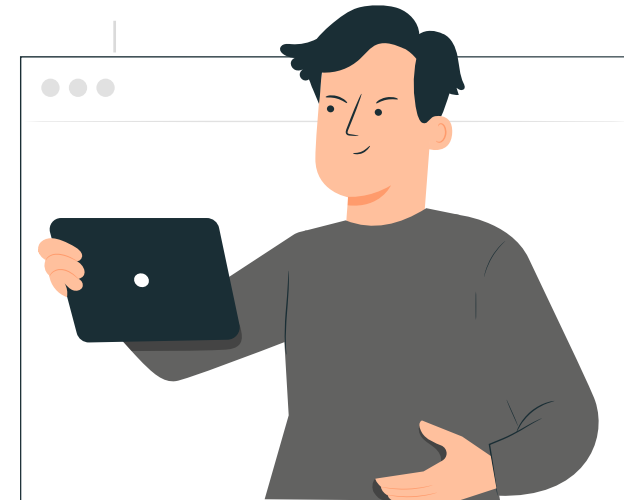
## ADVERTISING OPPORTUNITIES

- ✓ Special online room for communication during the Summit
- ✓ Opportunity to use own virtual background or designed by Zabbix
- ✓ Zabbix Summit live streaming on YouTube.com



## SPONSOR BENEFITS

- ✓ 2 Zabbix Fan packages included
- ✓ 15 % discount to purchase additional Zabbix Fan packages



# Platinum 1 800 €



## IMPORTANT DEADLINES

### ✓ PRE-RECORDED INTERVIEW WITH THE SPONSOR

Deadline for sending the video to [Zabbix conference@zabbix.com](mailto:Zabbix%20conference@zabbix.com) – **August 21, 2021**

### ✓ 20 MINUTES SPONSOR PRESENTATION SLOT\*

Abstract submission deadline is **June 21, 2021** (draft of the PowerPoint presentation (16:9) and 5 minutes speaker video (Zoom accepted) describing the topic.

If your abstract has been accepted, you should submit your Final Paper consisting of two files - PowerPoint presentation (16:9) and video with the author presenting (mp4) to [conference@zabbix.com](mailto:conference@zabbix.com) by **August 21, 2021**

### ✓ OPPORTUNITY TO HOLD A TECHNICAL WORKSHOP\*

Abstract submission deadline is **July 21, 2021** (draft of the PowerPoint presentation (16:9) and 5 minutes speaker video (Zoom accepted) describing the topic.

If your abstract has been accepted, you should submit your Final Paper (PowerPoint presentation (16:9) to [conference@zabbix.com](mailto:conference@zabbix.com) by **September 10, 2021**

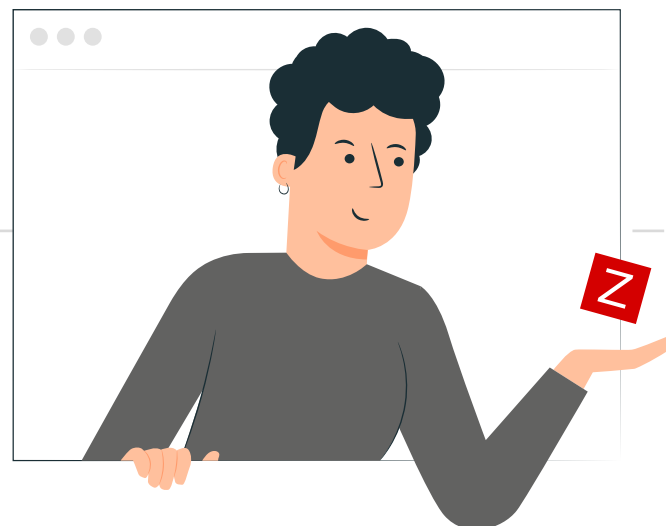
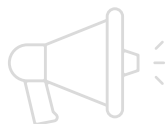
Workshop week – **26.10; 27.10; 28.10**

### ✓ OPPORTUNITY TO ADD YOUR CORPORATE SOUVENIRS TO ZABBIX FAN PACKAGE

The deadline for sending souvenirs to Zabbix Headquarters (Dzelzavas 117, Riga, LV-1021, Latvia) is **July 21, 2021**

### ✓ OPPORTUNITY TO PROVIDE A FREE SUBSCRIPTION OR OTHER DISCOUNT VOUCHERS FOR ALL SUMMIT PARTICIPANTS

The deadline for sending special offers to [conference@zabbix.com](mailto:conference@zabbix.com) is **September 10, 2021**



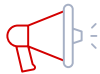
\* only approved and confirmed by Zabbix Committee

# Gold 850 €



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- ✓ Logo and company description displayed on the Summit page in the section "Sponsors"
- ✓ Announcement on sponsorship with company logo & description on Zabbix social media channels, such as FB, TW, LinkedIn (50 words)



## ADVERTISING OPPORTUNITIES

- ✓ Opportunity to use own virtual background or designed by Zabbix
- ✓ Zabbix Summit live streaming on YouTube.com



## SPONSOR BENEFITS

- ✓ 2 Zabbix Fan packages included
- ✓ 10% discount to purchase additional Zabbix Fan packages



## IMPORTANT DEADLINES

### ✓ PRE-RECORDED INTERVIEW WITH THE SPONSOR

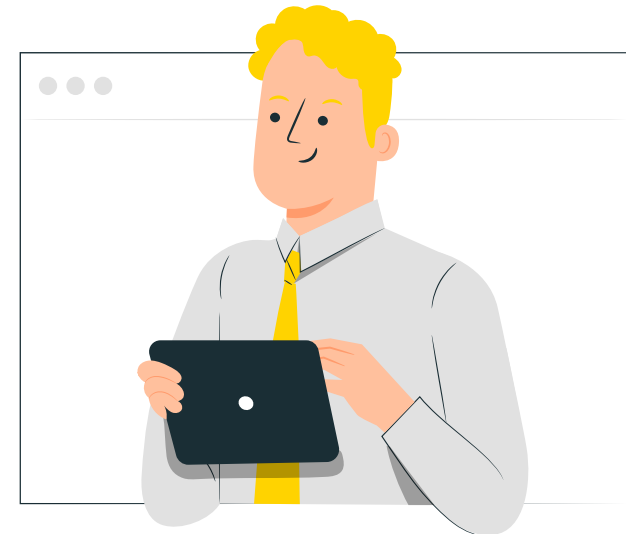
Deadline for sending the video to Zabbix [conference@zabbix.com](mailto:conference@zabbix.com) – August 21, 2021

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Workshop week – 26.10; 27.10; 28.10



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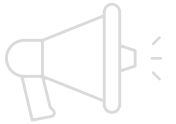
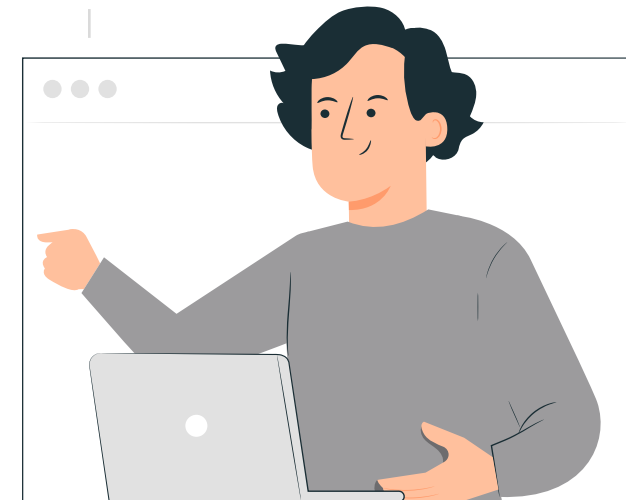
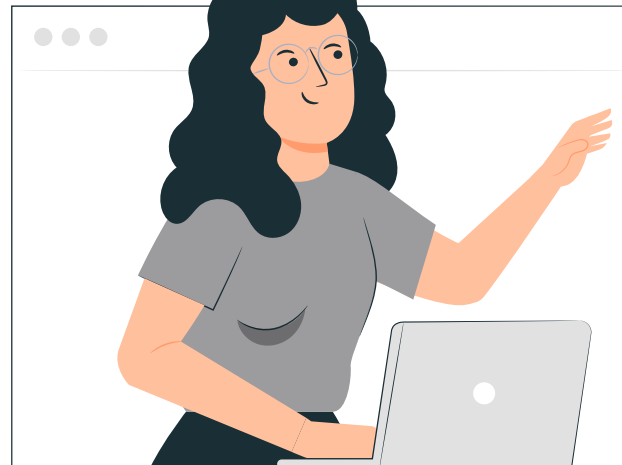
# Silver

450 €



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- ✓ Announcement on sponsorship with company logo & on social media channels, such as FB, TW, LinkedIn (20 words)
- ✓ Logo on the Summit mid-presentation slides and before the event
- ✓ Logo on the Summit Live Stream layers before start & between presentations
- ✓ Logo displayed in videos of presentations, published on YouTube and zabbix.com after the event



# WHY BECOME A SPONSOR?

## BENEFITS OF BECOMING A SPONSOR

- ✓ Gain exposure and increase brand awareness through our marketing campaigns incorporating emails, social media and digital.
- ✓ Take advantage of the online exhibition and branding opportunities to communicate your message to tech-savvy audience from all over the world.
- ✓ Connect with Zabbix customers and users and gain a deeper understanding of their needs and challenges
- ✓ Promote your company's visibility before, during and after the online event through Zabbix social media channels.

## PUBLICITY OPTIONS

- Zabbix website, official conference page
- Zabbix social media channels
- Zabbix Newsletter
- Youtube live streaming







For more information about Zabbix Summit Online 2021  
please visit [https://www.zabbix.com/events/zabbix\\_summit\\_2021](https://www.zabbix.com/events/zabbix_summit_2021)

Should you have any further questions or if you have already  
decided to become a Sponsor, please contact:



**Svetlana Avene-Avenina**  
[conference@zabbix.com](mailto:conference@zabbix.com)

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