Red Hat Summit

Connect

2025 Sponsorship Prospectus

EMEA

Opatija | London | Madrid | Copenhagen | Johannesburg | Stockholm | Utrecht | Brussels | Warsaw | Helsinki | Paris | Rome | Riyadh | Darmstadt | Istanbul | Zurich | Dubai

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Red Hat Summit: Connect took place in 17 cities across EMEA in 2024. We welcomed thousands of customers, partners, community members, and IT professionals to learn and collaborate on technologies from the datacenter and public cloud to the edge and beyond.

2024 in-person event highlights

13,105+ attendees

171 sponsors

83 customer speakers

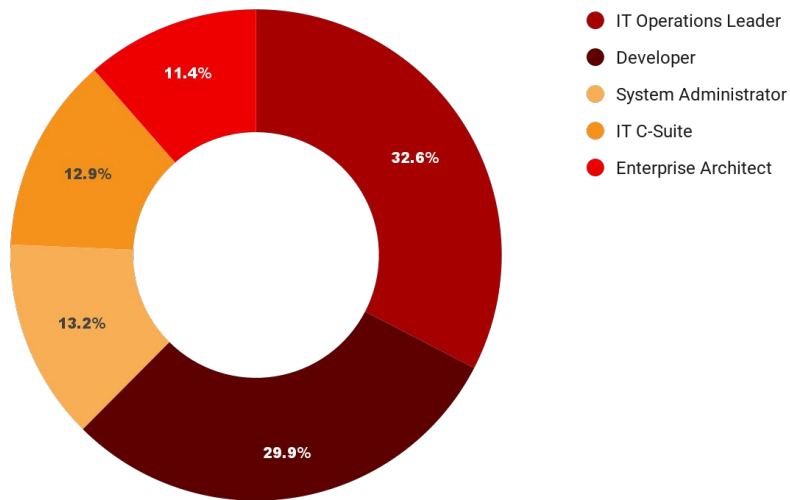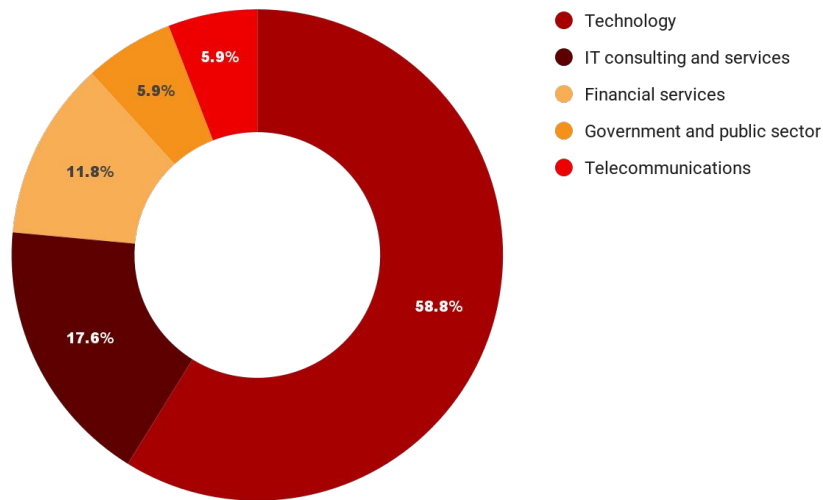**4M +** social impressions

500+ sessions and labs

20+ journalists and analysts

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2024 in-person event attendee demographics

Top 5 Job Roles

- IT Operations Leader
- Developer
- System Administrator
- IT C-Suite
- Enterprise Architect

32.6%
29.9%
13.2%
12.9%
11.4%

Top 5 Industries

- Technology
- IT consulting and services
- Financial services
- Government and public sector
- Telecommunications

58.8%
17.6%
11.8%
5.9%
5.9%

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Support for Red Hat Summit Connects in 2024 included:

Red Hat Summit: Connect 2025

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Unlock what's next

This year, a collaborative community of technology professionals will **gather across 17 cities in EMEA** to unlock what's next in open source. Join us at **Red Hat® Summit: Connect** to build new skills, challenge tech complexity, and move your organization forward.

Attendees and partners gain the best knowledge in the industry through:

- **Technical and business** sessions
- Presenter-led and self-paced **hands-on labs**
- Customer **panels and presentations**

- Visionary **keynotes** from industry leaders
- **Networking opportunities** and events
- **1:1 collaboration** with Red Hat subject matter experts

Red Hat Summit: Connect 2025 Overview

Event Structure Opportunities:

- Plenary sessions that include an inspirational talk, customer success stories and high-level demos
- Moderated panel sessions
- Parallel working sessions
- Workshops and partner sessions.
- Pre-booked exec meetings
- Exhibition area
- Exclusive invitation only networking
- Drinks reception
- Business decision makers and influencers
- Press activities

Number of Attendees:

Attendance ranges from 200-1200 depending on location.

Target Audiences:

IT decision makers, Directors of the following areas: Innovation, Development, Operations, Architecture, Business, CIOs, CEOs, CTOs.

Partners:

SPs, ISVs, GSI's, CCSPs, OEMs and distributors.

(These may vary depending on locations)

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Red Hat Summit: Connect 2025
Locations & Dates
EMEA

Brussels
25 Sep 2025

Opatija
7-8 Oct 2025

London
9 Oct 2025

Madrid
9 Oct 2025

Johannesburg
9 Oct 2025

Copenhagen
9 Oct 2025

Utrecht
15 Oct 2025

Stockholm
16 Oct 2025

Helsinki
23 Oct 2025
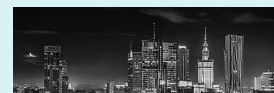
Warsaw
28 Oct 2025

Paris
6 Nov 2025

Rome
12 Nov 2025

Riyadh
11 Nov 2025

Darmstadt
19 Nov 2025

Istanbul
20 Nov 2025

Zurich
14 Jan 2026

Dubai
22 April 2026

Why sponsor?

Red Hat Summit: Connect is an exceptional opportunity to build awareness of your brand among technology leaders and practitioners from hundreds of **leading organizations**.

- ▸ **Share** your organization's brand and messaging with the brightest minds in the open source ecosystem.
- ▸ **Connect** with Red Hat customers and prospects, and gain a deeper understanding of their needs and challenges.
- ▸ **Collect** new leads to engage with and nurture after the event.
- ▸ **Promote** your company's visibility pre-event, on site, and post-event to Red Hat Summit: Connect's social media following.

Interested in sponsoring Red Hat Summit: Connect 2025 in EMEA? View our package options!

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Sponsorship packages overview

City	Date	Attendees	Diamond	Gold	Silver +	Silver	Bronze
Brussels	25 Sept	350	--	€10,000 [6]	--	€7,500 [4]	--
Opatija	7–8 Oct	300	€20,000 [1]	€13,000 [3]	€10,000 [6]	--	€5,000 [3]
London	9 Oct	475	€40,000 [1]	€25,000 [6]	€15,000 [12]	--	€8,000 [10]
Madrid	9 Oct	810	€35,000 [1]	€20,000 [5]	--	€15,000 [10]	€7,000 [2]
Johannesburg	9 Oct	550	€30,000 [1]	€15,000 [5]	€8,000 [3]	--	--
Copenhagen	9 Oct	315	€20,000 [1]	€13,000 [6]	--	€6,000 [5]	€3,000 ✉
Utrecht	15 Oct	865	€20,000 [1]	€12,000 [6]	--	€9,500 [16]	--
Stockholm	16 Oct	610	€30,000 [1]	€15,000 [6]	--	€7,000 [14]	€3,000 ✉
Helsinki	23 Oct	380	€20,000 [1]	€13,000 [6]	--	€6,000 [8]	€3,000 ✉
Warsaw	28 Oct	960	€25,000 [2]	€15,000 [8]	--	€7,000 [8]	--
Paris	6 Nov	815	€36,000 [3]	€25,000 [10]	€15,000 [10]	--	€8,000 [6]
Rome	12 Nov	2000	€30,000 [4]	€20,000 [10]	€12,000 [20]	--	€6,000 [20]
Riyadh	11 Nov	725	€42,000 [1]	€32,000 [6]	--	€25,000 [9]	--
Darmstadt	19 Nov	550	€40,000 [1]	€25,000 [12]	--	€13,000 [15]	€6,000 ✉
Istanbul	20 Nov	1180	€30,000 [4]	€20,000 [6]	--	€15,000 [6]	--
Zurich	14 Jan	660	€39,000 [1]	€16,500 [6]	€9,000 [10]	--	€5,100 [2]
Dubai	1 Apr	410	€35,234 [2]	€22,071 [5]	--	€13,213 [8]	--

Number next to price represents the underlined quantity of packages.
Please contact us as soon as possible to secure your preferred package level to avoid disappointment.
Envelope symbol represents packages which are by invitation only.
All diamond packages are by invitation only.

Overview of what's included

Diamond
(by invitation only)

- Participation in plenary session (must inc. customer use case)
- Breakout session
- **2** invitations to *executive activity
- Booth – Extra Large
- Lead capturing device
- **8** passes

Gold

- Breakout session
- Booth – Large
- Lead capturing device
- **6** passes

Silver+

- Speaking Opportunity*
- Booth – Medium
- Lead capturing device
- **4** passes

Silver

- Booth – Medium
- Lead capturing device
- **4** passes

Bronze

- Booth – Small
- Lead capturing device
- **2** passes

*(*The format may vary depending on locations
Executive Exchange passes available at locations delivering the activity)*

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Package Overview

	Diamond	Gold	Silver +	Silver	Bronze
Booth space (including turnkey booth, graphics, furniture, lighting and WiFi)	3910mm wide 2 monitors 2 stools Lockable cupboard/counter	3010mm wide 1 monitor 2 stools Lockable cupboard/counter	2410mm wide 1 monitor 2 stools Lockable cupboard/counter	2410mm wide 1 monitor 2 stools Lockable cupboard/counter	1510mm wide 1 monitor 2 stools Lockable cupboard/counter
Keynote involvement	✓				
Breakout session	✓	✓			
Speaking opportunity			✓		
2 invites to Executive Exchange	✓				
Lead capture device	✓	✓	✓	✓	✓
Passes	8	6	4	4	2
Logo on event webpage	✓	✓	✓	✓	✓
Logo on event signage	✓	✓	✓	✓	✓
Logo displayed on keynote slides	✓	✓	✓	✓	✓
Logo included on promotional emails	✓	✓	✓	✓	✓
Co branded digital promotional banners	✓	✓	✓	✓	✓

Standard booth packages may vary at location.
All specific details will be provided on the ERC.
All sessions are subject to review and approval by Red Hat.
Keynote session must include a customer use case.
Speaking opportunity format varies at location.
Executive Exchange passes available at locations hosting the activity.

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Diamond Package

Networking & Brand Presence
- Extra large booth (2 monitors, lockable cupboard, your logo, 2 stools, wifi and electricity)
- 2 passes to Executive Exchange*
- Logo featured during keynote
- Logo featured on onsite branding
- Logo and 100 word company description featured on event website

Speaking Opportunities
- Keynote participation (must include a customer)
- Breakout session

Communications
- Logo included on event promotional emails
- Co branded social banners supplied for your own promotion
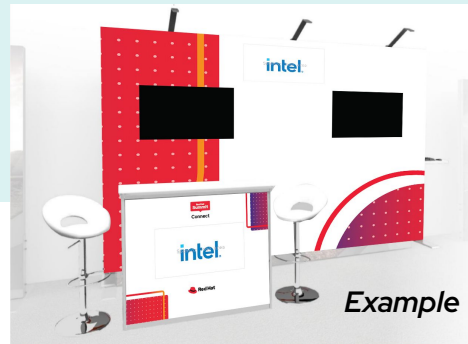- Sessions promoted as part of the event agenda

Leads
- Opt in attendees to breakout session
- Lead retrieval scanner at booth

Passes
- 8 passes (including speakers & booth staff)
- 2 additional passes for Executive Exchange*

*at locations where an Executive Exchange is taking place

3910mm wide
2 monitors with HDMI connection
2 stools
Lockable cupboard/counter
Logo featured on back wall and cupboard

Example

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Gold Package

Networking & Brand Presence
- Large booth (1 monitor, lockable cupboard, your logo, 2 stools, wifi and electricity)
- Logo featured during keynote
- Logo featured on onsite branding
- Logo and 100 word company description featured on event website

Speaking Opportunities
- Breakout session

Communications
- Logo included on event promotional emails
- Co branded social banners supplied for your own promotion
- Sessions promoted as part of the event agenda

Leads
- Opt in attendees to breakout session
- Lead retrieval scanner at booth

Passes
- 6 passes (including speakers & booth staff)
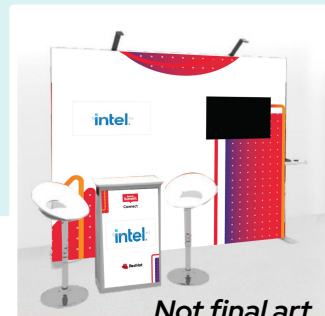
3010mm wide monitor with HDMI connection
2 stools
Lockable cupboard/counter
Logo featured on back wall and cupboard

Not final art

1

Silver + Package

Networking & Brand Presence
- Medium booth (1 monitor, lockable cupboard, your logo, 2 stools, wifi and electricity)
- Logo featured during keynote
- Logo featured on onsite branding
- Logo and 100 word company description featured on event website

Speaking Opportunity
- Breakout session, Panel Discussion or Lightning Talk (format depends on location)

Communications
- Logo included on event promotional emails
- Co branded social banners supplied for your own promotion
- Session promoted as part of the event agenda

Leads
- Opt in attendees to speaking opportunity
- Lead retrieval scanner at booth

Passes
- 4 passes (including speakers & booth staff)

2410mm wide monitor with HDMI connection
2 stools
Lockable cupboard/counter
Logo featured on back wall and cupboard

1

Not final art

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Silver Package

Networking & Brand Presence
- Medium booth (1 monitor, lockable cupboard, your logo, 2 stools, wifi and electricity)
- Logo featured during keynote
- Logo featured on onsite branding
- Logo and 100 word company description featured on event website

Communications
- Logo included on event promotional emails
- Co branded social banners supplied for your own promotion

Leads
- Lead retrieval scanner at booth

Passes
- 4 passes (including booth staff)

2410mm wide monitor with HDMI connection
2 stools
Lockable cupboard/counter
Logo featured on back wall and cupboard

Not final art

Bronze Package

Networking & Brand Presence
- Small booth (1 monitor, lockable cupboard, your logo, 2 stools, wifi and electricity)
- Logo featured during keynote
- Logo featured on onsite branding
- Logo and 100 word company description featured on event website
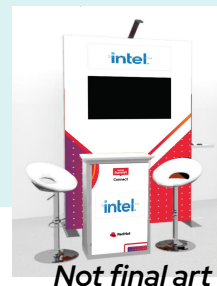
Communications
- Logo included on event promotional emails
- Co branded social banners supplied for your own promotion

Leads
- Lead retrieval scanner at booth

Passes
- 2 passes (including booth staff)

1510mm wide
monitor with HDMI connection
2 stools
Lockable cupboard/counter
Logo featured on back wall and cupboard

1

Not final art

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Marketing Promotional Opportunities

Marketing Promotional Opportunities (MPOs) are designed to customise and enhance a sponsor's participation through unique engagement and increased brand awareness.

A selection of options are listed in the following slides. MPOs are available on a first come, first serve basis. Please note availability depends on the location. The team will ask you if you are interested in purchasing an MPO before contract.

Lunch sponsor

1 available per location

Price on application

Sponsorship includes:
- Logo on all lunch tables and buffet stations
- Logo on event webpage
- 2 delegate passes

Networking Reception

1 available per location

Price on application

Sponsorship includes:
- Branding of networking reception area/room
- Logo on drinks menu
- Networking reception sponsor promoted on the agenda
- Logo on event page
- 2 delegate passes

Please note availability depends on the location

Tote bag sponsor

1 available per location

Price on application

Sponsorship includes:
- To be given out to attendees at registration
- Bag supplied by sponsor with your choice of design/logo
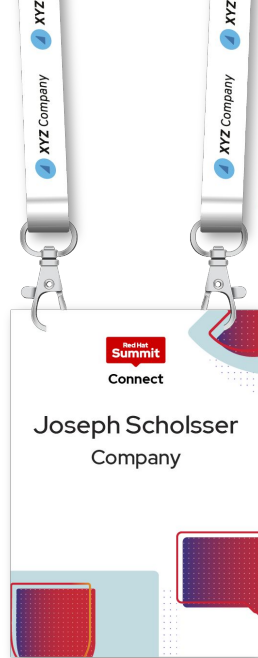- Logo on event page
- 2 delegate passes

Lanyard

1 available per location

Price on application

Sponsorship includes:
- Co-branded lanyard
  (each attendee will receive at point of registration)
- Logo on event page
- 2 delegate passes

Please note availability depends on the location

Smoothie bar

Sponsorship includes:
- Logo branding on the Smoothie station during the event
- Logo on the drinks menu
- Co-branded logo (with Red Hat) on the cup
- Dedicated lead scanner
- Logo on event page
- 2 delegate passes

Barista

Sponsorship includes:
- Logo branding on the barista station during the event
- Logo on the drinks menu
- Co-branded logo (with Red Hat) on the cup
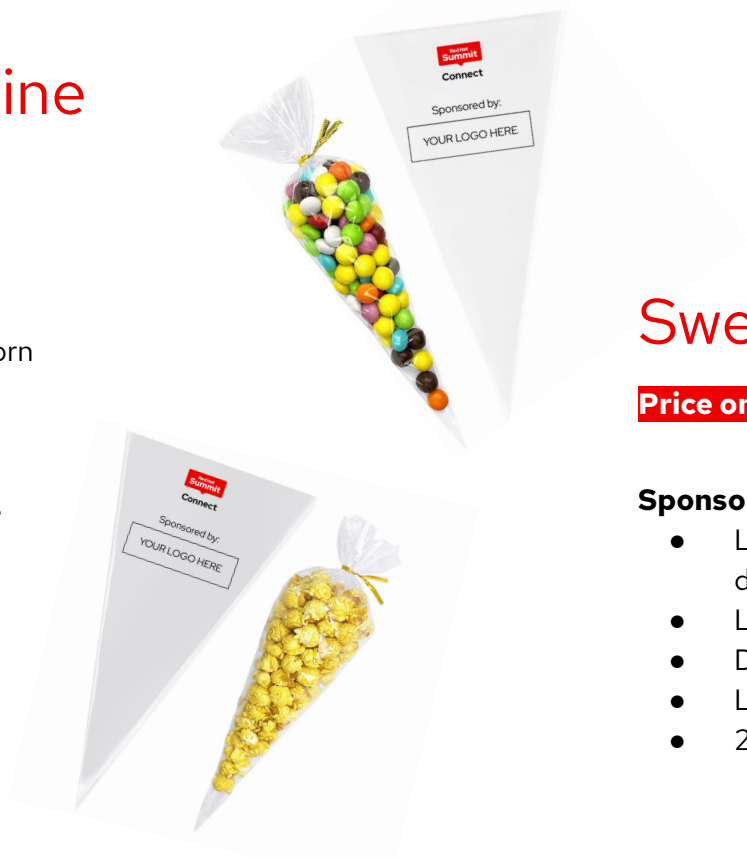- Dedicated lead scanner
- Logo on event page
- 2 delegate passes

Please note availability depends on the location

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Popcorn machine

Price on application

Sponsorship includes:
- Logo branding on popcorn station during the event
- Logo on popcorn cones
- Dedicated lead scanner
- Logo on event webpage
- 2 delegate passes

Sweet trolley

Price on application

Sponsorship includes:
- Logo branding on sweet station during the event
- Logo on sweet cones/bags
- Dedicated lead scanner
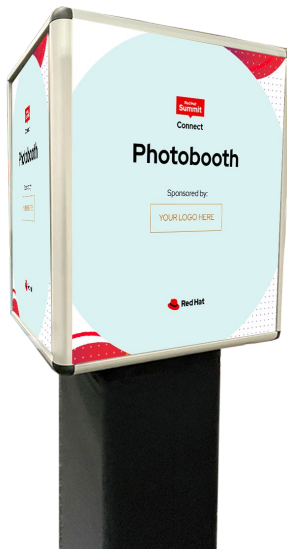- Logo on event webpage
- 2 delegate passes

Please note availability depends on the location

Photobooth

Sponsorship includes:
- Co branded photo wall with your logo
- Sponsor logo on photobooth machine
- Design/logo
- Photoframe to include your logo
- Logo on event page
- 2 delegate passes

Meeting space

Sponsorship includes:
- Dedicated access to a meeting space during the event
- Co-branded HTML email template to invite your contacts
- Logo on event webpage
- 2 delegate passes

Please note availability depends on the location

Breakout Track

Price on application

Only available to existing sponsors with package level Gold or above

Sponsorship includes:
- Dedicated sponsor of a session track
- Opportunity for some branding within the room
- Listed as track sponsor on the agenda
- Logo included on holding slides within track
- Leads from all sessions within track
- 2 additional passes

Please note availability depends on the location

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How to reserve your sponsorship

RED HAT SUMMIT: CONNECT EMEA

Every year, many of our top-tier sponsorship packages sell out shortly after the prospectus is released. To avoid missing out, please submit the sponsorship intake form as soon as possible.

Submit your intake form

Once the intake form is submitted, the Red Hat Summit: Connect sponsorship team will be in contact with you within 72 hours to confirm availability and walk you through the next steps of the contract process.

 All packages are sold on a first-come, first-served basis. A signed contract is required to secure your sponsorship and be placed in the booth selection queue. Guidelines and due dates are included within the contract and Exhibitor Resource Center (ERC). All items are subject to Red Hat approval.

We're excited to partner with you and ensure your presence on site meets your organization's objectives and offers you a successful event experience.

If you have any questions regarding our sponsorship packages or would like more information, please connect with our **Sponsorship Team**.

Frequently Asked Questions

What happens after I submit the request form?
The Sponsorship Team will check availability and will endeavour to respond to your request within 72 hours. If you are sponsoring 1–3 cities you will be introduced to the local agency who will deal with your contract and invoice. If you are sponsoring more than 3 cities, the Sponsorship Team will ask whether you wish to contract for each city, locally and individually or whether you wish to contract once.

When is payment due?
Once the contract is signed, an invoice will be generated. Payment is due at least 30 days before the event.

Are there any discounts?
All packages have been priced at market value and reflect the benefits included. Discounts are available to those who wish to sponsor multiple cities, starting at 3% for 3 cities, increasing to 10% for 10 cities.

How do I prepare for the events?
This year, we are pleased to introduce an Exhibitor Resource Center (ERC). This online platform will host all information relating to your sponsorship and also will collect your information (logo, booth artwork, session information).

I would like to know more about a particular event, who do I contact?
Please email emea-event-team@redhat.com.

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Thank you

We look forward to partnering with you.

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