



OPEN SOURCE  
MONITORING  
CONFERENCE

# SPONSORSHIP PROSPECTUS

# THIS IS OSMC



## THE LEADING EVENT ON OPEN SOURCE MONITORING ... ...THE PERFECT SPOT TO POSITION YOUR BRAND!

Known for its Outstanding International Leadership in Open Source Monitoring –  
The Open Source Monitoring Conference (OSMC)

Maximize your impact by engaging with a focused audience of specialists and decision-makers actively seeking innovative solutions.

Network with the dynamic and rapidly expanding open source community. Connect with potential business partners and drive lead generation.

Strengthen your talent pipeline by establishing relationships with top-tier IT professionals. Showcase your company in a highly specialized, technical environment, and meet your marketing goals by positioning your brand at the forefront of open source advancements.

# THIS IS OSMC



NUREMBERG  
**Germany**



250+  
**Attendees**



30+  
**Sessions**



2  
**Tracks**



**HANDS-ON**  
**Workshops**

## WHAT TO EXPECT

THE ANNUAL MEETING OF INTERNATIONAL MONITORING ENTHUSIASTS, WHERE FUTURE TRENDS AND OBJECTIVES ARE SET.

The Open Source Monitoring Conference addresses the growing complexity of IT infrastructures and focuses on ensuring the availability and performance of critical systems.

The conference covers a wide range of topics, from monitoring servers, networks, and applications to exploring advanced observability solutions like cloud, containers, and microservices.

Expect deep dives into best practices, case studies, and the latest innovations in IT monitoring, including automation and hybrid infrastructure strategies.

# AUDIENCE

## WHO ATTENDS

BENEFIT FROM THE DIVERSE AUDIENCE OF MONITORING EXPERTS, INDUSTRY LEADERS, AND COMMUNITY CONTRIBUTORS.

### POSITION



### INDUSTRY



### COUNTRY



# SPONSORSHIP



## YOUR REASONS TO ENGAGE

Sponsoring OSMC offers a strategic opportunity to significantly boost your brand's visibility within a specialized audience of IT professionals and decision makers.

Gain direct access to experts in open source monitoring, showcasing your company as a key player in this innovative field.

By supporting OSMC, you align your brand with the latest developments in monitoring technology, while building valuable connections and increasing your influence within the growing open source community.

This is your chance to foster trust and engage with industry leaders, opening doors to new business opportunities.

## YOUR BENEFITS AT A GLANCE

- » Elevate Brand Presence
- » Engage with Industry Leaders
- » Build strong Business Networks
- » Showcase innovation Leadership
- » Strengthen Reputation in the IT community

# PARTICIPANTS QUOTES

Fantastic organisation, great location, good speakers  
– as always relaxed and good networking possibilities,  
I will gladly come again!

OSMC once more proves to be  
one of the leading conferences  
in the IT Monitoring space.

Great talks, great people  
and a great atmosphere.

Very nice.  
I would like to see it grow and possibly  
something like this in the US.

Best event  
of the year!

# SPONSORSHIP PACKAGE



## PLATINUM | 15.000 €

### EXHIBIT SPACE

- » Exhibit counter (120 x 93 x 48 cm) in premium position
- » 2 x 2,2 m banner display

### CONFERENCE ACCESS

- » 3 complimentary conference tickets "plus"
- » 25% discount on additional tickets

### SPEAKING OPPORTUNITIES

- » Welcome session (5 minutes)
- » Sponsor pitch (2 minutes)



3 FREE  
TICKETS

### BRANDING

- » Logo on OSMC website
- » Logo displayed on an own slide on welcome screen and during breaks
- » Logo on pop-up sponsors banner in a thorough-fare location
- » Social media promotion
- » Logo & reference in conference app
- » Add your marketing material to a shared swag table

### LEAD SCANNING

- » Capture your leads digitally via app

# SPONSORSHIP PACKAGES



## GOLD | 10.000 €

### EXHIBIT SPACE

- » Exhibit counter (91 x 93 x 48 cm) in premium position
- » 1,5 x 2,2 m banner display

### CONFERENCE ACCESS

- » 2 complimentary conference tickets "plus"
- » 20% discount on additional tickets

### SPEAKING OPPORTUNITIES

- » Sponsor pitch (2 minutes)



**2 FREE  
TICKETS**

### BRANDING

- » Logo on OSMC website
- » Logo displayed on an own slide on welcome screen and during breaks
- » Logo on pop-up sponsors banner in a thorough-fare location
- » Social media promotion
- » Logo & reference in conference app
- » Add your marketing material to a shared swag table

### LEAD SCANNING

- » Capture your leads digitally via app

# SPONSORSHIP PACKAGES



## SILVER | 7.500 €

### EXHIBIT SPACE

- » Exhibit counter (45 x 45 x 93 cm) in premium position
- » 1x 2,2 m banner display

### CONFERENCE ACCESS

- » 1 complimentary conference ticket "plus"
- » 15% discount on additional tickets

### BRANDING

- » Logo on OSMC website
- » Logo displayed on welcome screen and during breaks
- » Logo on pop-up sponsors banner in a thorough-fare location
- » Social media promotion
- » Logo & reference in conference app
- » Add your marketing material to a shared swag table



1 FREE  
TICKET

### LEAD SCANNING

- » Capture your leads digitally via app

# SPONSORSHIP PACKAGES



## BRONZE | 4.000 €

### CONFERENCE ACCESS

- » 10% discount on additional tickets

### BRANDING

- » Logo on OSMC website
- » Logo displayed on welcome screen and during breaks
- » Logo on pop-up sponsors banner in a thorough-fare location
- » Social media promotion
- » Logo & reference in conference app
- » Add your marketing material to a shared swag table

## CUSTOMIZED

We are happy to assist you in customizing a sponsorship offer tailored to your individual requirements and goals.



JUST CONTACT US:  
[events@netways.de](mailto:events@netways.de)

# SPONSORSHIP OVERVIEW



	PLATINUM	GOLD	SILVER	BRONZE
Individual conference stand	✓	✓	✓	✗
Complimentary conference tickets	3	2	1	✗
Discount for each additional attendee	25 %	20 %	15 %	10 %
Speaking opportunities	Welcome session & Sponsor pitch	Sponsor pitch	✗	✗
LeadScann	✓	✓	✓	✗
Logo on website	XL	L	M	S
Logo & reference in conference app	✓	✓	✓	✓
Social media promotion	✓	✓	✓	✓
Logo on event screens	XL	L	M	S
Logo on sponsors pop-up banner	XL	L	M	S
Limitation	1	3	3	✗
Investment	15.000 €	10.000 €	7.500 €	4.000 €

# ADD-ONS

## DINNER & DRINKS EVENT

Promote your brand as exclusive sponsor of the OSMC evening event.

### BRANDING

- » Logo on website
- » Logo on event signage
- » Company logo on menu cards
- » Set up rollups, provide swag items and share our social media announcements

### CONFERENCE ACCESS

- » 3 complimentary tickets

7.500 €

## NETWORKING LOUNGE

Host conference participants in the OSMC networking lounge.

### BRANDING

- » Branded lounge with seating for up to 12 people

### CONFERENCE ACCESS

- » 2 complimentary tickets

5.000 €

## WELCOME RECEPTION

Highlight your brand at the welcome & socializing event on the evening prior to the OSMC.

### BRANDING

- » Logo on website
- » Logo on event signage
- » Logo on menu cards

### CONFERENCE ACCESS

- » 1 complimentary ticket

3.000 €

# ORDER FORM



COMPANY

STREET & CITY

WEBSITE

CONTACT PERSON

COUNTRY & POSTCODE

MAIL

PHONE

SPONSOR

DATE & PLACE

SIGNATURE & COMPANY SEAL

DATE & PLACE

SIGNATURE & COMPANY SEAL

° PLEASE NOTE: The General **Terms and Conditions** of NETWAYS Event Services GmbH apply to this agreement.

Sponsorship packages and add-ons are subject to availability.

The organizer is exempt from any additional costs incurred in the production of marketing materials provided by the sponsor. This sponsorship agreement is only effective upon confirmation by the organizer.<sup>°</sup>

## PACKAGES

PLATINUM SPONSOR  
15.000 EUR

GOLD SPONSOR  
10.000 EUR

SILVER SPONSOR  
7.500 EUR

BRONZE SPONSOR  
4.000 EUR

## ADD-ONS

DINNER & DRINKS EVENT  
7.500 EUR

NETWORKING LOUNGE  
5.000 EUR

WELCOME RECEPTION  
3.000 EUR

## ORGANIZER



# OPEN SOURCE MONITORING CONFERENCE

## CONTACT US!

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CONFERENCES  
TRAININGS  
EVENTS