

Spring Days Prospectus

Spring Days Prospectus

Spring Days are a two day developer community event for the Spring community, by the Spring community. In 2017, events will be in Chicago, New York and Atlanta where there are active Java developer communities and strong local economy. Note that the pricing below is on a per-city basis. Please direct inquires and questions to springdays@pivotal.io.

	BRONZE (1K)	SILVER (3K)	GOLD (5K)
Included Tickets	3	3	6
Sponsor table	✓	✓	✓
Your logo on springdays.io website, emails, and printed sponsor banners	✓	✓	✓
Logo on dedicated slide during breaks			✓
Logo on shared slide during breaks	✓	✓	
5 minute pitch to full audience during welcome			✓
2 minute pitch to full audience during welcome		✓	
Automatic Bronze sponsorship included for S1P 2017 + 15% discount on S1P sponsorships (See details on page 2)			✓
Possibility to be exclusive sponsor for Day 1 evening social hour (+5k)		✓	✓

NEW YORK

Spring Days New York is expected to draw 200-400 Java developers. Local Java user groups in New York are active and sizable: [NYC Java SIG](#) alone is 7800 members, and the local [NYC Java Meetup](#) has about 9,142 members.

Also, they don't call it the Empire State for nothing. New York is home to more Fortune 500 companies than any other state in the U.S. Not surprisingly for the city that Wall Street calls home, the financial services industry plays an oversized role. Companies like J.P. Morgan, Citigroup, Goldman Sachs, Morgan Stanley, American Express, and MasterCard help move money keep the economy ticking (while pocketing a tidy profit). New York is also a place where medium and message mingle. Telecommunications companies such as Time Warner, Cablevision, Viacom, and Verizon operate alongside content creators like CBS and 21st Century Fox.

ATLANTA

Spring Days Atlanta is expected to draw 200-400 Java developers. Local Java user groups in Atlanta are also active and sizable. The local [Spring SUG's](#) 600 members is dwarfed by [AJUG's](#) 1,783 members.

Encompassing \$304 billion, the Atlanta metropolitan area is the eighth-largest economy in the country and 17th-largest in the world. Corporate operations comprise a large portion of Atlanta's economy, with the city serving as the regional, national, or global headquarters for many corporations. Atlanta contains the country's third-largest concentration of Fortune 500 companies, and the city is the global headquarters of corporations such as The Home Depot, Delta Air Lines, AT&T Mobility, Chick-fil-A, UPS, and Newell-Rubbermaid. Over 75 percent of Fortune 1000 companies conduct business operations in the Atlanta metropolitan area, and the region hosts offices of about 1,250 multinational corporations.

CHICAGO

Spring Days Chicago is expected to draw 200-400 Java developers. Local Java user groups in Chicago are also active and sizable. [CJUG](#) has 2,010 members, and [Illinois JUG](#) has a number of regional chapters.

Thirty-three Illinois companies made the 2014 Fortune 500 list, Fortune magazine's annual ranking of the top 500 corporations by gross revenue after adjustments and excise taxes. The figure is up from 32 companies that landed on the 2013 list and includes four Illinois companies that made their debut in 2014—US Foods, AbbVie, Integrys and LKQ Corp. Nationally, retail giant Walmart Inc. kept its spot at the top of the list while Apple edged into the top 5 this year. Oil giants Exxon Mobil and Chevron kept their top-5 spots. Chicago has the third-largest gross metropolitan product in the United States—about \$630.3 billion according to 2014–2016 estimates.

SpringOne Platform

DEC. 4–7, SAN FRANCISCO

Spring Days Gold sponsors receive an automatic bronze sponsorship at SpringOne Platform 2017, and a 15% discount on sponsorship upgrades.

Learn more about SpringOne Platform 2017 at springoneplatform.io.

SpringOne Platform Bronze sponsorship benefits:

Access

- Discounted Passes: 20% off passcode

Exposure

- S1P Website:
 - Company logo
 - Hyperlink to company website via logo
 - Logo on emails
- Onsite:
 - Company logo on signage