HPE TECHNOLOGY AND SOLUTIONS SUMMIT 2020
PARIS 9 – 13 MARCH

SPONSORSHIP OPPORTUNITIES
JOIN THE HEWLETT PACKARD ENTERPRISE TECHNOLOGY AND SOLUTIONS SUMMIT COMMUNITY IN PARIS

Value and position your enterprise as a key part of HPE products, solutions and services.

Our long-lasting experience of knowledge transfer on HPE’s portfolio to the EMEA HPE and Partners Presales professionals and Solution Architects has helped us to create a strong Tech community.

TSS is where you can promote and accelerate the adoption of your business by connecting and collaborating with this Expert and engaged Tech audience that positively impacts your sales revenue.

TSS is a unique opportunity to get

• **Awesome visibility and business networking**
  The exhibition area is an essential part of TSS and a popular stop where you get a significant exposure and traffic, enabling you to
  • showcase your organization, joint products and solutions
  • network and forge partnerships

• **Trust and enablement**
  Speaking at TSS is an effective way to build credibility, take and share knowledge about your mission and vision with HPE.
  TSS agenda structure is designed to maximize your session exposure and provide you with productive and interactive presentations.

9 – 13 March
Paris, France

For the complete conference details, visit hpe.com/info/hpetss

SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING
Any questions, please contact sfrancois@hpe.com
2019 ATTENDEE DEMOGRAPHICS

HPE TSS is HPE’s biggest annual flagship tech knowledge transfer conference for HPE and Partner technical community in EMEA.

3203
Participants

1346
Channel Partners

185
Alliance Partners

174
HPE Aruba SEs

891
HPE Presales

298
Management and Others

302
Speakers and Staff

PARTNER ATTENDEES BY GEOGRAPHY

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEEMA</td>
<td>29%</td>
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<tr>
<td>NORTHERN EUROPE</td>
<td>22%</td>
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<tr>
<td>DACH AND RUSSIA</td>
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<tr>
<td>SOUTHERN EUROPE</td>
<td>10%</td>
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<tr>
<td>UKI</td>
<td>10%</td>
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<tr>
<td>FRANCE</td>
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HPE EMPLOYEE ATTENDEES BY GEOGRAPHY

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>DACH AND RUSSIA</td>
<td>29%</td>
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<tr>
<td>CEEMA</td>
<td>14%</td>
</tr>
<tr>
<td>WORLDWIDE</td>
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<td>NORTHERN EUROPE</td>
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<tr>
<td>UKI</td>
<td>11%</td>
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<td>FRANCE</td>
<td>11%</td>
</tr>
<tr>
<td>SOUTHERN EUROPE</td>
<td>10%</td>
</tr>
</tbody>
</table>
HPE TSS 2020 WEEK-AT-A-GLANCE

New this year we are introducing new opening hours for the Exhibition area, Presales Suite, New technology room and Testing center. The Exhibition area, Presales Suite, New technology room and testing center will be open on Monday afternoon from 14:30 to Thursday late afternoon until 18:30.

Subject to change with notice.
# SPONSORSHIP INCLUSIONS OVERVIEW

<table>
<thead>
<tr>
<th>Table</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>EXHIBITOR</th>
<th>KIOSK</th>
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<tbody>
<tr>
<td>Exposure</td>
<td>Conference-wide exposure</td>
<td>Session and expo floor exposure</td>
<td>Session exposure</td>
<td>Expo floor exposure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Early Bird rate before 6 November 2019</td>
<td>€185,000</td>
<td>€125,000</td>
<td>€55,000</td>
<td>€38,000</td>
<td>€17,500</td>
<td>€15,000</td>
<td>€11,500</td>
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<tr>
<td>Standard rate after 6 November 2019</td>
<td>€200,000</td>
<td>€135,000</td>
<td>€70,000</td>
<td>€45,000</td>
<td>€21,500</td>
<td>€28,000</td>
<td>€13,500</td>
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<td>1</td>
<td>5</td>
<td>10</td>
<td>4</td>
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</table>

## SPEAKING OPPORTUNITIES
- **General Session Keynote (45 minutes)**: 1 on Tuesday, 1 on Thursday
- **Super Breakout Session (50 minutes)**: 2, 2, 1, 1
- **Standard Breakout Session (50 minutes)**: 2, 2, 1, 1
- **Lightning Round**: 1, 1, 1, 1

## EXHIBIT SPACE
- **Turnkey booth (exhibit structure)**: 18m², 15m², 12m², 9m², 9m², Kiosk
- **Graphics included**: Yes, Yes, Yes, Yes, Yes, Yes
- **Lead retrieval device**: 2, 2, 2, 1

## CONFERENCE ACCESS
- **Full-conference passes**: 10, 8, 6, 5, 3, 6, 2

## PRE-CONFERENCE MARKETING
- **Pre-conference Hewlett Packard Enterprise communication to partners including sponsor logo**: 50 words
- **Pre-show registration list (opt-in)**, 2 weeks prior: Yes, Yes, Yes, Yes, Yes, Yes

## CONFERENCE WEBSITE, SPONSOR PAGE
- **Company logo on the dedicated sponsor page of the conference website**, subject to date sponsorship confirmed: Yes, Yes, Yes, Yes, Yes, Yes
- **Company description including the sponsor website, social media links and company video link**, subject to date sponsorship confirmed: 100 words, 100 words, 75 words, 50 words, 25 words, 35 words, 25 words
- **E-Literature links (part of the company description described above)**, subject to date sponsorship confirmed: 5, 4, 3, 2, 2, 2

## MOBILE APP
- **Company logo on the dedicated sponsor page of the Mobile app**: Yes, Yes, Yes, Yes, Yes, Yes
- **Company description including the sponsor website, social media links, and company video link**: 100 words, 100 words, 75 words, 50 words, 25 words, 35 words, 25 words
- **E-Literature links**: 5, 4, 3, 2, 2, 2

*Subject to date sponsorship confirmed

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SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING

Any questions, please contact sfancois@hpe.com

All components subject to change with notice
## SPONSORSHIP INCLUSIONS OVERVIEW

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Conference-wide exposure</th>
<th>Session and expo floor exposure</th>
<th>Session exposure</th>
<th>Expo floor exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ONSITE EXPOSURE AND BENEFITS</strong></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Logo on delegate lanyards (HPE co-branded)</td>
<td>Yes</td>
<td></td>
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</tr>
<tr>
<td>Logo recognition during the General Session Keynote walk-in</td>
<td>Logo</td>
<td>Logo</td>
<td></td>
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</tr>
<tr>
<td>Logo on special signage advertising sponsored reception</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship of Diamond Sponsor Reception (onsite venue)</td>
<td>1 on Tuesday</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship of Platinum Sponsor Reception (onsite venue)</td>
<td>1 on Thursday</td>
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</tr>
<tr>
<td>5 minute speech during Diamond Sponsor Reception (Exhibition area)</td>
<td>1 on Tuesday</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 minute speech during Platinum Sponsor Reception (Exhibition area)</td>
<td>1 on Thursday</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:1 meeting with HPE Executives, subject to HPE Executives availabilities</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
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<tr>
<td>Dedicated Meeting room</td>
<td>1</td>
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<tr>
<td><strong>POST-CONFERENCE BENEFITS</strong></td>
<td></td>
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</tr>
<tr>
<td>Session leads (opt-in) provided</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Session attendance evaluation provided</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Session photos</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Booth leads (opt-in) provided</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Booth photos</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Logo short appearance in Conference Highlights video</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Short Sponsor keynote sequence in Conference Highlights video</td>
<td>Yes</td>
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</tr>
</tbody>
</table>

* All components subject to change with notice

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**SEnure your HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING**

Any questions, please contact sfrancois@hpe.com

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* Subject to date sponsorship confirmed
# Sponsorship Inclusions Overview

<table>
<thead>
<tr>
<th></th>
<th>Standard Breakout Session for HPE Pointnext Services Attendees Only</th>
<th>Standard Breakout Session for HPE High Performance Computing Attendees Only</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exposure</strong></td>
<td></td>
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<tr>
<td>Early Bird rate before 6 November 2019</td>
<td>€5,000</td>
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<tr>
<td><strong>Availability</strong></td>
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<tr>
<td></td>
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<tr>
<td><strong>Conference Access</strong></td>
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<td></td>
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<tr>
<td>Full-conference passes</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><strong>Conference Website, Sponsor Page</strong></td>
<td></td>
<td></td>
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<tr>
<td>Company logo on the dedicated sponsor page of the conference website, subject to date sponsorship confirmed</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Mobile App</strong></td>
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<td></td>
</tr>
<tr>
<td>Company logo on the dedicated sponsor page of the Mobile app*</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Post-Conference Benefits</strong></td>
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<td></td>
</tr>
<tr>
<td>Session leads (opt-in) provided</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Session attendance evaluation provided</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Session photos</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

* Subject to date sponsorship confirmed

Secure your HPE TSS 2020 Sponsorship by 6 November 2019 and take advantage of the early bird pricing.

Any questions, please contact sfrancois@hpe.com

All components subject to change with notice.
DIAMOND SPONSORSHIP
Conference-wide exposure

Early Bird rate
€185,000
Before 6 November 2019

Standard rate
€200,000
After 6 November 2019

Speaking opportunities
Hook your audience and get your message across, share concepts and technologies on your solutions and products that support attendees’ needs and key Hewlett Packard Enterprise initiatives.
- 1 General Session Keynote on Tuesday
- 2 Super Breakout Sessions
- Lightning Round

Exhibit space
A dynamic environment to connect and engage with thousands of HPE and Partner technical Experts in attendance.
- 18m² turnkey booth (6 x 3m).
  Dimensions subject to adjustment
- 1 sofa
- 1 bar table
- 2 bar stools
- 1 lockable counter
- 1 coffee table
- 4 chairs
- 2 literature racks
- Fully printed backwalls
- Hanging sign with your company logo
- 2 monitors
- 1 laptop
- 2 LAN connections
- 2 electrical drops
- Lighting
- 2 lead retrieval devices
- Carpet included

Costs associated with additions or changes are the responsibility of the sponsor. Additions or changes must be approved by HPE and paid directly to the vendor.

SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING
Any questions, please contact sfrancois@hpe.com

* All components subject to change with notice
* Subject to date sponsorship confirmed
Onsite exposure and benefits
- Logo on delegate lanyards
- Logo recognition on screen during the General Session Keynote walk-in
- Logo on special signage advertising Diamond Sponsor Reception (onsite venue)
- Sponsorship of the Diamond Sponsor Reception (onsite venue)
- 5 minute speech during the Diamond Sponsor Reception (Exhibition area)
- 1:1 meeting with HPE Executive arranged by HPE Alliance Manager, subject to HPE Executives availabilities
- 1 dedicated Meeting room for each conference day with 1 table, 4 chairs, logo on door, electrical drop, WIFI. Sponsor to manage all meeting scheduling and monitoring. Not to be used for private functions.

Contests and promotions at sponsor booths are encouraged and can be promoted during the conference. Please contact Sophie François sfrancois@hpe.com for further information.

Post-conference benefits
- Session leads (opt-in) provided post-conference. All content provided subject to sponsor company’s data privacy policies. Data may not be transferred or sold.
- Session attendance evaluation provided post-conference (delegate feedback and session scores).
- Session photos
- Booth leads (opt-in) provided. All content provided subject to sponsor company’s data privacy policies. Data may not be transferred or sold.
- Booth photos
- Logo short appearance in Conference Highlights video
- Short Sponsor keynote sequence in Conference Highlights video

SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING
Any questions, please contact sfrancois@hpe.com
PLATINUM SPONSORSHIP
Conference-wide exposure

Speaking opportunities
Hook your audience and get your message across, share concepts and technologies on your solutions and products that support attendees’ needs and key Hewlett Packard Enterprise initiatives.
- 1 General Session Keynote on Thursday
- 2 Super Breakout Sessions
- Lightning Round

Exhibit space
A dynamic environment to connect and engage with thousands of HPE and Partner technical Experts in attendance.
- 15m² turnkey booth (5 x 3m).
  Dimensions subject to adjustment
- 1 bar table
- 2 bar stools
- 1 lockable counter
- 1 coffee table
- 4 chairs
- 2 literature racks
- Fully printed backwalls
- Hanging sign with your company logo
- 2 monitors
- 1 laptop
- 2 LAN connections
- 2 electrical drops
- Lighting
- 2 lead retrieval devices
- Carpet included

Costs associated with additions or changes are the responsibility of the sponsor. Additions or changes must be approved by HPE and paid directly to the vendor.

Early Bird rate
€125,000
Before 6 November 2019

Standard rate
€135,000
After 6 November 2019

SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING
Any questions, please contact sfrancois@hpe.com

All components subject to change with notice
* subject to date sponsorship confirmed
PLATINUM SPONSORSHIP CONTINUED

Conference-wide exposure

Conference access
• 8 full-conference passes
• Opportunity to buy additional full-conference passes. Passes included in this package are not transferable to any HPE employees.

Pre-conference marketing
• Pre-show registration list (opt-in). Provided beginning 2 weeks prior to the conference. Sponsor’s own corporate privacy rules apply to use.

Conference website, sponsor page
• Company logo on the dedicated sponsor page of the conference website*
• When clicking on the logo, a 100-word company description including links to sponsor website, sponsor social media, sponsor e-literature and sponsor company video*

Mobile app
• Company logo on the dedicated sponsor page of the Mobile app*
• When clicking on the logo, a 100-word company description including links to sponsor website, sponsor social media, sponsor e-literature and sponsor company video*

Onsite exposure and benefits
• Logo recognition on screen during the General Session Keynote walk-in
• Logo on special signage advertising Platinum Sponsor Reception (onsite venue)
• Sponsorship of the Platinum Sponsor Reception (onsite venue)
• 5 minute speech during the Platinum Sponsor Reception (onsite venue)
• 1:1 meeting with HPE Executive arranged by HPE Alliance Manager, subject to HPE Executives availabilities

Contests and promotions at sponsor booths are encouraged and can be promoted during the conference. Please contact Sophie François sfrancois@hpe.com for further information.

Post-conference benefits
• Session leads (opt-in) provided post-conference. All content provided subject to sponsor company’s data privacy policies. Data may not be transferred or sold.
• Session attendance evaluation provided post-conference. (delegate feedback and session scores)
• Session photos
• Booth leads (opt-in) provided. All content provided subject to sponsor company’s data privacy policies. Data may not be transferred or sold.
• Booth photos
• Logo short appearance in Conference Highlights video

SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING

Any questions, please contact sfrancois@hpe.com

All components subject to change with notice
* subject to date sponsorship confirmed
GOLD SPONSORSHIP
Session and expo floor exposure

Speaking opportunities
Get your message across, share concepts and technologies on your solutions and products that support attendees’ needs and key Hewlett Packard Enterprise initiatives.
• 1 Super Breakout Session
• 1 Standard Breakout Session (or Super Breakout, subject to availability)
• Lightning Round

Exhibit space
A dynamic environment to connect and engage with thousands of HPE and Partner technical Experts in attendance.
• 12m² turnkey booth (4 x 3m). Dimensions subject to adjustment
• 1 bar table
• 2 bar stools
• 1 lockable counter
• 1 coffee table
• 3 chairs
• 1 literature rack
• Fully printed backwalls
• Hanging sign with your company logo
• 1 monitor
• 1 laptop
• 2 LAN connections
• 2 electrical drops
• Lighting
• 2 lead retrieval devices
• Carpet included

Costs associated with additions or changes are the responsibility of the sponsor. Additions or changes must be approved by HPE and paid directly to the vendor.

Conference access
• 6 full-conference passes
• Opportunity to buy additional full-conference passes. Passes included in this package are not transferable to any HPE employees.

Pre-conference marketing
• Pre-show registration list (opt-in). Provided beginning 2 weeks prior to the conference. Sponsor’s own corporate privacy rules apply to use.

Conference website, sponsor page
• Company logo on the dedicated sponsor page of the conference website*
• When clicking on the logo, a 75-word company description including links to sponsor website, sponsor social media, sponsor e-literature and sponsor company video*

Mobile app
• Company logo on the dedicated sponsor page of the Mobile app*
• When clicking on the logo, a 75-word company description including links to sponsor website, sponsor social media, sponsor e-literature and sponsor company video*

Post-conference benefits
• Session leads (opt-in) provided post-conference. All content provided subject to sponsor company’s data privacy policies. Data may not be transferred or sold.
• Session attendance evaluation provided post-conference. (Delegate feedback and session scores)
• Session photos
• Booth leads (opt-in) provided. All content provided subject to sponsor company’s data privacy policies. Data may not be transferred or sold.
• Booth photos
• Logo short appearance in Conference Highlights video

Contests and promotions at sponsor booths are encouraged and can be promoted during the conference. Please contact Sophie François sfrancois@hpe.com for further information.

SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING

Early Bird rate
€55,000
Before 6 November 2019

Standard rate
€70,000
After 6 November 2019

Any questions, please contact sfrancois@hpe.com
SILVER SPONSORSHIP
Session and expo floor exposure

Speaking opportunities
Get your message across, share concepts and technologies on your solutions and products that support attendees’ needs and key Hewlett Packard Enterprise initiatives.
• 1 Super Breakout Session
• Lightning Round

Exhibit space
A dynamic environment to connect and engage with thousands of HPE and Partner technical Experts in attendance.
• 9m² turnkey booth (3 x 3m).
• Dimensions subject to adjustment
• 1 bar table
• 2 bar stools
• 1 lockable counter
• 1 coffee table
• 2 chairs
• 1 literature rack
• Fully printed backwall
• Hanging sign with your company logo
• 1 monitor
• 2 LAN connections
• 2 electrical drops
• Lighting
• 1 lead retrieval device
• Carpet included

Costs associated with additions or changes are the responsibility of the sponsor. Additions or changes must be approved by HPE and paid directly to the vendor.

Conference access
• 5 full-conference passes
• Opportunity to buy additional full-conference passes. Passes included in this package are not transferable to any HPE employees.

Pre-conference marketing
• Pre-show registration list (opt-in). Provided beginning 2 weeks prior to the conference. Sponsor’s own corporate privacy rules apply to use.

Conference website, sponsor page
• Company logo on the dedicated sponsor page of the conference website*
• When clicking on the logo, a 50-word company description including links to sponsor website, sponsor social media, sponsor e-litterature and sponsor company video*

Mobile app
• Company logo on the dedicated sponsor page of the Mobile app*
• When clicking on the logo, a 50-word company description including links to sponsor website, sponsor social media, sponsor e-litterature and sponsor company video*

Post-conference benefits
• Session leads (opt-in) provided post-conference. All content provided subject to sponsor company’s data privacy policies. Data may not be transferred or sold.
• Session attendance evaluation provided post-conference. (delegate feedback and session scores)
• Session photos
• Booth leads (opt-in) provided. All content provided subject to sponsor company’s data privacy policies. Data may not be transferred or sold.
• Booth photos

Contests and promotions at sponsor booths are encouraged and can be promoted during the conference. Please contact Sophie François sfrancois@hpe.com for further information.

SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING
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Early Bird rate
€38,000
Before 6 November 2019

Standard rate
€45,000
After 6 November 2019

SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING
Any questions, please contact sfrancois@hpe.com

All components subject to change with notice
* subject to date sponsorship confirmed
BRONZE SPONSORSHIP
Session exposure

Early Bird rate
€17,500
Before 6 November 2019

Standard rate
€21,500
After 6 November 2019

Speaking opportunities
Get your message across, share concepts and technologies on your solutions and products that support attendees’ needs and key Hewlett Packard Enterprise initiatives.
• 1 Standard Breakout Session

No exhibit space
Costs associated with additions or changes are the responsibility of the sponsor. Additions or changes must be approved by HPE and paid directly to the vendor.

Conference access
• 3 full-conference passes
• Opportunity to buy additional full-conference passes. Passes included in this package are not transferable to any HPE employees.

Pre-conference marketing
• Pre-show registration list (opt-in). Provided beginning 2 weeks prior to the conference. Sponsor’s own corporate privacy rules apply to use.

Conference website, sponsor page
• Company logo on the dedicated sponsor page of the conference website*
• When clicking on the logo, a 25-word company description including links to sponsor website, sponsor social media, sponsor e-literature and sponsor company video*

Mobile app
• Company logo on the dedicated sponsor page of the Mobile app*
• When clicking on the logo, a 25-word company description including links to sponsor website, sponsor social media, sponsor e-literature and sponsor company video*

Post-conference benefits
• Session leads (opt-in) provided post-conference. All content provided subject to sponsor company’s data privacy policies. Data may not be transferred or sold.
• Session attendance evaluation provided post-conference. (delegate feedback and session scores)
• Session photos

Contests and promotions at sponsor booths are encouraged and can be promoted during the conference. Please contact Sophie François sfrancois@hpe.com for further information.

SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING
Any questions, please contact sfrancois@hpe.com

* subject to date sponsorship confirmed

All components subject to change with notice

* subject to date sponsorship confirmed
EXHIBITOR SPONSORSHIP
Expo floor exposure

Early Bird rate
€25,000
Before 6 November 2019

Standard rate
€28,000
After 6 November 2019

Exhibit space
A dynamic environment to connect and engage with thousands of HPE and Partner technical Experts in attendance.
• 9m² turnkey booth (3 x 3m).
  Dimensions subject to adjustment
• 1 bar table
• 2 bar stools
• 1 lockable counter
• 1 coffee table
• 2 chairs
• 1 literature rack
• Fully printed backwall
• Hanging sign with your company logo
• 1 monitor
• 2 LAN connections
• 2 electrical drops
• Lighting
• 1 lead retrieval device
• Carpet included

Costs associated with additions or changes are the responsibility of the sponsor. Additions or changes must be approved by HPE and paid directly to the vendor.

Conference access
• 6 full-conference passes
• Opportunity to buy additional full-conference passes. Passes included in this package are not transferable to any HPE employees.

Pre-conference marketing
• Pre-show registration list (opt-in). Provided beginning 2 weeks prior to the conference. Sponsor’s own corporate privacy rules apply to use.

Conference website, sponsor page
• Company logo on the dedicated sponsor page of the conference website*
• When clicking on the logo, a 35-word company description including links to sponsor website, sponsor social media, sponsor e-literature and sponsor company video*

Mobile app
• Company logo on the dedicated sponsor page of the Mobile app*
• When clicking on the logo, a 35-word company description including links to sponsor website, sponsor social media, sponsor e-literature and sponsor company video*

Post-conference benefits
• Booth leads (opt-in) provided. All content provided subject to sponsor company’s data privacy policies. Data may not be transferred or sold.
• Booth photos

Contests and promotions at sponsor booths are encouraged and can be promoted during the conference. Please contact Sophie François sfrancois@hpe.com for further information.

SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING
Any questions, please contact sfrancois@hpe.com

All components subject to change with notice
* Subject to date sponsorship confirmed
KIOSK SPONSORSHIP
Exploor exposure

Early Bird rate
€11,500
Before 6 November 2019

Standard rate
€13,500
After 6 November 2019

Exhibit space
A dynamic environment to connect and engage with thousands of HPE and Partner technical Experts in attendance.
• Turnkey kiosk
• 1 bar table
• 2 bar stools
• 1 cabinet
• Fully printed backwall
• 1 monitor
• 2 LAN connections
• 2 electrical drops
• Lighting
• Carpet included
• No lead retrieval device

Costs associated with additions or changes are the responsibility of the sponsor. Additions or changes must be approved by HPE and paid directly to the vendor.

Conference access
• 2 full-conference passes
• Opportunity to buy additional full-conference passes. Passes included in this package are not transferable to any HPE employees.

Pre-conference marketing
• Pre-show registration list (opt-in). Provided beginning 2 weeks prior to the conference. Sponsor's own corporate privacy rules apply to use.

Conference website, sponsor page
• Company logo on the dedicated sponsor page of the conference website*
• When clicking on the logo, a 25-word company description including links to sponsor website, sponsor social media, sponsor eliterature and sponsor company video*

Mobile app
• Company logo on the dedicated sponsor page of the Mobile app*
• When clicking on the logo, a 25-word company description including links to sponsor website, sponsor social media, sponsor e-literature and sponsor company video*

Contests and promotions at sponsor booths are encouraged and can be promoted during the conference. Please contact Sophie François sfrancois@hpe.com for further information.

SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING
Any questions, please contact sfrancois@hpe.com

* subject to date sponsorship confirmed
## STANDARD BREAKOUT SESSION FOR HPE POINTNEXT SERVICES ATTENDEES ONLY

### Session exposure

#### Early Bird rate
€5,000
Before 6 November 2019

#### Standard rate
€6,000
After 6 November 2019

- **No exhibit space**
  Costs associated with additions or changes are the responsibility of the sponsor. Additions or changes must be approved by HPE and paid directly to the vendor.

- **Conference access**
  - 2 full-conference passes
  - Opportunity to buy additional full-conference passes. Passes included in this package are not transferable to any HPE employees.

- **Conference website, sponsor page**
  - Company logo on the dedicated sponsor page of the conference website*

- **Mobile app**
  - Company logo on the dedicated sponsor page of the Mobile app*

- **Post-conference benefits**
  - Session leads (opt-in) provided post-conference. All content provided subject to sponsor company’s data privacy policies. Data may not be transferred or sold.
  - Session attendance evaluation provided post-conference. (delegate feedback and session scores)
  - Session photos

### Secure your HPE TSS 2020 sponsorship by 6 November 2019 and take advantage of the early bird pricing

Any questions, please contact sfrancois@hpe.com

*All components subject to change with notice

*Subject to date sponsorship confirmed
## STANDARD BREAKOUT SESSION FOR HPE HIGH PERFORMANCE COMPUTING ATTENDEES ONLY

### Session exposure

<table>
<thead>
<tr>
<th>Early Bird rate</th>
<th>€5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before 6 November 2019</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Standard rate</th>
<th>€6,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>After 6 November 2019</td>
<td></td>
</tr>
</tbody>
</table>

**No exhibit space**
Costs associated with additions or changes are the responsibility of the sponsor. Additions or changes must be approved by HPE and paid directly to the vendor.

**Conference access**
- 2 full-conference passes
- Opportunity to buy additional full-conference passes. Passes included in this package are not transferable to any HPE employees.

**Conference website, sponsor page**
- Company logo on the dedicated sponsor page of the conference website*

**Mobile app**
- Company logo on the dedicated sponsor page of the Mobile app*

**Post-conference benefits**
- Session leads (opt-in) provided post-conference. All content provided subject to sponsor company’s data privacy policies. Data may not be transferred or sold.
- Session attendance evaluation provided post-conference. (delegate feedback and session scores)
- Session photos

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**SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING**

Any questions, please contact sfrancois@hpe.com

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*All components subject to change with notice*

*Only subject to date sponsorship confirmed*
SESSIONS OVERVIEW
The following chart provides a description of HPE TSS 2020 session types included in specific sponsorship levels.

<table>
<thead>
<tr>
<th>SESSION TYPE</th>
<th>DESCRIPTION</th>
<th>DURATION</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Session Keynote</td>
<td>Stand-alone session (no other session in parallel) which all participants are to attend. Content is intended to showcase core concepts of General Session Keynote your company wants to convey to HPE TSS audience.</td>
<td>45 minutes</td>
<td>General Session Keynote room</td>
</tr>
<tr>
<td>Super Breakout</td>
<td>Session during a dedicated sponsor round (sponsored sessions running in parallel). Technical content. Focus on business and IT priorities.</td>
<td>50 minutes</td>
<td>Breakout room</td>
</tr>
<tr>
<td>Standard Breakout</td>
<td>Session in parallel to HPE or/sponsor sessions. Technical content. Focus on business and IT priorities.</td>
<td>50 minutes</td>
<td>Breakout room</td>
</tr>
<tr>
<td>Lightning Round</td>
<td>Rapid fire presentation on main stage with other sponsors in front of the entire TSS audience, to convey a key message and share your ideas the first day of the conference.</td>
<td>Between 1 and 3 minutes depending on final limited numbers of participants</td>
<td>General Session room</td>
</tr>
</tbody>
</table>

All components subject to change with notice

* Subject to date sponsorship confirmed

SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING

Any questions, please contact sfrancois@hpe.com
SPONSORSHIP MARKETING OPPORTUNITIES

Generate extra leads for sales and amplify your presence onsite.

Please note
Marketing opportunities are only available as add-ons to a sponsorship package. Availability is limited. Marketing opportunities will be sold on a first-come, first-served basis. Additional opportunities may be released.

COFFEE BAR
1 available at €30,000
Capture the attention of attendees and associate your brand by sponsoring this popular attraction inside the exhibition area. This coffee bar with 2 professional coffee machines will be located in a very central place in the exhibition area, and will be a prime location for advertising your brand. Signage will be produced, provided by HPE. Sponsor to review and approve final artwork. Option available until 30 November 2019.

STANDARD BREAKOUT SESSION FOR ALL HPE TSS ATTENDEES
Up to 2 available at €12,500 each
Only available to Diamond, Platinum, Gold and Silver levels as add-ons to a sponsorship package
A 50 minute standard breakout session targeted to all TSS attendees. Session leads will be provided post-conference. All content provided subject to sponsor company’s data privacy policies. Data may not be transferred or sold.

BRANDED RECYCLED COFFEE CUPS
1 available at €10,000
Based on a limited quantity.
Coffee will be served during breaks and lunches at the coffee bar in the centre of the exhibition area. Your company logo or company name will be in TSS attendees’ sight and hands throughout the conference week with customized branded recycled coffee cups. 14,000 coffee cups distributed during HPE TSS 2019. Option available from 30 November 2019.

PLAY AREA
1 available at €10,000
Provide participants with the opportunity to relax and get a little bit of fun by playing air hockey, Foosball table and virtual pinball machine. This is an unmissable space to grab attention and get your brand noticed. Subject to HPE Brand guidelines.

SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING
Any questions, please contact sfrancois@hpe.com

All components subject to change with notice
STANDARD BREAKOUT SESSION FOR HPE HPC ATTENDEES ONLY
Up to 2 available at €6,000 each
A 50 minute standard breakout session targeted to HPE HPC focused attendees only. Session leads will be provided post-conference. All content provided subject to sponsor company’s data privacy policies. Data may not be transferred or sold.

STANDARD BREAKOUT SESSION FOR HPE POINTNEXT SERVICES ATTENDEES ONLY
Up to 2 available at €6,000 each
A 50 minute standard breakout session targeted to HPE Pointnext focused attendees only. Session leads will be provided post-conference. All content provided subject to sponsor company’s data privacy policies. Data may not be transferred or sold.

5 CELL PHONE CHARGING STATIONS
Up to 2 packages available at €5000 each
(1 package includes 5 charging stations)
Charging stations will be located either on level 7.2 or level 7.3 in high-traffic places of the conference center.

Those charging stations with your company logo will offer you noticeable onsite visibility and give our plugged-in participants the opportunity to stay connected.

ESCALATOR GRAPHICS
Up to 4 available at €5,000 each
Have your company logo or/and company name or/and message appear on the central escalators of the venue. The escalators in the Paris Convention Centre Hall 7, Porte de Versailles, will get a tremendous amount of traffic. Application receipt date determines escalator space selection order (first come first served). Design is subject to HPE Brand guidelines. This rate is for 1 escalator (2 faces). Design is subject to HPE Brand guidelines.

HPE GENERAL SESSION WALK-IN VIDEO
1 available at €5,000
Put your brand into action with a captive audience during the General Session walk-in for HPE TSS 2020. Audience members will see and hear your company live on screen. Your 45-second commercial will be played once prior to the start of the HPE general session on Tuesday morning. All content subject to review and approval prior to final submission. Sponsor to produce and provide commercial and may not include reference to HPE or the HPE logo.

SPACE DIVIDERS
Up to 6 available at €5,000 each
Catch visitors’ eyes by promoting your brand and reaffirming your conference message. Those space dividers will be highly visible and located in strategic places.

SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING
Any questions, please contact sfrancois@hpe.com
SPONSOR LIGHTNING ROUND
Up to 4 available at €3,500 each
A rapid fire presentation on main stage with other sponsors in front of the entire HPE TSS 2020 audience, to convey a key message and share your ideas the first day of the conference (between 1 and 3 minutes depending on final limited numbers of participants).

DESIGN BENCH STICKERS
Up to 4 available at €3,000 each
A fun and creative way to maximize your brand visibility and exposure at the conference. Attendees will be glad to have some rest in this sitting area.

DIGITAL INFO SCREEN BACK WALL PRINT
Up to 4 available at €3,000 each
Place your logo or conference message in a prominent location to reach the attendees who will visit information points. This digital info screen is proven to generate great amount of visitors traffic.

BOOTH LOGO SHORT APPEARANCE IN THE HPE TSS CONFERENCE HIGHLIGHT VIDEO
Up to 3 available at €1,500 each
Have your company logo appear in the HPE TSS 2020 conference highlight video.

LEAD RETRIEVAL DEVICE
Up to 5 available at €1,500 each
Capture leads by scanning the barcode or QR code on our attendees’ badges. Leads will be provided post-conference. All content provided subject to sponsor company’s data privacy policies. Data may not be transferred or sold.

MOBILE APP SESSION PROMOTION
Up to 4 available at €500 each
Highlight your session details on the HPE TSS 2020 mobile app and raise awareness and interest. Your session will stand out from other sponsor sessions, making participants more likely to read your session information and participate in your presentation. Attendees will receive a notification of your session(s) details part of your sponsorship package.

SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING
Any questions, please contact sfraancois@hpe.com
HPE TSS 2019 SPONSORS
There are many opportunities and ways to partner and differentiate yourself during the conference. There are great benefits for each sponsorship level.

<table>
<thead>
<tr>
<th>DIAMOND SPONSOR</th>
<th>PLATINUM SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>intel</td>
<td>NVIDIA</td>
</tr>
</tbody>
</table>

**GOLD SPONSORS**

- AMD
- BROADCOM
- MICROFOCUS
- TOSHIBA

**SILVER SPONSORS**

- COHESITY
- COMMVault
- DATERA
- MARVELL
- Red Hat
- SCALITY
- SUSE
- VeeAM
- VMware
- WEKA.io
- Zerto

**BRONZE SPONSORS**

- Mellanox
- Microsoft
- NOKIA
- Qumulo
- Stratoscale

**EXHIBITOR SPONSORS**

- HPE AI-IE Market Place
- HPE Factory Integration Services
- HPE POINTNEXT SERVICES
- HPE Rack and Power Infrastructure

**KIOSK SPONSORS**

- BINARY TREE
- CitrusData
- dataiku

**STANDARD BREAKOUT SESSION FOR HPE POINTNEXT SERVICES ATTENDEES ONLY**

- Check Point
- dataiku
- Fortinet

**STANDARD BREAKOUT SESSION FOR HPE HIGH PERFORMANCE COMPUTING ATTENDEES ONLY**

- Intel
- NVIDIA

All third-party trademarks are the property of their respective owner(s).
ELIGIBILITY, AGREEMENT AND PAYMENT

Sponsorship eligibility
HPE TSS 2020 sponsorship eligibility, including exhibition, is reserved for companies with a Hewlett Packard Enterprise partner and/or alliance agreement in good standing with no outstanding balances or legal issue(s). Hewlett Packard Enterprise reserves the right to decline, cancel or revoke a sponsorship application or agreement at any time for any reason.

Participation in the HPE TSS 2020 Exhibition area and HPE session, requires sponsorship participation.

Contract agreement and payment terms
To confirm the Sponsorship application, the sponsor contact will have to send the duly completed and signed acceptance form to the sponsorship manager Sophie François sfrancois@hpe.com.

Once the application is submitted, the designated sponsor contact will receive an email acknowledgment. If the application is approved and accepted by HPE, the sponsor contact will receive a sponsorship confirmation via email.

Sponsorship inclusions
All sponsorship inclusions are subject to change based on final conference development. Changes to sponsorship components will be communicated in writing with a suitable substitution made. In cases where sponsor chooses not to execute package components, confirmation will be made in writing and no package fee adjustment will be made.

All sponsorship components and submissions are subject to HPE review and approval prior to execution, please reference the Rules and Regulations for additional details. All submissions are subject to the provided timelines. Late submissions of components may not be accepted and will not warrant a reduction of sponsorship rate or refund. Any additional orders or requests over and above sponsorship inclusions will be the responsibility of the sponsor with payments made direct to appropriate vendor.

Early bird signed agreement is due to the sponsor Manager no later than 6 November 2019 to secure the early bird rate. The invoice linked to your sponsorship will be sent after the conference via email.

To discuss your requirements before making your decision, or obtain more information, Please contact your sponsorship Manager directly, Sophie François sfrancois@hpe.com. Sponsorship agreements are accepted from 18 September 2019.

SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING
Any questions, please contact sfrancois@hpe.com
ELIGIBILITY, AGREEMENT AND PAYMENT

Payment terms
Please reference the Sponsorship Rules and Regulations for complete details. All sponsorship payment information must be received by 3 February 2020 in order to set-up and participate in the conference. Invoices will be sent after the conference. All invoices related to the conference should be made payable to Hewlett Packard Enterprise Centre de Compétences France in EUR. In order to receive the Early Bird rate, the sponsorship acceptance form must be duly completed and signed no later than 6 November 2019.

Cancellation or reduction of sponsorship
Please reference the Sponsorship Rules and Regulations for complete details regarding cancellation or reduction of sponsorship. Following is a brief timeline for reference.

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Percentage of Sponsorship Agreement Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prior to 25 October 2019</td>
<td>0%</td>
</tr>
<tr>
<td>Between 25 October 2019 and 19 December 2019</td>
<td>50%</td>
</tr>
<tr>
<td>Between 19 December 2019 and 13 March 2020</td>
<td>100%</td>
</tr>
</tbody>
</table>

Hotel Cancellation Policy
In the conference you need to make any changes to the extra-nights you have booked, the cancellation policy may apply. Please reference the Sponsor Terms and Conditions document for complete details.

Exhibit space selection
Exhibit space selection by HPE will take place in early February 2020. Each sponsor will be notified.

SECURE YOUR HPE TSS 2020 SPONSORSHIP BY 6 NOVEMBER 2019 AND TAKE ADVANTAGE OF THE EARLY BIRD PRICING
Any questions, please contact sfrancois@hpe.com
SPONSORSHIP DEADLINES

Following are key deadlines related to sponsorship agreement. Sponsorship Component deadlines will be included in the Exhibitor Resource Center (ERC).

<table>
<thead>
<tr>
<th>Date</th>
<th>Deadline Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 September</td>
<td>Sponsorship sales open</td>
</tr>
<tr>
<td>Before 6 November</td>
<td>Early bird rate ends, signed agreement must be received by this date for reduced rate participation</td>
</tr>
<tr>
<td>After 6 November</td>
<td>Standard rate applies</td>
</tr>
<tr>
<td>16 December</td>
<td>Last day to apply for sponsorship, based on package availability Sponsorship sales will close</td>
</tr>
<tr>
<td>3 February</td>
<td>All sponsorship and marketing opportunity payment information (copy of PO or copy of other payment means) must be received.</td>
</tr>
<tr>
<td>9 – 13 March</td>
<td>HPE Technology and Solutions Summit 2020</td>
</tr>
</tbody>
</table>

Dates are subject to change.
CONTACT US

For information about
- Becoming a HPE TSS 2020 Sponsor
- Sponsors’ and Exhibitors’ deliverables, deadlines, conference rules and logistics
- Sponsors’ contracts and invoices
- Sponsors and Exhibitors’ FAQs

Sophie François
TSS Sponsor and Exhibitor Manager
sfrancois@hpe.com

HPE TSS 2020 conference information
hpe.com/info/hpetss