

TRAJECTORY

Sponsorship Prospectus

April 8-9, 2019

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What is Trajectory?

A conference by LaunchDarkly for software innovators who want to break orbit, not systems.

We all work hard to delight our users. We strive to innovate quickly to provide them with more features and better experiences. But moving this fast comes with inherent risks.

The software industry is in the midst of a major shift to safely operate in this new world of continuous innovation. Leading teams are pushing the boundaries of what's possible by evolving development, operations, and release practices. New technologies and tools, such as containers, orchestration frameworks, feature management, and continuous integration, are vital in their ability to make this transition.

Businesses that are successfully navigating this transition are no longer inhibited by the fear of breaking things. They use modern techniques and tools to collaborate more effectively, get feedback sooner and validate their ideas, and have more control over what they're putting into the world.

Come learn how modern development teams and leading organizations use feature management to build better software faster, with less risk.

When is Trajectory?

The conference will be held April 9, 2019, with a half-day training the day before.

Where is Trajectory?

Our conference is being held at Oakland Museum of California.

Who will attend?

We're expecting 200 participants from Development, Operations & Product Teams.

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Sponsorship Level	Bronze	Silver	Gold
Sponsorship Price by Level	\$5,000	\$10,000	\$20,000
# of Sponsorships Available	8	6	2
Pre-event Benefits			
Logo on Event Website	✓	✓	✓
Logo Inclusion in Event Marketing Emails	N/A	N/A	All Emails
Social Media Mention	N/A	1	2
Onsite Benefits			
Complimentary Full Conference Passes	2	4	6
Mention by Emcee during Welcome Remarks at Opening Keynote	N/A	N/A	✓
Sponsor Set-Up: Includes 1 30" highboy table with 32" Table-Top Monitor	N/A	✓	✓
Inclusion on Sponsor Signage through out Prominent Areas across Event Campus	✓	✓	✓
Branding Opportunity at Closing Party, choose from: Branded Bar Napkins, Branded Drink Cups, Specialty Custom Cocktail (with branded menu), Logo included on Branded Bar (art to be designed by LaunchDarkly)	N/A	N/A	1

À la Carte - Add on Options	Price	Available
WIFI Sponsor - Logo included on all wifi tents across event campus	\$2,500	1
All Day Coffee Sponsor - Includes signage at all coffee stations	\$2,500	1
Breakfast Sponsor - Includes signage at Breakfast Service	\$1,500	1
Lunch Sponsor - Includes signage at Lunch Service	\$1,500	1
Opening Keynote Chair Drop - Sponsor to provide collateral / giveaway	\$1,000	3