



# SIGNAL TWILIO'S CUSTOMER & DEVELOPER CONFERENCE

A VIRTUAL EXPERIENCE  
SEPT 30 - OCT 1, 2020

## SPONSORSHIP PROSPECTUS

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[SIGNAL.TWILIO.COM](https://signal.twilio.com)

[SIGNALSPONSORS@TWILIO.COM](mailto:SIGNALSPONSORS@TWILIO.COM)



SIGNAL 2020  
VIRTUAL  
TWILIO USER  
& DEVELOPER  
CONFERENCE

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SEPT 30 -  
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SIGNAL 2020  
THE CUSTOMER AND DEVELOPER CONFERENCE BY TWILIO

While the format is changing, the heart of SIGNAL 2020 remains the same!

SIGNAL is Twilio's annual customer and developer conference, where you'll learn more about cutting-edge communications technology to transform your business and level-up your development skills. Whether you are a developer, product manager, technologist or digital innovator, you'll find inspiration at SIGNAL.

At Twilio, we take our responsibility to protect our sponsors, customers, partners, employees and greater community to heart. As COVID-19 continues to reshape our world, we have made the decision to take SIGNAL fully virtual. While we are taking a new approach for 2020, we are excited to share the Twilio Magic in digital form!

Join us virtually in 2020, with over 15,000 developers, business leaders & innovators from the world's best enterprises and startups who are unlocking the power of a single communications platform to better engage with customers.

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2019: SIGNAL AT A GLANCE

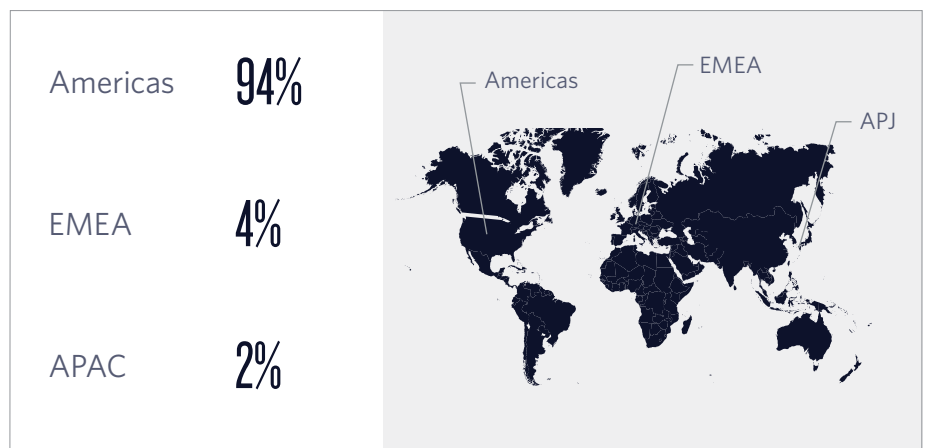
|             |              |  |  |  |
|-------------|--------------|--|--|--|
| 2 Full Days |              |  |  |  |
| Attendees   | <b>5,000</b> |  |  |  |
| Sessions    | <b>+185</b>  |  |  |  |

WHO ATTENDS

SIGNAL attracts an audience across web, mobile, and IoT technology, including engineering, DevOps, IT, and Telecom professionals from the United States and abroad.

Additionally, SIGNAL attracts a technology press and influencer audience with the launch of new Twilio products in the General Session.

ATTENDEE GEOGRAPHY



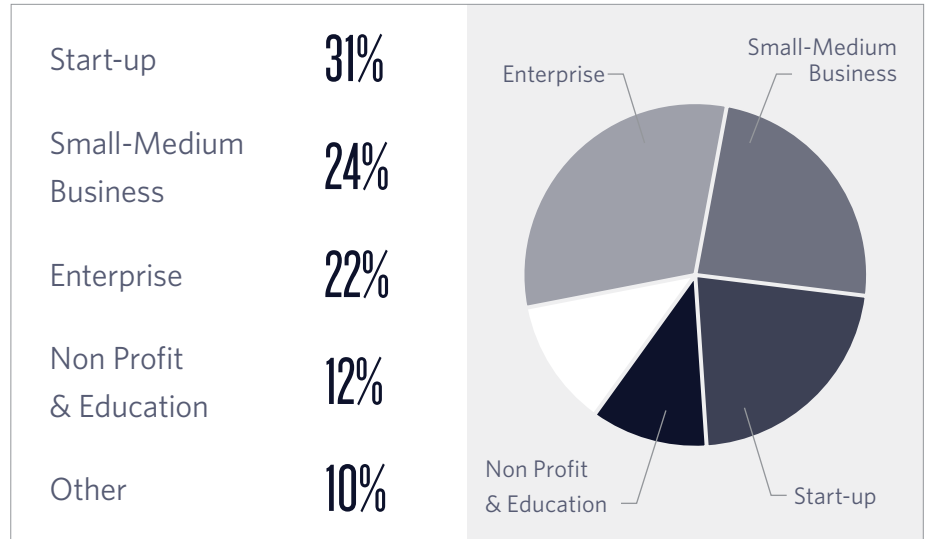


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COMPANY TYPE



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ATTENDEE JOB ROLE

|   |            |
|---|------------|
| <b>Technical Influencer</b> <ul style="list-style-type: none"><li>Executive (CEO, COO, Founder, President, VP)</li><li>Product Management</li></ul>   | <b>30%</b> |
| <b>Developer &amp; Engineering</b> <ul style="list-style-type: none"><li>Developer IT/Engineering</li><li>Developer-Ops</li><li>Other Technical/Engineer</li><li>Solutions or Systems Architect</li></ul> | <b>44%</b> |
| <b>Marketing &amp; Sales</b> <ul style="list-style-type: none"><li>Marketing &amp; Design</li><li>Business Development</li><li>Sales &amp; Customer Support</li></ul>                                     | <b>21%</b> |
| <b>Student &amp; Non-profit</b>   | <b>5%</b>  |



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## WHY SPONSOR SIGNAL

*“SIGNAL is one of the better conferences that we attend. From signing on as a sponsor to networking during the event – the folks at Twilio make it easy for us to want to come back year after year.”*

JUSTINE SIMPSON  
OKTA

## 2020 VIRTUAL SPONSORSHIPS: \$10,000

### INCLUDED FOR ALL SPONSORS

BRAND INCLUSION ON SIGNAL WEBSITE

COMPANY DESCRIPTION SIGNAL WEBSITE

SOCIAL PROMOTIONS

GENERAL SESSION PRESENCE - LOGO FEATURED DURING VIRTUAL KEYNOTE

1 WHITEPAPER OR PDF ON SIGNAL PLATFORM

4 SIGNAL ALL ACCESS TICKETS

SPONSOR REGISTRATION DISCOUNT PROGRAM.

FOR EVERY 10 ALL ACCESS TICKETS PURCHASED THROUGH THE SPONSOR'S UNIQUE SPONSOR CODE, WE WILL DISCOUNT \$500 AGAINST NEXT YEAR'S SPONSORSHIP, WITH A MAXIMUM OF 90% OFF

## ADDITIONAL MARKETING OPPORTUNITIES

|   | COST     | # AVAILABLE | DESCRIPTION   |
|---|----------|-------------|---|
| SPEAKING OPPORTUNITY<br>(15 MINUTES)        | \$8,000  | 5           | Twilio must approve the topic. Includes PDT for download and leads for attendees  |
| ATTENDEE PERKS                              | \$3,000  | 5           | PDF/Whitepapers for download + leads. Downloading assets will unlock a TwilioQuest code (redeemable for TwilioQuest points) |
| CUSTOM VIDEO                                | \$3,000  | 5           | Sponsors can submit a 90 second video for additional branding   |
| LIVE DEMO DURING<br>SUPERCLASS (15 MINUTES) | \$12,000 | 2           | Sponsor can showcase their product with a developer training activity, integrated into the hands-on educational content     |





INTERESTED IN  
JOINING US FOR  
SIGNAL 2020

LET'S TALK

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