

 SIGNAL

SIGNAL 2018
SAN FRANCISCO
TWILIO CUSTOMER &
DEVELOPER CONFERENCE
SPONSORSHIP
PROSPECTUS

OCTOBER 17-18, 2018

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

[SIGNALSPONSORS@TWILIO.COM](mailto:signalponsors@twilio.com)



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SIGNAL 2018: THE USER CONFERENCE BY TWILIO






Twilio presents SIGNAL, the annual conference celebrating our customers. Join us October 17-18 at Bill Graham. Whether you are a developer, product manager, technologist or digital innovator, you'll find inspiration at SIGNAL.

YOU BRING YOUR BRAND.

WE'LL BRING THE DEVELOPERS AND INFLUENCERS.

Sponsoring SIGNAL provides a showcase for your technology or service to the community who live and breathe new technology. Sponsorship opportunities range from large-scale venue presence to demo pods. Come be part of our Community Hall!

EVENT OVERVIEW

Attendees	3,000	
Sessions	80	
\$BASH party	  	

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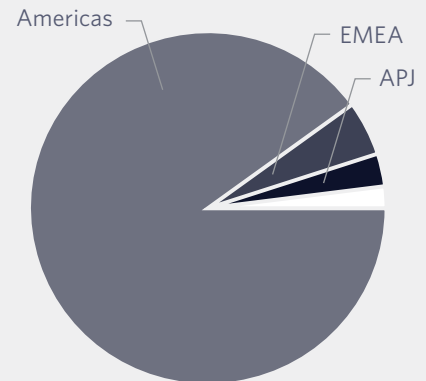
WHO ATTENDS

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

Americas	90%
EMEA	5%
APJ	3%
Other	2%



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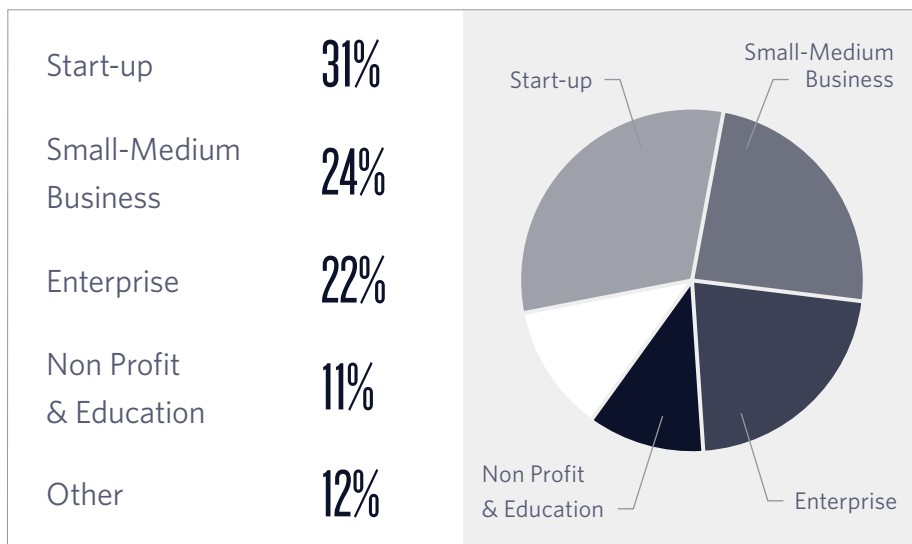
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ATTENDEE GEOGRAPHY

San Francisco Bay Area	51%	
Larger United States	43%	
International from 23 countries	6%	

ATTENDEE COMPANY TYPE





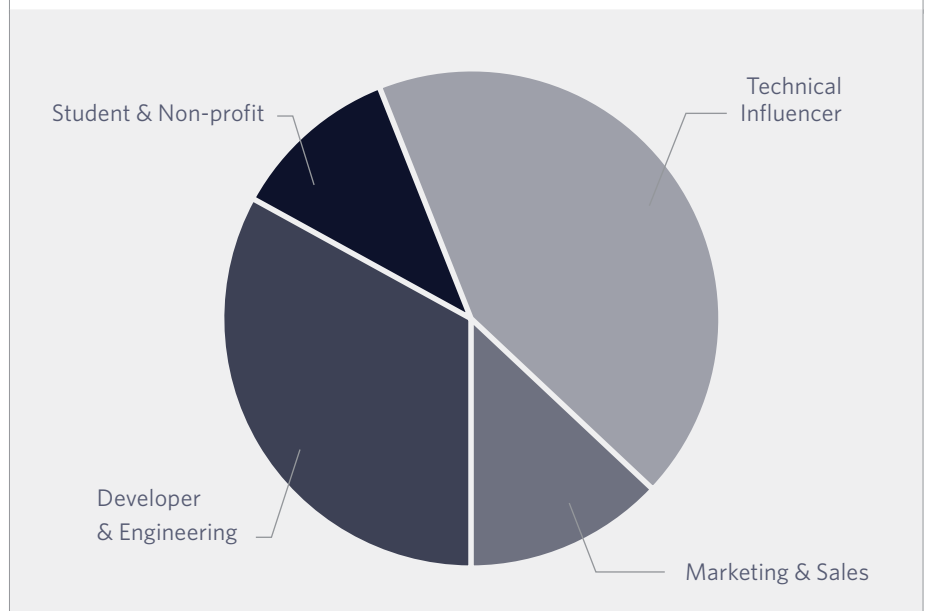
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ATTENDEE JOB ROLE

Technical Influencer	43%
Developer & Engineering	33%
Marketing & Sales	13%
Student & Non-profit	11%



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PRIMARY SPONSORSHIP PACKAGES SF

	VISIONARY \$65,000 <i>2 Available</i>	CREATOR \$25,000 <i>15 available</i>	MAKER \$15,000 <i>18 available</i>
EXPO FLOOR PRESENCE	Premium booth 10' x 20' footprint	Deluxe booth 10' x 10' footprint	Standard booth 5' x 8' footprint
SPEAKING OPPORTUNITY	Dedicated breakout session	—	—
FULL CONFERENCE PASSES	6 conference passes	4 conference passes	2 conference passes
PRE-EVENT MARKETING	(2) Social Promotion via Twitter General Awareness Session/Speaker promotion	Social	—
GENERAL SESSION PRESENCE	Featured in General Session slides On-stage call out	Featured in General Session slides	—
ONSITE MARKETING	Featured rotation on digital signage 30-second feature spot in digital signage On site Meeting Room Passport Program BA\$H Sponsor	Featured rotation on digital signage Meal sponsorships based on first come, first served (breakfast, lunch, and breaks) Passport program	Passport program

PRIMARY SPONSORSHIP PACKAGES SF CONT.

	VISIONARY \$65,000 <i>2 Available</i>	CREATOR \$25,000 <i>15 available</i>	MAKER \$15,000 <i>18 available</i>
ATTENDEE CONTACT	Badge Scanner (2) Access to Press list pre-event One in-conference promotional text or push notification to checked-in attendees	Badge Scanner (1)	Badge Scanner (1)
EMAIL PROMOTION BY TWILIO	Brand inclusion in SIGNAL promotional emails to registered SIGNAL 2018 attendees Dedicated email featuring Visionary speaking session with content teaser to promote attendance	Brand inclusion in SIGNAL promotional emails to registered SIGNAL 2018 attendees	—
WEB BRAND PRESENCE	Brand inclusion on SIGNAL website 100 word description Promotion of Visionary speaking session in rotation of featured speakers on site (1) Live tweet	Brand inclusion on SIGNAL website 75 word description	Brand inclusion on SIGNAL website 50 word description

PRIMARY SPONSORSHIP PACKAGES SF CONT.

	VISIONARY \$65,000 <i>2 Available</i>	CREATOR \$25,000 <i>15 available</i>	MAKER \$15,000 <i>18 available</i>
BRING YOUR COMMUNITY			
BRING YOUR EMPLOYEES	Employee discount code (<i>10% off current ticket price</i>) Community discount code (<i>\$25 off current ticket price</i>)		
ADDITIONAL MARKETING OPPORTUNITIES			
AFTERNOON ICE CREAM BREAK	\$10,000 — Includes ice cream, branded napkins, and signage (<i>2 available</i>)		
COFFEE BREAK	\$10,000		
CHARGING STATION BRANDING	\$8,000 — Logo on charging station 1 available		
DIGITAL SIGNAGE	\$10,000		
LOUNGE SPONSORSHIP	\$15,000 — Logo placement within the SIGNAL Lounge		
SNACK STATION BRANDING	\$10,000 — Logo on snack stations. Sponsorship is for (1) day (<i>2 available</i>)		
EXTRAS	Seat drop promotional item in breakout session *Items to be provided by sponsor	\$15,000 — (4) Co-presentation with Twilio	—

*Additional Marketing Opportunities will be added July 30th, 2018



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