



# SIGNAL TWILIO'S CUSTOMER & DEVELOPER CONFERENCE

SEPT 30 - OCT 1, 2020  
MOSCONE WEST, SF

## SPONSORSHIP PROSPECTUS

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

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SIGNAL 2020  
SAN FRANCISCO  
TWILIO USER  
& DEVELOPER  
CONFERENCE

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**SIGNAL 2020**  
**THE CUSTOMER AND DEVELOPER CONFERENCE BY TWILIO**

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.

Join 5,000+ 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.

With expert speaker sessions, hands-on workshops and dynamic speaker panels, attendees get the resources and connections they need to transform customer interactions for their business.

**YOU BRING YOUR BRAND.**  
**WE'LL BRING THE DEVELOPERS AND INFLUENCERS.**

Showcase your technology or service to the community that lives and breathes new technology. Sponsorship opportunities range from large booths, speaking opportunities, to demo pods. Come be a part of our Community Hall!

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2019: SIGNAL AT A GLANCE

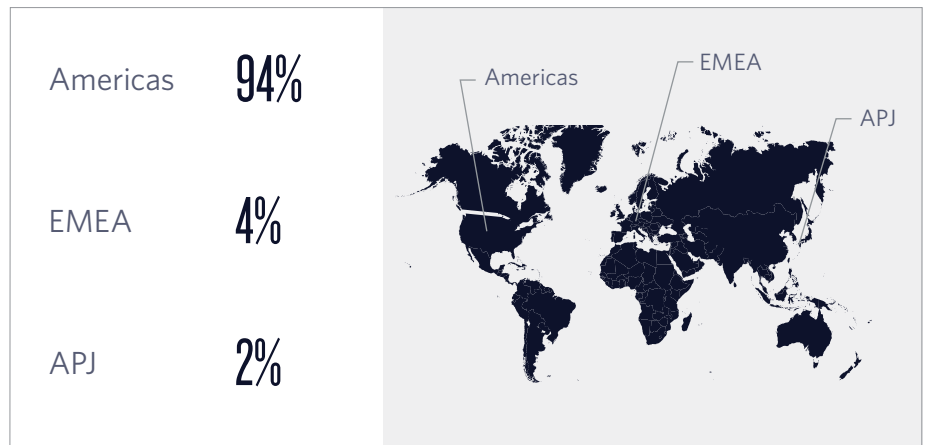
2 Full Days				
Attendees	<b>5,000</b>			
Sessions	<b>185</b>			

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



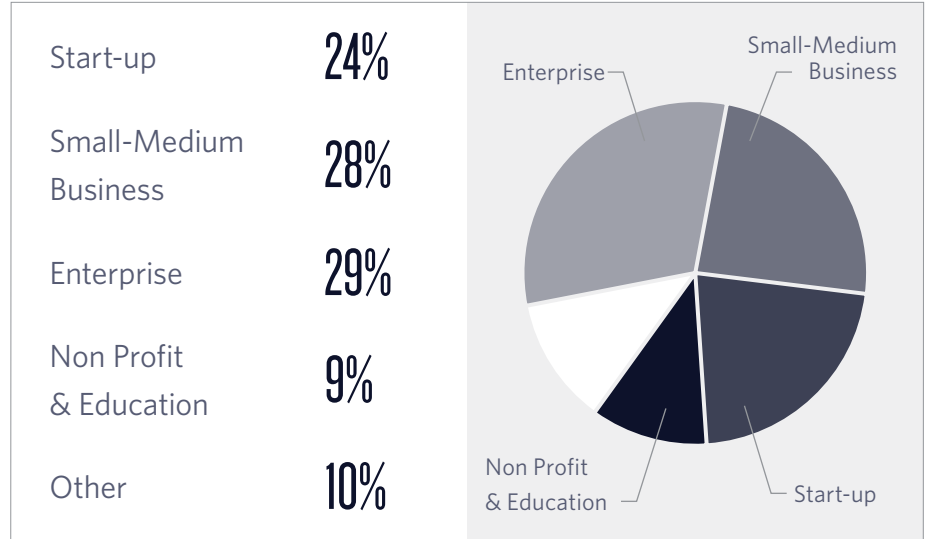


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COMPANY TYPE



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ATTENDEE JOB ROLE

<p><b>Technical Influencer</b></p> <ul style="list-style-type: none"> <li>Executive (CEO, COO, Founder, President, VP)</li> <li>Product Management</li> </ul>	<b>30%</b>
<p><b>Developer &amp; Engineering</b></p> <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>
<p><b>Marketing &amp; Sales</b></p> <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>
<p><b>Student &amp; Non-profit</b></p>	<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

## PRIMARY SPONSORSHIP PACKAGES SF

	<b>VISIONARY</b> \$90,000	<b>INNOVATOR</b> \$38,000	<b>MAKER</b> \$20,000
EXPO FLOOR PRESENCE	10' x 20' footprint	10' x 10' footprint	5' x 8' footprint
SPEAKING OPPORTUNITY	Dedicated breakout session 30 minutes	—	—
FULL CONFERENCE PASSES	10 conference passes	6 conference passes	4 conference passes
PRE-EVENT MARKETING	(2) Social Promotion via Twitter  (2) Social promotion of breakout session  General Awareness Session/Speaker promotion	(1) Social Promotion via Twitter	—
GENERAL SESSION PRESENCE	Featured in General Session slides  On-stage call out	Featured in General Session slides	—
ONSITE MARKETING	Featured rotation on digital signage  Passport Program  \$BASH 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 \$90,000	INNOVATOR \$38,000	MAKER \$20,000
ATTENDEE CONTACT	Badge Scanner	Badge Scanner	Badge Scanner
EMAIL PROMOTION BY TWILIO	Brand inclusion in SIGNAL promotional emails to registered SIGNAL 2020 attendees	Brand inclusion in SIGNAL promotional emails to registered SIGNAL 2020 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
BRING YOUR COMMUNITY			
BRING YOUR EMPLOYEES	Employee discount code (25% off current ticket price)  Community discount code (\$25 off current ticket price)		



## PRIMARY SPONSORSHIP PACKAGES SF CONT.

	<b>VISIONARY</b> \$90,000	<b>INNOVATOR</b> \$38,000	<b>MAKER</b> \$20,000
ADDITIONAL MARKETING OPPORTUNITIES			
TRANSPORTATION BRANDING - MINI BUS	\$8,000 — Includes side window branding (2 available)		
TRANSPORTATION BRANDING - CABLE CAR	\$10,000 — Includes side panel branding (1 available)		
TRANSPORTATION BRANDING - PEDICABS	\$15,000 — Includes wrap branding (5 available)		
WELCOME RECEPTION - BAR SPONSORSHIP	\$150,000 — Sponsor the Welcome Reception - Day 1: Includes branding at bars, signature cocktail		
COAT CHECK	\$8,000 — Logo of sponsoring company		

## PRIMARY SPONSORSHIP PACKAGES SF CONT.

ADDITIONAL MARKETING OPPORTUNITIES CONTINUE	
ICE CREAM BREAK	\$15,000 — Branding during afternoon ice cream break (2 available)
CHARGING STATION BRANDING	\$12,000 — Logo on charging station (1 available)
LOUNGE SPONSORSHIP	\$30,000 — Logo placement within the SIGNAL Lounge (2 available)
SNACK STATION BRANDING	\$15,000 — Logo on snack stations. Sponsorship is for (1) day (2 available)

## SPONSORSHIP PACKAGES - PARTNERS

	<b>PARTNER BUILD EXPO</b> \$35,000	<b>PARTNER BUILD DEMO</b> \$18,000	<b>FIRST TIME EXHIBITOR</b> \$5,000
EXPO FLOOR PRESENCE	10' x 10' footprint (In Twilio Partner Booth)	5' x 8' Footprint	Highboy and a seat, pull up banner
SPEAKING OPPORTUNITY	(1) Speaking opportunity within the Community hall Theatre - 15 minute	—	—
FULL CONFERENCE PASSES	6 conference passes 50% off current selling price for customers and employees	4 conference passes 50% off current selling price for customers and employees	2 conference passes
PRE-EVENT MARKETING	(2) Social Promotion via Twitter  (2) Social promotion of theatre presentation	—	—
ONSITE MARKETING	Featured rotation on digital signage  Passport program	Passport program	—
ATTENDEE CONTACT	Badge Scanner (1)	Badge Scanner (1)	—
WEB BRAND PRESENCE	Brand inclusion on SIGNAL website - logo and 50 word description	Brand inclusion on SIGNAL website - logo and 50 word description	—
CUSTOMER PROGRAM	Creator Summit Reception Day 0 6 Tickets	Creator Summit Reception Day 0 2 Tickets	—



INTERESTED IN  
JOINING US FOR  
SIGNAL 2020

LET'S TALK

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