

Atlassian Summit 2020| Template for Sponsors

This document is to discuss and document all things Atlassian Summit'20.

[TM-178](#) - Create a template for the Atlassian Summit'20 Plan **RESOLVED**

Once you create the document, start creating issues and assigning them to the right person.

Dates

31 Mar 2020 to 02 Apr 2020

Location

Mandalay Bay Convention Center, Las Vegas, NV

Sponsorship Type

Include the sponsorship type you have; each type have different rules which can be found in the Exhibitor Resource Center

Representatives

Tag members who would be attending the event.

Use '@' and start typing their name.

Important links

- [Event Management](#)
- [Booth](#)
- [Marketing Plan](#)
- [Return on Investment](#)

Kick-off tasks

- [TBI-1380](#) - Summit20- Register for conference **RESOLVED**
- Company information update [TM-233](#) - Company Description for ERC **CLOSED**
- Booth selection
- Graphics 20 Jan 2020
- Lead Retrieval 15 Feb 2020 [TBI-1417](#) - Lead Retrieval Order **CLOSED**

Atlassian Summit 2020 | Booth

Includes

These will change depending on which sponsorship you have

Details

- Turnkey booth (structure, electrical, standard graphics, and wifi included), A/V available for purchase
- Structure

Details

- (2) Stools
- (1) Lockable Cabinet
- (1) Wastebasket
- (1) Fence Divider
- (1) 5 Amp Power Drop With Power Strip

- Standard Graphics

Details

Graphic Deadline - 25 Feb 2020
 Graphic Panels - Included if the artwork is submitted and approved by the deadline.
 Graphic Panels Late Fee - \$200

- One (1) lead retrieval solution
- Company logo featured in an Atlassian General Session
- Company description, company logo, and URL on Summit website and app
- On-site signage
- Atlassian-branded promotion kit
- Summit app inclusion
- Two (2) Summit full conference passes
- Two (2) Expo only passes (does not include access to sessions, swag, or Bash)
- One (1) additional Bash wristband
- Opportunity to purchase additional full conference and Expo only tickets at the current rate

Branding Deliverables

The list changes every year make sure to keep checking your ERC

- All White Company Logo for Summit Website
- Full-Color Company Logo
- Full-Color Company Logo for Summit mobile app
- Booth graphics due by 25 Feb 2020
- Swag
- Brochure

Booth Graphics

Waiting on information from Atlassian [TBI-1251 - Summit20 - Booth Graphics](#) **OPEN**

Swag Ideas [TM-195 - Swag ideas](#) **RESOLVED** [TBI-1248 - Summit20 - Swag misc](#) **OPEN**

Product	Type	Price	Link	Notes	Votes
T-shirts	Apparel	\$25		Most popular amongst visitors	Poorvi Jhawar

Brochure

Include the file for your brochure if you plan to give them out.

[Brochure for Atlassian Summit'20](#)

Turn-Key Booth Rules and Regulations

These rules might change depending on which sponsorship you have

Rules

All Summit 2020 Sponsorships are Turn-Key Booth Properties utilizing square footage to address various levels of sponsorships. The turn-key booth property includes items such as physical structure, wireless internet access, electricity, and custom booth signage. Due to the turn-key setup, the following items are not permitted:

- Roll-up or free standing signs
- Balloons of any type
- Flags or banners
- Prize wheels
- Floor standing monitors (not arranged through Show Services) •

Drones

- Boxes on the show floor

The following practices are not permitted:

- Gorilla marketing
- Distribution of promotional items outside your booth area
- Lead scanning outside of your booth area
- Signage outside booth area
- Direct sales (the exchange of merchandise for money)
- Hosting customer events during conference hours

*Please note that while onsite, Atlassian has the right to ask sponsors to remove any items that have not been pre-approved. If you have any questions on specific items, please email sponsorship@atlassian.com.

Roster and time commitments

Key

	Expo open
	Bash

	Monday 30 March						Tuesday 31 March						Wednesday 1 April						
	Ed	Irina	Kat	Poorvi	Richard		Ed	Irina	Kat	Poorvi	Richard		Ed	Irina	Kat	Poorvi	Richard	Ed	
8am																			
9am																			
10am																			
11am																			
noon																			
1pm																			
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4pm																			
5pm																			
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8pm																			
9pm																			
10pm																			
11pm																			

Atlassian Summit 2020 | Event Management

Flights

[TBI-1385](#) - Book flights **OPEN**

Include flight details once this is done

Accommodation

[TBI-1381](#) - Summit20 - Accommodation **IN PROGRESS**

[Summit 20 | Accommodation](#)

Link to the accommodation list

Visa

- Visa [Poorvi Jhawar](#) [TBI-1419](#) - US visa - Poorvi **OPEN**

Issues for applying for visa

Timings

High-level schedule for the week

Day	Date	Time Start	Time End	Event	Booth Representation
Monday	March 30	08:30	16:30	Pre-Conference Training and Certifications	
Monday	March 30	08:30	18:30	Partner Day	
Monday	March 30	17:00	19:00	Community Leader Networking Happy Hour	

Day	Date	Time Start	Time End	Event	Booth Representation
Tuesday	March 31	08:30	16:30	Pre-Conference Training and Certifications	
Tuesday	March 31	09:00	15:00	Community Leader Workshop	
Tuesday	March 31	13:00	16:00	Breakout Sessions	
Tuesday	March 31	13:00	16:00	Expo Hall	
Tuesday	March 31	17:00	18:00	General Session	
Tuesday	March 31	18:00	20:00	Expo Hall	Poorvi Jhavar

Day	Date	Time Start	Time End	Event	Booth Representation
Wednesday	April 1	09:00	10:00	General Session	
Wednesday	April 1	10:00	17:30	Expo Hall	
Wednesday	April 1	11:00	17:30	Breakout Sessions	
Wednesday	April 1	19:00	22:00	Community Leader Dinner	

Day	Date	Time Start	Time End	Event	Booth Representation
Thursday	April 2	09:00	10:00	General Session	
Thursday	April 2	10:00	17:30	Expo Hall	
Thursday	April 2	11:00	17:30	Breakout Sessions	
Thursday	April 2	20:00	00:00	Bash	

Details [Roster and time commitments](#)

This will have the time commitments individually for every hour.

Summit 20 | Accomodation

[TBI-1381](#) - Summit20 - Accommodation **IN PROGRESS**

28 Mar 2020 to 04 Apr 2020 depends upon flight tickets [TBI-1385](#) - Book flights **OPEN**

Name	Distance from Venue	Per night cost	Comments
Luxor Hotels	0.7 miles	\$86.09	Available on the dates for the summit only Reservations via Atlassian 4* Hotel
Wyndham Grand Desert	1.9 miles	\$153	Has free shuttle to The Strip 3* Hotel Suite like rooms
Mandalay Bay	0.4 miles	\$276.64	Closest to the venue Private Beach for relaxation 4* rating on Booking.com
Delano	0.6 miles	\$313.60	Close to the venue 5* Hotel
Airbnb	1.09 miles radius	\$158 starting	This can be a great option for teams on a tight budget

Atlassian Summit 2020 | Marketing Plan

[TM-104](#) - Summit20 - Marketing **OPEN**

Purpose

Define your purpose of attending the Summit, so that everyone knows what's the end-goal.

Example:

- Brand Awareness
- Customer Retention
- Introducing a new app or solution

Marketing Collaterals

- T-shirt Design work [TM-194](#) OPEN
- Swag [TM-195](#) RESOLVED
- Brochures [TM-196](#) OPEN
- Landing Pages
- Email Signature Update

Campaigns:

You'll want to have a campaign series set up for the leads who do come through.

[Pre-Summit Campaign Plan](#) [TM-197](#) RESOLVED

Post-Summit campaign [TM-198](#) OPEN

Pre-Summit Campaign Plan

[TM-197](#) - Pre-Summit campaign plan RESOLVED

Campaign Purpose

Goal for the campaign to be successful

Phase 1: ASAP

Content-Type	Jira Issue	Audience	Topic	Promotion Strategy	Lead Generation	Publish Date	Link
Blog post	TM-231 - Blog Draft How to prepare for Atlassian Summit'20 IN PROGRESS	Target audience	Topic you'd like to cover eg, 'How to prepare for Atlassian Summit'20	How would you promote it eg. Social media, website	What you consider as a desirable action	11 Nov 2019	How to prepare for Atlassian Summit 2020 Kick-off

Phase 2: Jan-Feb

Content-Type	Jira Issue	Audience	Topic	Promotion Strategy	Lead Generation	Publish Date

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Phase 3: March

Content-Type	Jira Issue	Audience	Topic	Promotion Strategy	Lead Generation	Publish Date

Lead Retrieval

We get 1 lead retrieval kit included in our sponsorship. Add-ons are available for \$200 each. [TBI-1417 - Lead Retrieval Order](#) CLOSED

Deadline: 15 Feb 2020

<https://swoogo.s3.amazonaws.com/uploads/384029-5d9d02615e3c3.pdf>

When you scan an attendee pass, you may receive the below information (as provided by attendees when registering for this event). Show management has the right to provide additional or remove any of the below data fields from the reporting as they see fit.

- FirstName
- LastName
- JobTitle
- Company
- WorkCountry
- Email
- The answers to any survey questions/qualifiers saved to each scanned lead's record by the scanner/app user
- Any photos/voice memos saved to each scanned lead's record by the scanner/app user

ROI for the Summit

[TBI-1387 - Getting issue details...](#) STATUS

These techniques you choose will be dependent on what is the purpose/goal for the Summit'20

Business Goals	Event Goals	R
Drive Sales Revenue	Generate Leads	# c
	No. of evaluations	# c
	Sales	# c
	Sales Value \$	Va

Event Cost	Description	Details
Atlassian Summit	Booth and Equipment	Pro-rata cost of the sponsorship, equipment used at the

	Admin	\$ value of time spent by the team in preparation
	Personnel	flights, accommodation, transport, and human resource
	Marketing material	swag, brochures, print-outs, banners, etc