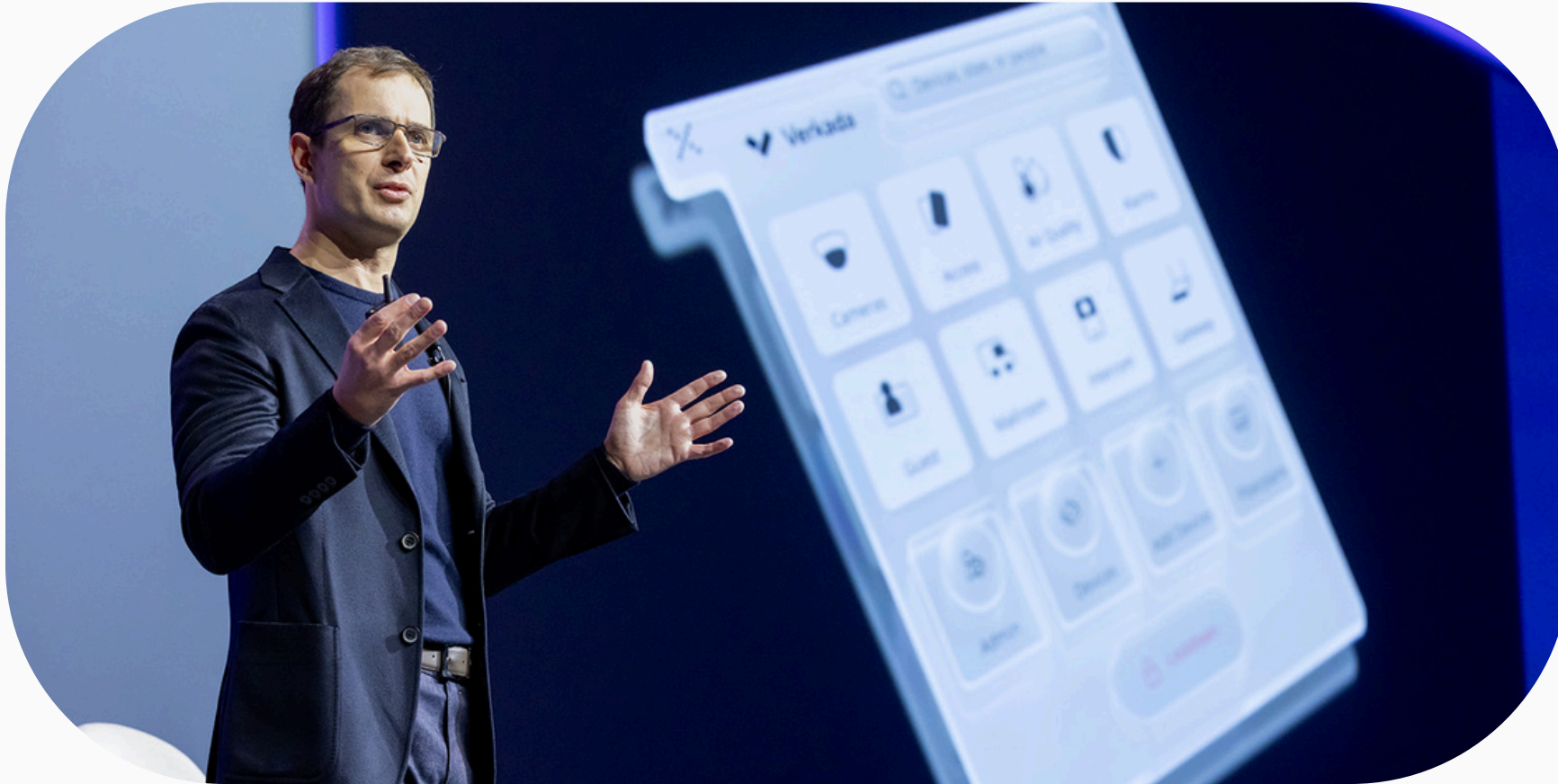


The background is a deep navy blue. It features several glowing, three-dimensional blue rings and lines. One large ring is in the upper right, another is in the lower right, and a third is on the left side. Thin, glowing blue lines crisscross the background, creating a sense of depth and movement.

VerkadaOne

Chicago 2025

SPONSORSHIP PROSPECTUS

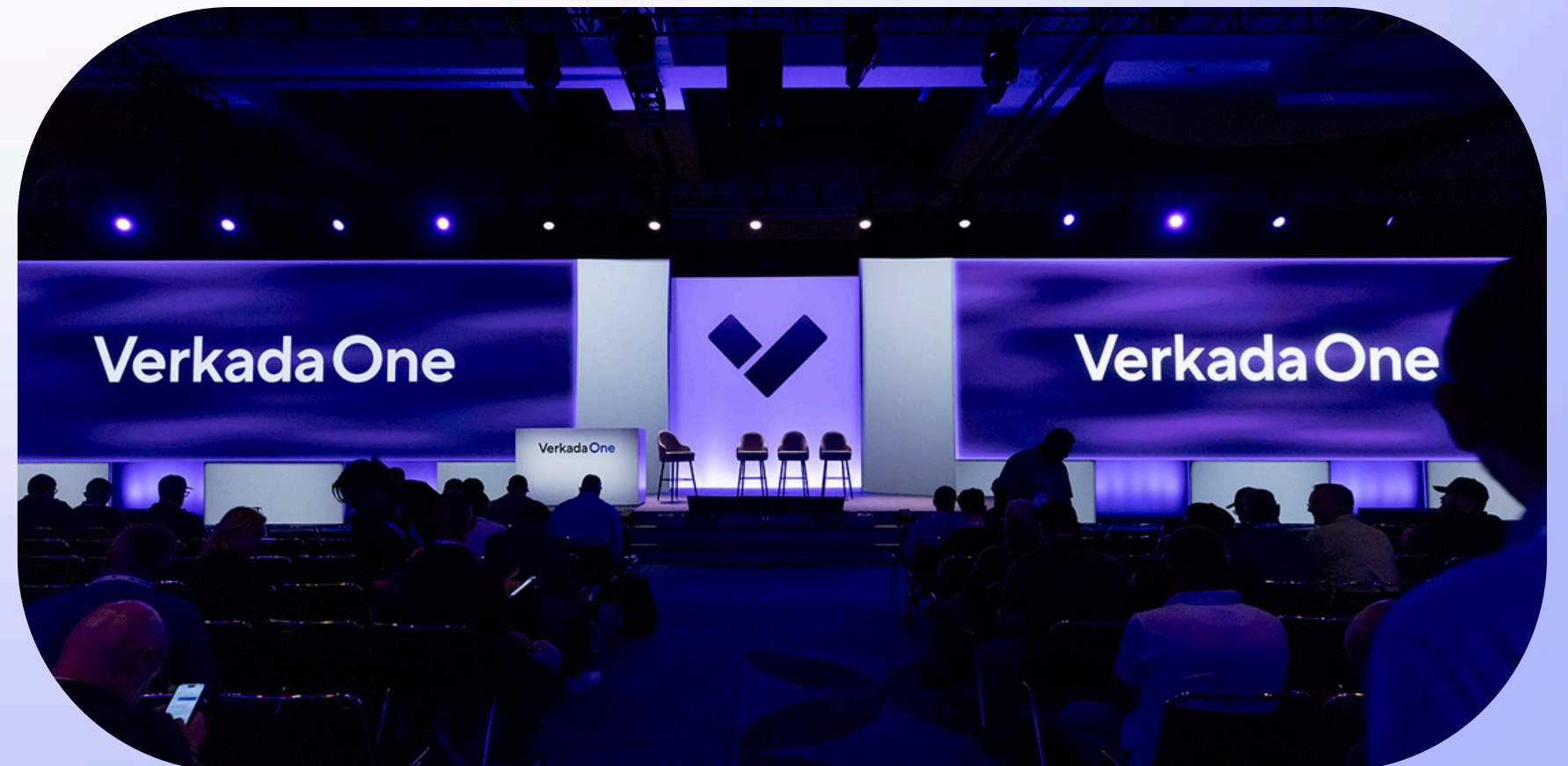


What is VerkadaOne?

VerkadaOne is the premier event for exploring physical security, AI, and cloud-powered operations. Over three transformative days, attendees gain exclusive access to Verkada's biggest product launches, demos of cutting-edge solutions from across the ecosystem, and insights from global security leaders.

Where & When?

September 22-24, 2025
Marriott Marquis
Chicago, Illinois



Verkada One

Chicago 2025

EXPERIENCE

1,800+

On-Site
Attendees

3

Days of
Programming

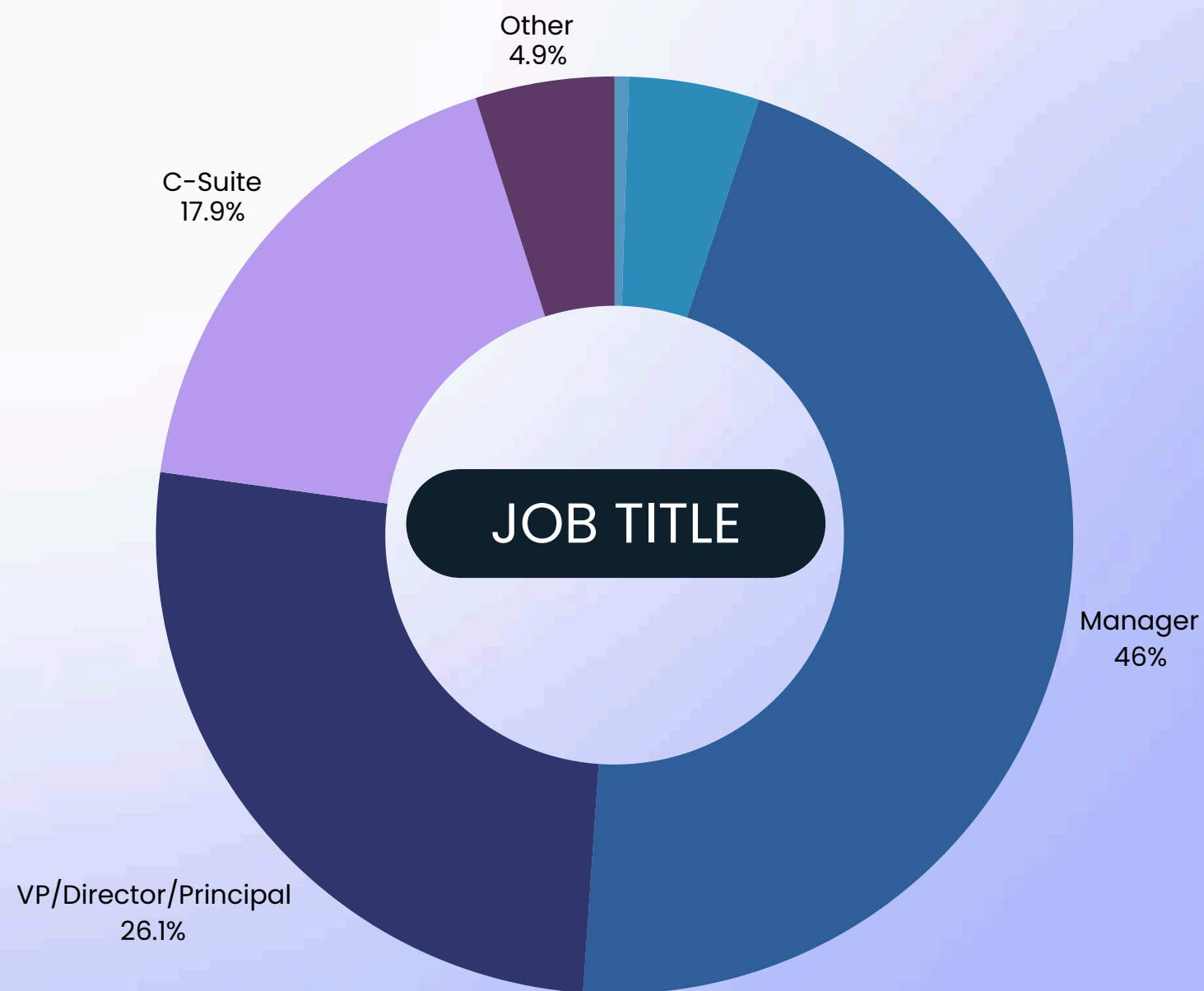
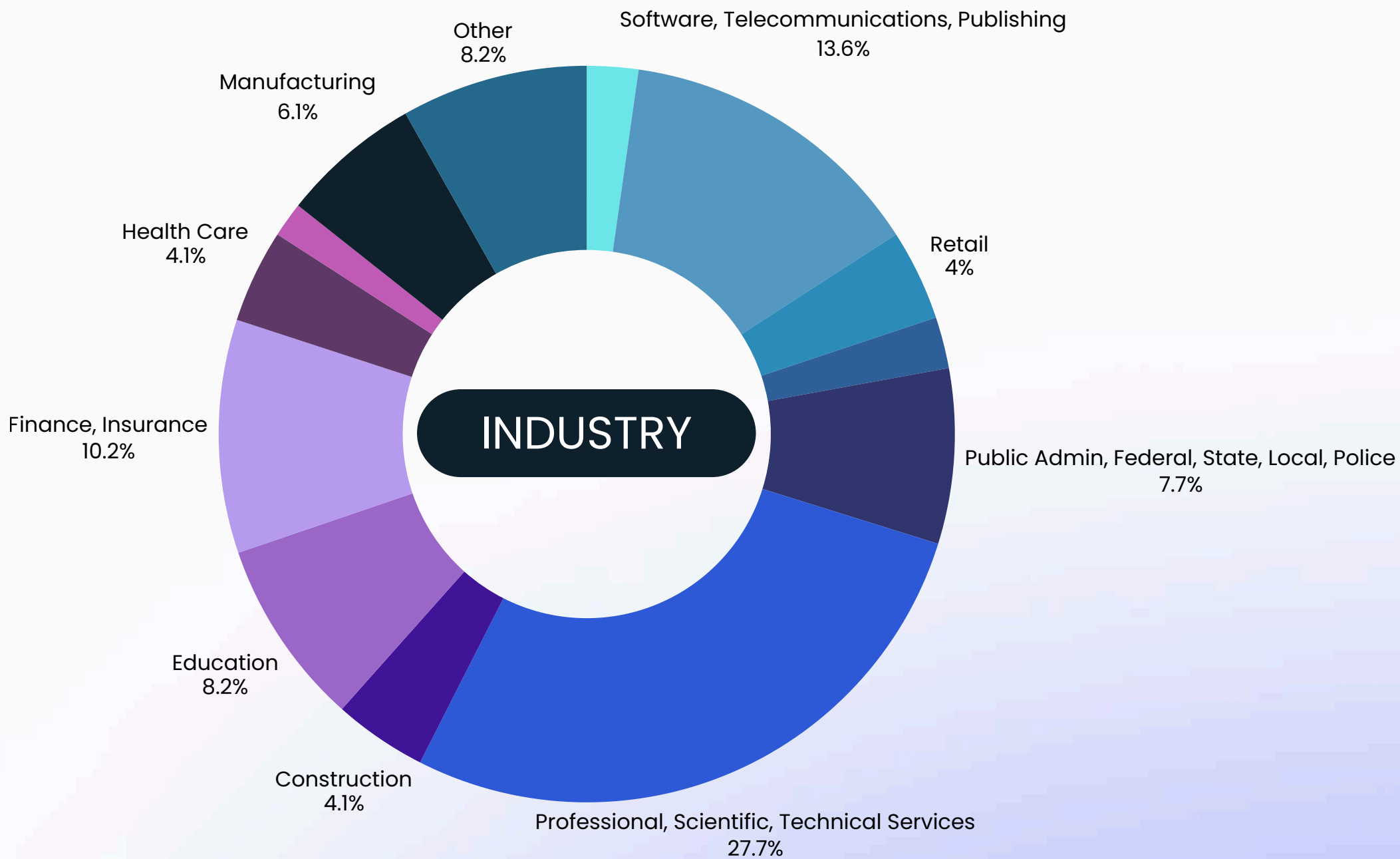
20+

Industries
Represented

WHAT
TO EXPECT

Monday, September 22	Tuesday, September 23	Wednesday, September 24
DAY 1	DAY 2	DAY 3
<ul style="list-style-type: none">• Registration• Attendee Hub• VerkadaOne Keynote• Guest Keynote Speaker• VCE Essentials Certification	<ul style="list-style-type: none">• Partner Sessions• Breakout Sessions• Attendee Hub• Behind-the-Scenes Plenary Session	<ul style="list-style-type: none">• VCE Essentials Certification• Breakout Sessions
PRODUCT KEYNOTE	MAIN KEYNOTE	CLOSING CONVERSATION
WELCOME RECEPTION	FINAL NIGHT DINNER & CONCERT	

OUR AUDIENCE



Why Sponsor?

Be part of the industry transition to the cloud

Since 2016, Verkada has pioneered an industry transition to the cloud through its seamless security platform. VerkadaOne brings the Verkada ecosystem of partners and participants together to connect, learn, and explore the most innovative technology in the industry. By sponsoring the event, you can put your brand right at the forefront of physical security technology innovation.

Maximize exposure

Sponsors get the opportunity to sponsor dedicated event sessions and content. VerkadaOne is a unique opportunity to place your logo at the forefront of this industry-defining event.

Showcase your brand

In addition to hours of cutting edge physical security content, VerkadaOne will also feature a dedicated VerkadaOne expo hall where sponsors can display their own booth and sponsor various components of the hall to display their products and logo to potential customers and partners.

Unlock exclusive opportunities

Sponsor VerkadaOne to access exclusive promotions, meetings, and events. This opportunity allows you to meet new customers, drive demand, and showcase your solutions in Chicago!



VerkadaOne

A LA CARTE
OPPORTUNITIES





EXCLUSIVE CO-SPONSORSHIP OF LUDACRIS CONCERT AND PARTY

We are thrilled to announce that Ludacris will be our headline act at the Final Night Party at Navy Pier! Co-sponsor will enjoy:

Meet & Greet for 8 people
Co-branding throughout Navy Pier
Private Seating Section
Promotional materials

Sponsorship Fee : \$30,000



MEET & GREET WITH LUDACRIS

You and a guest will enjoy exclusive access to meet Ludacris before he hits the stage.

Meet & Greet for 2 people

Sponsorship Fee : \$10,000

EXECUTIVE MEETING ROOM



Private meeting room for duration of conference
Access to Verkada Executives
Room stocked with snacks and beverages

\$10,000

DIGITAL



MOBILE APP DIGITAL AD – \$2,000

VerkadaOne attendees will be checking the event Mobile App throughout the conference to see the latest notifications and keep track of sessions. Call attention to your brand with a well-placed rotating digital ad that attendees will see while they're on the look-out for what's next.

MOBILE APP PUSH NOTIFICATION – \$5,000

Receive a custom and curated push notification sent to every attendee during 1 day of the conference.

EMAIL BLURB WITHIN “KNOW BEFORE YOU GO” EMAIL – \$2,000 – **SOLD**

Become one of four sponsors with a custom Email Blurb in the "Know Before You Go" email. This exclusive opportunity promotes your brand ahead of a major industry event, helping customers find you and anticipate an exciting VerkadaOne. Content must be approved by Verkada and will be sent 1-2 weeks before the event.

PRE-EVENT ORGANIC DIGITAL PROMOTIONS – \$5,000 – **SOLD**

Generate excitement for your brand before VerkadaOne with our pre-event blog and social media posts. We will create custom content showcasing your brand values, products, and services, featured on our website and social media to enhance your visibility among attendees before the conference starts.

VerkadaOne

SOLD

BOOTHS

VerkadaOne puts your brand and products in the middle of the most innovative technologies in the physical security industry. In the VerkadaOne Attendee Hub sponsors will have the ability to display their products and showcase their brand to all attendees and partners. You'll also get to work directly with the VerkadaOne team to design and craft your booth to make sure your products jump out.



Platinum

Enhance your brand and boost your pipeline by seizing opportunities that highlight your innovative solutions.

10' x 20' Booth

- Mounted Logo Sign
- (3) Monitors
- (1) 6' Communal Table with 6 barstools - *Customizable vinyl tabletop*
- (2) Lockable display tables
- High quality vinyl flooring

Additional Benefits

- Logo placement and link on VerkadaOne website
- (1) Pre-event social media post
- (4) Complimentary VerkadaOne passes
- (2) Complimentary hotel stays
- Lead list from breakout session and exhibit booth attendees

Sponsorship Fee : \$25,000



Gold

Enhance your brand and boost your pipeline by seizing opportunities that highlight your innovative solutions.

10' x 10' Booth

- Mounted Logo Sign
- (1) Hightop table with 2 barstools - *Customizable vinyl tabletop*
- (1) Monitor
- (1) Lockable Display Table
- High Quality Vinyl Flooring

Additional Benefits

- Logo placement and link on VerkadaOne website
- (1) Pre-event social media post
- (2) Complimentary VerkadaOne passes
- (1) Complimentary hotel stay
- Lead list from exhibit booth attendees

Sponsorship Fee : \$18,000



Side View



Front View

Silver

Establish connections, enhance relationships, and cultivate qualified leads, all while increasing your brand's visibility.

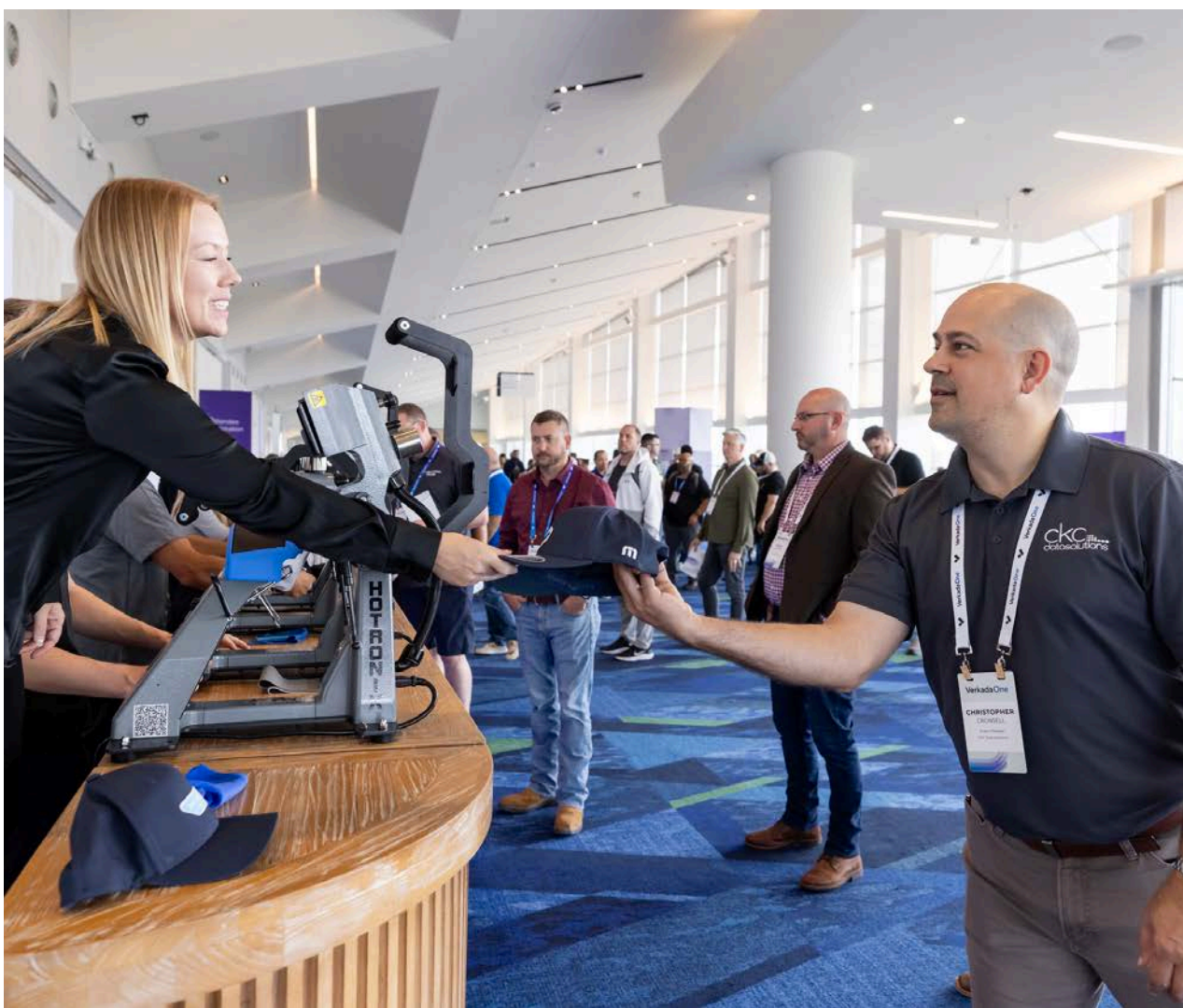
- (1) Customizable Single Sided Meterboard
- (1) 8' VerkadaOne Branded Tension Tower with Logo
- (1) Highboy table with 2 barstools
- (1) Complimentary VerkadaOne pass

Available Add-Ons

- Monitor - \$500

* Limited breakout speaking opportunities available. Please contact Abby Dean abby.dean@verkada.com to learn more.

Sponsorship Fee : \$4,000



We're here to help you make the most of VerkadaOne 2025!

For more information about becoming a Sponsor, or any
Sponsorship questions email Abby Dean at
abby.dean@verkada.com.

Sponsorships are offered first come first serve.

CONTRACT DEADLINE
SEPTEMBER 10, 2025

verkada.com/verkada-one

