



VerkadaOne

SPONSORSHIP PROSPECTUS

VerkadaOne

Miami 2026

The AI Physical Security Event

Introducing VerkadaOne

VerkadaOne is the premier event for anyone shaping the future of physical security. Over three action-packed days, attendees gain exclusive access to Verkada's biggest product launches, hands-on demos of across the ecosystem, and powerful insights from the leaders redefining the global security industry.

Miami 2026

September 16–18

Fontainebleau Miami Beach



Inside the experience

2,500+

Attendees

- 1,300 Customers
- 900 Partners
- 500 Verkada sales, product & Execs

3

days of programming

Packed with immersive sessions, demos, and keynotes.

20+

Industries represented

Insights and best practices from every corner of the market.

What to expect

Three days packed with keynotes, hands-on demos, breakout sessions, and exclusive networking to inspire, educate, and connect security leaders everywhere.

Day 1

Wednesday, September 16

- Registration open
- Attendee Hub open
- Exec 1:1s & RBS meetings
- VCE Certifications
- Breakout Sessions
- VerkadaOne Keynote
- Product Demos & Hands On Labs
- Main Keynote
- Welcome reception

Day 2

Thursday, September 17

- Attendee Hub Open
- Exec 1:1s & RBS meetings
- VCE Certifications
- Breakout Sessions
- Partner Townhall
- Guest keynote
- Final night dinner & concert

Day 3

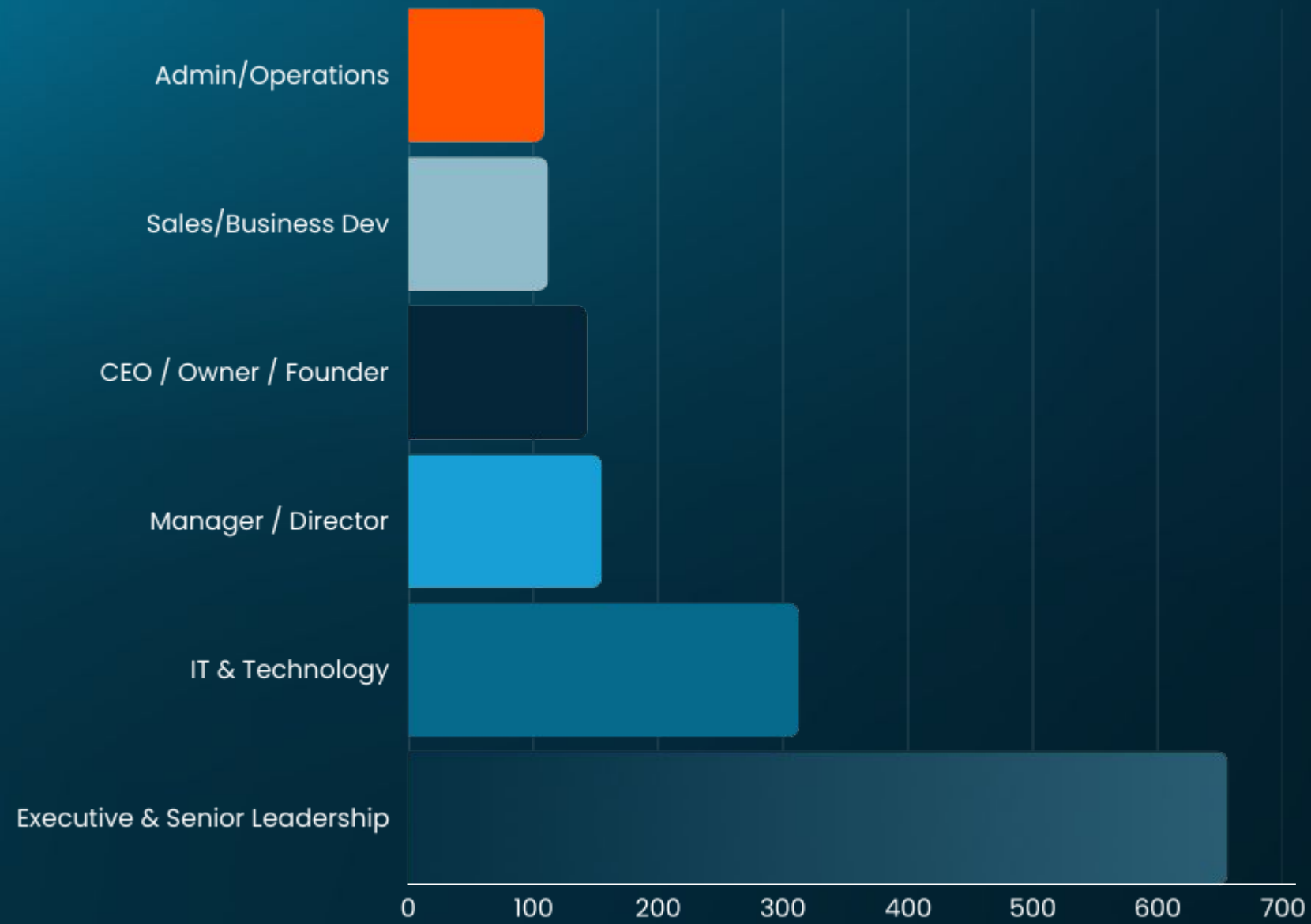
Friday, September 18

- Attendee Hub Open
- Exec 1:1s & RBS meetings
- VCE Certifications

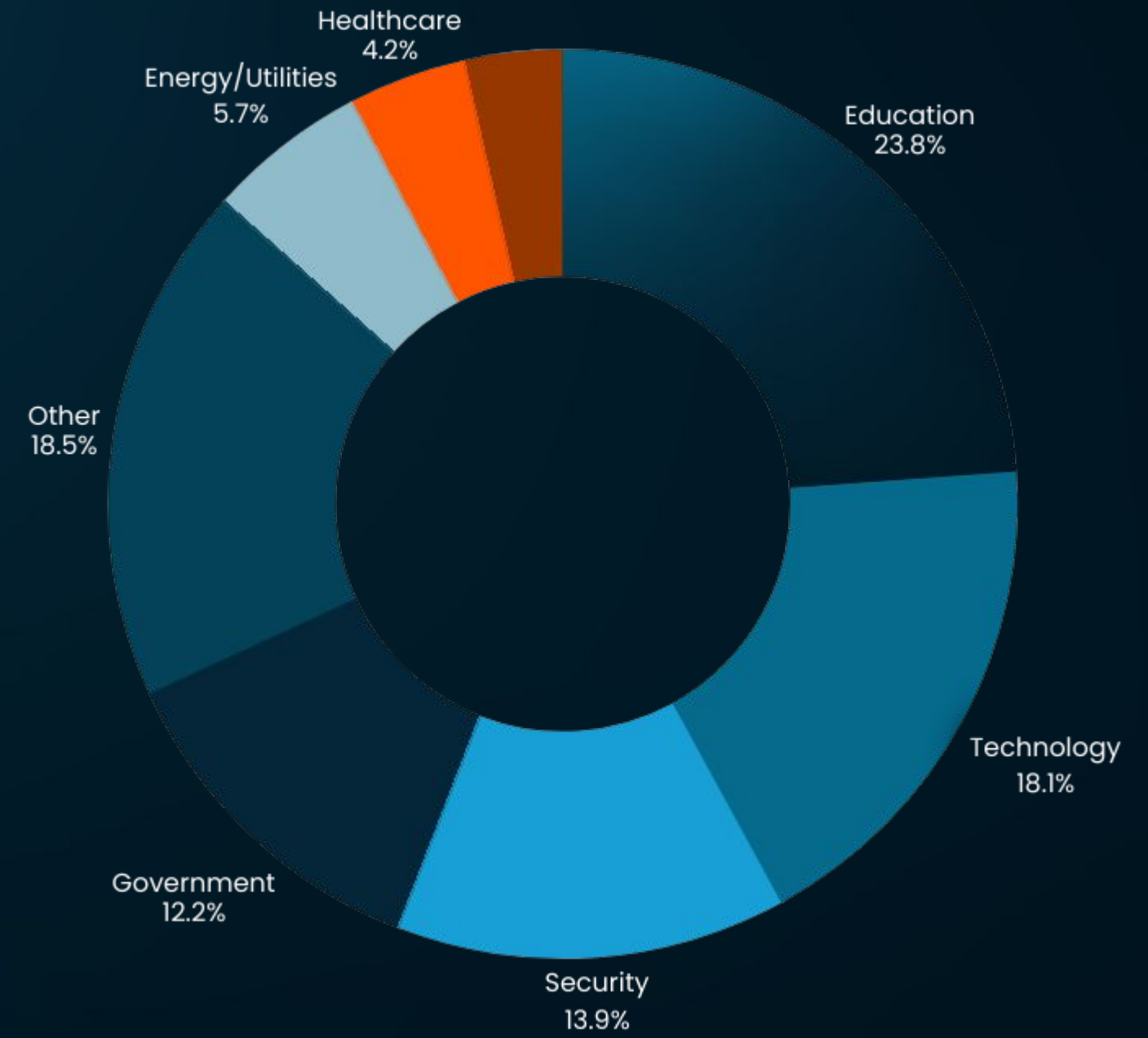
Our audience

Where decision-makers, innovators, and industry experts explore the security solutions driving tomorrow's operations.

Job Level Distribution



Top Industries



Why sponsor?

Be part of the industry transition to the cloud

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 showcase their offerings during dedicated event hours. VerkadaOne is a unique opportunity to place your logo at the forefront of this industry-defining event.

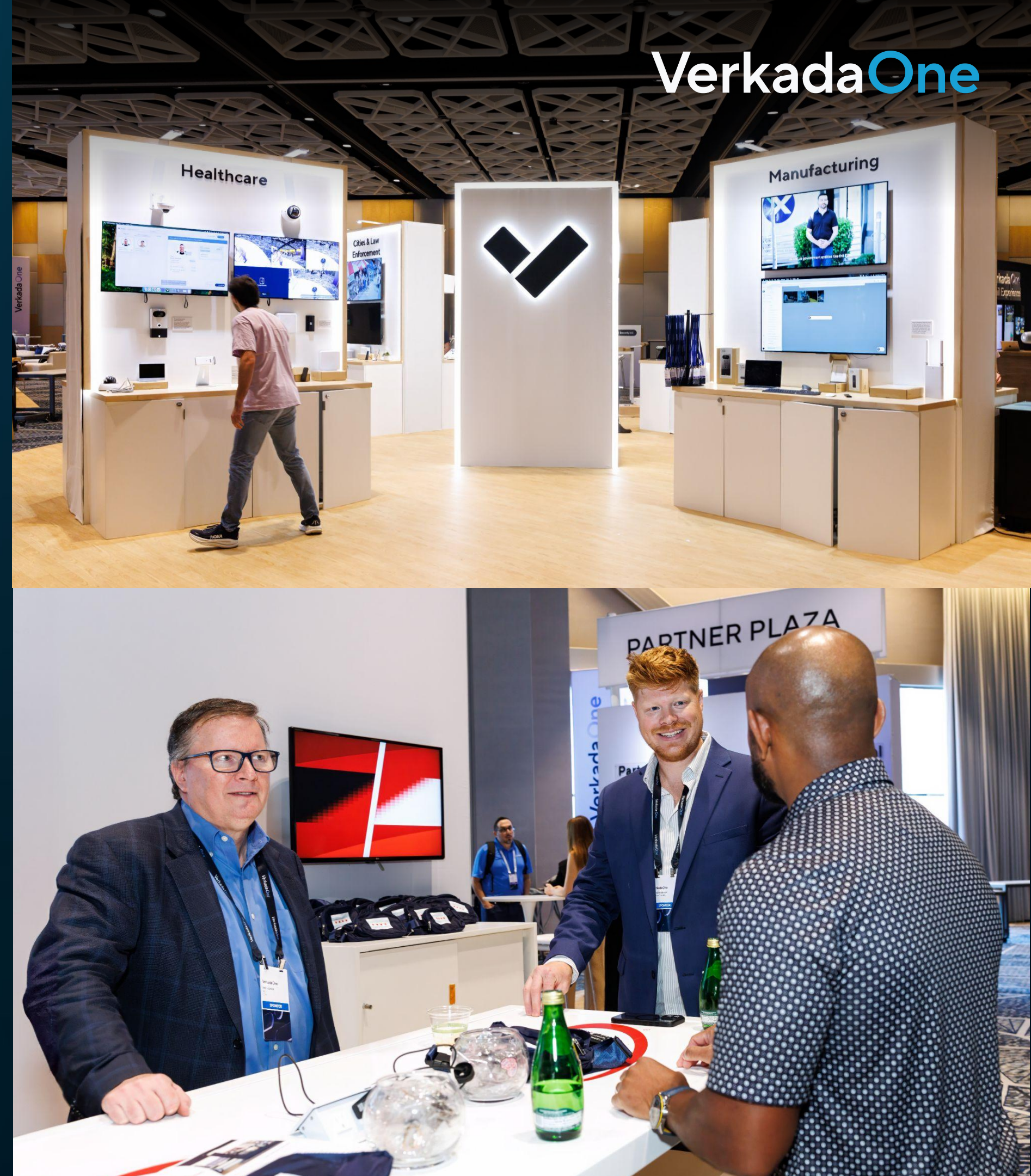
Showcase your brand

VerkadaOne will also feature a dedicated 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

Access exclusive promotions, meetings, and events. This opportunity allows you to meet new customers, drive demand, and showcase your solutions in Miami!

VerkadaOne



Sponsorship Opportunities

Sponsorships are available on a first-come, first-served basis, so be sure to reserve early.

After Party at LIV Nightclub (Exclusive Sponsorship)

Close out VerkadaOne in the most iconic way possible. Your brand takes center stage at LIV — one of the world's most legendary nightclubs — as we take over the venue for an exclusive after party following our A-list headliner performance. This is the pinnacle sponsorship experience: high energy, high visibility, and completely unforgettable.

Co-sponsor benefits include

- Full co-branded event naming rights for the evening
- Exclusive VIP booths
- Unlimited tickets for your team and guests
- Logo featured on DJ booth and venue visuals throughout the night

Sponsorship fee | \$100,000

VerkadaOne



Co-branded Entertainment Sponsorship

VerkadaOne

Be part of VerkadaOne's unforgettable closing night. Our first closing night entertainment will feature an A-list performer (announcement coming soon), giving your brand maximum visibility in a high-energy, exclusive environment.

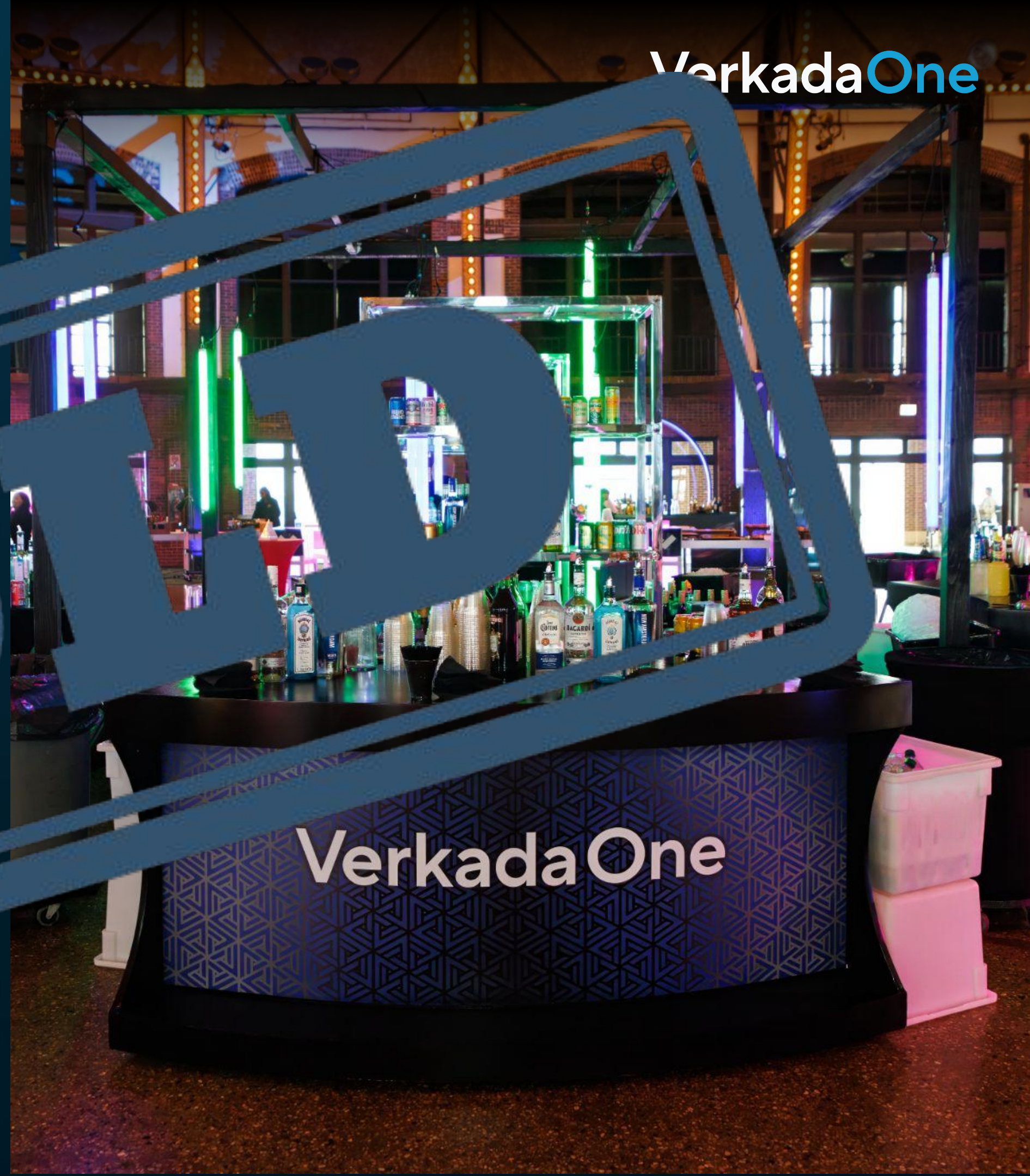
Co-sponsorship benefits include

- Meet & Greet for 8 people
- Co-branded opportunities
- Private seating section

Sponsorship fee: \$30,000

SOLED

VerkadaOne



Welcome reception custom cocktail

Create an unforgettable moment with your own signature beverage experience. Choose from curated options including an Aperol Spritz station or Espresso Martini bar, complete with custom branding throughout.

Sponsorship benefit

- Branded cocktail napkins and bar signage
- Custom drink stirrers with your logo
- Featured placement in mobile app reception details
- Verbal recognition during evening program

Sponsorship fee | \$25,000

VerkadaOne



Networking lounge sponsor

Transform the art of connection as the exclusive Networking Lounge Sponsor. Create a sophisticated oasis where attendees gather for meaningful conversations, deal-making, and relationship building in your branded environment.

Sponsorship benefit

- Branded lounge with custom furniture
- Premium location with high-traffic visibility
- Logo placement on venue maps and signage
- Custom location featured in mobile app

Sponsorship fee | 30,000

VerkadaOne



Partner master class

Secure a coveted pre-keynote timeslot to position your company as a leading Verkada partner and critical player in the security ecosystem.

This prime-time session gives you the stage to demonstrate your solutions through live demos, share implementation best practices, showcase seamless integration workflows and present a compelling customer story that highlights how you amplify Verkada capabilities.

Sponsorship benefit

- Access to VerkadaOne Attendees
- Dedicated session listing in conference agenda
- Session leads

Sponsorship fee | \$30,000

2 total available. Topic approval required.

VerkadaOne



Coffee station sponsor

Power the day's networking and learning as our Coffee Sponsor. Your branded coffee station or roaming cart will be the hub for attendees to recharge with expertly crafted beverages.

Sponsorship benefit:

- Branded coffee sleeves and cups
- Specialty drink menu with sponsor named beverages
- Logo on conference app for session break(s)

Sponsorship fee	\$20,000 (full event)
	\$10,000 (single day)

VerkadaOne



Room key card sponsor

Make a lasting impression as the exclusive Hotel Keycard Sponsor. Your brand travels with every attendee throughout their stay, creating touchpoints from check-in to checkout

Sponsorship benefit

- Full-color branded keycards for the Fontainebleau hotel block
 - Additional hotels subject to additional fee
 - Recognition in pre-event accommodation emails
 - Logo on conference hotel information page in mobile app
-

Sponsorship fee | \$18,000

VerkadaOne



Charging station sponsor

Keep attendees powered up and connected as our charging station sponsor. Position your brand at the most essential touchpoints where everyone naturally gathers throughout the day.

Sponsorship benefit

- Exclusive sponsorship of our 10+ charging stations
- Full station branding
- QR code for direct engagement and lead capture
- Logo placement on venue maps and FAQs
- Mobile app promotion of sponsored station

Sponsorship fee | \$15,000



Executive meeting room

VerkadaOne

Host your team in a fully equipped private meeting space throughout the entire event.

Sponsorship benefit

- Private meeting room for duration of conference
- Room stocked with snacks and beverages

Sponsorship fee | \$25,000

2 total available



Digital opportunities

Mobile App Digital Ad | \$2,500

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. 3 available.

Mobile App Push Notification | \$7,000

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

Email Promo In "Know Before You Go" Email | \$2,500

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

Wifi Network Sponsor | \$10,000

Be the essential connection sponsoring every attendee's experience. Your brand becomes synonymous with connectivity as the exclusive WiFi sponsor, visible from the moment attendees step foot onsite.

These are thought starters. Please contact Serene Kim serene.kim@verkada.com to learn more on how to get involved however big or small.

VerkadaOne



PARTNER PLAZA

Booths

Put your brand and products at the heart of the most innovative technologies in physical security. In the VerkadaOne Attendee Hub, sponsors can showcase products and amplify their brand to all attendees and partners. Work directly with the VerkadaOne team to design a booth that stands out and ensures your products get noticed.

**Note: All booth renderings and placements shown are conceptual and subject to change. Exact booth placement and final design specifications will be provided upon confirmation.*



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
- (6) Complimentary VerkadaOne passes
- Lead list from breakout session and exhibit booth attendees

Limited availability ; 1 total available

Sponsorship fee | \$30,000

Sponsorship fee includes internet, power, booth design, construction, tear down and shipping.



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
- (3) Complimentary VerkadaOne passes
- Lead list from exhibit booth attendees

Limited availability ; 3 total available

Sponsorship fee | \$20,000

Sponsorship fee includes internet, power, booth design, construction, tear down and shipping.

VerkadaOne



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

Optional Add-On

- Monitor - \$500

Limited availability

Additional Benefits

- (1) Complimentary VerkadaOne pass

Limited availability ; 1 total available

Sponsorship fee | \$8,000

Sponsorship fee includes internet, power, booth design, construction, tear down and shipping.

VerkadaOne



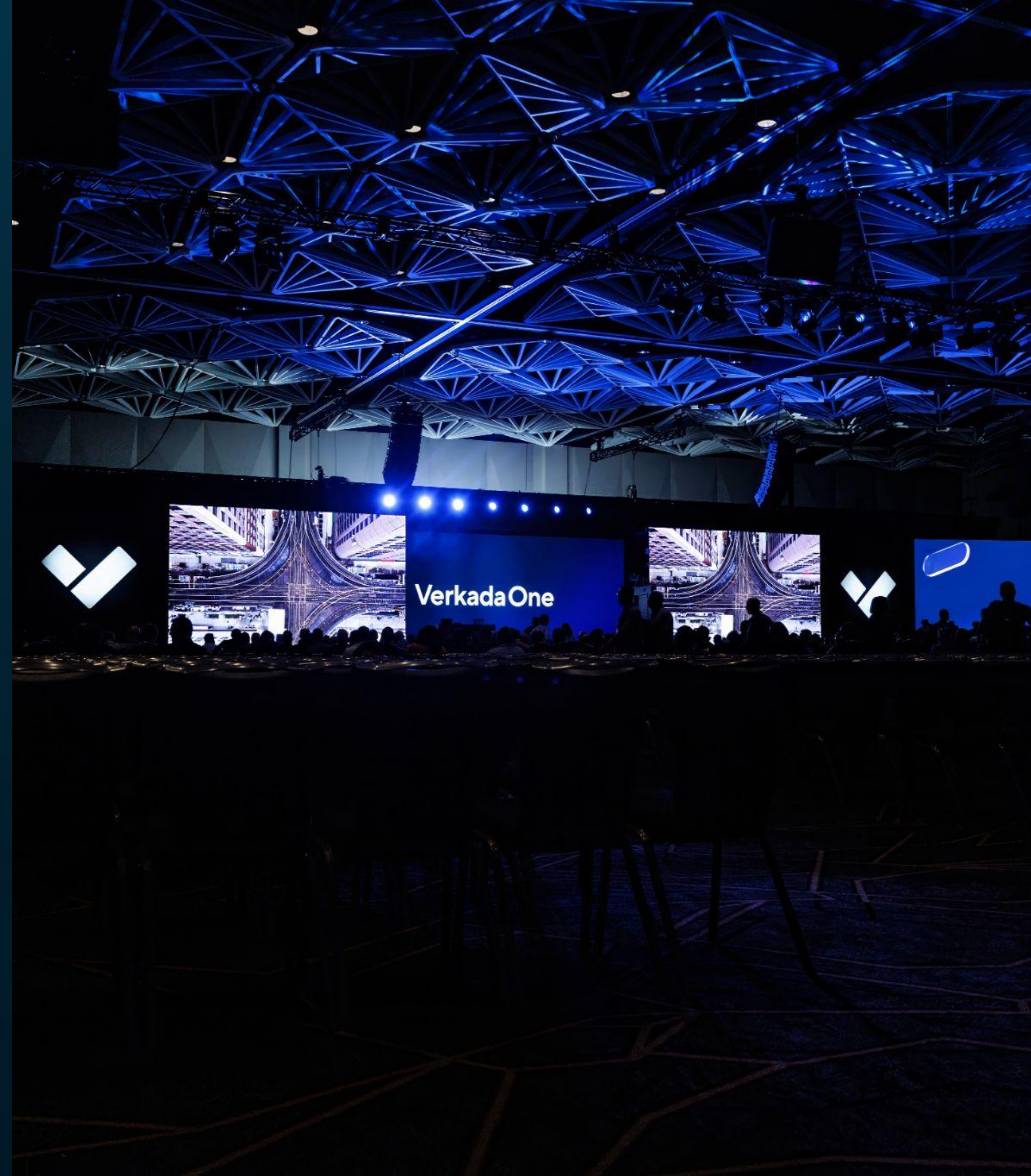


**We're here to help you make
the most of VerkadaOne 2026!**

Contract deadline | August 15, 2026

Sponsorships are available on a first-come, first-served basis, so
be sure to reserve early.

verkada.com/verkada-one





Serene Kim

Sponsorship Sales Coordinator

serene.kim@verkada.com

**Interested in a customized
sponsorship package?**

Contract deadline | August 15, 2026

To learn more, reach out to Serene Kim to discuss sponsorship opportunities and build a package aligned with your organization's objectives.