converge

CONVERGE 2025

Sponsorship Opportunities

World Center Marriott • Orlando, FL

November 17–20, 2025

TANIUM

Welcome



Dear Partners,

We are excited to share our Sponsorship prospectus for Converge 2025, our 10th annual user conference and partner summit, which will be held from November 17 to 20, 2025 in beautiful Orlando, Florida.

Join our four-day event with Tanium customers and partners from around the globe, across multiple industries. We look forward to hosting in Orlando, Florida, again this year at the largest Marriott property in the world. We hope you can take advantage of Orlando's world-renowned international cuisine, theme parks, and the various activities available for our attendees to enjoy.

Our goal with you is to provide certainty to our customers. We remain committed to upholding the highest standards expected by our mutual customers.

Reflecting on Converge last year, I want to extend my gratitude to all our 2024 sponsors and partners who invested in our partnership by sending their valued team members to participate.



Tanium Converge is incredibly special to me. It's a time when I look forward to connecting with our mutual customers and expanding into new customers together.

Your service offerings to our customers provide more options than ever before in procuring, implementing, integrating, and operating Tanium technology.

This year's sponsorship prospectus has been refined to give you more choices for building relationships with shared customers, meeting prospects, engaging with Tanium executives and sellers, and networking with industry peers. By investing in sponsorship of our global flagship event and sharing your expertise with customers and prospects, you stand alongside Tanium and our values:

We do the right thing.

We win as a team.

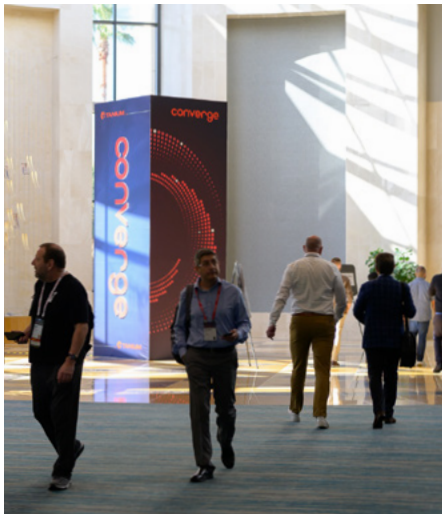
We are unstoppable!

Thank you for your partnership and the trust you place in Tanium.

Sincerely,

Tony Beller

Tony Beller
Senior Vice President of Global Partner Sales



Converge 2025

Don't miss the opportunity to represent your brand at our 10th annual marquee event! Converge brings together thousands of attendees from across hundreds of organizations. We anticipate over 2,000 in-person attendees at the Orlando World Center Marriott this year. Becoming an event sponsor today can build your network with partners, our shared customers, and prospects!

Sponsorships allow you to showcase your organization at a turnkey booth on the Partner Pavilion show floor. In addition to brand exposure on the mainstage, website representation, and complementary attendee passes, sponsorships offer supplemental paid branding opportunities, such as purchasing a sponsored breakout session or options to augment your show floor presence.

IT professionals from across the globe will convene for this event to engage with your organization and learn more about our joint Winning by Design proposition.

Given the in-person format, sponsorships are limited. We anticipate these slots filling quickly, so please connect with us today!

> "Excellent product! Excellent experience! Excellent journey! One of the few companies playing the infinite game."
>
> **Previous Converge Attendee**

2024

Event Statistics

3,448 Attendees

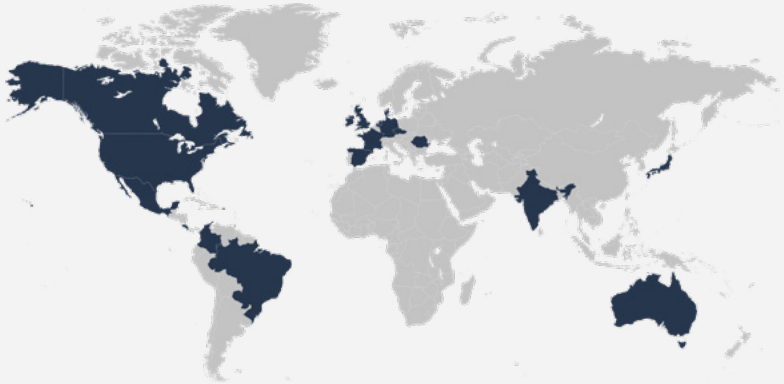
1,788 in-person | 1,660 virtual

1,100 Organizations

21 Countries

4.75 Customer Rating

2024 Attendees by Location



2024 Attendees by Industry



For questions or to return your signed contract, please email: bob.kennedy@tanium.com
Sponsorship sales close Friday, September 5, 2025.

Sponsorship Tiers and Opportunities



* Invite Only	Platinum Sponsor*	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Public Sector Track	Public Sector Track (no exhibit)
2025 Investment	$43,500	$35,000	$22,000	$15,500	$12,000	$2,500
Opportunities Available	5	4	7	8	5	12
Conference Passes						
Full Conference Passes	9	7	5	3	3	2
Lab Passes	9	6	3	2	2	2
Speaker Conference Pass	1					
Virtual Self-Service Lab Passes	✓	✓	✓	✓	✓	✓
Registration Discount Code Prospects	✓	✓	✓	✓	✓	✓
Networking & Exhibiting Opportunities						
Tanium-Provided Booth Structure	✓	✓	✓	✓	✓	
Partner Pavilion Hours	8	8	8	8	8	
Partner Pavilion Happy Hour	1	1	1	1	1	
Lead Retrieval Unit(s) Included	2	1	1	1	1	
Customer Connection Zone (Tables in Partner Pavilion)	2	1				

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Sponsorship Tiers and Opportunities (continued)

* Invite Only	Platinum Sponsor*	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Public Sector Track	Public Sector Track (no exhibit)
2025 Investment	$43,500	$35,000	$22,000	$15,500	$12,000	$2,500
Messaging and Speaking Opportunities						
Sponsored Breakout Session	✓					
Session Highlighted on Conference Website and Converge Mobile App	✓					
Branding Opportunities						
Logo Inclusion on Pre-Event Email	✓					
Sponsor Logo, URL, & 50-Word Description on Conference Website	✓	✓	✓	✓	✓	✓
Welcome Reception Branding (Platinum Co-Branding)	✓					
Executive Happy Hour Reception in Partner Pavillion	✓	✓	✓	✓	✓	✓
Public Sector Track Breakfast and Lunch Sponsor					✓	✓
8.5" x 5" Promotional Signage to Promote Speaking Session	✓					
Mobile App – One Push Notification	✓					
Mobile App – Logo & Directory Listing	✓	✓	✓	✓	✓	✓
Mobile App – Posting Whitepaper	✓	✓	✓	✓	✓	✓
Mobile App Banner	✓					
Acknowledgement during Keynotes	✓	✓	✓	✓	✓	✓

Sponsorship Tiers and Opportunities (continued)

* Invite Only	Platinum Sponsor*	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Public Sector Track	Public Sector Track (no exhibit)
2025 Investment	$43,500	$35,000	$22,000	$15,500	$12,000	$2,500
Branding Opportunities (Cont.)						
Sponsor-provided Video (up to 15 seconds) to be Played Prior to the Start of Keynotes	✓					
Reserved Table at Lunches in Partner Pavilion	✓					
Conference Breakfast Branding; Non-Exclusive			✓			
Conference Lunch Branding; Non-Exclusive		✓				
Conference Break Branding; Non-Exclusive				✓	✓	✓
Inclusion in Partner Pavilion Map	✓	✓	✓	✓	✓	
Converge Sponsor Prize Raffle ($200 – $500 Value)	✓	✓	✓	✓	✓	✓
Onsite Sponsor “Thank You” Signage	✓	✓	✓	✓	✓	✓
Logo Inclusion on Post-Event Email	✓	✓	✓	✓	✓	✓
Sponsor Breakout Session Leads	✓					
Social Media Opportunities						
Acknowledgement of Sponsor on LinkedIn and X Platform from @Tanium	✓	✓	✓	✓	✓	✓
Marketing Kit to Promote Pressence	✓	✓	✓	✓	✓	✓

U.S. Public Sector Track Features & Highlights

In its fourth year, Tanium's exclusive U.S. Public Sector Track at Converge 2025 features curated content for federal, state, local government, and education audiences.

Join us as public sector technology leaders discuss how they are solving critical issues they are facing today, and network with thousands of IT security and operations professionals from around the globe.



Examples of 2024 Public Sector Attendees:

U.S. FEDERAL & DOD

- DARPA
- U.S. Air Force
- U.S. Army
- JSOC
- United States Postal Service
- U.S. Marine Corps
- DoD National Air & Space Center
- U.S. Department of Agriculture

U.S. STATE & LOCAL

- Maryland Department of Information Technology
- Arizona Department of Homeland Security
- Indiana Office of Technology
- City of Boston
- Alabama Department of Transportation
- Contra Costa County (Calif.)
- State of Oklahoma
- City of Phoenix

EDUCATION

- School District of Osceola County (FL)
- University of Texas System Administration
- Salisbury University
- Winston-Salem State University
- The University of Texas at Tyler
- University of Utah
- Public Schools of Orange County (Fla.)
- Bowie State University

Highlights from our 2024 Public Sector Track

- 84 in-person Public Sector Track attendees
- 13 custom Public Sector track sessions

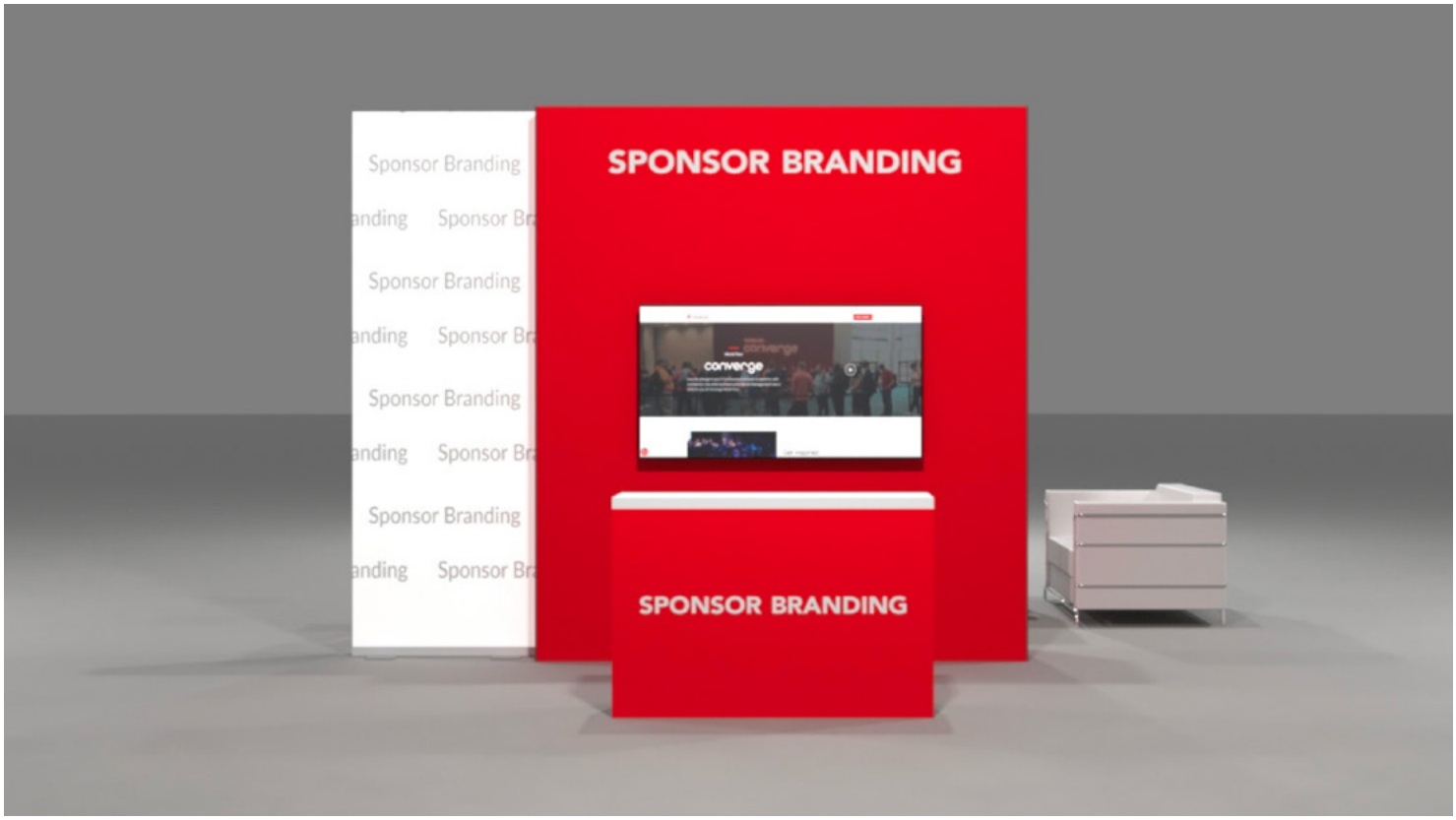
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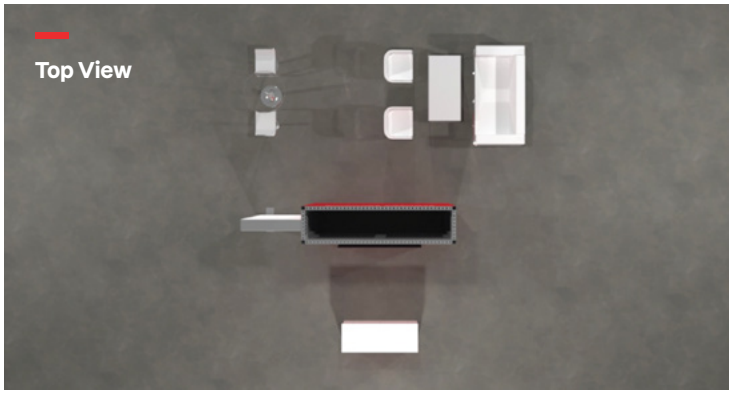
Tanium Confidential

Platinum Sponsor Booth Details

Your sponsorship booth includes a Tower + Light Box with backlit SEG graphic within a 20' x 20' footprint.

- Lockable Cabinet w/lighting under countertop
- Glass Bistro Table
- Furgus stools - white
- Leo loveseat - white
- NEW STYLE Charging Coffee Table
- 2 Amelia Chairs
- 65" Monitor
- Wastebasket







Gold Sponsor Booth Details

Your sponsorship booth includes a backwall + Light Box w/ backlit SEG graphic within a 10' x 20' footprint.

- Custom Graphics
- Lockable Cabinet w/ lighting under countertop
- Glass Bistro Table
- 3 Furgus stools – white
- 55" Monitor
- Wastebasket



Silver Sponsor Booth Details

Your sponsorship booth includes a backwall w/ SEG fabric finish + Light Box within a 10' x 10' footprint.

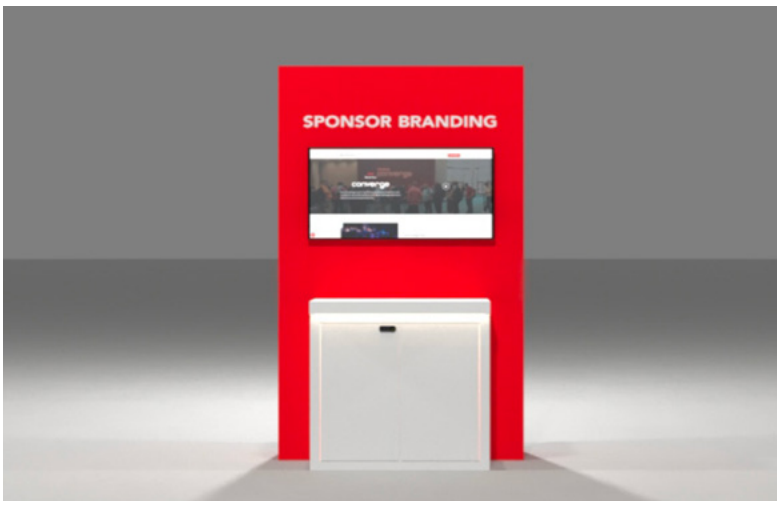
- Custom Graphics
- Lockable cabinet w/ lighting under countertop
- 43" Monitor
- Wastebasket



Bronze Sponsor Booth Details

Your sponsorship booth includes a backwall w/ SEG fabric finish within a 7' x 3' footprint.

- Custom Graphics
- Lockable cabinet w/ lighting under countertop
- 43" Monitor
- Wastebasket



Additional Sponsorship Opportunities & Add-Ons

	Number Available	Investment	Item Description
Women and Allies in Tech Breakfast Sponsorship	5	$2,500	Showcase your company's commitment to fostering diversity, empowering female leaders, and shaping the future of technology. Sponsorship includes logo on all event materials, sponsorship recognition on stage, post event lead list.
Lounge / Open Meeting Space	20	$5,500	Foster attendee engagement adjacent to your booth with a soft-seated lounge that includes furniture and a charging table.
Charging Bar / Open Meeting Space	20	$5,500	Network with attendees at a charging table with six barstools.
Branded DJ Booth for Welcome Reception	1	$5,000	Branded DJ booth for the Welcome Reception in the Partner Pavilion, branded on three sides. **Note: DJ entertainment will be provided by Tanium.**
Espresso Bar (One available each day during pavilion hours)	2	$5,500	Drive additional booth traffic and lead scans by having an espresso bar near your booth for two hours in the Partner Pavilion (1 day only).
Wednesday Evening Global Partner Sponsorship	3	$50,000	Showcase your company for the grand Wednesday Evening Event. Ask your Tanium contact for more information.
Co-Branded Candy Wall	1	$10,000	Sweeten the deal with (your brand) + Tanium because everyone needs a sweet treat! Attendees can visit our popular candy wall and put together a bag of wrapped candy to keep their energy high.
Public Sector Track	10	$1,500	Network with an estimated 200+ Public Sector Attendees, includes all benefits listed in Public Sector (no exhibit) Sponsorship. ***Discounted rate with existing sponsorship tier**
Public Sector Happy Hour	1	$10,000	Exclusive sponsorship for Public Sector networking Happy Hour.

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TANIUM

The Power of Certainty.™

Visit us at www.tanium.com and follow us on LinkedIn and X.

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