



opentext™
world 2026

Sponsorship Prospectus

Hyatt Regency Orlando

October 19-22, 2026

Table of contents

Partner foreword: Joel Kremke, SVP, Worldwide Partner Alliances & Programs	3
About OpenText World	4
OpenText World audience demographics	5
Why Sponsor	6
Partner Summit	7
Packages	8-9
Exclusive Opportunity: Executive Experience	10-14
Add Ons	15-17
How to Sponsor	18

OpenText World Orlando 2026 represents a defining moment in how we work and grow together. We are entering a new era of partner collaboration, where OpenText and our partner ecosystem operate as one united team, built on deeper engagement and shared accountability in delivering the tools that help our customers thrive.

Sponsorship at OpenText World Orlando 2026 is your opportunity to stand shoulder-to-shoulder with us in front of the clients and decision-makers who matter most. It is a powerful platform to showcase your expertise, amplify your innovation, and build meaningful connections that translate directly into tangible growth.

More importantly, it is a chance to be part of something bigger and at the heart of a truly connected partner community built on trust, visibility, and shared ambition. Here, success is co-created, not siloed. We win together, we scale together, and we grow together. This year, partners will engage in more purposefully designed, high-value sessions that drive deeper collaboration and create new opportunities to grow our business together. OpenText World Orlando 2026 is relationship excellence in action.

So, join us as partners in the fullest sense—integral, embedded, and essential to what comes next—and place your brand in front of thousands of global decision-makers, IT leaders, developers, and innovators who are actively shaping the future of enterprise transformation.

Together, let's make OpenText World Orlando 2026 an example of true partnership in action.

We look forward to seeing you soon.



Joel Kremke

SVP, Worldwide Partner Alliances & Programs



opentext™ world 2026

About OpenText World

OpenText World returns in 2026 with a three-day conference October 19-22 at the Hyatt Regency in Orlando FL. This is OpenText's premier global event bringing together technical experts and business decision makers to explore enterprise AI and turn secure information management into a competitive advantage. The conference delivers a dynamic program designed to drive meaningful engagement across clients, partners, and industry leaders. With new and enhanced programming for partners, the event creates expanded opportunities for collaboration, visibility, and growth.



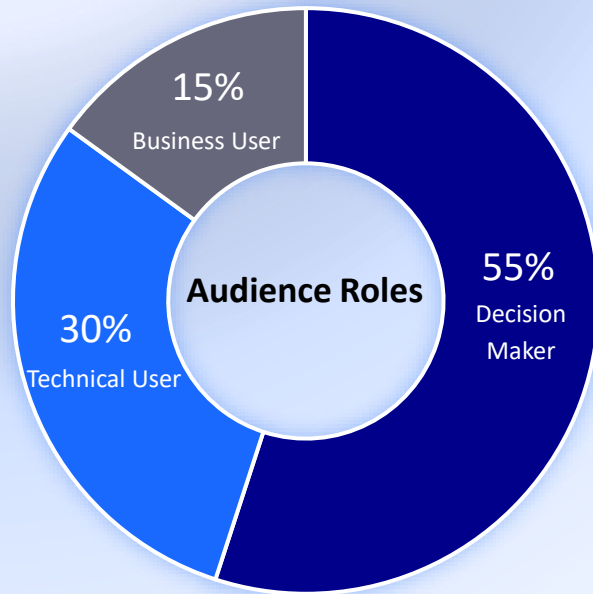
By the numbers

2000 attendees

100+ sessions

60+ exhibits

3 days of expo



Top industries:

Insurance and banking

Healthcare

Utilities, oil, and gas

Government

Life sciences

Retail

Automotive

Manufacturing

Transportation and
distribution



Why sponsor?

Lead generation and networking opportunities

Diamond, platinum, and gold packages include expo space to connect with clients, conference passes, and multimedia assets to drive brand awareness and grow your business. As a sponsor you will have networking opportunities with OpenText clients who attend OpenText World as well as participation in breakout sessions, keynotes, and workshops led by OpenText leaders and partners.

Brand awareness

- OpenText World website recognition
- Mobile app company listing
- OpenText World campaign asset to promote your presence on site (social media assets)

Marketing and promotion inclusion

- Opportunity to purchase sponsorship add-ons
- Session catalog inclusion for sessions
- Sponsor portal for online deliverables and submissions

Week at a Glance

subject to change

Monday Oct 19

Advisory Boards Program
(invite only)

Partner Summit (invite only)

Welcome Sessions,
Certification Center

Expo Hall

Welcome Reception

Tuesday Oct 20

AM Main Stage 1.5 hr:
Vision and strategy + client
story

Product Showcases, Client
and Partner Briefing
Program, Sessions, PABs,
Labs, Certification Center
and Expo

Executive Experience

Women in Tech Reception

Partner Night

Wednesday Oct 21

AM Main Stage 1.5 hr:
Product Showcase and
client stories

Client and Partner Briefing
Program, Sessions, PABs,
Labs, Industry Forums,
Certification Center and
Expo

Executive Experience

OpenText World 2026 Party

Thursday Oct 22

Sessions, PABs, Labs,
Client and Partner Briefing
Program, Certification
Center and Expo

Main Stage 1 hr: Feature
Guest/Celebrity

OpenText World Partner Summit

Save the Date

Join us in Orlando on **Monday, October 19** for an exclusive **Partner Summit**—kicking off the OpenText World experience.

This dedicated event is designed entirely for our partner community, bringing together leaders, innovators, and collaborators to explore how we can grow—together. Discover new opportunities within the OpenText ecosystem, gain insights into our strategic direction, and learn how to accelerate success through partnership.

Throughout the day, you'll have the opportunity to:

- Connect with OpenText senior leaders and partner teams.
- Engage with our portfolio of brands and solutions.
- Strengthen relationships and expand your network.
- Explore new ways to drive joint growth and innovation.

We'll also celebrate excellence across our ecosystem with the Global Partner Awards, recognizing the outstanding achievements of our partners worldwide.

Save the date now—you won't want to miss this energizing and impactful start to OpenText World.



Conference Inclusions

OpenText World 2026		Diamond By invitation only	Platinum	Gold	Bronze
Pricing		\$50,000	\$30,000	\$12,000	\$7,000
Available		4	10		
Conference inclusions	Turnkey exhibit** space including monitor, logo graphic, power and internet, cabinet	Choose an 8x8 booth or conference meeting room	8x8	4x8 *option to upgrade to 8x8 for \$6,000	
	Meeting room in expo		Add on	Add on	Add on
	Thought leadership Serve as a contributing panelist on a main stage panel	x			
	Breakout session opportunity 30-minute presentation that showcases topics and solutions that are meaningful to conference attendees (subject to approval by OpenText)	x	x	\$12,000 (6 avail)	
	OpenText to provide attendee scans from sponsor's breakout sessions	x	x	x	
	Conference passes	8	6	4	2
	Lead retrieval licences (bring your own device)	4	2	1	
	Access to discounted hotel room block rate	x	x	x	x
	Event registration list: A list of registered companies provided two weeks prior to the event (company name, job function, country)	x	x	x	

** To advance our sustainability goals we will be implementing a no-giveaway approach at OpenText World Expo. We kindly ask exhibitors to forgo promotional giveaways and printed materials to help reduce waste and lower our collective event footprint. OpenText is committed to reducing the environmental impact of our events through this policy.

Branding Inclusions

OpenText World 2026		Diamond By invitation only	Platinum	Gold	Bronze
Pricing		\$50,000	\$30,000	\$12,000	\$7,000
Available		4	10		
Branding inclusions	Co-marketing tool kit				
	Resources to aid in promoting your participation in OpenText World	x	x	x	x
	On-screen recognition in OpenText World main stage				
	Your company logo featured on screen as attendees walk in	x	x	x	x
	Logo inclusion on "Thank you to our sponsors" signage	x	x	x	x
	Conference website				
	Your company logo featured on conference website	x	x	x	x
	Conference signage				
	Your company logo featured on sponsor promotional signage	x	x	x	x
	Conference app				
	Company listing, description, and link to your site	x	x	x	x
	Conference app banner ad	x	x		
	Digital ad				
	Ad on rotation in conference space	x	x		
	Social media dedicated post				
	Dedicated social post one week prior and one week post event	x			
	Social media inclusion				
	Logo highlighted in sponsor recognition posts	x	x	x	x

Experience Zones

Create immersive, branded environments that engage attendees through relaxation, entertainment, and networking on the show floor.

Game zone:

\$20,000 (1 available)

Description:

Drive attendee engagement with a high-traffic, interactive game zone designed to add energy and entertainment to the conference center. This staffed activation attracts attendees, encourages dwell time, and creates a relaxed setting for meaningful interaction, lead scanning, and connection.

Wellness zone:

\$20,000 (1 available)

Description:

Create a calm, restorative moment in the conference center by sponsoring the wellness zone. Designed as a peaceful escape, this branded lounge features soft lighting, comfortable seating, and light wellness touches.

Professional portrait studio:

\$15,000 (1 available)

Description:

Deliver lasting value and brand visibility by sponsoring a professional headshot studio on Wednesday and Thursday. This high-demand, fully staffed activation offers attendees complimentary professional headshots in a branded lounge in the conference center, driving consistent foot traffic and repeated brand exposure through on-site signage and digital photo delivery.

All experience zones include branded signage, an in-booth activation zone, mobile app visibility, and 4 event passes included. Option to scan badges at activation: Lead scanner and scanning managed by sponsor.

Hosted executive and networking receptions

Drive meaningful connections through premium, hosted moments designed to bring together executives, partners, and key stakeholders. These high-visibility receptions offer exclusive networking opportunities in thoughtfully branded environments.

Meeting room: \$15,000

Description:

Secure a dedicated meeting room on the expo floor—ideal for private client meetings, executive briefings, or product walkthroughs. Sponsors manage their own schedules and enjoy turnkey setup with essential furnishings.

Benefits include:

- Branded signage with your logo displayed at the meeting room entrance
- Dedicated use of the meeting room with scheduling access during expo hours only
- Monitor, table with seating for 4–6 participants, and power included
- Attendee scanning capability (license available at an additional cost)
- One (1) full-access event sponsor pass

Outdoor lounge: \$15,000

Description:

Give attendees a refreshing space to relax, recharge, and connect while keeping your brand at the center of their event experience.

Benefits include:

- Logo on lounge signage
- Outside window clings on nearby windows
- Branding on tabletop sign with sponsor logo and QR code
- Upgrade directly with Hyatt to order snacks in the afternoon, costs to be covered by sponsor

Welcome reception: \$50,000 (1 available)

Description:

Be the brand that launches OpenText World! As the presenting sponsor of the welcome reception, your company anchors a vibrant, high-traffic networking moment at the heart of the expo, delivering immediate visibility through branded elements, staff engagement, and optional giveaways.

Benefits include:

- Branding on bar accessories, including napkins and signage
- Option to provide wearable branded items (pins, hats, or attire) for service staff
- Brand recognition across all welcome reception promotions
- Five (5) event passes

Women in Tech: \$50,000 - SOLD

Description:

Champion connection, inclusion, and innovation. Co-host an inspiring networking reception designed to connect women across the technology community. This opportunity aligns your brand with leadership, inclusion, and professional growth, supported by promotion across all event channels.

Benefits include:

- Exclusive reception sponsorship, including presence in the Tuesday, October 20 panel discussion
- Speaking introduction and on-site recognition
- Online brand visibility across the event mobile app and website
- Sponsor promotion via email and social media channels
- Post-event access to the opt-in attendee list from the reception
- Four (4) event passes included

A low-angle photograph looking up at several tall palm trees and modern skyscrapers against a bright blue sky with scattered white clouds. The entire image is covered with a semi-transparent blue overlay. The text "Add on event marketing opportunities" is centered in white.

Add on event marketing opportunities

Food and beverage activations

Elevate your event with a curated selection of premium food and beverage activations designed to delight attendees and enhance engagement. Each experience is crafted to create memorable moments while showcasing your brand front and center.

Barista bar \$3,500

The perfect way for attendees to connect and take a moment to re-energize and get their daily caffeine fix. Offer espresso, lattes and cappuccinos at your booth!

Benefits include:

- Coffee bar located adjacent to your booth for a 2-hour period
- Branding on barista bar and napkins with your logo and optional QR code to promote your brand
- Sponsor mention in one (1) push notification promoting the barista bar during event
- Option to scan leads if activation is outside of your booth. Lead scanner and scanning managed by sponsor

Jumbo dipped cookies \$2,100

Delight attendees with jumbo chocolate chip cookies, hand-dipped and individually wrapped, with your branding front and center.

Benefits include:

- Located in or adjacent to your booth
- Branding on napkins and tabletop signage with your logo and optional QR code to promote your brand
- Sponsor mention in one (1) push notification promoting the cookies during event
- Option to scan leads if activation is outside of your booth. Lead scanner and scanning managed by sponsor
- Includes 200 cookies

Branded Sugar Cookies \$2,800

Sweeten the experience with custom sugar cookies, branded with your logo on each cookie and individually wrapped with your branding front and center.

Benefits include:

- Located in or adjacent to your booth
- Branding on napkins and tabletop signage with your logo and optional QR code to promote your brand
- Sponsor mention in one (1) push notification promoting the cookies during event
- Option to scan leads if activation is outside of your booth. Lead scanner and scanning managed by sponsor
- Includes 200 cookies

Popcorn Bar \$5,150

Create a flavorful moment with a popcorn bar featuring two specialty blends, bringing indulgence and your branding front and center.

Benefits include:

- Located in or adjacent to your booth
- Branding on napkins and tabletop signage with your logo and optional QR code to promote your brand
- Sponsor mention in one (1) push notification promoting the popcorn bar during event
- Option to scan leads if activation is outside of your booth. Lead scanner and scanning managed by sponsor
- Includes 200 servings

Food and beverage activations

Elevate your event with a curated selection of premium food and beverage activations designed to delight attendees and enhance engagement. Each experience is crafted to create memorable moments while showcasing your brand front and center.

Juice bar \$2,700 (2 available)

Energize attendees with vibrant, freshly pressed juice shooters with your branding front and center.

Benefits include:

- Located in breakfast area or in foyer near main stage (to be confirmed by OT)
- Branding on napkins and tabletop signage with your logo and optional QR code to promote your brand
- Sponsor mention in one (1) push notification promoting the juice bar activation during event
- Option to scan leads if activation is outside of your booth. Lead scanner and scanning managed by sponsor
- Includes 200 juice shooters

Snow cones \$3,795 (3 available)

Cool down attendees with refreshing, custom flavored snow cones served with your branding front and center

Benefits include:

- Located in expo or in foyer near breakouts (to be confirmed by OT)
- Branding on napkins and tabletop signage with your logo and optional QR code to promote your brand
- Sponsor mention in one (1) push notification promoting the snow cone activation during event
- Option to scan leads if activation is outside of your booth. Lead scanner and scanning managed by sponsor
- Includes 200 snow cones

Have an idea?

We're happy to explore additional ideas and tailor activations to meet your specific goals. If there's something unique you have in mind, we're open to collaborating to bring it to life.

A low-angle, upward-looking photograph of a city skyline. Several tall palm trees are in the foreground, their fronds reaching towards the sky. In the background, several modern skyscrapers with glass facades are visible. The sky is a deep blue with some wispy white clouds. The entire image has a blue color cast. The text "Add on on-site branding" is overlaid in white, bold, sans-serif font on the left side of the image.

Add on on-site branding

On-Site branding

Showcase your company's brand, logo and messaging in the most trafficked areas within the conference center.

Bridge LED wall \$2,500 - SOLD

- Sponsor graphic played on large LED wall in high traffic location as attendees walk to breakout sessions
- One graphic to appear in rotation for the conference duration
- Graphic will rotate among other sponsor graphics and OTW promotions
- Graphics to be designed by sponsor, reviewed and approved by OpenText
- Dimensions: 3465"w x 576"h



On-Site branding

Showcase your company's brand, logo and messaging in the most trafficked areas within the conference center.

Corner LED wall

\$2,500 (4 available)

- Sponsor graphic played on 2-sided corner LED wall in high traffic location as attendees walk to main stage
- One graphic to appear in rotation for the conference duration
- Graphic will rotate among other sponsor graphics and OTW promotions
- Graphics to be designed by sponsor, reviewed and approved by OpenText
- Dimensions: 576" w x 1920" h



On-Site branding

Showcase your company's brand, logo and messaging in the most trafficked areas within the conference center.

LED show floor digital signage

\$1,500 (2 available)

- Sponsor graphic played on ground signs strategically placed throughout the conference area
- One graphic to appear in rotation for the conference duration
- Graphic will rotate among other sponsor graphics and OTW information
- Graphics to be designed by sponsor, reviewed and approved by OpenText





opentext™ world 2026

Become a sponsor!

Contact us to secure your sponsorship package today:

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