

# Marketing benefits

	PLATINUM	GOLD	ASSOCIATE	STARTUPS	INDIVIDUALS
Invitation to regular Marketing direction calls	√	√	-	-	-
Dedicated press release announcing membership	√	-	-	-	-
Company profile and contacts published on fiware.org	√	-	-	-	-
Social media posts (e.g. Linkedin, Twitter)	4 x p.m.	2 x p.m.	-	-	-
Featured post on our blog (content provided by members)	4 x p.a.	2 x p.a.	-	-	-
Branded white papers published on fiware.org (content provided by members)	2 x p.a.	1 x p.a.	-	-	-
Joint success stories or use cases	2 x p.a.	1 x p.a.	-	-	-
Discounts for exhibition space on FIWARE booths / fairs	20%	10%	-	-	-
Free passes at sponsored fairs (wherever available)	√	√	-	√	-
Complimentary tickets for FIWARE Global Summits	5	1	-	-	-

	PLATINUM	GOLD	ASSOCIATE	STARTUPS	INDIVIDUALS
Best-price guarantee for FIWARE Global Summits	unlimited	-	-	-	-
Guaranteed speakers/panel slots at FIWARE Global Summits	3	1	-	-	-
First call for booth space reservation at FIWARE organized events	√	-	-	-	-
Highlighted logo placements in Marketing material	√	-	-	-	-
Logo placements in selected Marketing material	√	√	-	√	-
Contribution and/or brand awareness in publications	√	√	-	-	-
Invitation to press conferences	√	-	-	-	-
Ready-to-use Marketing material to promote FIWARE and extend the community	√	√	√	√	√
Marketing Roundup Newsletter	√	√	√	√	√
Comprehensive exposure of solutions in the FIWARE Marketplace	√	-	-	-	-