OPEN Compute Project®

How to Build Your Brand in the OCP Community

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Chief Marketing Officer

OCP GLOBAL SUMMIT | 2026

Setting expectations

- OCP is a Community where engineers come together to solve challenges together, in a safe and trusted environment.
- OCP is not pay-for-play, nor should be considered an advertising channel.
- We don’t sell our Community contact information – to anyone for any reason.
- You get out of it what you put into it! (not about $).

The Power of Open!

- Innovate, influence, lead and establish the new emerging technology roadmaps.
- Connect and collaborate - access to industry-wide engineering and R&D.
- Accelerate innovation and adaptable open standards in emerging technologies.
- Accelerate time-to-market and mitigate supply chain risks.
- Build brand recognition and trust in the industry.
- Ensure circular economy and sustainability.

Membership

- It shows your commitment to the Community.
- Tiered members get free, unlimited inclusion in the OCP Marketplace, and discounts on exhibits at events.
- Membership is not required!

Startup	Bronze	Silver	Gold	Platinum
OCP STARTUP™ Member	OCP BRONZE™ Member	OCP SILVER® Member	OCP GOLD® Member	OCP PLATINUM® Member

Project Workstreams

- Find the Project(s) and workstreams most relevant to your organization - make sure your engineering teams are participating in the regular calls and meetings.
- Listen first.
- Help the Community solve problems – you will build awareness and trust in your team and brand.
- Run for a leadership position – projects or the Steering Committee

Contributions and Recognition

- Invest in them – and collaborate with others!

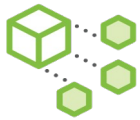
Product

Specs

Design Files

Product / Facility Recognition

Best Practices



Reference Architecture

Tested Configs

White Papers

Embedded SW

Case Studies

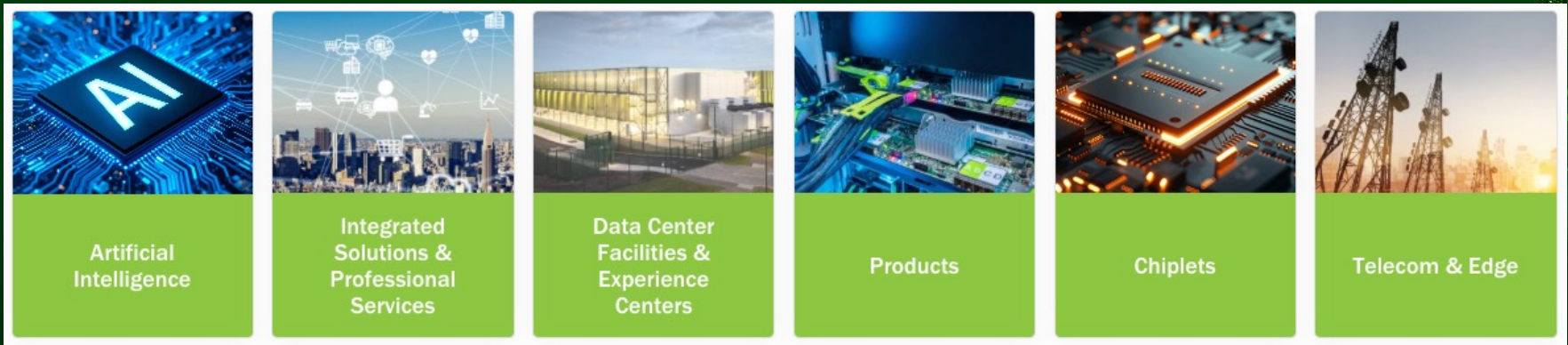
Seminars

Requirements Documents

Videos

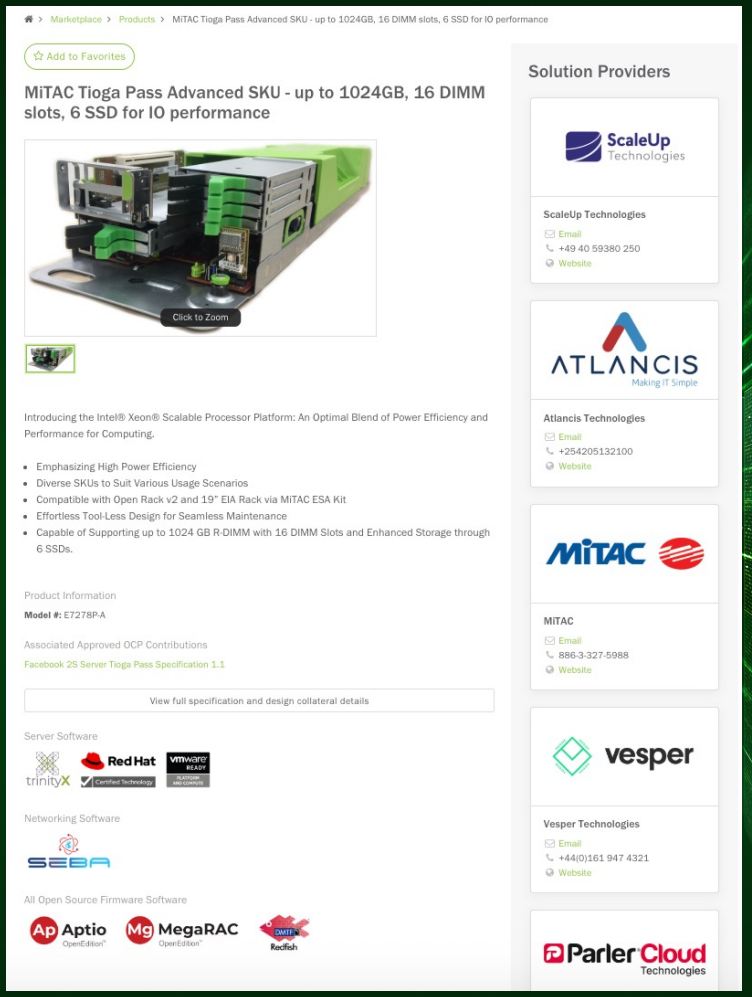
OCP Marketplace

- The OCP Marketplace is a dynamic ecosystem where vendors from across the OCP Community converge to offer a diverse variety of hardware products, solutions, facilities and services that adhere to the core tenets of OCP.
- The multi-vendor nature of the OCP Marketplace ensures access to a wide range of options, allowing potential adopters to tailor their infrastructure to meet their specific needs and preferences.



OCP Marketplace

- 150+ members in the Solution Provider (SP) program (≈25% of Membership).
- Averaging >30k views per month .
- Average 1.68% Click Through Rate to SP sites and contact information.
- ~600 Marketplace Listings.
- Top 5 Countries Visiting the Marketplace - US, Taiwan, China, India, & South Korea
- Continuing to refine the UI of the marketplace for better user experience.



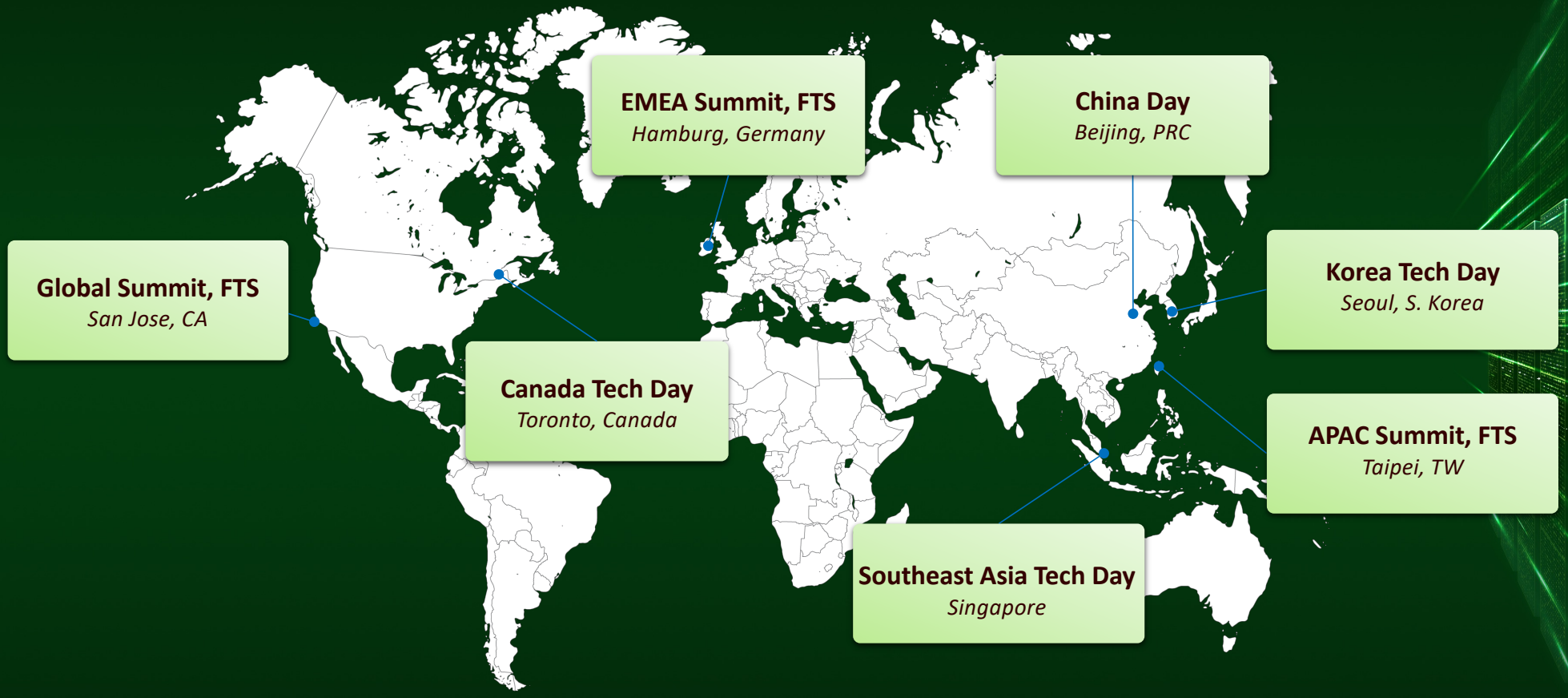
Events

- Submit for speaking spots during the Calls for Presentations at OCP events – Best content wins!
- Host an event at your facility - Engineering Workshops, Technology Days, Plugfests.
- Sponsor - they are selling out earlier each year!
- We are also looking for speakers at 3rd party events where we are speaking, hosting workshops or tech days, or running half or full-day tracks
  - Industry events such as Chiplet Summit, Data Centre World, Optical Fiber Conference, SuperCompute, etc.
- Let’s get creative!

Event Exhibits and Sponsorships

- We create a valuable and protected experience for our attendees to support the collaboration process.
- You won’t see logos everywhere, elaborate booths.
- OCP Summit booths:
  - Are turnkey – you don’t have to build, ship, assemble, tear down, ship home and store a booth.
  - Have only one sponsor portal and contact for all needs (electrical, furniture, accessories, etc.).
  - We offer only one, paid, all-access pass, therefore you have a high quality, curated audience of buyers and prospective partners.

OCP Events - Please Join Us!



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OCP Educational Webinar Program

- Designed to help sponsors establish themselves as marketplace thought leaders.
- Each webinar topic is selected based upon current market trends and is a collaborative effort between the sponsor, an established industry analyst, and the OCP Market Intelligence staff.
- OCP also provides sponsors with reports, including leads with live and on-demand attendees' GDPR and CCPA compliant contact information.
- Target attendees by vertical and interest.
- We guarantee 250 leads and typically attract over 600 registrants per webinar, with over 200 of them attending live.

Communications Channels

- OCP events - ~25,000+
- Bi-weekly newsletter - ~55,000+
- Social Media - ~60,000+
- Wire releases, media and analyst list, pre-briefs
- Project workstreams - ~200+
- Direct target segment emails
- Guest blogs
- OCP Podcast - ~3,000+ monthly listens
- Educational Webinars – 600 to 1,000+ registered per event

How we look at content

- Newsworthy information – not commercials!
- Based on your OCP activity
  - Contributions (white papers, reference architectures, specifications, etc.)
  - Products, services and facilities listed on the Marketplace
  - Case studies, success stories and milestones
- Partnerships and collaboration within the OCP Community
- We want to reward our Community for spending time with us – help them succeed!

Contact me or Allie Bodnar!

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