Agentic AI Foundation
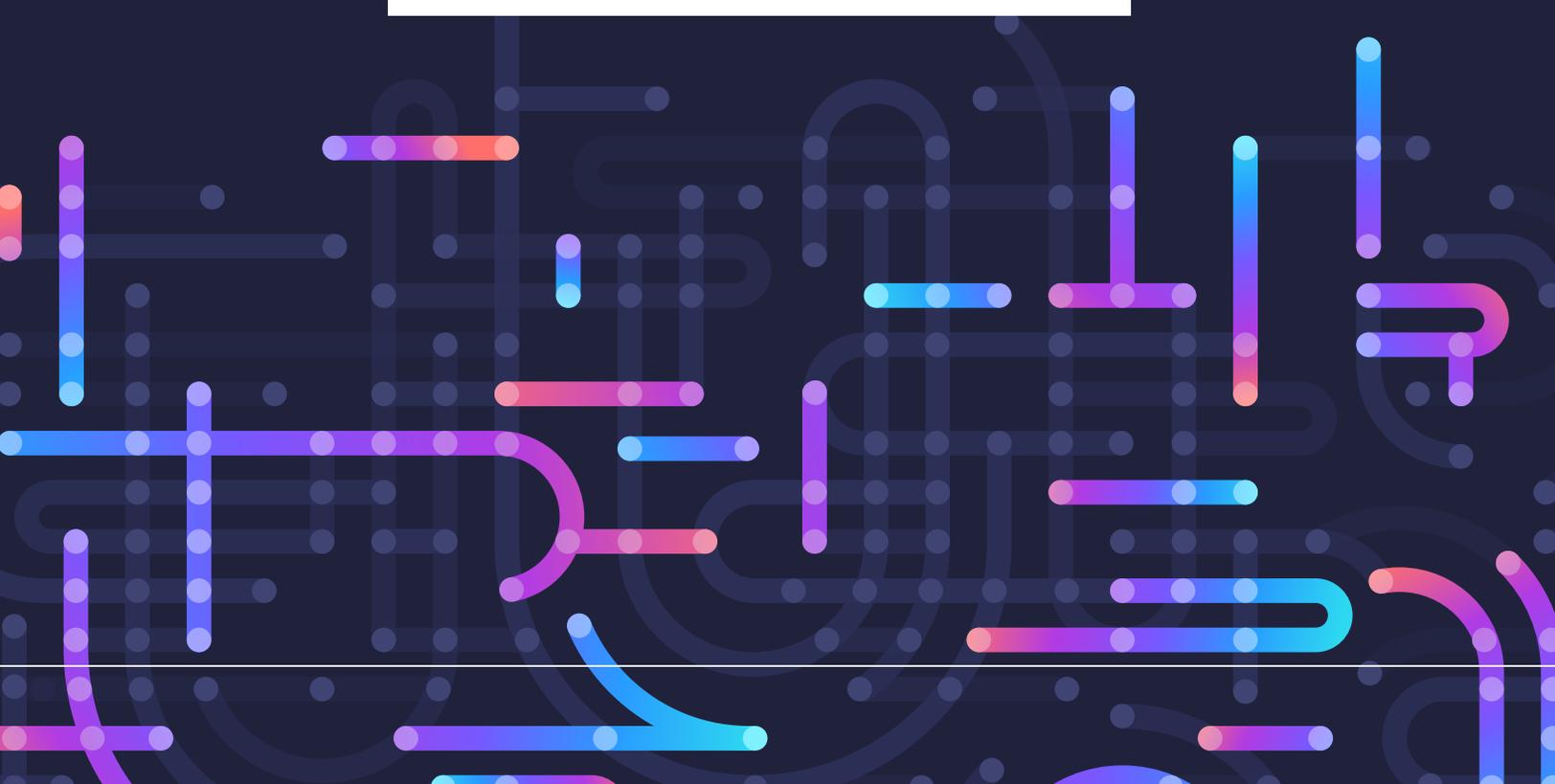
AGNTCon + MCPCon

October 22–23, 2026 | San Jose, CA

2026 SPONSORSHIP PROSPECTUS

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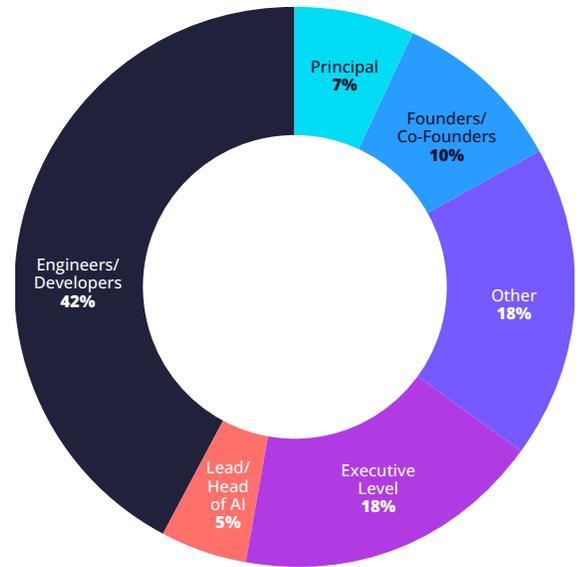
October 22–23, 2026 | San Jose, CA

AGNTCon + MCPCon is the new flagship annual conference for the open agentic AI ecosystem presented by the Agentic AI Foundation. The event brings together the builders, contributors, and enterprises working across MCP and the broader landscape of agentic AI systems to share learnings, surface common challenges, and advance open, interoperable approaches to building AI agents at scale.

Across keynotes, multi-track technical sessions, and collaborative discussions, **AGNTCon + MCPCon** will explore topics including agent protocols and standards, orchestration and lifecycle management, security and governance, observability and evaluation, and real-world adoption patterns. Sponsors are positioned at the center of a fast-growing open AI ecosystem focused on interoperability, collaboration, and long-term sustainability.

Who Attends

AGNTCon + MCPCon attracts a highly technical and influential audience, including:

- **Developers and contributors** building MCP and other agentic AI projects
- **Project maintainers and foundation leaders** guiding standards and governance
- **Enterprise engineers and architects** adopting agent-based systems in production
- **Platform, infrastructure, and tooling teams** supporting agent orchestration, security, and observability
- **Researchers and academics** exploring the foundations and future of agentic systems

Principal
7%

Founders/
Co-Founders
10%

Other
18%

Executive
Level
18%

Lead/
Head
of AI
5%

Engineers/
Developers
42%

Attendees are practitioners actively shaping how agentic AI is designed, implemented, and deployed. **Between 3,500 and 5,000 attendees are expected at AGNTCon + MCPCon 2026.**

Why Sponsor

Sponsoring AGNTCon + MCPCon positions your organization at the forefront of the open agentic AI movement.

Sponsors benefit from:

- **Direct engagement with the builders and maintainers** influencing the direction of foundational agentic technologies
- **High-value visibility** with a technical, decision-making audience driving real adoption
- **Thought-leadership opportunities** through speaking, sessions, and curated discussions
- **Association with trusted, neutral governance** through the Linux Foundation and the Agentic AI Foundation
- **Long-term ecosystem alignment** as agentic AI standards and practices continue to mature

As the open agentic AI ecosystem grows, **AGNTCon + MCPCon** is where the community comes together to align on priorities, share progress, and accelerate impact.

Agentic AI Foundation

AGNTCon + MCPCon

Availability may vary. Contact **sponsorships@linuxfoundation.org** to confirm availability and secure your sponsorship today.

Sponsorships-at-a-Glance	DIAMOND 8 AVAILABLE 6 AVAILABLE	PLATINUM 12 AVAILABLE 2 AVAILABLE	GOLD 14 AVAILABLE	SILVER UNLIMITED	*STARTUP UNLIMITED
Speaking Opportunity: Content must be approved by the Program Chairs. All speaking content must be received by October 1. No sales & marketing pitches allowed. Session time based on availability.	5-Minute Keynote OR Breakout Session	Breakout Session			
Sponsored Session Attendee List: Opt-in Only	• (if breakout session selected)	•			
Attendee Registration Contact List: Opt-in Only	• (List provided pre and post event)	• (List provided post event)			
Meeting Room: For private meeting use only.	Private Use - 1 Day	Private Use - Half-Day			
Demo Theater Session: Demo theater located in meeting room or exhibit hall (subject to availability)	(1) Demo Theater session	(1) Demo Theater session	(1) Demo Theater session		
Demo Theater Session Attendee List: Opt-In Only	•	•	•		
Social Media Promotion: From Agentic AI Foundation X handle. All custom posts must be approved by AAIF.	1 Custom Post, 1 Group Post, and 1 Re-Share	1 Group Post and 1 Re-Share	1 Group Post		
Promotion of Activity in Sponsor Booth: A session, demo, giveaway, or other activity of your choosing will be published & promoted on the conference schedule. Time slots will be communicated by Sponsor Services, and may not overlap conference sessions.	Promotion of (2) in-booth activities/ time slots	Promotion of (1) in-booth activity/ time slot	Promotion of (1) in-booth activity/ time slot		
Access to Event Press/Analyst List: Contact list shared one week prior to the event for your own outreach.	•	•	•		
Social Promotion Card: A graphic featuring your company logo alongside the official conference branding—perfect for announcing your participation on social media.	•	•	•		
Recognition During Opening Keynote Session: Sponsor recognition by name.	Verbal and Logo Recognition	Verbal and Logo Recognition	Logo Recognition	Logo Recognition	
Exhibit Space	20'x20' space includes 2M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	15'x15' space includes 2M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	10'x10' space includes 1M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	10'x10' space includes 1M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	6'x6' space includes table, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads. To be used at booth only.	(2) Devices	(1) Device	(1) Device	(1) Device	App Only *No phyiscal device provided.*
Logo Recognition in Pre-Conference Emails, Conference Signage, and Website	•	•	•	•	•
Marketing Kit: A collection of general event assets, including conference graphics, sample posts, and copy to help your team promote the event.	•	•	•	•	•
Conference Attendee Passes: To be used for booth staff, attendees, and guests	30	20	15	8	4
20% Discount on Additional Conference Passes: Unlimited usage while passes are available for sale	•	•	•	•	•
Post Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	**$100,000**	**$65,000**	**$45,000**	**$20,000**	**$8,000**

Promotional Marketing Opportunities

Level sponsorship required.

Attendee T-Shirt
$20,000 • 1 Available

Showcase your logo on the attendee t-shirt! Every attendee at the event will receive an event t-shirt. Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.

Session Recording
$10,000 • 1 Available

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the Agentic AI Foundation YouTube channel after the event. Benefits include:

• Sponsor recognition slide with logo at the beginning of each video recording
• Sponsor recognition in post-event email to attendees

Lanyards
$10,000 • ~~1 Available~~ SOLD OUT

The opportunity for all AGNTCon + MCPCon 2026 conference attendees to wear your logo. Logo size and placement subject to lanyard design. Logo must be single color only (no gradient colors).

Attendee Lounge
$5,000 • 4 Available

Sponsor a lounge space for attendees to relax and network. This area will foster collaboration and interaction among participants. Your sponsorship includes prominent signage in the lounge.

*Location, layout, and design will be determined by Agentic AI Foundation Events Team. Lead retrieval, sponsored promotions, and sales activities are not permitted in the lounge.

Break + Lunch
$10,000 • 2 Available

Sponsorship includes prominent branding at all break & lunch stations for one day of the event.

Diversity Scholarship
$2,500+ • Unlimited

The Diversity Scholarship fund supports individuals who may not otherwise have the opportunity to attend AGNTCon + MCPCon 2026. Diversity scholarships support traditionally underrepresented and/or marginalized groups in the technology and/or open source communities including, but not limited to, persons identifying as LGBTQIA+, women, persons of color, and/or persons with disabilities. Need-based scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization's support of this important initiative and help remove obstacles for underrepresented attendee groups. Benefits include:

• Logo and link on conference website
• Logo recognition on rotating slides before and after keynotes
• Sponsor recognition in scholarship acceptance notifications

Equity & Inclusion in AI Event
$10,000 • 1 Available

Support a dedicated event for attendees from marginalized communities to gather and network with the option to feature a speaker from your organization for a portion of the event.

Promotional Marketing Opportunities (Continued)

Level sponsorship required.

Coffee Bar Sponsorship
$20,000 • 1 Available

Keep onsite attendees well-caffeinated with complimentary specialty coffees served from a sponsor-branded coffee bar. Benefits include:

- Dedicated space with a coffee bar in the Sponsor Showcase
- Logo recognition on onsite signage
- Logo recognition in pre-event attendee email
- Specialty coffees served during morning and afternoon breaks

*Location, layout, and design, as well as coffee service and operating hours, will be determined by Agentic AI Foundation Events Team. Lead retrieval, sponsored promotions, and sales activities are not permitted in the space.

Wireless Access Sponsorship
$15,000 • 1 Available

Conference wifi will be named after sponsor.

Cross-Promotion of Pre-Approved Community Events
$7,500 • Unlimited

Organizing an event for attendees? AGNTCon + MCPCon would be happy to help promote your event to our attendees. Events may not overlap with the conference program. Benefits include:

- Event listed on the conference website
- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email

*This add-on is available to confirmed level sponsors of AGNTCon + MCPCon 2026.

Onsite Reception and Sponsor Booth Crawl
$35,000 | 1 Available

Ignite connections and showcase your brand at the Reception! This high-energy evening will bring attendees together for great food, drinks, entertainment, and networking in a dynamic setting filled with excitement and innovation.

- Logo recognition on signage throughout the reception venue
- Logo recognition at entertainment or activity areas
- Specialty cocktail and mocktails
- Branded napkins at all bars
- Logo recognition on event website
- Recognition on conference schedule
- Inclusion in pre-event email

Lead retrieval and sponsor-hosted activities are not permitted at the Reception.

Custom Add Ons
Price available upon request

If you are looking for a more tailored opportunity to amplify your impact our team is happy to work with you to come up with a customized add on to meet your organization's individual needs.