



THE LINUX FOUNDATION



December 2-4, 2020

2020 Sponsorship Prospectus



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OPEN SOURCE SUMMIT JAPAN + AUTOMOTIVE LINUX SUMMIT 2020 IS NOW A VIRTUAL EXPERIENCE, HAPPENING **DECEMBER 2-4, 2020.**

Due to continuing COVID-19 safety concerns, we are transitioning Open Source Summit Japan + Automotive Linux Summit to a virtual experience. As our physical event shifts to a virtual one, we are taking thoughtful actions to create an immersive digital experience for all event participants.

We're excited to invite you to sponsor the reimagined Open Source Summit Japan + Automotive Linux Summit 2020 - a virtual experience where we will continue to shape the future of open source, together.

Sponsor benefits include many of those that existed previously for the face-to-face event, as well as many new ones! In addition, a virtual event vastly expands the number of attendees you can reach around the world.

Event Participants will be able to:

- Attend informative educational sessions and tutorials, and participate in a live speaker Q&A
- Join the 'hallway track' and collaborate via topic-based networking lounges in a group chat, plus connect with attendees in a 1:1 chat
- Visit the virtual sponsor showcase and booths, and speak directly with company representatives, view demos, download resources, view job openings, and share contact info
- Gamify their event experience, earning points and winning prizes by attending sessions, visiting sponsor booths, answering trivia questions and more!
- Benefit from on-demand content post event, to view sponsor resources and conference sessions for a year

December 2-4, 2020 | Virtual Experience

Open Source Summit is the leading conference for developers, architects and other technologists – as well as open source community and industry leaders – to collaborate, share information, learn about the latest technologies and gain a competitive advantage by using innovative open solutions.

Open Source Summit connects the open source ecosystem under one roof. It covers cornerstone open source technologies; helps ecosystem leaders to navigate open source transformation; and delves into the newest technologies and latest trends touching open source. It is an extraordinary opportunity for cross pollination between the developers, sysadmins, DevOps professionals, IT architects, and business & community leaders driving the future of technology.

Attendees join the event to:

- Learn about the latest trends in open source and automotive
- Explore career opportunities with the world's leading technology companies
- Access leading experts to learn how to navigate the complex open source environment
- Find out how others have used open source to gain efficiencies and increase innovation internally
- Gain a competitive advantage learning about new innovative open solutions & technologies.
- Find out what industry-leading companies and projects are doing in the future, and where technologies are headed

Sponsorships offer a multitude of benefits:

- Valuable mindshare from developers, technologists and business leaders
- Increase brand awareness & recognition
- Thought Leadership
- Talent Recruitment
- Media Coverage
- Showcase Products & Technologies
- Create New Partnerships
- Generate Sales Leads
- Community participation in your projects and alliances & customers
- Support the important work of the open source community



2,000+ Attendees Are Expected to Join the 2020 Virtual Event.

2019 EVENT HIGHLIGHTS

1000+ Attendees from 284 organizations across 40 countries

Sponsors generated up to 213 leads in exhibit booths

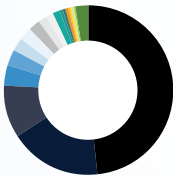
96% of attendees visit exhibit booths onsite

More than 75 senior executive and C-level decision-makers joined the event

66% of attendees were in technical positions

95% of attendees found the event a valuable use of time and plan to attend again in the future

ATTENDEE DEMOGRAPHICS



Industry

- Software / Internet **48.35%**
- Automotive / Transport **17.52%**
- Internet or Web Services **10.13%**
- Education / Research **3.98%**
- Media / Publishing **2.84%**
- Consulting **2.50%**
- Non-profit **2.50%**
- Telecommunications **2.28%**
- Banking / Finance / Insurance **1.71%**
- Carriers / Telecommunications **1.48%**
- Industrial Manufacturing & Machinery **1.37%**
- Government **0.57%**
- Healthcare / Medical Devices / Rx **0.57%**
- Transportation / Logistics / Warehousing **0.46%**
- Aerospace / Defense **0.34%**
- Associations / Trade Groups / Foundations **0.34%**
- Energy **0.34%**
- Retail / E-Commerce **0.34%**
- Other **2.39%**



Job Level

- Individual Contributor **36.57%**
- Manager **21.53%**
- Director **8.57%**
- Academic **7.21%**
- CXO / ED **5.02%**
- VP / SVP / GM **2.82%**
- Other **18.29%**



Job Function

- Developer **12.96%**
- Sales/Marketing/Business Development **10.97%**
- Student **5.64%**
- Executive Management (VP/CxO) **4.49%**
- Product Management **3.87%**
- IT Operations - DevOps **3.66%**
- Media/Analyst **2.4%**
- Legal / Compliance **2.3%**
- IT Operations - Sys Admin **2.3%**
- Program Office Leader **1.36%**
- Professor/Academic **1.25%**
- Other **6.27%**



Country

- Japan **60.30%**
- United States **8.00%**
- India **6.30%**
- South Korea **3.90%**
- China **3.20%**
- United Kingdom **2.50%**
- Germany **2.20%**
- Taiwan **1.10%**
- France **1.00%**
- Other **5.9%**

OpenAPI Generator
@oas_generator

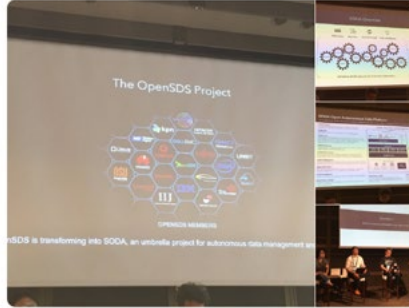
From our presentation in #OSSummit in Tokyo, thanks again for all the awesome contributions from the Japanese community to #OpenAPI #Generator 🌞🌞🌞 Looking forward to the next Open Source Summit. #OpenSource #AutoLinux #OSSummit



11:59 PM - 18 Jul 2019

Xing Yang
@2000xyang

Great panel session moderated by @stevenphtan at #OSSummit Tokyo. Very interesting to learn from end users what challenges they are facing in cloud native storage management.



10:04 PM - 18 Jul 2019

Atibhi Agrawal
@atibhi_a

At #OSSJapan with @HarshitPrasad8 . Amazing speakers lined up and great experience. 🍀🌟 #ossummit @linuxfoundation



11:27 PM - 16 Jul 2019

Naoko Takano
@naokomc

Knowledge is power. Documenting knowledge encourages equity and inclusion. ❤️❤️ #ossummit



10:56 PM - 16 Jul 2019 from Chiyoda-ku, Tokyo

Laurence Urhegyi
@LaurenceUrhegyi

Very much enjoyed being part of the Civil Infrastructure Platform team at #OSSummit Japan @linuxfoundation - great team, great event !



7:48 AM - 19 Jul 2019

Benjamin Jean
@_bjean_

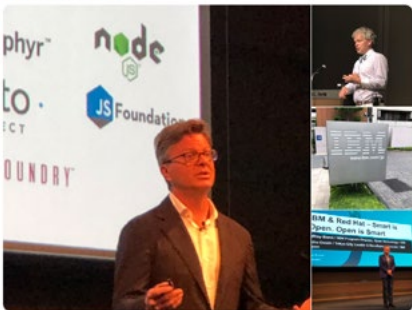
@linuxfoundation Automotive Grade Linux presented as an #ecosystem, 50% of car industries is already part of it. #autolinux cc @fab_mob



6:07 PM - 16 Jul 2019

Jeffrey Borek
@jfborek

A great week in Japan for @linuxfoundation #OSSummit 2019 and @IBMJapan1 office to discuss #OpenSource & @IBMDeveloper transformation. Thank you to all my community friends and #IBM colleagues! どうもありがとうございます! @tmmoore_1 @bradtopol @wtejada223 @rwlord @CallforCode



12:23 AM - 22 Jul 2019

Steven Tan
@stevenphtan

Great presentation by Xing and Takei-san on building telemetry and anomaly detection for storage #opensds #OpenDataAutonomy #Ifevents #ossummit



1:48 AM - 17 Jul 2019

Shaun Mooney
@shaunmooney90

Had the best time in Japan at @linuxfoundation #ossummit. Thanks to @codethink for sending me!



5:33 PM - 20 Jul 2019

BENEFITS OF SPONSORING



Generate new partnerships, alliances & customers



Increase brand awareness & recognition



Showcase your thought leadership



Demonstrate support for the Linux & open cloud communities



Take advantage of media exposure & PR announcements



Showcase products, services & technologies



Leverage highly targeted marketing opportunities



Recruit and acquire top talent



PAST ATTENDEES INCLUDE:

CTO <i>Abalta Technologies</i>	Engineer <i>CANON</i>	Engineer <i>FirstServer, Inc.</i>	Associate Analyst <i>KDDI Research</i>
CTO <i>Acer Inc.</i>	TEST ARCHITECT <i>CERNER</i>	Founder <i>Flowchain</i>	Principal Software Engineer <i>Konsulko Group</i>
Deputy CTO <i>ACTIA Automotive SA</i>	Senior Systems Engineer <i>Cisco Japan</i>	Contributor <i>Forbes</i>	Principal Engineer <i>LG Electronics</i>
Engineer <i>ADIT</i>	CTO <i>Cloud Foundry Foundation</i>	Deputy Head of Department <i>Fujitsu</i>	CEO <i>Linaro</i>
Associate Director <i>Advanced Data Controls Corp.</i>	Executive Director <i>Cloud Native Computing Foundation</i>	Software Engineer <i>Furukawa Electric, Co., Ltd.</i>	Technical Director <i>Luxoft</i>
Engineer <i>Advanced Driver Information Technology</i>	Software Engineer <i>CloudMosa, Inc.</i>	Editorial Staff <i>Gijutsu Hyohron Co. Ltd.</i>	Engineer <i>Macnica Solutions Corp</i>
Enterprise Architect <i>Akamai Technologies</i>	Chief Engineer <i>CLSA</i>	Devops <i>Goldman Sachs</i>	Research Manager <i>Mazda Motor Corporation</i>
Director of Vehicle Software and Systems Architecture <i>Alta Motors</i>	Software Developer <i>Codethink Ltd</i>	Software Engineer <i>Google</i>	Senior Technical Manager <i>MediaTek Inc.</i>
Search CX Support Engineer <i>Amazon Inc</i>	Director Concurrent Nippon Corporation/ <i>Application Engineering</i>	VP of Asia-Pacific Operations <i>Green Hills Software</i>	Open Source Senior Software Engineer <i>Mentor Graphics</i>
CEO <i>Amegumi Inc</i>	System Architect <i>Continental Automotive Japan</i>	Founder <i>HashiCorp</i>	Senior Application Engineer <i>Microchip Technology</i>
Director <i>Aquinet</i>	Software developer <i>Credit Suisse</i>	Sr Data Architect <i>HERE Technologies</i>	Head Researcher <i>Mitsubishi Electric Corporation</i>
Sr. Manager, IoT Ecosystem <i>Arm</i>	Software Engineer <i>Cyber Trust Co., Ltd.</i>	Lead Architect <i>Hewlett Packard Enterprise</i>	R&D Architect <i>Mitsui & Co., Ltd.</i>
Director, Innovation <i>Audiokinetic</i>	SRE <i>CyberAgent, Inc.</i>	Group Manager <i>Hitachi Solutions, Ltd.</i>	Application Engineer <i>Monolithic Power Systems</i>
Sr. Software Engineer <i>Autodesk</i>	Software Engineer <i>Cybozu Labs, Inc.</i>	Chief Engineer <i>Honda R&D Co., Ltd. Automobile R&D Center</i>	Software Engineer <i>Nanjing Fujitsu Nanda Software Technology.Co.,Ltd</i>
Executive Director <i>Automotive Grade Linux</i>	Head of Onboard-System Architecture and IoT <i>Daimler AG - Mercedes-Benz Vans</i>	Director Software Engineering <i>Houghton Mifflin Harcourt</i>	Senior Expert <i>NEC</i>
Program Manager <i>Azure</i>	Developer <i>Debian</i>	Director of Storage Open Source Department <i>Huawei</i>	Senior Research Engineer <i>Nippon Telegraph and Telephone</i>
Senior Technical Evangelist <i>Black Duck by Synopsys</i>	Engineer <i>DENSO</i>	Research Engineer <i>Hyundai Motor Company</i>	Executive Director <i>Nomura Securities Co., Ltd.</i>
CTO Office, Compute Architecture <i>Bloomberg LP</i>	Technical Director <i>DICE / EA</i>	Application Security Engineer <i>Indeed</i>	Open Source Compliance Officer <i>OLYMPUS Corp.</i>
Software Engineer <i>bol.com</i>	Senior Project Manager <i>Elektrobit Nippon KK</i>	Engineer <i>Industrial Technology Research Institute</i>	CEO <i>Open Invention Network</i>
Developer <i>Booking.com B.V.</i>	CTO Automotive & Embedded Systems <i>EPAM</i>	CTO <i>IoT.bzh</i>	Chairman of the Board / Research Fellow <i>OpenID Foundation / NRI</i>
Engineering Manager <i>Bose Automotive G.K.</i>	Architect/Tech Evangelist <i>ExxonMobil</i>	Computer Engineer <i>iPadPlaza</i>	Developer <i>Orange // SSPO</i>
Senior Mgr., Software Engineering <i>Bose Corporation</i>	Technical Fellow <i>Faraday Future</i>	Director <i>IVIS</i>	Engineer <i>Osaka NDS</i>
General Manager <i>Brison Inc.</i>	Software Engineer <i>Fidelity Investments</i>	Security Analyst <i>Kaspersky Labs Japan</i>	Engineer <i>Panasonic</i>

PAST ATTENDEES INCLUDE:

Product Manager

Pinterest

IoT Services

Plat'Home Co., Ltd.

CEO

PowerBoosterFuel

Engineer

Privater

Senior Engineer

Qualcomm CDMA Technologies

Developer

Ragnatech

Managing Director

RAL Capital Ltd

Country Manager

RealVNC

Director

Robert Bosch GmbH

Head of Software Development Center

ROHM Semiconductor GmbH

Developer Advocate

SAKURA Internet Inc.

Software Engineer

Salesforce

Linux Kernel Media Maintainer

Samsung

Expert Engineer

SELTECH Corporation

Senior Systems Engineer

Sharjah Economic Development Department

Manager

Shimafuji Electric Inc.

Developer

Shinhancard

Software Architect

Siemens AG

Engineer

Socionext Inc.

Technician support

Sogebank S.A

Senior Staff Software Engineer

Sony

Infrastructure Engineer

Start Today Technologies, Inc

Manager, Engineering Management DIV.

Subaru Corp.

Engineer

Suzuki Motor Corporation

SysAdmin

Swissquote

Research Scientist

Toshiba

Architect

Toyota InfoTechnology Center Co.,Ltd.

Group Manager

TOYOTA MOTOR CORPORATION

Software Engineer

Trend Micro Inc.

Sr. Program Manager

Uber Technologies

Operating Officer

Ubiquitous Corporation

Software Engineer

UBS

Middleware Engineer

Witz Corporation

Engineer

Xevo K.K.

Engineer

Yahoo Japan

Big Data Researcher

Yarch

Software Engineer

Yazaki Corporation



	DIAMOND 4 AVAILABLE 3 AVAILABLE	PLATINUM 8 AVAILABLE 4 AVAILABLE	GOLD 10 AVAILABLE 6 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Assistance with Press Bookings at Event: Helping you get the most out of an event announcement.	•				
Pre or During Conference Email Blast: To be sent by The Linux Foundation to our opted-in mailing list. Email option is based on sponsorship level.	Pre AND During	Pre OR During			
Onsite Recognition during Opening Keynote Session: By event emcee.	•	•			
Opportunity to add custom questions to the post event attendee survey. Follow-up reporting will be provided with survey results.	2	1			
Takeover of the “Ask the Experts” Channel: Sponsor will have the opportunity to host their own 30 minute “Ask the Experts” session.	•	•			
Speaking Opportunity with contact info of opted-in attendees provided. Sponsor recognition in the session chat with a link of the sponsors choice posted during the session. Opt-in attendee list and session metrics will be provided postevent. All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.	15-minute Keynote** OR 1 Hour Tutorial	5-minute Keynote** OR 1 Hour Tutorial	Conference Session or BoF		
Social Media Promotion of Sponsorship: From the Linux Foundation channels and the Linux Foundation Events channels via Twitter, Facebook, and LinkedIn. Sponsor can provide custom content (must be approved by the Linux Foundation).	5x	4x	3x		
Social Media Re-share: The Linux Foundation Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined the The Linux Foundation.	•	•	•		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Keynote Branding: Logo prominently displayed.	•	•	•	•	
Recognition in Pre-Conference Email Marketing: Includes company logo linked with URL of your choice.	•	•	•	•	•
Recognition on Event Website: Logo displayed on all pages of event website, linking to URL of your choice.	•	•	•	•	•
Prominent Branding throughout virtual conference.	•	•	•	•	•
Virtual Exhibit Booth: See below for inclusions.	•	•	•	•	•
Ability to generate leads with attendee contact information for those that visit your booth	•	•	•	•	•
Chat function with booth attendees	•	•	•	•	•
Ability to link to resources, social media, job postings etc.	•	•	•	•	•
Virtual “Swag Bag” with contact info of opted-in attendees provided: Sponsors will have the opportunity to add a giveaway or raffle item on a dedicated page on the event site. Any physical items will be fulfilled directly by the sponsor.	•	•	•	•	•
Event Registration Passes.	50	40	30	20	10
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	\$42,000	\$30,000	\$20,000	\$15,000	\$8,000

*Start-ups may secure a Bronze Sponsorship for US\$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than \$5M in annual revenue; and (3) Have less than 30 employees at signing of contract.

**Keynote sessions are not eligible to receive the opt-in attendee contact list. Keynote sessions also do not allow for a link of sponsors choice to be provided to attendees viewing the keynote.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.

Technologies Covered By Event:

Linux Systems

Open Source Summit, Embedded Linux Conference, Automotive Linux Summit, Linux Plumbers Conference, Linux Kernel Maintainer Summit, LSF-MM Summit, Linux Security Summit

Applications

OpenJS World, API Specifications Conference

Networking & Edge Computing

Open Networking & Edge Summit, Open Source Summit, DPDK Summit

IoT, Embedded & Automotive

Embedded Linux Conference, Automotive Linux Summit, Open Source Summit

Artificial Intelligence & Machine Learning

Open Source Summit, Open Networking & Edge Summit, The Linux Foundation Member Summit

Open Source Governance, Community & Management

The Linux Foundation Member Summit, Open Source Summit, Open Compliance Summit, The Linux Foundation Member Legal Summit, Open Source Strategy Forum

Cloud & Cloud Native

KubeCon + CloudNativeCon, Open Source Summit, Open Source Strategy Forum, Open Networking & Edge Summit, Kubernetes Contributor Summit, Helm Summit, FoundationDB Summit, ServiceMeshCon, PromCon, KVM Forum, Xen Summit, Cloud Foundry Summit

Blockchain

Hyperledger Global Forum, Hyperledger Member Summit, Open Source Strategy Forum

Hardware

OpenPOWER Summit, RISC-V Global Forum

Invitation-Only Events

LSF-MM Summit, The Linux Foundation Member Legal Summit, Open Compliance Summit, Linux Kernel Maintainer Summit & The Linux Foundation Member Summit

Linux Foundation Events are where 42,000+ developers and technologists from across the globe meet to share ideas, learn and collaborate to drive innovation.

Open source communities are nearly always virtual and distributed, so when they get together face to face, they can make quick progress on issues big and small. In this way, events help maintain the vibrancy of global open source communities and ensure their long-term sustainability.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver the most innovative products and services to their users and customers, companies must learn directly from the technologists who steer the most widely used and influential projects.

Linux Foundation Events are the meeting place of choice for open source maintainers, developers, architects, infrastructure managers and sysadmins, as well as technologists leading open source program offices, DevRel teams and other critical leadership functions. They are:

- The best place to quickly gain visibility within the open source community and to advance open source development work by forming connections with the people evaluating and creating the next generation of technology.
- A forum to identify software trends early to inform future technology investments.
- The ripest recruiting ground in today's technology landscape.
- The ideal venue to showcase technologies and services to influential open source professionals, media, and analysts around the globe.

The Linux Foundation brings together companies and individual contributors to build the greatest shared technology in history. We provide the events, training, certification, open source best practices and marketing, and necessary to build, scale, and sustain critical open source projects and communities. As the home of over 200 open source projects driving critical technologies, there is no organization better positioned to gather the open source community for important face to face interaction to drive innovation across open source. And, unlike for-profit event management firms, **any money generated by our events is channeled back into supporting open source communities to support their growth.**

Contact us today for more information on sponsoring at sponsorships@linuxfoundation.org.

2019 LF EVENT AUDIENCE SNAPSHOT

ATTENDANCE

42,000+ attendees






31.25% YoY Growth

REPRESENTING

12,000+ organizations

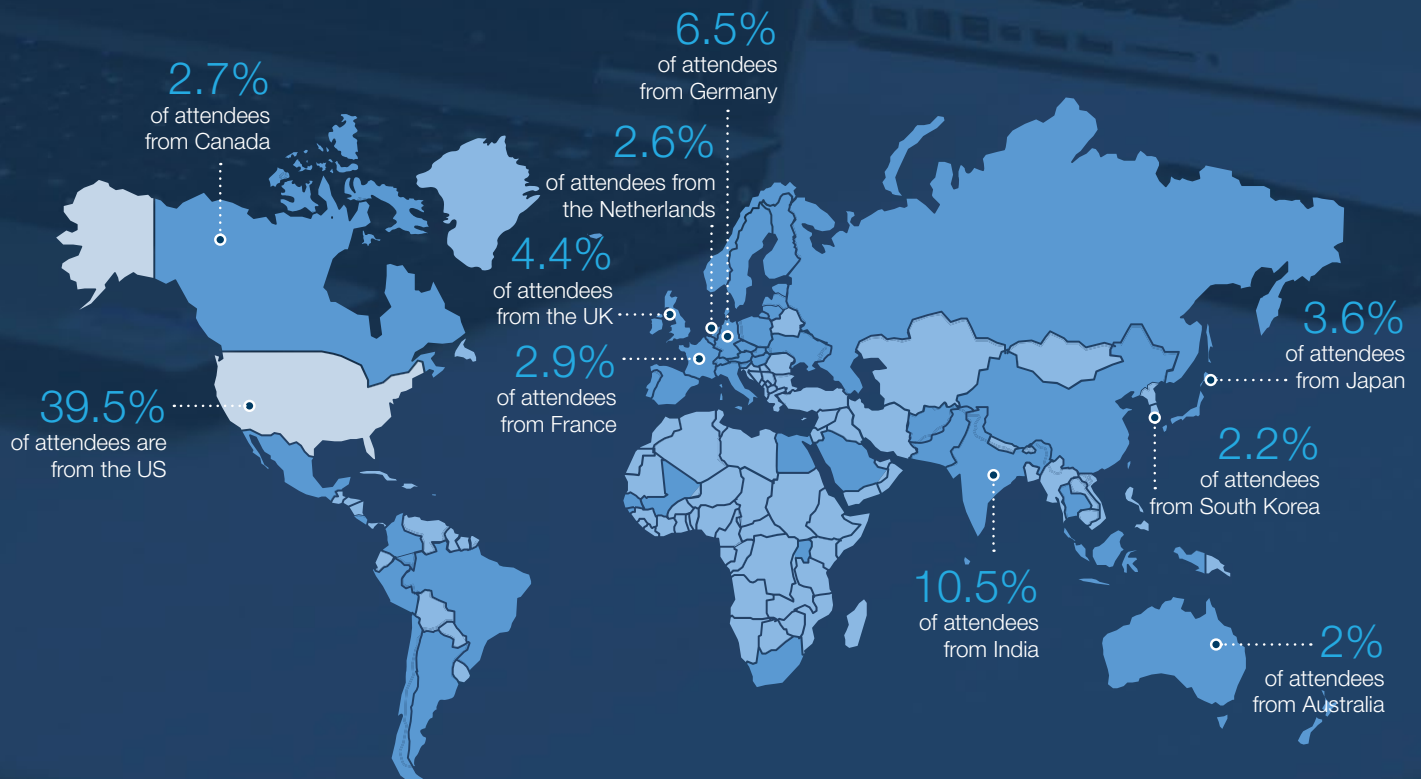
Including corporations, associations and academic institutions worldwide

AUDIENCE BY COMPANY SIZE

COMPANY SIZE	SUM OF %
 1 - 49	16%
 50 - 499	21%
 500 - 999	6%
 1,000-2,999	10%
 3,000+	47%

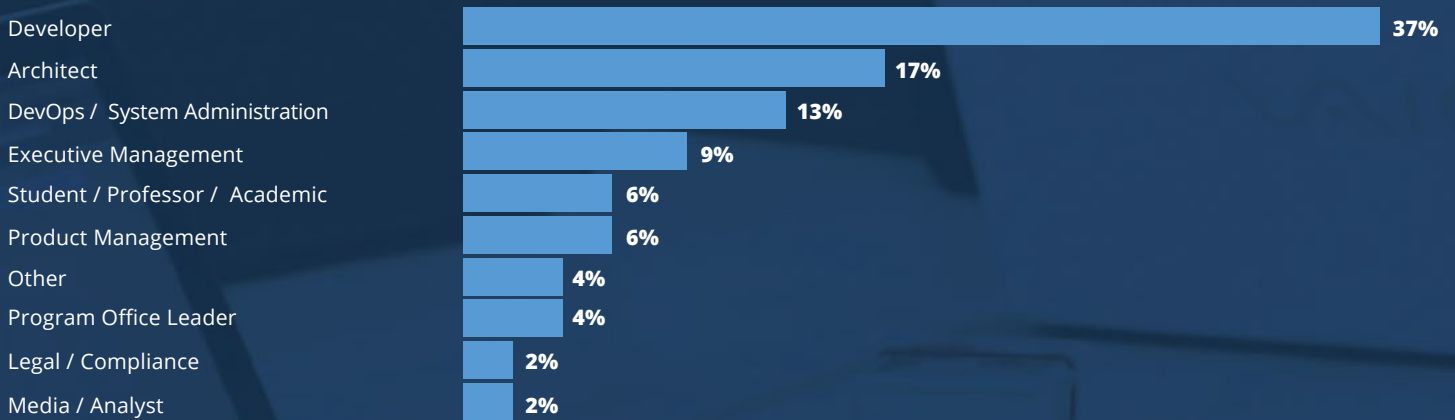
FROM

141 countries

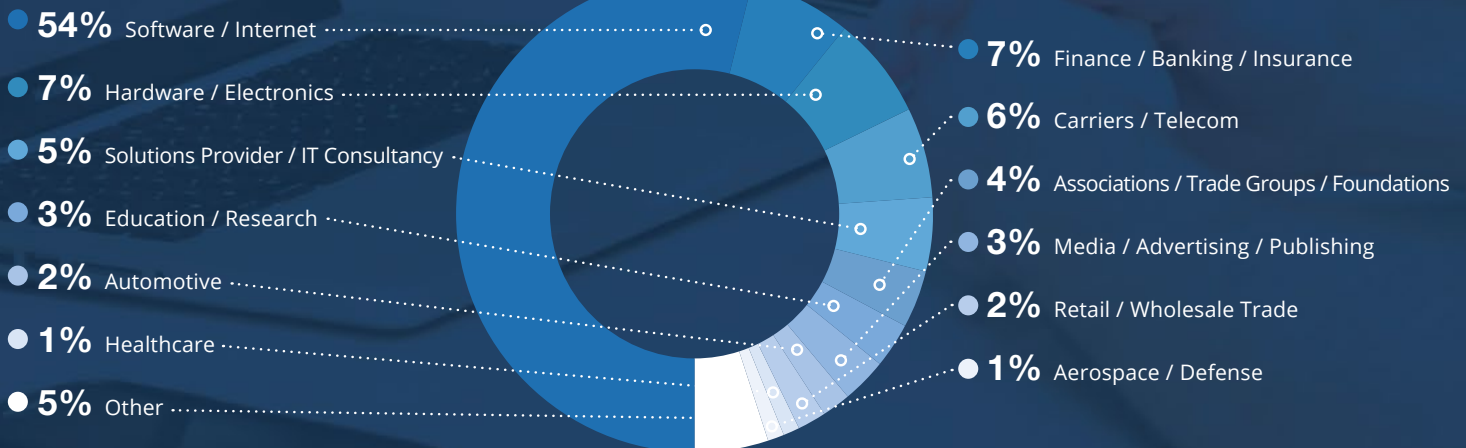


2019 LF EVENT AUDIENCE SNAPSHOT (CON'T)

AUDIENCE BY JOB FUNCTION



AUDIENCE BY INDUSTRY



PRESS & SOCIAL MEDIA

Linux Foundation Events are highly engaging and interactive. Our 2019 events generated:

30,000+
media clips

2,000,000,000+
potential impressions

90,000+
social media
engagements on
Facebook &
Twitter

730,000,000+
event keyword
impressions on
social media

Nearly 500
media professionals
attended,
representing global
media outlets



Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events and/or creating a custom sponsor package? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization's individual needs.

Linux Foundation Corporate Members receive sponsorship discounts on Linux Foundation events; 5% discount or 7% when signing up for multiple events at once.



Contact sponsorships@linuxfoundation.org
to secure your sponsorship today.

www.events.linuxfoundation.org