



2026 December 7-9 | Tokyo, Japan

# 2026 SPONSORSHIP PROSPECTUS

“ ATTENDING THIS EVENT  
WAS A GREAT WAY TO  
SEE THAT FANTASTIC  
IMPROVEMENTS ARE  
HAPPENING IN OUR  
INDUSTRY. ”

“ OPEN SOURCE SUMMIT  
IS A FUNDAMENTAL  
GATHERING PLACE FOR  
EXCHANGING IDEAS  
ACROSS PROJECTS AND  
MEETING ALL OF THE  
PEOPLE WHO MAKE OPEN  
SOURCE COMMUNITIES  
WORK. ”

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“ OSS GETS YOUR CREATIVE JUICES FLOWING.  
IT HELPS PROVIDE CLARITY ON WHAT'S IMPORTANT  
AND HOW TO ACHIEVE IT. ”



## Open Source Summit

Open Source Summit is a conference umbrella, composed of a collection of events covering the most important technologies, topics and issues TOUCHING open source today.

### Who Attends

#### Developers

Systems, Embedded, Applications, Kernel & Operating Systems

#### Operations

Architects, SRE, Site Reliability Engineers, DevOps, SysAdmins

#### Community & Leadership

Technical Managers, Community Managers, Executive Leaders, Legal & Compliance, Operations & Processing Management, OSPO Teams

#### Academic/Media/Other

Professors, Students, Media, Analysts

## Automotive Linux Summit (ALS)

Automotive Linux Summit (ALS) gathers the most innovative minds leading and accelerating the development and adoption of a fully open software stack for the connected car. The open source community and automotive industry gather here for collaboration and shared learnings to drive innovation of embedded devices in the automotive arena.

### Who Attends

#### Engineers & Developers

Embedded systems, Linux kernel, real-time OS, in-vehicle software, and firmware teams.

#### System Architects & Integration Specialists

Vehicle platform architects, middleware/infrastructure leads, software-architecture and DevOps/continuous-integration teams.

#### OEMs, Tier-1/2s & Mobility Innovators

Automotive manufacturers, mobility service providers, Tier-1/2 suppliers, electrification and ADAS system teams.

#### Business, Product & Strategy Executives

Product managers, business development, mobility strategists, analysts, consultants, media covering automotive & open source.

## Embedded Linux Conference

Embedded Linux Conference (ELC) is an event for open source embedded projects and developer communities to come together under one roof for important collaboration, discussions and education.

### Who Attends

#### Developers

Kernel Developers, System Developers and User Space Developers

#### Operations

Architects and Product Vendors

## Why Sponsor

Sponsoring Open Source Summit, Embedded Linux Conference, and Automotive Linux Summit gives you the opportunity to reach a diverse and multi-faceted audience of open source practitioners, in one place.

Many organizations are engaged in a number of the technology areas covered at Open Source Summit, Embedded Linux Conference, and Automotive Linux Summit, making this the one conference providing you the opportunity to connect with many communities at one event.



Increase brand awareness & recognition



Showcase thought leadership



Recruit and acquire top talent



Generate sales leads and customers



Leverage highly targeted marketing opportunities



Take advantage of media exposure & PR announcements



Display products, services & technologies



Create new partnerships & alliances



Gain valuable mindshare from developers, technologists and business leaders



Demonstrate support for the important work of the open source community

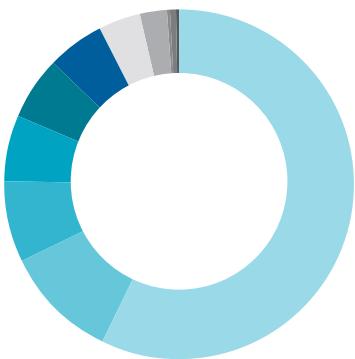
“WE MET SOME OF THE BRIGHTEST AND MOST TALENTED ATTENDEES, AND LEARNED FIRSTHAND FROM INDUSTRY LEADERS. THE EVENTS AND SPONSORSHIP TEAM MADE SURE WE HAD EVERYTHING WE NEEDED FOR A SUCCESSFUL EVENT. WE'RE LOOKING FORWARD TO MORE LINUX FOUNDATION EVENTS IN THE FUTURE!”

## 2024 Attendee Demographics

- **878** total attendees
- Attendees from **560** organizations
- **26** sponsors
- **166** highest in-person badge scans
- **75** average in-person badge scans
- **1,427** total in-person badge scans

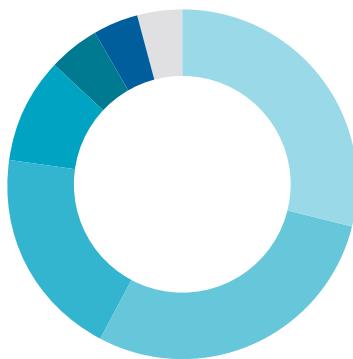


*\*Attendee estimates are based on registration trends from previous or related events and may fluctuate. Updated numbers will be shared with sponsors leading up to the event. As attendance is influenced by many factors, final numbers cannot be guaranteed prior to the event.*



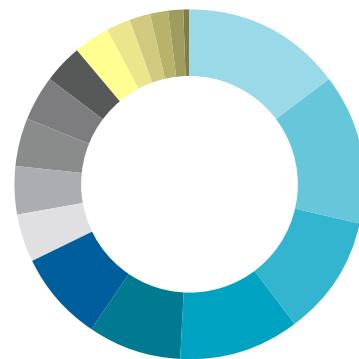
### Industry

- Information Technology **56%**
- Automotive **11%**
- Industrials **7%**
- Non Profit Organization **6%**
- Telecommunications **6%**
- Professional Services **5%**
- Financials **4%**
- Consumer Goods **2%**
- Health Care **1%**
- Materials **1%**
- Energy **1%**



### Job Level

- Other **29%**
- Individual Contributor **28%**
- Manager **20%**
- Director **10%**
- CXO / ED **5%**
- Academic **4%**
- VP / SVP / GM **4%**

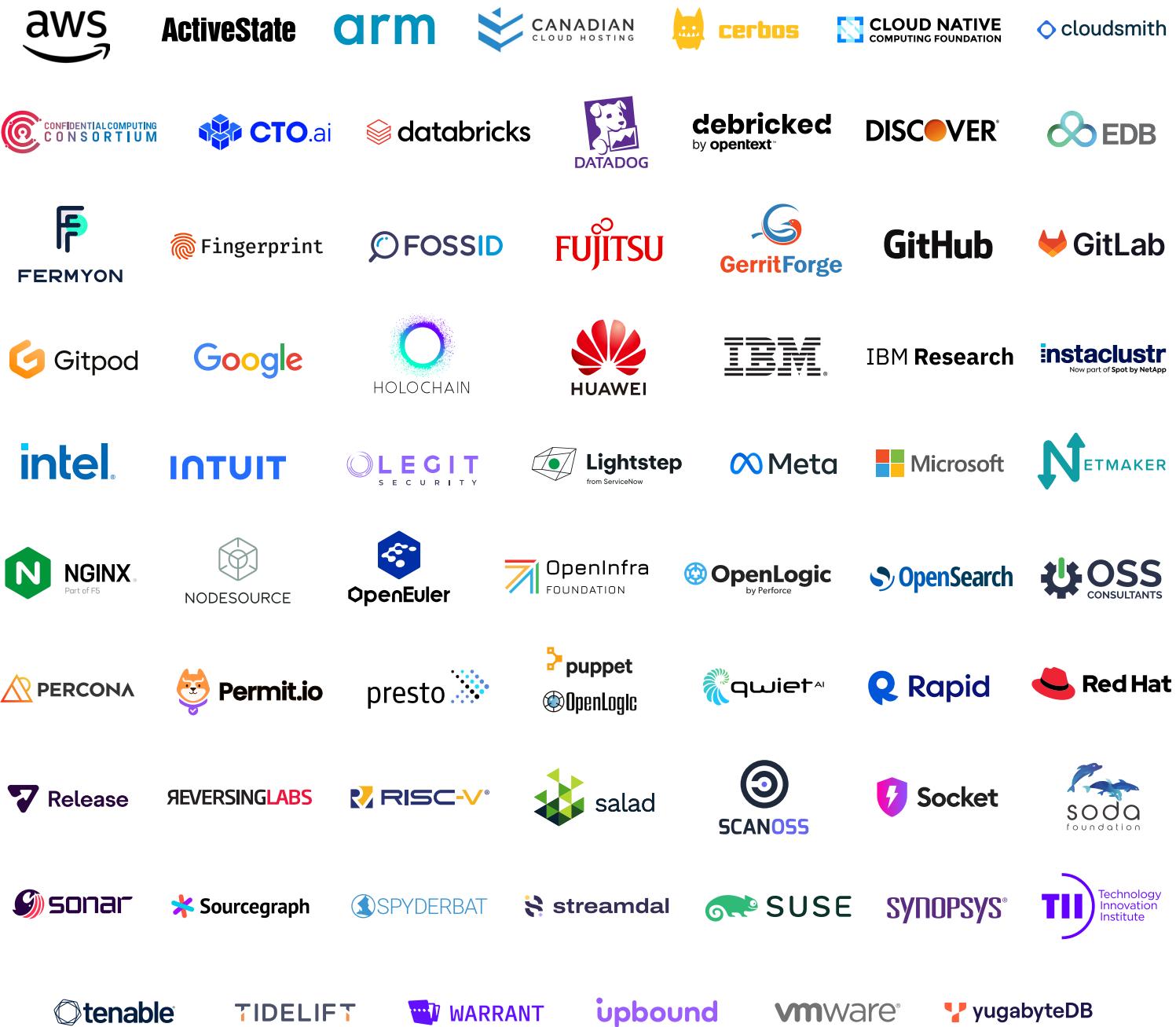


### Job Function

- Systems/Embedded Developer **14%**
- Application Developer [Front-end/Back-end/ Mobile/Full Stack] **11%**
- Architect **11%**
- Manager - Technical Teams **9%**
- Executive Leader **8%**
- Product/Biz Dev **5%**
- DevOps/SRE **4%**
- Kernel/Operating Systems Developer **4%**
- Manager - Other **4%**
- Marketing **4%**
- Manager - OSPO **3%**
- Student **2%**
- DevOps/SRE/Sysadmin **2%**
- Professor / Academic **2%**
- Media / Analyst **2%**
- Legal / Compliance **1%**
- Other **14%**

*\*Demographics are from the Open Source Summit Japan 2024.*

## Previous Sponsors



Sponsorships-at-a-Glance		DIAMOND 4 AVAILABLE 3 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 10 AVAILABLE 8 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Availability may vary. Contact <a href="mailto:sponsorships@linuxfoundation.org">sponsorships@linuxfoundation.org</a> to confirm availability and secure your sponsorship today.						
<b>Meeting Room:</b> For private meeting use only.	Private Use - 3 Days	Private Use - 1 Day				
<b>Attendee Registration Contact List</b> (Opt-in Only)	• (List provided pre and post event)	• (List provided post event)				
<b>Speaking Opportunity:</b> Content must be approved by PC and the LF. Based on availability.	10-minute Keynote OR Conference Session	5-minute Keynote OR Conference Session	Conference Session OR BoF			
<b>Sponsored Session Attendee List</b> (Opt-in Only)	• (if sponsor session selected)	• (if sponsor session selected)	•			
<b>Post-Event Marketing &amp; Resource Package:</b> Event resources for sponsors to use as they choose. Provided in raw, editable files to sponsors 3 weeks post event.	Sponsored Session Recording + Sponsor Video Highlight Reel (Content includes clips of speakers, booth and logo placement. 10-20 second video)	Sponsored Session Recording	Sponsored Session Recording			
<b>Social Media Promotion:</b> Posted on LF's X account (@linuxfoundation). All custom posts must be approved by the LF.	1 Custom Post, 1 Shared Post, and 1 Re-Share	1 Shared Post and 1 Re-Share	1 Shared Post			
<b>Promotion of Activity in Sponsor Booth:</b> 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			
<b>Social Promotion Cards:</b> Graphics which include the conference logo and your logo, provided to you for promoting your participation in the event.	•	•	•	•		
<b>Access to Event Press/Analyst List:</b> Contact list shared one week prior to the event for your own outreach.	•	•	•	•		
<b>Promotional Recognition</b>	Verbal and Logo Recognition During Keynote, in Press Releases, Pre-Conference Email Marketing, and on Event Signage and Website	Verbal and Logo Recognition During Keynote, in Press Releases, Pre-Conference Email Marketing, and on Event Signage and Website	Logo Recognition During Keynote, in Press Releases, Pre-Conference Email Marketing and on Event Signage and Website	Logo Recognition During Keynote, in Press Releases, Pre-Conference Email Marketing and on Event Signage and Website	Logo Recognition on Event Signage, Pre-Conference Email Marketing and Website	Logo Recognition on Event Signage, Pre-Conference Email Marketing and Website
<b>Marketing Kit:</b> Graphics and social media posts provided to promote your attendance and presence at the event.	•	•	•	•		•
<b>Collateral Distribution:</b> Laid out in a prominent location near registration onsite.	•	•	•	•		•
<b>Exhibit Booth</b> (Upgrade options available)	(2) tables, tabletop sign with logo, 2 chairs, power, and conference wifi	(2) tables, tabletop sign with logo, 2 chairs, power, and conference wifi	(1) table, tabletop sign with logo, 2 chairs, power, and conference wifi	(1) table, tabletop sign with logo, 2 chairs, power, and conference wifi	(1) table, tabletop sign with logo, 2 chairs, power, and conference wifi	(1) table, tabletop sign with logo, 2 chairs, power, and conference wifi
<b>Lead Retrieval:</b> Live scans, real time reporting and ability to take notes on captured leads.	2x	1x	1x	1x	1x	App Only (License for the lead retrieval app to install on own device. No physical device provided).
<b>Conference Attendee Passes and 20% Discount on Additional Conference Attendee Passes</b>	25	15	10	8	3	
<b>Post Event Data Report:</b> Provides event demographics and additional details on event performance.	•	•	•	•		•
<b>Sponsorship Cost</b>	<b>\$65,000</b>	<b>\$42,000</b>	<b>\$27,500</b>	<b>\$15,000</b>	<b>\$8,000</b>	

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

\*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.

## Promotional Marketing Opportunities



### Equity, Inclusion, and Accessibility 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.



### Lanyards

**\$8,000 • 1 Available**

Every in-person attendee at the event will wear a name badge and lanyard and your logo will appear across the lanyard. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost. Level sponsorship required.



### Attendee T-Shirt

**\$15,000 - 1 Available**

Every in-person 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.



### Keynote Recording

**\$5,000 • 1 Available**

Includes logo on live stream home page and event website. Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.



### Onsite Happy Hour & Onsite Reception

**\$12,500 • 1 Available**

Spark conversation about your brand during our Tux Trek. Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage. Level sponsorship required.



### Breakfast & Breaks **\$15,000 • 3 Available**

Sponsorship includes prominent branding at all breakfast & break stations for one day of the event. Level sponsorship required.



### Lunch **\$10,000 • 3 Available**

Sponsorship includes prominent branding at all lunch stations for one day of the event. Level sponsorship required.



### Wireless Access Sponsorship

**\$15,000 • 1 Available**

Conference wifi will be named after sponsor. Level sponsorship required.



### Scholarships

**\$2,500 minimum • Unlimited**

Research shows that more inclusive teams perform better, innovate more, and produce more profitable outcomes. By sponsoring scholarships for underrepresented attendees (women and non-binary individuals, persons from marginalized communities, and persons with disabilities), you are not only helping an individual who might not otherwise be able to join the event, but you're also supporting the overall community in achieving better outcomes. Benefits include:

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

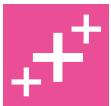
## Promotional Marketing Opportunities



### Track Sponsorship

**\$3,500 • 3 Per Track Available**

- Logo on branded signage outside conference room(s) specific to the track of your choosing.
- Logo on track webpage and in event promotional materials.
- Branding on Conference Video Recordings: Your logo will be included on the opening title slide of all recordings from your chosen track. Videos are publicly available on The Linux Foundation YouTube Channel and viewed by thousands.
- Level sponsorship required.



### 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.



**OSS IS AMAZING. SO MANY PEOPLE  
GATHERED WITH A HIGH TECHNICAL LEVEL  
- ALL AIMING TO LEARN AND NETWORK.  
I ENCOURAGE YOU TO ATTEND THE NEXT  
TIME, THE EXPERIENCE WAS INCREDIBLE.**

## Media Coverage

Share Announcements and News with global media outlets covering the event.

Previous participants included:

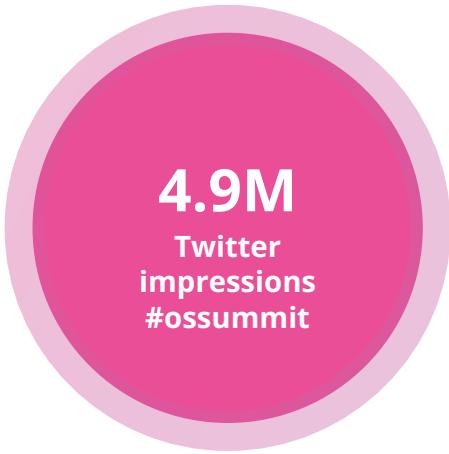


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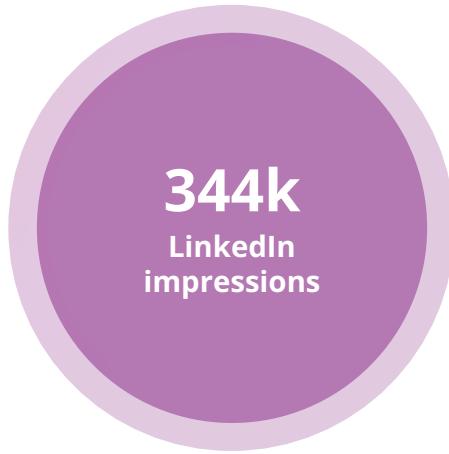
During our OSS Japan 2024 event window

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*\*Updated numbers will be shared after the completion of the 2025 event.*



**4.9M**  
Twitter  
impressions  
#ossummit



**344k**  
LinkedIn  
impressions

## Participate in all 2026 Open Source Summit Events!

### North America

May 18-20, 2026 | Minneapolis, MN

### Europe

October 7-9, 2026 | Prague, Czech Republic

### India

June 16-17, 2026 | Mumbai, India

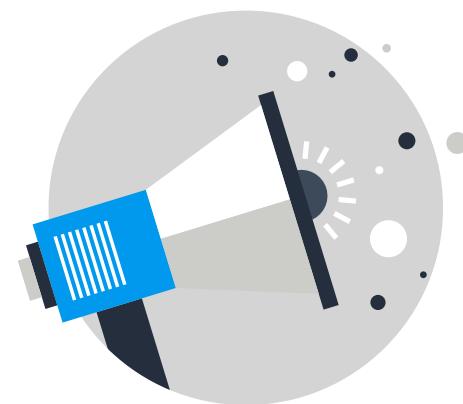
### Japan

December 7-9, 2026 | Tokyo, Japan

## 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.



“

THE BEST INCLUSIVE CONFERENCE OF  
THE YEAR. TALKS, PEOPLE, SPONSORS  
AND PROJECTS ARE JUST AMAZING ”