

NORTH AMERICA

# DEMOGRAPHIC DATA

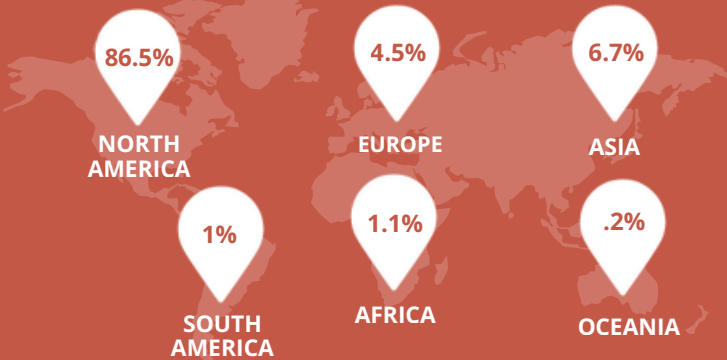
MAY 18-20, 2026

MINNEAPOLIS, MINNESOTA

#OSSUMMIT & #EMBEDDEDLINUX



## ATTENDEES PER REGION



MOST REPRESENTED COUNTRIES

**USA, CANADA, INDIA**

**38** SPONSORS    **111** AVERAGE IN-PERSON SCANS    **303** HIGHEST IN-PERSON BADGE SCANS    **3,332** TOTAL IN-PERSON BADGE SCANS

**33.7%** INCREASE IN BADGE SCANS FROM 2025    **9%** INCREASED LEAD ENGAGEMENT DEPTH FROM 2025

**210** CONFERENCE TALKS    **977** TALKS SUBMITTED

**1,231**

ATTENDEES

**524**

TOTAL ORGANIZATIONS REPRESENTED

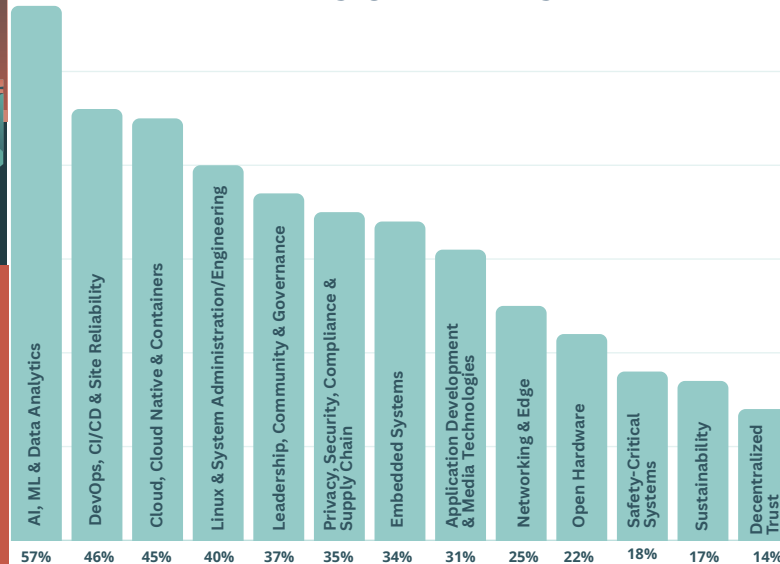
**68%**

OF ATTENDEES IN TECHNICAL POSITIONS

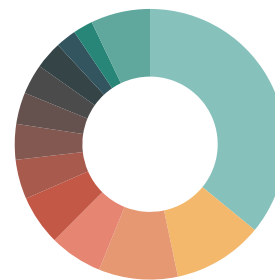
## TOP THREE JOB FUNCTIONS

Engineering/Software Development  
 Architecture  
 IT Operations/Infrastructure

## AREAS OF INTEREST

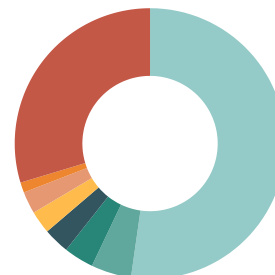


## JOB FUNCTION



35.9% Engineering/Software Development  
 10.8% Architecture (Software/Systems)  
 9.7% IT Operations/Infrastructure  
 9.4% Sales/Marketing/Media  
 6.3% Executive Management  
 4.7% Education/Training/Research  
 4.3% DevOps/Site Reliability Engineering (SRE)  
 3.8% Student/Academic  
 3.6% Security/Compliance  
 3.3% Data Science/AI/ML  
 2.5% Community Management  
 2.4% Product Management  
 3.3% Other

## INDUSTRY



52.3% Information Technology  
 4.8% Automotive  
 3.6% Health Care  
 3.1% Financials  
 2.7% Telecommunications  
 2.6% Consumer Goods  
 1.2% Energy  
 29.7% Other