Agentic AI Foundation

2026 SPONSORSHIP PROSPECTUS

Agentic AI Foundation
AGNTCon + MCPCon

MCP
Dev Summit

Contents

MCP Dev Summit 3

Overview 3

MCP Dev Summit Bengaluru | June 9–10, 2026
MCP Dev Summit Mumbai | June 14–15, 2026
MCP Dev Summit Seoul | August 13–14, 2026
MCP Dev Summit Toronto | October 5–6, 2026
MCP Dev Summit Nairobi | November 19–20, 2026

Sponsorship Benefits 5

Sponsorship Availability 6

Promotional Marketing Opportunities 7

AGNTCon + MCPCon China 8

Overview 8

Sponsorship Benefits 9

Promotional Marketing Opportunities 10

AGNTCon + MCPCon Japan 11

Overview 11

Sponsorship Benefits 12

Promotional Marketing Opportunities 13

AGNTCon + MCPCon Europe 14

Overview 14

Sponsorship Benefits 15

Promotional Marketing Opportunities 16

AGNTCon + MCPCon North America 17

Overview 17

Sponsorship Benefits 18

Promotional Marketing Opportunities 19

About

MCP Dev Summit is a global series of technical events for developers building the next generation of AI agents with the **Model Context Protocol (MCP)**.

As adoption of MCP accelerates across the AI ecosystem, developers are using the protocol to connect models with tools, data, and applications in standardized, interoperable ways. MCP Dev Summit brings together the engineers, maintainers, and platform builders working at the forefront of this emerging ecosystem. In 2026, MCP Dev Summit is going on a world tour, with 7 events around the globe.

These focused developer events feature deep technical discussions on MCP protocol development, implementation best practices, security and operational considerations, and real-world production deployments. MCP Dev Summit provides a unique forum for the community advancing open infrastructure for agentic AI to share learnings, collaborate, and shape the future of the ecosystem.

For sponsors, MCP Dev Summit offers direct engagement with the developers and organizations building the tooling, infrastructure, and platforms that will power the next generation of AI applications.

Why Sponsor?

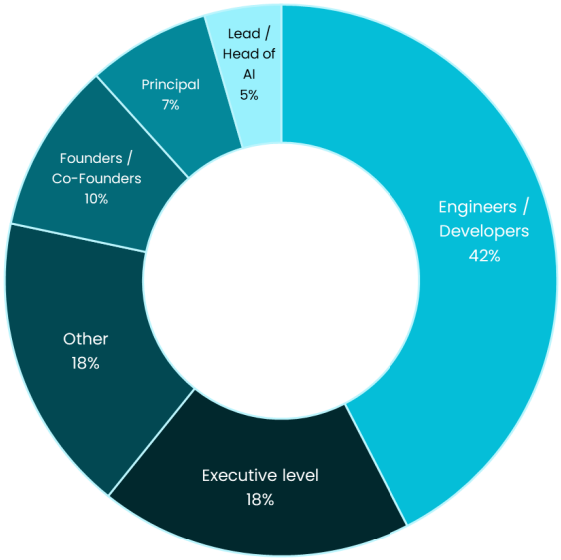
Sponsoring a MCP Dev Summit positions your organization at the forefront of the open agentic AI movement. Sponsors benefit from:

- 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

Who Attends

MCP Dev Summit 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



Attendees are practitioners actively shaping how agentic AI is designed, implemented, and deployed.

Explore Each Event

BENGALURU June 9–10, 2026

- **900 Attendees**
- **40+ Sessions and Workshops**

MUMBAI June 14–15, 2026

- **750 Attendees**
- **40+ Sessions and Workshops**
- Co-located with KubeCon + CloudNativeCon, Open Source Summit and OpenSearchCon India

SEOUL August 13–14, 2026

- **800 Attendees**
- **40+ Sessions and Workshops**
- Co-located with Open Source Summit Korea

TORONTO October 5–6, 2026

- **500 Attendees**
- **40+ Sessions and Workshops**

NAIROBI November 19–20, 2026

- **650 Attendees**
- **40+ Sessions and Workshops**

MCP Dev Summit

2026 SPONSORSHIP PROSPECTUS

Sponsorships-at-a-Glance See next page for availability by event. Contact **sponsorships@linuxfoundation.org** to confirm a vailability and secure your sponsorship today.	**DIAMOND**	**PLATINUM**	**GOLD**	***STARTUP & LOCAL**
Attendee Registration Contact List: Opt-in Only	• (List provided pre-event)			
Speaking Opportunity: Content must be approved by the Program Chairs. No sales & marketing pitches allowed. Session time based on availability.	10-Minute Keynote OR Breakout Session	Breakout Session		
Sponsored Session Attendee List: Opt-in Only	• (if breakout session selected)	•		
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		
Social Media Promotion: From AAIF X handle. All custom posts must be approved by the AAIF Event Team.	1 Custom Post, 1 Group Post, and 1 Re-Post	1 Group Post and 1 Re-Post	1 Group Post	
Access to Event Press/Analyst List: Contact list shared one week prior to the event for your own outreach.	•	•	•	
Recognition During Opening Keynote Session	Verbal and Logo Recognition	Verbal and Logo Recognition	Logo Recognition	Logo Recognition
Logo Recognition in Pre-Conference Email Marketing and on Event Signage and Website	•	•	•	•
Marketing Kit: Event branding and social media posts provided to promote your attendance and presence at the event.	•	•	•	•
Collateral Distribution: Laid out in a prominent location near registration onsite.	•	•	•	•
Exhibit Space	(1) tabletop, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi	(1) tabletop, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi	(1) tabletop, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi	(1) tabletop, 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.	App Only *No phyiscal device provided*	App Only *No phyiscal device provided*	App Only *No phyiscal device provided*	App Only *No phyiscal device provided*
Conference Attendee Passes plus 20% off additional passes: To be used for booth staff, attendees, and guests	15	10	5	2
Post Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•
Sponsorship Cost Bengaluru and Mumbai	**$85,000**	**$50,000**	**$20,000**	**$8,000**
Sponsorship Cost Toronto, Seoul, and Nairobi	**$65,000**	**$35,000**	**$15,000**	**$6,000**

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

*Start-ups must hold an active AAIF membership, must be in business for less than 4 years, must have less than $1M in revenue and less than 50 employees. Local is specialty pricing available to organizations in each event's region.

MCP Dev Summit

2026 SPONSORSHIP PROSPECTUS

Event	DIAMOND	PLATINUM	GOLD	*STARTUP & LOCAL
MCP Dev Summit Bengaluru June 9–10, 2026 | Bengaluru, India	~~4 AVAILABLE~~ 3 AVAILABLE	6 AVAILABLE	~~10 AVAILABLE~~ 8 AVAILABLE	20 AVAILABLE
MCP Dev Summit Mumbai June 14–15, 2026 | Mumbai, India	~~4 AVAILABLE~~ 3 AVAILABLE	6 AVAILABLE	10 AVAILABLE	20 AVAILABLE
MCP Dev Summit Seoul August 13–14, 2026 | Seoul, Korea	4 AVAILABLE	6 AVAILABLE	10 AVAILABLE	20 AVAILABLE
MCP Dev Summit Toronto October 5–6, 2026 | Toronto, Canada	4 AVAILABLE	6 AVAILABLE	~~10 AVAILABLE~~ 9 AVAILABLE	~~20 AVAILABLE~~ 16 AVAILABLE
MCP Dev Summit Nairobi November 19–20, 2026 | Nairobi, Kenya	~~4 AVAILABLE~~ 3 AVAILABLE	6 AVAILABLE	10 AVAILABLE	20 AVAILABLE

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

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

*Start-ups must hold an active AAIF membership, must be in business for less than 4 years, must have less than $1M in revenue and less than 50 employees. Local is specialty pricing available to organizations in each event's region.

Promotional Marketing Opportunities

Lanyards
$10,000

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.

Breaks
$12,000

Sponsorship includes prominent branding at all breakfast & break stations.
Level sponsorship required.

Lunch
$20,000

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

Onsite Reception
$12,500

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

Attendee T-Shirt
$15,000

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 shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost. Level sponsorship required.

Wireless Access Sponsorship
$15,000

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

Keynote Live Stream & Recording
$10,000

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. 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.
Level sponsorship required.

Please contact the team at **sponsorships@linuxfoundation.org** for availability.

About AGNTCon + MCPCon China

September 6-7, 2026 | Shanghai, China

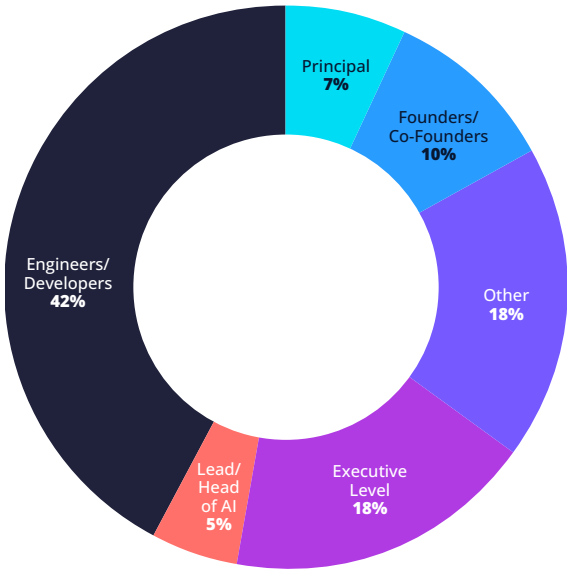
AGNTCon + MCPCon China is the new flagship annual conference for the open agentic AI ecosystem presented by the Agentic AI Foundation. The event brings together the builders, contributors, and enterprises working across MCP and the broader landscape of agentic AI systems to share learnings, surface common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

Across keynotes, multi-track technical sessions, and collaborative discussions, **AGNTCon + MCPCon China** 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 China 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



Attendees are practitioners actively shaping how agentic AI is designed, implemented, and deployed. **600 attendees are expected at AGNTCon + MCPCon China 2026.**

Agentic AI Foundation

AGNTCon + MCPCon China

2026 SPONSORSHIP PROSPECTUS

Availability may vary. Contact sponsors@lfopensource.com to confirm availability and secure your sponsorship today.

Sponsorships-at-a-Glance	DIAMOND ~~4 AVAILABLE~~ 2 AVAILABLE	PLATINUM ~~6 AVAILABLE~~ 5 AVAILABLE	GOLD 10 AVAILABLE	*STARTUP & LOCAL ~~20 AVAILABLE~~ 19 AVAILABLE
Attendee Registration Contact List: Opt-in Only	• (List provided pre-event)			
Speaking Opportunity: Content must be approved by the Program Chairs. No sales & marketing pitches allowed. Session time based on availability.	10-Minute Keynote OR Breakout Session	Breakout Session		
Sponsored Session Attendee List: Opt-in Only	• (if breakout session selected)	•		
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		
Social Media Promotion: From AAIF X handle. All custom posts must be approved by the AAIF Event Team.	1 Custom Post, 1 Group Post, and 1 Re-Post	1 Group Post and 1 Re-Post	1 Group Post	
Access to Event Press/Analyst List: Contact list shared one week prior to the event for your own outreach.	•	•	•	
Recognition During Opening Keynote Session	Verbal and Logo Recognition	Verbal and Logo Recognition	Logo Recognition	Logo Recognition
Logo Recognition in Pre-Conference Email Marketing and on Event Signage and Website	•	•	•	•
Marketing Kit: Event branding and social media posts provided to promote your attendance and presence at the event.	•	•	•	•
Collateral Distribution: Laid out in a prominent location near registration onsite.	•	•	•	•
Exhibit Space	(1) tabletop, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi	(1) tabletop, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi	(1) tabletop, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi	(1) tabletop, 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.	App Only *No phyiscal device provided*	App Only *No phyiscal device provided*	App Only *No phyiscal device provided*	App Only *No phyiscal device provided*
Conference Attendee Passes plus 20% off additional passes: To be used for booth staff, attendees, and guests	15	10	5	2
Post Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•
Sponsorship Cost	**$85,000**	**$50,000**	**$20,000**	**$8,000**

Due to the nature of the exhibitor benefits at each level, pavilions or sponsorships shared with multiple companies/entities are not allowed. **Agentic AI Foundation** reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions

*Start-ups must hold an active Agentic AI Foundation membership, must be in business for less than 4 years, must have less than $1M in revenue and less than 50 employees.

Promotional Marketing Opportunities

Level sponsorship required.

Lanyards

$10,000

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.

Breaks

$12,000

Sponsorship includes prominent branding at all breakfast & break stations.
Level sponsorship required.

Lunch

$20,000

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

Onsite Reception

$12,500

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

Attendee T-Shirt

$15,000

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 shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost. Level sponsorship required.

Wireless Access Sponsorship

$15,000

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

Keynote Live Stream & Recording

$10,000

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. 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.
Level sponsorship required.

Please contact the team at sponsors@lfopensource.com for availability.

About AGNTCon + MCPCon Japan

September 10–11, 2026 | Tokyo, Japan

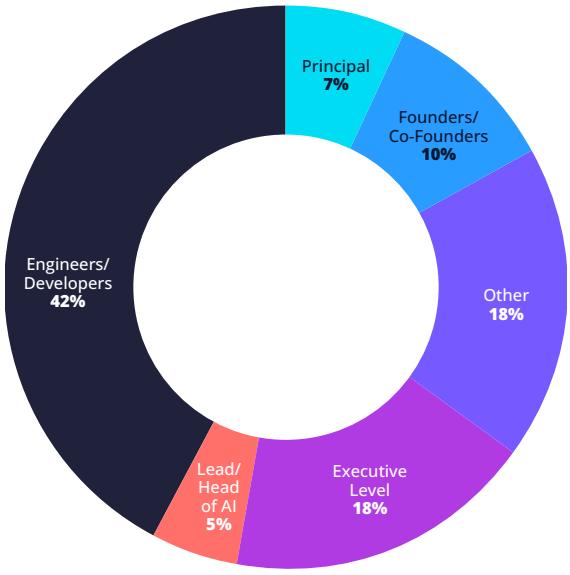
AGNTCon + MCPCon Japan is the new flagship annual conference for the open agentic AI ecosystem presented by the Agentic AI Foundation. The event brings together the builders, contributors, and enterprises working across MCP and the broader landscape of agentic AI systems to share learnings, surface common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

Across keynotes, multi-track technical sessions, and collaborative discussions, **AGNTCon + MCPCon Japan** 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 Japan 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



Attendees are practitioners actively shaping how agentic AI is designed, implemented, and deployed. **Between 1,500 and 2,000 attendees are expected at AGNTCon + MCPCon Japan 2026.**

Agentic AI Foundation

AGNTCon + MCPCon Japan

2026 SPONSORSHIP PROSPECTUS

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

Sponsorships-at-a-Glance	DIAMOND ~~4 AVAILABLE~~ 1 AVAILABLE	PLATINUM ~~6 AVAILABLE~~ 4 AVAILABLE	GOLD ~~10 AVAILABLE~~ 4 AVAILABLE	*STARTUP & LOCAL ~~20 AVAILABLE~~ 18 AVAILABLE
Attendee Registration Contact List: Opt-in Only	• (List provided pre-event)			
Speaking Opportunity: Content must be approved by the Program Chairs. No sales & marketing pitches allowed. Session time based on availability.	10-Minute Keynote OR Breakout Session	Breakout Session		
Sponsored Session Attendee List: Opt-in Only	• (if breakout session selected)	•		
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		
Social Media Promotion: From AAIF X handle. All custom posts must be approved by the AAIF Event Team.	1 Custom Post, 1 Group Post, and 1 Re-Post	1 Group Post and 1 Re-Post	1 Group Post	
Access to Event Press/Analyst List: Contact list shared one week prior to the event for your own outreach.	•	•	•	
Recognition During Opening Keynote Session	Verbal and Logo Recognition	Verbal and Logo Recognition	Logo Recognition	Logo Recognition
Logo Recognition in Pre-Conference Email Marketing and on Event Signage and Website	•	•	•	•
Marketing Kit: Event branding and social media posts provided to promote your attendance and presence at the event.	•	•	•	•
Collateral Distribution: Laid out in a prominent location near registration onsite.	•	•	•	•
Exhibit Space	(1) tabletop, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi	(1) tabletop, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi	(1) tabletop, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi	(1) tabletop, 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.	App Only *No phyiscal device provided*	App Only *No phyiscal device provided*	App Only *No phyiscal device provided*	App Only *No phyiscal device provided*
Conference Attendee Passes plus 20% off additional passes: To be used for booth staff, attendees, and guests	15	10	5	2
Post Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•
Sponsorship Cost	**$85,000**	**$50,000**	**$20,000**	**$8,000**

Due to the nature of the exhibitor benefits at each level, pavilions or sponsorships shared with multiple companies/entities are not allowed. **Agentic AI Foundation** reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions

*Start-ups must hold an active Agentic AI Foundation membership, must be in business for less than 4 years, must have less than $1M in revenue and less than 50 employees.

Promotional Marketing Opportunities

Level sponsorship required.

Lanyards

$10,000

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.

Breaks

$12,000

Sponsorship includes prominent branding at all breakfast & break stations.
Level sponsorship required.

Lunch

$20,000

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

Onsite Reception

~~$12,500~~ **SOLD OUT**

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

Attendee T-Shirt

$15,000

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 shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost. Level sponsorship required.

Wireless Access Sponsorship

~~$15,000~~ **SOLD OUT**

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

Keynote Live Stream & Recording

~~$10,000~~ **SOLD OUT**

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. 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.
Level sponsorship required.

Please contact the team at **sponsorships@linuxfoundation.org** for availability.
Contact **eventsalesops@lfopensource.com** for AGNTCon + MCPCon Japan availability.

About AGNTCon + MCPCon Europe

(FORMERLY KNOWN AS MCP DEV SUMMIT EUROPE)

17–18 September | Amsterdam, The Netherlands

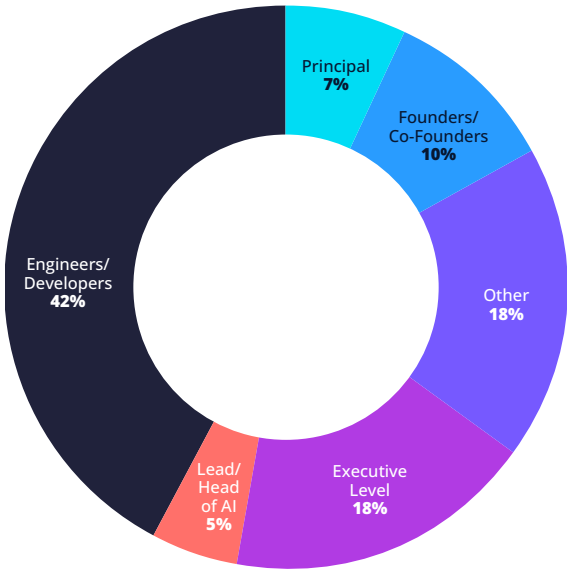
AGNTCon + MCPCon Europe is the new flagship annual conference for the open agentic AI ecosystem presented by the Agentic AI Foundation. The event brings together the builders, contributors, and enterprises working across MCP and the broader landscape of agentic AI systems to share learnings, surface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

Across keynotes, multi-track technical sessions, and collaborative discussions, **AGNTCon + MCPCon Europe** 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 Europe 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



Attendees are practitioners actively shaping how agentic AI is designed, implemented, and deployed. **Between 2,000 and 2,500 attendees are expected at AGNTCon + MCPCon Europe 2026.**

Agentic AI Foundation

AGNTCon + MCPCon Europe

2026 SPONSORSHIP PROSPECTUS

Sponsorships-at-a-Glance Availability may vary. Contact **sponsorships@linuxfoundation.org** to confirm availability and secure your sponsorship today.	DIAMOND ~~6 AVAILABLE~~ 2 AVAILABLE	PLATINUM ~~18 AVAILABLE~~ SOLD OUT	GOLD ~~18 AVAILABLE~~ SOLD OUT	*STARTUP ~~12 AVAILABLE~~ 4 AVAILABLE
Attendee Registration Contact List: Opt-in Only	• (List provided pre-event)			
Speaking Opportunity: Content must be approved by the Program Chairs. No sales & marketing pitches allowed. Session time based on availability.	10-Minute Keynote OR Breakout Session	Breakout Session		
Sponsored Session Attendee List: Opt-in Only	• (if breakout session selected)	•		
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		
Social Media Promotion: From AAIF X handle. All custom posts must be approved by the AAIF Event Team	1 Custom Post, 1 Group Post, and 1 Re-Post	1 Group Post and 1 Re-Post	1 Group Post	
Access to Event Press/Analyst List: Contact list shared one week prior to the event for your own outreach.	•	•	•	
Recognition During Opening Keynote Session	Verbal and Logo Recognition	Verbal and Logo Recognition	Logo Recognition	Logo Recognition
Logo Recognition in Pre-Conference Email Marketing	•	•	•	•
Logo Recognition on Event Signage and Website	•	•	•	•
Marketing Kit: Event branding and social media posts provided to promote your attendance and presence at the event.	•	•	•	•
Collateral Distribution: Laid out in a prominent location near registration onsite.	•	•	•	•
Exhibit Space	Includes 2M counter with graphics, 2 stools, power, and conference wifi	Includes 2M counter with graphics, 2 stools, power, and conference wifi	(1) tabletop, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi	(1) tabletop, 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.	App Only *No phyiscal device provided*	App Only *No phyiscal device provided*	App Only *No phyiscal device provided*	App Only *No phyiscal device provided*
Conference Attendee Passes: To be used for booth staff, attendees, and guests	15	10	5	2
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	**$85,000**	**$50,000**	**$20,000**	**$8,000**

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

*Start-ups must hold an active AAIF membership, must be in business for less than 4 years, must have less than $1M in revenue and less than 50 employees.

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

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.

Wireless Access Sponsorship $15,000 • 1 Available

Conference wifi will be named after sponsor.

Coffee Bar Sponsorship $20,000 • 1 Available

Keep attendees energized with complimentary specialty coffee from a sponsor-branded bar. Benefits include:

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

*Location, layout, design, service, and hours determined by Agentic AI Foundation Events Team. Lead retrieval, promotions, and sales activities are not permitted.

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

Ignite connections and showcase your brand at this high-energy evening of food, drinks, entertainment, and networking. Benefits include:

- Logo recognition on reception signage
- Logo recognition at entertainment/activity areas
- Specialty cocktails 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.

About AGNTCon + MCPCon North America

October 22–23, 2026 | San Jose, CA

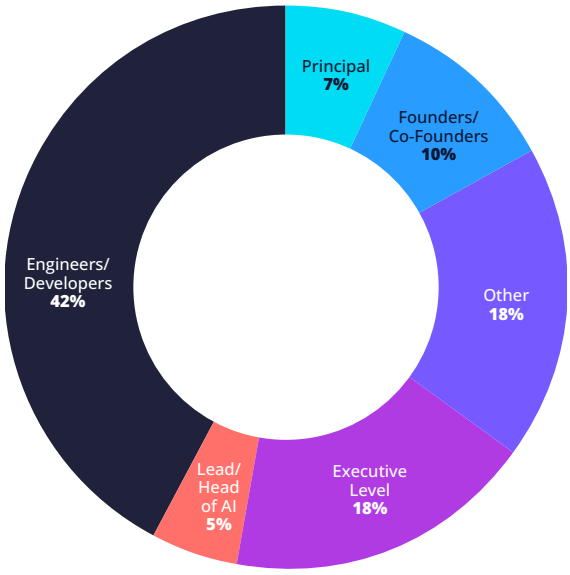
AGNTCon + MCPCon North America is the new flagship annual conference for the open agentic AI ecosystem presented by the Agentic AI Foundation. The event brings together the builders, contributors, and enterprises working across MCP and the broader landscape of agentic AI systems to share learnings, surface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

Across keynotes, multi-track technical sessions, and collaborative discussions, **AGNTCon + MCPCon North America** 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 North America 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



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 North America 2026.**

Agentic AI Foundation

AGNTCon + MCPCon North America

2026 SPONSORSHIP PROSPECTUS

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

Sponsorships-at-a-Glance	DIAMOND ~~8 AVAILABLE~~ SOLD OUT	PLATINUM ~~12 AVAILABLE~~ 1 AVAILABLE	GOLD ~~14 AVAILABLE~~ 2 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**

Due to the nature of the exhibitor benefits at each level, pavilions or sponsorships shared with multiple companies/entities are not allowed. **Agentic AI Foundation** reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions

*Start-ups must hold an active Agentic AI Foundation membership, must be in business for less than 4 years, must have less than $1M in revenue and less than 50 employees.

Promotional Marketing Opportunities

Level sponsorship required.

Attendee T-Shirt $20,000 • ~~1 Available~~ SOLD OUT

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

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~~ 2 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~~ 1 Available

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

Wireless Access Sponsorship

$15,000 • ~~1 Available~~ SOLD OUT

Conference wifi will be named after sponsor.

Coffee Bar Sponsorship $20,000

~~1 Available~~ SOLD OUT

Keep attendees energized with complimentary specialty coffee from a sponsor-branded bar. Benefits include:

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

*Location, layout, design, service, and hours determined by Agentic AI Foundation Events Team. Lead retrieval, promotions, and sales activities are not permitted.

Onsite Reception & Sponsor Booth Crawl

$35,000 | 1 Available

Ignite connections and showcase your brand at this high-energy evening of food, drinks, entertainment, and networking. Benefits include:

- Logo recognition on reception signage
- Logo recognition at entertainment/activity areas
- Specialty cocktails 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.

Agentic AI Foundation

2026 SPONSORSHIP PROSPECTUS

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.

Agentic AI Foundation Members receive discounts on AAIF events: 5% discount for 1 sponsorship, 7% when sponsoring 2 or more and 10% when sponsoring 5 or more.

THE LINUX FOUNDATION

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

www.events.linuxfoundation.org