



28-29 August 2025 | Amsterdam, Netherlands

#AIDev

# 2025 SPONSORSHIP PROSPECTUS

Presented By



OLFAI & DATA

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## About AI\_dev: Open Source GenAI & ML Summit

AI\_dev is a nexus for developers delving into the intricate realm of open source generative AI and machine learning. At the heart of this event is the belief that open source is the engine of innovation in AI.

By uniting the brightest developers from around the world, we aim to ignite discussions, foster collaborations, and shape the trajectory of open source AI.

Attendees will join to dive deep into hands-on sessions, join in on the robust technical discourse, and harness the collective expertise to push the boundaries of what's possible in the AI realm with open source.

## AI\_dev 2025 Topics

- Foundations, Frameworks and Tools for Machine Learning
- MLOps, GenOps and DataOps
- Generative AI and Creative Computing
- Autonomous AI and Reinforcement Learning
- Natural Language Processing and Computer Vision
- Edge and Distributing AI
- Data Engineering and Management
- Community and Ecosystem Building
- Responsible AI: Ethics, Security, and Governance in AI

## Who Attends

### SOFTWARE DEVELOPERS & ENGINEERS

From ML beginners to seasoned GenAI experts, these professionals are at the heart of the summit, passionate about harnessing open source AI to innovate and drive advancements.

### MACHINE LEARNING ENGINEERS

Specialists who implement, maintain, and innovate with ML algorithms and tools, bridging theory with real-world application.

### AI RESEARCHERS

Both from academia and industry, these experts delve deep into the intricate facets of AI, seeking to share insights and understand the practical applications of their work.

### OPEN SOURCE CONTRIBUTORS

Active participants in the open source ecosystem, especially those involved in AI and ML projects, looking to collaborate, learn, and grow.

**1,000 attendees are expected to attend  
AI\_dev Europe 2025**

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## DEMOGRAPHIC DATA

**640** ATTENDEES

**61% OF ATTENDEES IN  
TECHNICAL POSITIONS**

### MOST REPRESENTED COUNTRIES

FRANCE, USA, GERMANY

**Total Countries Represented: 39**

### ATTENDEES PER REGION

**65%**

EUROPE

**27%**

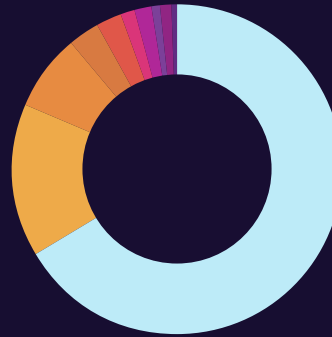
NORTH  
AMERICA

**6%**

ASIA

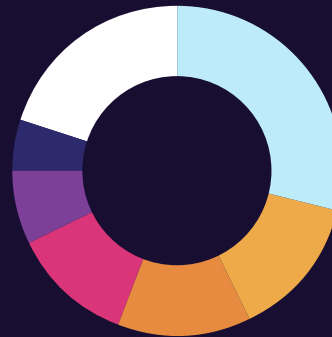
**2%**

AFRICA



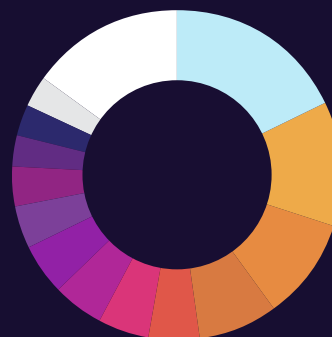
#### Industry

- Information Technology 66.5%
- Non Profit Organization 15%
- Professional Services 7.5%
- Financials 3%
- Telecommunications 2.5%
- Consumer Goods 1.5%
- Energy 1.5%
- Health Care 1%
- Industrials 1%
- Automotive 0.5%



#### Job Level

- Individual Contributor 29%
- Manager 14%
- CXO / ED 13%
- Director 12%
- VP / SVP / GM 7%
- Academic 5%
- Other 20%



#### Job Function

- Executive Leader 18%
- Architect 12%
- Application Developer (Front-end/Back-end/Mobile/Full Stack) 10%
- Manager - Technical Teams 8%
- DevOps/SRE/Sysadmin 5%
- Media / Analyst 5%
- Marketing 5%
- Manager - Other 5%
- Professor / Academic 4%
- Systems/Embedded Developer 4%
- Manager - OSPO 3%
- Student 3%
- Product/Biz Dev 3%
- Other 15%

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## Why Sponsor

In today's rapidly evolving AI landscape, staying connected and influential is paramount. Sponsoring AI\_dev: Open Source GenAI & ML Summit offers a unique opportunity to position your brand at the epicenter of innovation and open source AI dialogue. It's not just about visibility—it's about being an integral part of the conversations that shape the future of AI. By partnering with us, you'll be amplifying your commitment to advancing the AI field, nurturing talent, and fostering a collaborative ecosystem. Dive in and experience firsthand the myriad benefits of aligning your brand with this transformative summit.



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

## Sponsorships-at-a-Glance

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

Sponsorships-at-a-Glance Contact <a href="mailto:sponsorships@linuxfoundation.org">sponsorships@linuxfoundation.org</a> to secure your sponsorship today.	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 10-AVAILABLE 7 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
<b>Meeting Room:</b> For private meeting use only.	Private Use - 2 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>	• (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> from LF social handles	2 Posts and 1 Re-Share	1 Post and 1 Re-Share	1 Shared Post and 1 Re-Share		
<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> Editable graphics which include the conference logo and your logo, provided to you for promoting your participation in the event.	•	•	•	•	
<b>Promotional Recognition</b>	Verbal and Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Verbal and Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Logo Recognition During Keynote, in Press Releases, and on Event Signage and Website	Logo Recognition on Event Signage and Website
<b>Marketing Kit:</b> Custom 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>Access to Event Press/Analyst List:</b> Contact list shared one week prior to the event for your own outreach.	•	•	•	•	•
<b>Exhibit Booth</b> (Upgrade options available)	15'x15' space includes 2M counter with graphics, 2 stools, power, and conference wifi	10'x10' space includes 2M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	8'x8' space includes 1M counter with graphics, 2 stools, 5 amps of power, power strip and wifi	8'x8' 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
<b>Lead Retrieval Devices:</b> Live scans, real time reporting and ability to take notes on captured leads.	2x	1x	1x	1x	1x
<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>\$45,000</b>	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</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\$2,500 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.



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## Promotional Marketing Opportunities



### **Snack Break Sponsorship**

**\$10,000 • AM or PM • 4 Available**

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



### **Lunch Sponsorship \$20,000 • 2 Available**

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



### **Keynote Chair Drops \$8,000 • 2 Available**

One piece of your company's collateral will be put on every chair in the keynotes session. Collateral to be provided and shipped to venue by sponsor. Level sponsorship required.



### **Wireless Access Sponsorship**

**\$15,000 • 1 Available**

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



### **Lanyards \$10,000 • SOLD OUT**

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 Experience Station**

**\$5,000 and up**

Get your company branding on onsite attendee experience stations, LEGO wall, like photo booths, charging stations or an experience of your choosing! Sponsorship includes prominent logo branding at experience station.



### **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.

## 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](mailto:sponsorships@linuxfoundation.org)**  
to secure your sponsorship today.

**[www.events.linuxfoundation.org](http://www.events.linuxfoundation.org)**