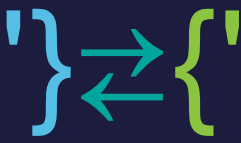


ASC 2022

API SPECIFICATIONS CONFERENCE

September 19-21, 2022 | South San Francisco, California

2022 SPONSORSHIP PROSPECTUS



September 19-21 | South San Francisco, CA

The API Specifications Conference (ASC) is a place for API practitioners to come together and discuss the evolution of API technology.

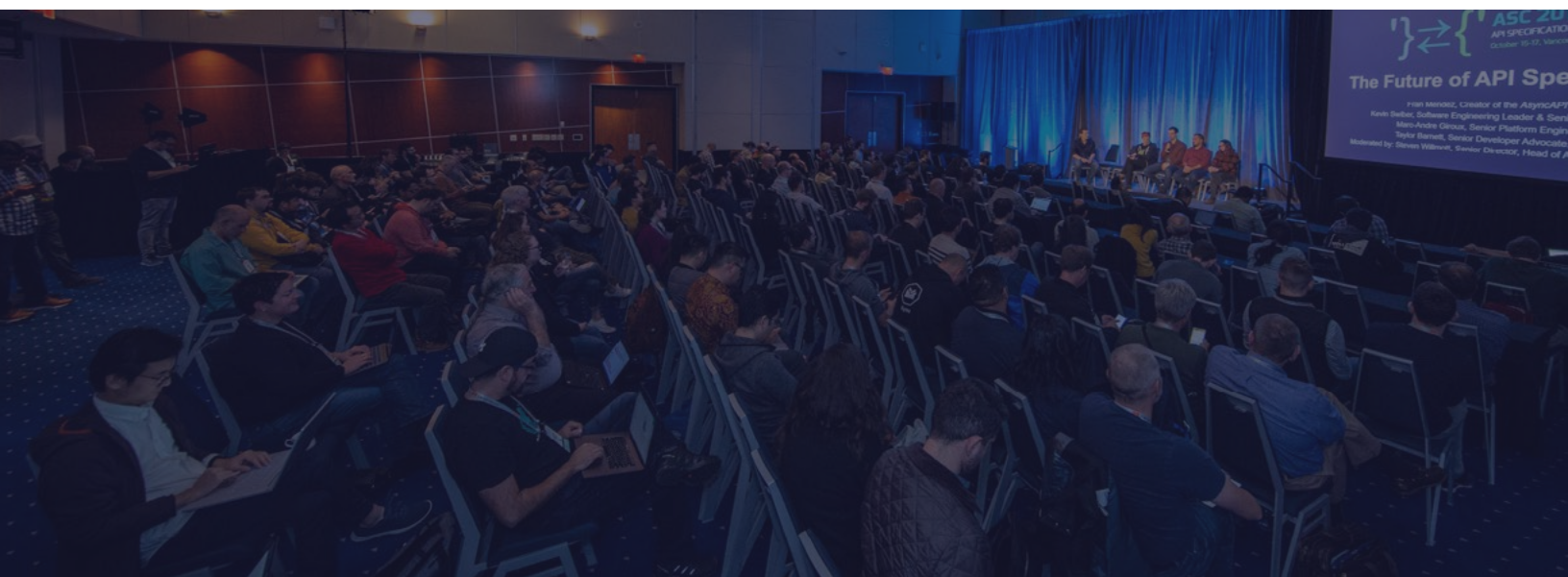
ASC includes cutting edge technology keynotes and sessions that chart the future of APIs, in-depth specification and standards discussions. The event is designed to be highly interactive with plenty of discussion time throughout the workshops and sessions.

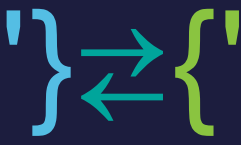
OpenAPI Specifications, RAML, Blueprint, gRPC, OData, JSON Schema, GraphQL, AsyncAPI and other formats will all be topics at the event, enabling attendees to get familiar with these formats and discuss how to use them in practice.

The event has its origins in the API Strategy and Practice Conference (APIStrat) which ran for many

years and became part of the OpenAPI Initiative in 2016. The collaborative spirit and community from APIStrat continue through the ASC event and we look forward to many of the same lively conversations and debates!

API practitioners including API developers, API Operations teams, API Designers and Enterprise Architects will attend ASC 2022. Content at the event will range from beginner introductions to API specifications all the way through best practice and cutting edge specialist topics.





2021 Attendee Demographics

Total
Registration

354

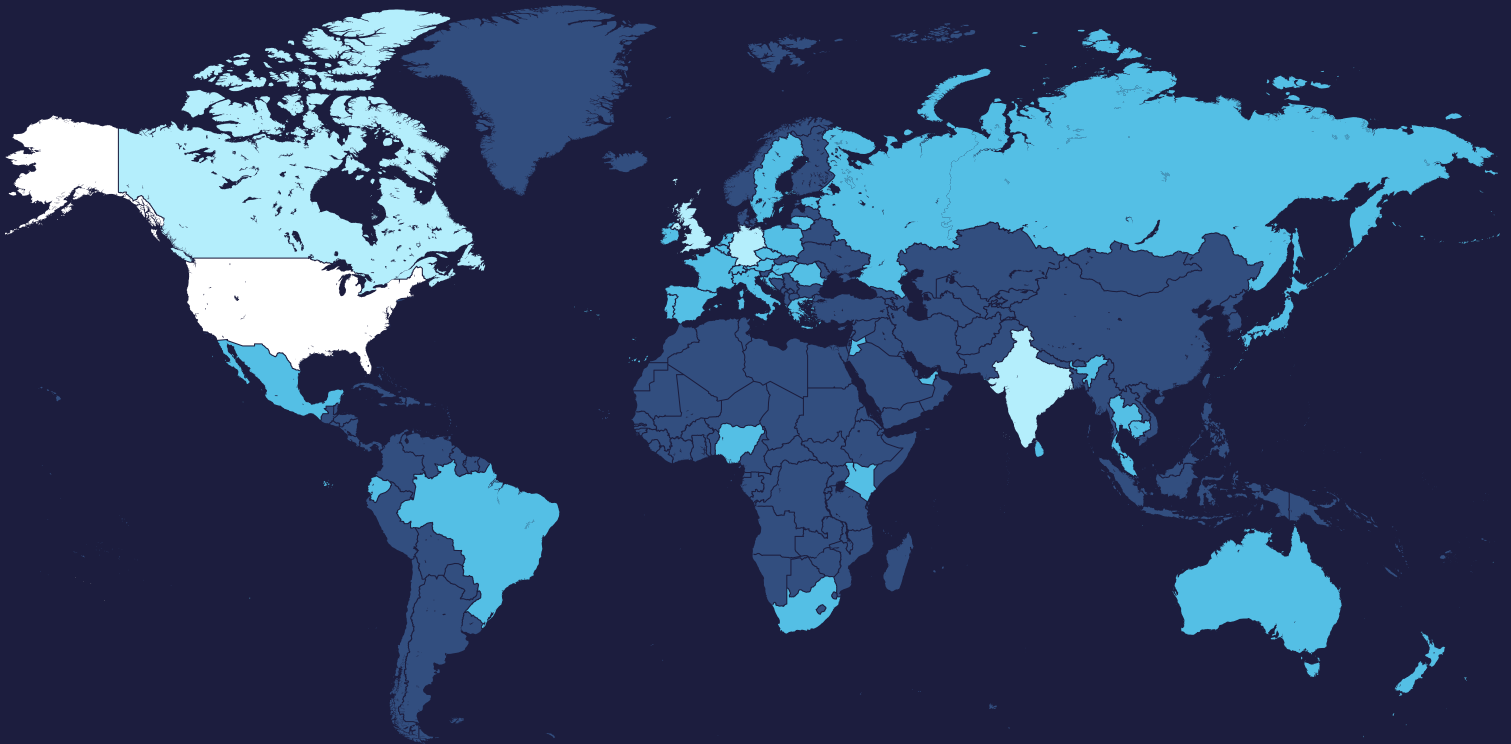
Attendees from

37
Countries

26%

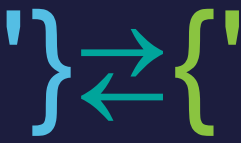
from the
United States

Additional countries with a sizeable audience include: Canada, France, Germany, India, Japan, and the United Kingdom



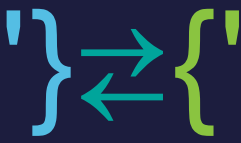
Number of Attendees by Country

● 100+ ● 10-99 ● 1-9 ● 0



CATEGORY	BENEFIT	EVENT PARTNER 4 AVAILABLE 2 AVAILABLE	EVENT SUPPORTER UNLIMITED	COMMUNITY PARTNER
SPEAKING OPPORTUNITY	Breakout Session: 30-minute session*	✓		
ON-SITE EXPERIENCE	Collateral Distribution: Laid out in a prominent location near registration.			displayed on shared table in sponsor showcase
	Exhibit Booth: Table top booth	including pull-up banner, 6' table, 2 chairs, and power	including 6' table, 2 chairs, and power	
	Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	2	1	
	Logo Recognition: Logo included in 'Thank You to our Sponsors' keynote slide and onsite sponsor signage	✓	✓	keynote slide only
MARKETING + BRAND EXPOSURE	Recognition in Event Promotional Emails: Sent by OpenAPI Initiative	logo and link	logo and link	
	Twitter Posts: by @OpenApiSpec and @APISpecs	2	1	
	Recognition on Event Website: Prominent logo display on event homepage	✓	✓	✓
EMAIL PROMOTION	Recognition in Pre- and Post-Conference Email to Attendees: Sent by ASC Events	logo and link	logo and link	
POST-EVENT	Post-Conference Data Report: Provides event demographics and additional details on event performance.	✓	✓	✓
EVENT PASSES	Complimentary Onsite Attendee Passes: To be used for onsite booth staff, attendees and guests. Additional passes discounted 20%.	4 2 (Non-Member)	2 1 (Non-Member)	
OpenAPI Initiative Member		\$15,000	\$4,000	Complimentary
Non-Member		\$17,000	\$5,000	\$500

*Session content must meet CFP requirements and is subject to approval by the OpenAPI Initiative. No sales or marketing pitches. Session will take place at a time determined by the event organizers. If payment is not received within 7 days of the event, the session will be removed from the schedule.



Marketing & Branding Add-ons

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

Breakout Session Recording \$10,000 - 1 AVAILABLE **SOLD OUT**

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the OpenAPI Initiative 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

Attendee Workshop \$2,000 - 2 AVAILABLE **SOLD OUT**

Allow attendees to take a deep-dive into the topic of your choice. All workshops will be held on Monday, September 19. No sales or marketing pitches are allowed. Time slots are assigned on a first come first serve basis. Benefits include:

- Option to set the topic of the workshop (must be pre-approved by the OpenAPI Initiative)
- Sponsor to nominate moderators/facilitators
- Workshop listed on the official conference schedule
- Sponsor recognition on the event website

Conference T-Shirt \$5,000 - 1 AVAILABLE **UNAVAILABLE**

Attendees will receive a conference t-shirt with OpenAPI Initiative and Sponsor co-branding. Logo size and placement subject to design and OpenAPI Initiative approval. Logo must be single color only (no gradient colors). Sponsorship must be confirmed with payment by July 22, 2022.

These enhanced marketing opportunities must be combined with an Event Partner or Event Supporter sponsor package.

Lanyards \$2,500 - 1 AVAILABLE **SOLD OUT**

Showcase your logo on every attendee with the lanyard sponsorship. Logo size and placement subject to lanyard design and OpenAPI Initiative approval. Logo must be single color only (no gradient colors). Sponsorship must be confirmed with payment by July 22, 2022.

Coffee Breaks \$2,500 - 1 AVAILABLE

Keep onsite attendees well-fueled with beverages and snacks. Benefits include:

- Prominent sponsor branding on signage
- Sponsor recognition on web agenda
- Logo on napkins

Location, layout and menu items will be determined by the event organizers.

Diversity Scholarship \$1,500 - 1 UNLIMITED

Support to those from traditionally underrepresented and/or marginalized groups in the technology and/or open source communities (including, but not limited to: persons identifying as LGBTQ+, women, persons of color, and/or persons with disabilities) who may not otherwise have the opportunity to attend for financial reasons. One applicant would be awarded a fully paid scholarship (up to \$1,500USD) to attend the API Specifications Conference 2022, including registration, airfare, and hotel (up to 3 nights).