



2024 SPONSORSHIP PROSPECTUS



“ We met some of the brightest and most talented attendees, and learned first-hand from industry leaders. **The Linux 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!
—Dell EMC



Additional 2024 events will be added as dates are finalized.

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LINUX FOUNDATION EVENTS

AI_dev Europe	8
June 19-20 Paris, France	
WasmCon	10
June 24-25 Seattle, WA	
Linux Security Summit Europe	12
September 16-17 Vienna, Austria	
Open Source Summit Europe	13
September 16-18 Vienna, Austria	
Linux Plumbers Conference	16
September 18-20 Vienna, Austria	
AI_dev North America	18
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The Linux Foundation Member Summit	20
November 19-21 Napa, CA	
Open Source Summit & AI_dev Japan	22
October 28-29 Tokyo, Japan	
Open Compliance Summit	24
October 30-31 Tokyo, Japan	
Linux Storage, Filesystem, MM & BPF Summit	26
May 13-15, 2024 Salt Lake City, Utah	
Linux Kernel Maintainer Summit	27
Dates and Location Coming Soon	

LINUX FOUNDATION PROJECT EVENTS

ONE Summit	29
April 29 - May 1 San Jose, CA	
Cloud Foundry Day North America	31
May 15 New York, NY	
Open Source in Finance Forum London	32
June 26 2024 London, England	
Xen Project Summit	35
June 2024 Lisbon, Portugal	
UseR!	36
July 8-11 Salzburg, Austria	
Automotive Grade Linux Summer All Members Meeting	38
July 17-18 Berlin, Germany	
LF Energy Summit	39
September 5-6 Brussels, Belgium	

PyTorch Conference	40
September 18-19 San Francisco, CA	
SOSS Community Days Europe	42
September 19 Vienna, Austria	
Open Source in Finance Forum New York	43
September 30 - October 1 New York, NY	
Cloud Foundry Day Europe	46
October 9 Karlsruhe, Germany	
SOSS Fusion	47
October 22-23 Alpharetta, GA	

CNCF EVENTS

OTel Community Day	50
June 25 Seattle, WA	
CloudNativeSecurityCon North America	51
June 26-27 Seattle, WA	
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August 21-23 Hong Kong	
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August 27 Sunnyvale, CA	
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November 12-15 Salt Lake City, UT	
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December 11-12 Delhi, India	

Sponsorship of Linux Foundation events offers a multitude of benefits:



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

Technologies Covered by Event:

Linux Systems

- Open Source Summit
- Embedded Linux Conference
- Automotive Linux Summit
- Linux Plumbers Conference
- Linux Kernel Maintainer Summit
- Linux Security Summit

Applications

- API Specifications Conference

Networking & Edge Computing

- ONE Summit
- Open Source Summit
- DPDK Summit

IoT, Embedded & Automotive

- Embedded Linux Conference
- Automotive Linux Summit
- Open Source Summit

Artificial Intelligence & Machine Learning

- Open Source Summit
- ONE Summit
- The Linux Foundation Member Summit
- AI.dev

Open Source Governance, Community & Management

- The Linux Foundation Member Summit
- Open Source Summit
- Open Compliance Summit
- The Linux Foundation Member Legal Summit

Blockchain

- Hyperledger Member Summit & Global Forum

Hardware

- RISC-V Summit

Cloud & Cloud Native

- KubeCon + CloudNativeCon
- Open Source Summit
- ONE Summit
- Kubernetes on Edge Day
- Kubernetes Contributor Summit
- Helm Summit
- ServiceMeshCon
- CloudNativeSecurityCon
- Xen Summit

Invitation-Only Events

- Linux Storage/Filesystem/MM & BPF Summit
- The Linux Foundation Member Legal Summit
- Open Compliance Summit
- Linux Kernel Maintainer Summit
- The Linux Foundation Member Summit

Linux Foundation Events are where 90,000+ developers and technologists from across the globe meet to share ideas, learn and collaborate to drive innovation.

Open source communities are nearly always virtual and distributed, so when they get together face to face they can make quick progress on issues big and small. In this way, events help maintain the vibrancy of global open source communities and ensure their long-term sustainability.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver the most innovative products and services to their users and customers, companies must learn directly from the technologists who steer the most widely used and influential projects.

Linux Foundation Events are the meeting place of choice for open source maintainers, developers, architects, infrastructure managers and sysadmins, as well as technologists leading open source program offices, DevRel teams and other critical leadership functions. They are:

- The best place to quickly gain visibility within the open source community and to advance open source development work by forming connections with the people evaluating and creating the next generation of technology.
- A forum to identify software trends early to inform future technology investments.
- The ripest recruiting ground in today's technology landscape.
- The ideal venue to showcase technologies and services to influential open source professionals, media, and analysts around the globe.

The Linux Foundation brings together companies and individual contributors to build the greatest shared technology in history. We provide the events, training, certification, open source best practices and ecosystem development necessary to build, scale, and sustain critical open source projects and communities. As the home of over 400 open source projects driving critical technologies, there is no organization better positioned to gather the open source community for important face to face interaction to drive innovation across open source. And, unlike for-profit event management firms, any money generated by our events is channeled back into supporting open source communities to support their growth.

Contact us today for more information on sponsoring at sponsorships@linuxfoundation.org.

2022 LF EVENT AUDIENCE SNAPSHOT

*Updated with 2023 audience snapshot by YE2023.

ATTENDANCE

90,000+ attendees

REPRESENTING






12,000+ organizations

Including corporations, associations and academic institutions worldwide

FROM

175 countries

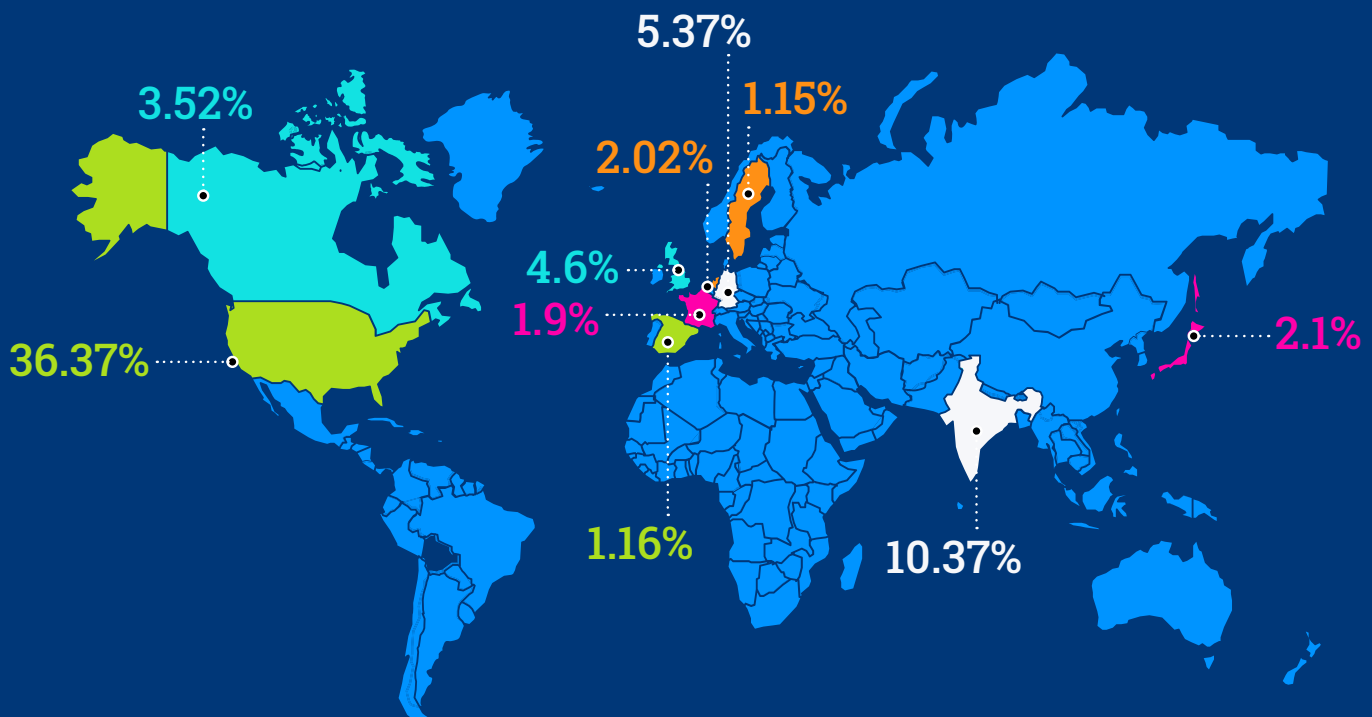
AUDIENCE BY COMPANY SIZE

COMPANY SIZE		SUM OF %
	1 - 49	16%
	50 - 499	21%
	500 - 999	6%
	1,000-2,999	10%
	3,000+	47%

Geographic Distribution of attendees include:

36.37% United States
10.37% India
5.37% Germany
4.6% United Kingdom
3.52% Canada

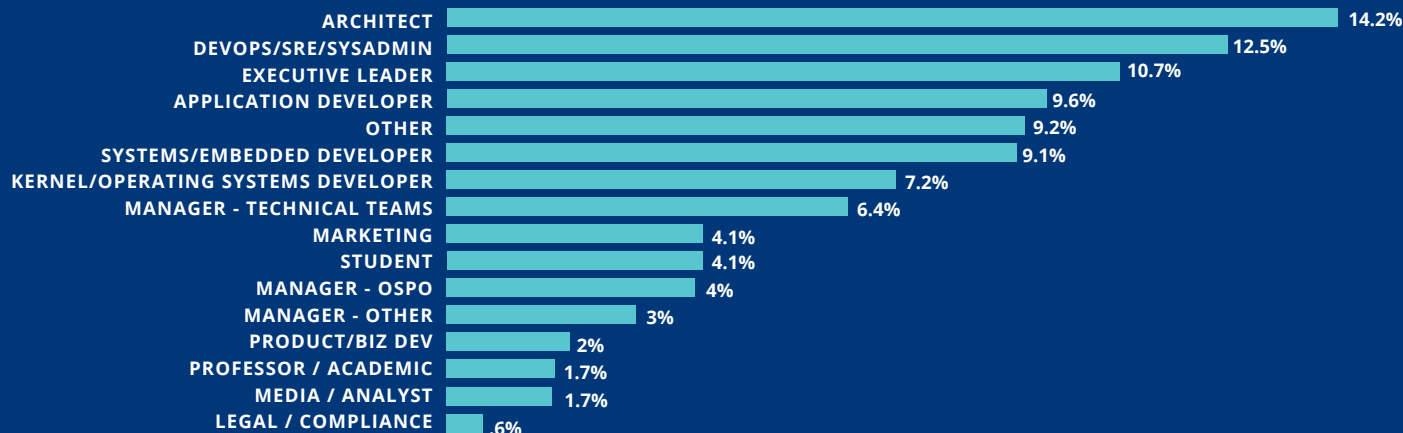
2.1% Japan
2.02% Netherlands
1.9% France
1.16% Spain
1.15% Sweden



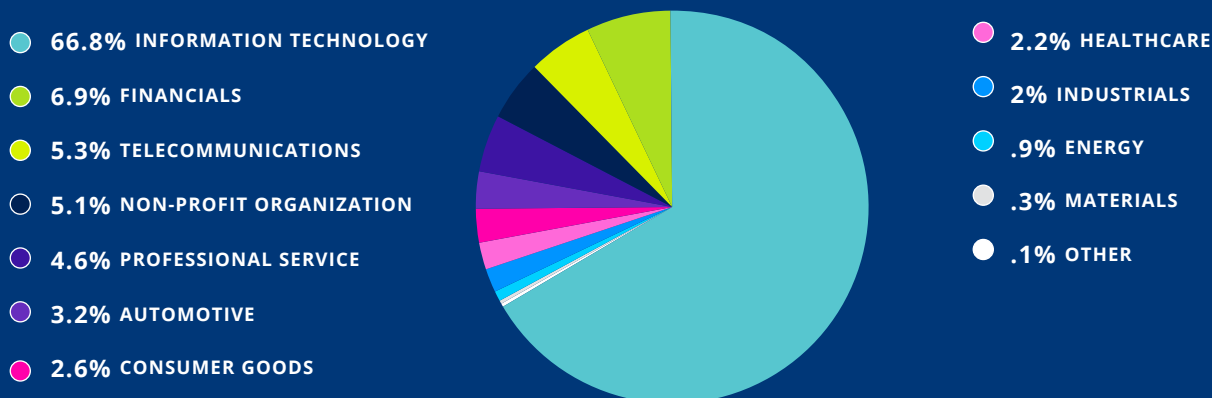
LF EVENT AUDIENCE SNAPSHOT

*Updated with 2023 audience snapshot by YE2023.

AUDIENCE BY JOB FUNCTION



AUDIENCE BY INDUSTRY



PRESS & SOCIAL MEDIA

Linux Foundation Events are highly engaging and interactive.
Our 2022 events generated:

50,000+
media clips

400M+
average aggregated
readership during each 2
week event window.*

325K+
average number of total
impressions for posts made
on LF Facebook and LinkedIn
during 2 week event
window.*

*event window is measured
as week before event + event
week.

1B+
event hashtag
impressions on Twitter

Nearly 500
media professionals
participated, representing
global media outlets



PART 1

Linux Foundation Events



About AI_dev: Open Source GenAI & ML Summit

June 19-20, 2024 | Paris, France

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 2024 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.

Over 1,000 attendees will join this event.

JUNE 19-20, 2024 · PARIS, FRANCE

Sponsorships-at-a-Glance

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

	DIAMOND 4 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 6 5 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Custom Question in Post-Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow-up reporting with data results.	2	1			
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	•	•			
Speaking Opportunity: Content must be approved by PC and The Linux Foundation. Based on availability.	10-Minute Keynote	5-Minute Keynote	Conference Session		
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•	•		
Meeting Room: For private meeting use only.	Private Use - 2 Days	Private Use - 1 Day	Private Use - 2 Hours		
Social Media Promotion of Sponsorship: Sponsor can provide custom content (must be approved by The Linux Foundation).	3	2	1 (shared post)		
Social Media Re-Share: We will retweet 1 post of your choosing. Timing determined by The Linux Foundation	•	•	•	•	
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Collateral Distribution: Laid out in a prominent location near the registration desk onsite.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Recognition on Event Signage and Website: Prominent logo display on event web pages and onsite conference signage.	•	•	•	•	•
Exhibit Space: Includes counter with graphic and stools. Table and chairs only for Silver and Bronze sponsors. (Upgrade options available).	20'x20'	20'x10'	10'x10'	Table	Table
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	3	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	30	15	10	6	4
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	\$75,000	\$50,000	\$30,000	\$12,000	\$7,000

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.

About WasmCon

June 24-25, 2024 | Seattle, Washington

WasmCon is the premier conference for developers and users who are interested in exploring the potential of WebAssembly. This two-day event will bring together 400+ leading experts, developers, and users from across the Wasm community.

WasmCon features a diverse range of sessions, workshops, and keynote speakers, all focused on providing attendees with the latest insights and best practices for working with Wasm. Whether attendees are interested in performance optimization, security considerations, or integrating Wasm into existing applications, there will be content for everyone.

In addition to the technical sessions, WasmCon provides attendees with numerous opportunities to network with peers and build relationships with other developers and users in the Wasm community.

Why Sponsor:



Gain visibility



Establish thought
leadership



Recruit and
acquire top talent



Increase brand
awareness & recognition



Connect with a targeted
audience of developers
and users



Showcase your brand, products,
and services in the rapidly growing
WebAssembly ecosystem

Sponsorships-at-a-Glance

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

	DIAMOND 6 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	SILVER LIMITED AVAILABILITY
1.5 Hour Workshop at Event: Sponsor will receive opt-in attendee info from those attending workshop. Workshops will be overlapping conference sessions.	•			
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•			
Speaking Opportunity: Content must meet CFP criteria and is subject to program committee approval.	10 Min Keynote	5 Min Keynote		
Access to Bookable Meeting Room	Private Use - 4 hours	Private Use - 2 hours		
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•		
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•		
Social Media Promotion of Sponsorship: From The Linux Foundation X handle (formerly Twitter).	(1) pre-event standalone post with social card	(1) pre-event group post	(1) pre-event group post	
Exhibit Booth: Inclusions vary by level.	10' x 10' exhibit space with 1M wide branded counter	10' x 10' exhibit space with 6' draped table & chairs	8' x 8' exhibit space with draped 6' table	6' x 4' exhibit space with draped 6' table
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	1	1	1	1
Recognition on Event Signage and Website: Prominent logo display on all event web pages and on conference signage.	•	•	•	•
Recognition in Pre-Conference Email Marketing	•	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	10	6	4	2
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•
Sponsorship Cost	\$40,000	\$25,000	\$12,500	\$6,000

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About Linux Security Summit

April 18-19, 2024 | Seattle, WA

September 16-17, 2024 | Vienna, Austria

Linux Security Summit (LSS) is a technical forum for collaboration between Linux developers, researchers, and end users with the primary aim of fostering community efforts to analyze and solve Linux security challenges.

LSS is where key Linux security community members and maintainers gather to present their work and discuss research with peers, joined by those who wish to keep up with the latest in Linux security development and who would like to provide input to the development process.

Sponsorships-at-a-Glance

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	PLATINUM	GOLD
NORTH AMERICA	UNLIMITED	UNLIMITED
EUROPE	UNLIMITED	UNLIMITED
Video Recording: Your logo and an approved message will be included on the splash screen for each video. Videos are publicly available on The Linux Foundation YouTube Channel.	1 Day of Event	
Breakfast & Breaks : Your logo will appear on signage placed strategically in the coffee break area and on buffets for maximum exposure.	•	•
Recognition in opening session	•	
Recognition on Event Signage and Website: Prominent logo display on all the event web pages and on conference signage.	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	8	4
Sponsorship Cost	\$10,000	\$5,000

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

About Open Source Summit

September 16-18, 2024 | Vienna, Austria

Join us at the premier event for open source developers, technologists and community leaders to collaborate, share information, solve problems and gain knowledge, furthering open source innovation and ensuring a sustainable open source ecosystem. **It is THE gathering place for open source code and community contributors.**

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.

Events Under the OS Summit Europe 2024 Conference Umbrella include:



Who Attends Open Source Summit

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,
Product, Biz Dev, Marketing

Why Attend Open Source Summit?

Thousands of attendees attend Open Source Summit Europe each year to:

- Meet face-to-face for problem-solving, discussions and collaboration
- Learn about the latest trends in open source and open technologies
- Access leading experts to learn how to navigate the complex open source environment
- Find out how others have used open source projects to gain efficiencies
- Gain a competitive advantage by learning about the latest in innovative open solutions
- Find out what industry-leading companies and projects are doing in the future, and where technologies are headed
- Explore career opportunities with the world's leading technology companies

Quick Facts

- **Anticipated 2024 Attendance: 2,000 In-Person Attendees***
- Open Source Summit Europe 2023 was held as a hybrid event, gathering **2,500** attendees from **1,636** organizations across **113** countries.
- Highest sponsor booth leads generated in 2023 — **318** with an average of **131**.

*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.

Sponsorships-at-a-Glance Contact sponsorships@linuxfoundation.org to secure your sponsorship today.	DIAMOND 4 AVAILABLE 3 AVAILABLE	PLATINUM 8 AVAILABLE 7 AVAILABLE	GOLD 10 AVAILABLE 3 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•			
Keynote Video & Blog Coverage: Talk will be live streamed and recorded with blog post coverage. All assets available to sponsor.	•	•			
Custom Question in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	1			
Keynote Editorial Coverage: Keynote will include live streaming and recording posted to the Linux Foundation YouTube channel along with promotional editorial coverage.	•	•			
Speaking Opportunity: Content must be approved by PC and the LF. <i>Based on availability.</i>	10-Minute Keynote	5-Minute Keynote	Conference Session or BoF		
Social Media Re-Share: The Linux Foundation X (formerly Twitter) account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•	•		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Meeting Room: For private meeting use only.	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Social Media Promotion of Sponsorship: From The Linux Foundation X (formerly Twitter). Sponsor can provide custom content (must be approved by The Linux Foundation).	2	1	1 (shared post)		
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Collateral Distribution: Laid out in a prominent location near registration onsite.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing	•	•	•	•	•
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	•	•	•	•	•
Recognition on Event Signage and Website: Prominent logo display on event web pages, onsite conference signage.	•	•	•	•	•
Exhibit Booth: Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available).	20'x20'	15'x15'	10'x10'	10'x10'	Tabletop
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	\$70,000	\$45,000	\$30,000	\$15,000	\$8,000

*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.

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available sponsorships and update deliverables based on venue restrictions.

Linux Plumbers Conference

September 18-20, 2024 | Hybrid Event | Vienna, Austria

The Linux Plumbers Conference (LPC) is a developer conference for the open source community.

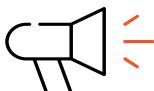
LPC brings together the top developers working on the “plumbing” of Linux — kernel subsystems, core libraries, windowing systems, etc. — and gives them three days to work together on core design problems. The conference is divided into several working sessions focusing on different “plumbing” topics, as well as a general paper track.

LPC launched in 2008 at the behest of the community and continues to provide a space where developers working in subsystems can come together to solve problems in real time. 500 developers gather annually for this event; the conference is limited to this number of people for maximum collaboration opportunities.

Benefits of Sponsorship



Recruit and
acquire top talent



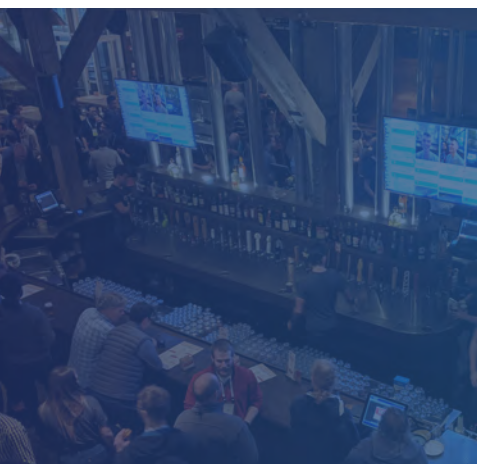
Increase brand awareness
& recognition

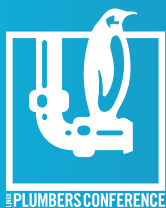


Generate new partnerships,
alliances & customers



Showcase products, services &
technologies





Sponsorships-at-a-Glance

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details about this event or discuss additional and/or custom marketing options.

	DIAMOND 2 1 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED
Conference Room: For private meeting use only.	•			
Branded Session Room: With Company Name + Logo	•			
Custom Question in Post-Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with survey results.	•			
Pre- or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation	•			
Recognition During Plenary Session	•	•	•	•
Opportunity to Post on a Virtual and/or In-Person Job Board	•	•	•	•
Prominent Branding Throughout Virtual Conference and Physical Venue	•	•	•	•
Recognition on Event Website: Prominent logo display on all website pages	•	•	•	•
In-Person Conference Attendee Passes: Full access in-person passes to the entire conference for your staff or customers.	9	5	3	2
Virtual Conference Attendee Passes: Full access virtual passes to the entire conference for your staff or customers.	27	15	9	6
Sponsorship Cost	\$35,000	\$20,000	\$15,000	\$10,000

Bulk purchase of passes* from the general attendee pool (which is capped and not possible if registration is closed to general attendees) is an additional option available to certain sponsorship levels of Linux Plumbers Conference. This lets sponsors purchase an additional number of tickets with a purchase order if the conference has space available.

The maximum number of additional passes available for purchase corresponds to the sponsoring level.

- Diamond: May purchase up to 15 additional passes
- Platinum: May purchase up to 10 additional passes
- Gold: May purchase up to 5 additional passes
- Silver: No bulk purchase at this level

*Bulk purchase of passes are subject to availability and are not guaranteed.

All bulk purchases are at the regular registration rate and need to be completed with a single PO. The PO must be paid in full before the registration code will be provided.

If you are interested in purchasing bulk registration passes in addition to your sponsorship, please reach out to Courtenay Pope (cpope@linuxfoundation.org).

About AI_dev: Open Source GenAI & ML Summit

October 14-15 | Seattle, WA

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 2024 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.

Over 1,000 attendees will join this event.

OCTOBER 14-15 · SEATTLE, WASHINGTON

Sponsorships-at-a-Glance

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	DIAMOND 4 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 6 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Custom Question in Post-Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow-up reporting with data results.	2	1			
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Meeting Room: For private meeting use only.	Private Use - 2 Days	Private Use - 1 Day	Private Use - 2 Hours		
Social Media Promotion of Sponsorship: Sponsor can provide custom content (must be approved by The Linux Foundation).	3	2	1 (shared post)		
Social Media Re-Share: We will retweet 1 post of your choosing. Timing determined by The Linux Foundation	•	•	•	•	
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Collateral Distribution: Laid out in a prominent location near the registration desk onsite.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Recognition on Event Signage and Website: Prominent logo display on event web pages and onsite conference signage.	•	•	•	•	•
Exhibit Space: Includes counter with graphic and stools. Table and chairs only for Silver and Bronze sponsors. (Upgrade options available).	20'x20'	20'x10'	10'x10'	Table	Table
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	3	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	30	15	10	6	4
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
SPONSORSHIP COST	\$75,000	\$50,000	\$30,000	\$12,000	\$7,000

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.

About The Linux Foundation Member Summit

November 19-21, 2024 | Napa, CA

Where industry leaders convene to drive digital transformation with open source technologies and learn how to collaboratively manage the largest shared technology investment of our time.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver innovative products and services to their users and customers, companies must learn directly from the senior technologists and thought leaders who steer the most widely used and influential projects.

The Linux Foundation Member Summit (formerly Open Source Leadership Summit) is the annual gathering for Linux Foundation member organizations.

The event fosters collaboration, innovation, and partnerships among the leading projects and organizations

working to drive digital transformation with open source technologies. It is a must-attend for business and technical leaders looking to advance open source strategy, implementation and investment in their organizations and learn how to collaboratively manage the largest shared technology investment of our time.

For sponsors, it is an excellent opportunity to gain access to the event and the attendees for strategic discussions and collaboration.

“THE ONLY EVENT WHERE I CAN MEET ALL OF THE KEY LEADERS ACROSS THE OPEN SOURCE CLOUD COMPUTING PROJECTS IN PERSON. THE CHANCE TO TALK IN PERSON, SHARE ASPIRATIONS AND WRESTLE WITH NEW IDEAS THIS YEAR HAVE ALREADY RESULTED IN COLLABORATION...THE INSTITUTIONAL KNOWLEDGE ABOUT OPEN SOURCE REPRESENTED BY THE PARTICIPANTS IS INSPIRING. THIS IS AN EVENT THAT CAN HELP US BUILD A BETTER SOFTWARE INDUSTRY.” — SAM RAMJI, CHIEF STRATEGY OFFICER, DATASTAX

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships.

Sponsorships-at-a-Glance

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

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	3 AVAILABLE	3 AVAILABLE	3 1 AVAILABLE	4 AVAILABLE	4 AVAILABLE
Conference Room: For private meeting use only.	•				
LF Live Webinar: We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.	•				
Speaking Opportunity: All sponsor content must be approved by the Program Committee and The Linux Foundation. Speaking slots based on availability.	15-minute Keynote	5-minute Keynote + Session	Session		
Inclusion in Onsite Press News Package: Announcements you'd like to make onsite will be included in the daily news package sent to media covering the event.	•	•	•		
Recognition During Opening Keynote Session: Sponsor recognition by name.	•	•	•		
Exclusive Sponsorship of 1 Attendee Social Function: Includes branding throughout the social function.	Evening Event (1 day)	Lunch (1 day)	Breakfast & Breaks (1 day)		
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Access to Event Press List	•	•	•	•	•
Member Summit Invitations: Full access passes to the entire conference for your staff or customers.	10	8	6	4	2
Recognition on Event Signage and Event Website: Prominent logo display on all event web pages and on the conference signage.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Sponsor Designation in Press Releases: Recognition as sponsor in the body of the release.	•	•	•	•	•
Sponsorship Cost	\$65,000	\$35,000	\$20,000	\$10,000	\$8,000

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

October 28-29, 2024 | Tokyo, Japan

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

Events Under the Open Source Summit Japan 2024 Conference Umbrella

AUTOMOTIVE
LINUX SUMMIT

CLOUDOPEN



CONTAINERCON

CRITICAL
SOFTWARE
SUMMITEMBEDDED
IOT SUMMIT

LINUXCON

OPEN SOURCE
LEADERSHIP
SUMMITOPERATIONS
MANAGEMENT
SUMMITOSPO
CONSUPPLYCHAIN
SECURITYCON

AI_dev

AI_dev: Open Source GenAI & ML Summit unites the brightest developers from around the world to ignite discussions, foster collaborations, and shape the trajectory of open source AI.

Who Attends

Software Developers & Engineers

From ML beginners to seasoned GenAI experts.

Machine Learning Engineers

Who implement, maintain, and innovate with ML algorithms and tools.

AI Researchers

From academia and industry.

Open Source Contributors

Involved in AI and ML projects, looking to collaborate, learn, and grow.

2024 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

Sponsorships-at-a-Glance Contact sponsorships@linuxfoundation.org to secure your sponsorship today.	DIAMOND 4 AVAILABLE	PLATINUM 8 7 AVAILABLE	GOLD 10 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Recognition During Opening Keynote Session: Sponsor recognition by name.	•	•			
Custom Question in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	1			
Keynote Editorial Coverage: Keynote will include live streaming and recording posted to the Linux Foundation YouTube channel along with promotional editorial coverage.	•	•			
Speaking Opportunity: Content must be approved by PC and the LF. <i>Based on availability.</i>	10-Minute Keynote	5-Minute Keynote	Conference Session or BoF		
Social Media Re-Share: The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•	•		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Meeting Room**: For private meeting use only.	Private Use - 2 days	Private Use - 1 Day	Private Use - 4 Hours		
Social Media Promotion of Sponsorship: From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).	2	1	1 (shared post)		
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Collateral Distribution**: Laid out in a prominent location near registration onsite.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing	•	•	•	•	•
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	•	•	•	•	•
Recognition on Event Signage and Website: Prominent logo display on event web pages, onsite conference signage.	•	•	•	•	•
Exhibit Booth: Includes table and chairs.	2 Tabletops	2 Tabletops	1 Tabletop	1 Tabletop	1 Tabletop
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	30	20	15	10	5
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	\$50,000	\$45,000	\$22,500	\$15,000	\$8,000

*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.

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

October 30-31 | Tokyo, Japan

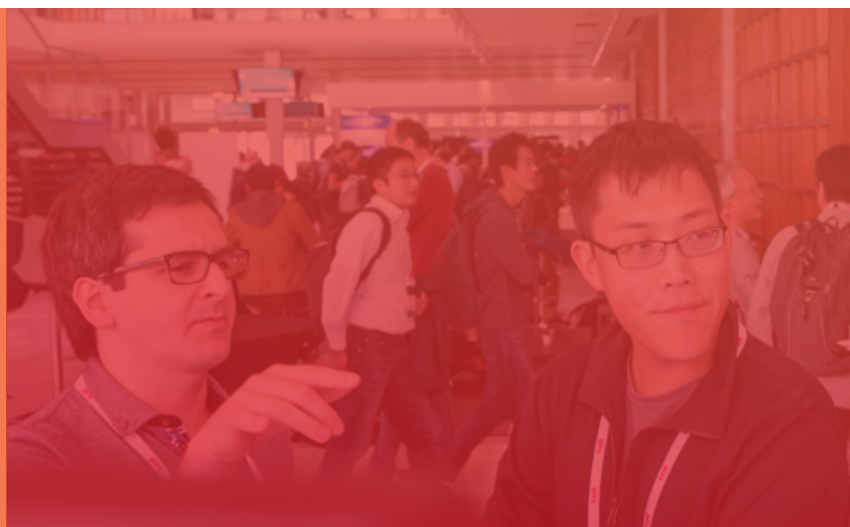
About Open Compliance Summit

The Open Compliance Summit is an exclusive event for Linux Foundation members and select invitees. The summit provides a neutral environment for participants from different companies and different backgrounds to:

- Discuss and exchange compliance best practices (processes, policies, guidelines, tools, open source governance, etc.).
- Increase awareness on implementing and managing a compliance program, and managing compliance via your supply chain.
- Discuss common compliance challenges and how to address them.
- Increase involvement of participants in The Linux Foundation Open Compliance Program (tools, templates, SPDX, etc.).

This is the ONLY event focused solely on compliance in the world of open source.

Attendance is limited to ensure intimate conversations and ease of networking and collaboration. This summit (like prior) will be held under the **Chatham House Rule**.



Sponsorships-at-a-Glance

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

	GOLD 4 AVAILABLE	SILVER 4 AVAILABLE	BRONZE UNLIMITED
Shared Bookable Meeting Room: For private meeting use only.	•		
Shared Branding on Signage in Meal Area	•		
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.	10-Minute Keynote	5-Minute Keynote	
Exhibit Booth: Includes (1) table and (2) chairs	•	•	•
Recognition on Event Signage and Website: Prominent logo display on all event web pages and on conference signage.	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	6	4	2
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•	•
Keynote Stage Branding: Logo prominently displayed on stage screens or signage.	•	•	•
Sponsorship Cost	\$15,000	\$10,000	\$7,000

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

About Linux Storage, Filesystem, MM & BPF Summit

May 13–15, 2024 | Salt Lake City, Utah

Linux Storage, Filesystem, Memory Management & BPF Summit gathers the foremost development and research experts and kernel subsystem maintainers to map out and implement improvements to the Linux filesystem, storage and memory management subsystems that will find their way into the mainline kernel and Linux distributions in the next 24-48 months.

This three-day event, underwritten and managed by The Linux Foundation, is invitation only and employs **a nomination process to determine the 85 members of the community who will attend each year.**

Sponsoring this event not only showcases your company's support of those developers and researchers at the forefront of important innovations in these spaces; it also offers a coveted seat at the table for a member of your organization to affect change at the ground level.

Sponsorships-at-a-Glance

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

	DIAMOND SOLD OUT	PLATINUM 5 4 AVAILABLE	GOLD UNLIMITED	SILVER UNLIMITED
Breakfast Sponsorship: Exclusive sponsor of attendee breakfast on all days of the event	•			
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•		
Recognition on Event Signage and Website: Prominent logo display on all event web pages, and on conference signage onsite.	•	•	•	•
Conference Attendee Invitations: Full access invitations to the entire conference for your staff or customers.	3	2	1	0
Sponsorship Cost	\$35,000	\$20,000	\$12,500	\$6,000

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



The Linux Kernel Maintainer Summit

September 17, 2024 | Vienna, Austria

The Linux Kernel Maintainer Summit brings together the world's leading kernel developers to discuss the state of the existing kernel and plan the next development cycle.

The Linux Kernel Maintainer Summit, an invitation-only gathering of Linus Torvalds and 40 of the world's leading kernel developers features in-depth discussions and decision making on the Linux kernel.

Sponsorships-at-a-Glance

Sponsoring The Linux Kernel Maintainer Summit gets you an invitation to this exclusive gathering, and a seat at the table to be a part of these crucial decisions. Contact us at sponsorships@linuxfoundation.org to secure your sponsorship.

	ATTENDEE GIFT 1 AVAILABLE	DINNER CO-SPONSORSHIP 2 AVAILABLE	LUNCH CO-SPONSORSHIP 2 AVAILABLE	BREAKFAST AND BREAKS CO-SPONSORSHIP 2 AVAILABLE
Sponsor Logo on Attendee Gift	•			
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•
Recognition During Opening Keynote Session: Sponsor recognition by name.	•	•	•	•
Collateral Distributed to Attendees	•	•	•	•
Recognition on Event Signage and Website: Prominent logo display on all the event web pages, and on conference signage.	•	•	•	•
Invite-Only Maintainer Summit Attendee Pass	1	1	1	1
Sponsorship Cost	\$30,000	\$25,000	\$25,000	\$20,000

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



PART 2

Linux Foundation Project Events



ONE Summit

April 29 - May 1, 2024 | San Jose, CA

Celebrating 10+ Years of Open Networking

ONE Summit is the top open networking & edge/IOT industry event that brings together technical and business decision makers for in-depth, interactive conversations in a neutral and collaborative environment. Together, ecosystem thinkers and doers collaboratively plan how to integrate the latest innovations and the operational support necessary to leverage them.

For over 10 years, ONE Summit has enabled interactive, real world conversations on the challenges, opportunities, and technology of networking and its ecosystems. At the heart of global network transformation, ONE Summit enables networks of the future. In 2024, ONE Summit returns to its Silicon Valley roots where the industry will gather to plan the next decade of disruption fueled by open source use cases across AI in networking,

edge/IoT, Open RAN, 6G, enhanced access & connectivity, quantum computing, WASM, and more tech not yet imagined.

With content for communications, cloud, and telecom service providers, as well as enterprise verticals requiring advanced networking capabilities through core, access, and edge, attendees learn to leverage open source ecosystems to realize digital transformation and Industry 4.0.

ONE Summit 2024 Industry Discussions

- The totality of open source projects across cloud-native networking, edge, connectivity, access, AI, and automation.
- The challenges of interoperability, integration, rapid CI/CD, security, and operations maintenance of end-to-end solutions.
- Enterprises government, global service providers, cloud, and more.
- Input from networking ecosystem decision-makers across architectural, technical and business domains.



Largest neutral, open networking and edge event back in Silicon Valley



Disruptive Technology focus:
AI Use cases in cloud native networking & edge/IOT, access (open RAN, 6G, fixed wireless access), quantum computing, WASM, satellite connectivity, applications & more



Attendees span technical & business executives, enterprise, telecom & cloud service providers, creators, implementers, evangelists, & more



Collaborative format with hallway tracks, visionary & inventor keynotes, community-curated mini-summits, and more



Discussions on practical industry challenges in 2024 & beyond



2024 SPONSORSHIP PROSPECTUS

Sponsorships-at-a-Glance

Contact sponsorships@linuxfoundation.org to secure your sponsorship today. Please note that we are happy to negotiate custom packages and sponsorships. If you want to help create this show, LF Networking is here to engage with you.

Sponsorship contracts must be received by March 26, 2024.

CATEGORY	DELIVERABLES	DIAMOND 4 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 6 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Speaking Opportunity	Keynote Presentation: Content to be approved by program committee	10-minute Keynote	5-minute Keynote			
	Breakout Session: Content to be approved by program committee. Final breakout session types TBD	Conference Session	Conference Session	Lightning Talk		
Onsite Experience	Recognition on Event Signage: Sponsor logo on conference signage	•	•	•	•	•
	Collateral Distribution: Laid out in a prominent location near registration	•	•	•	•	
	1-Minute Video During Opening Keynote: Provided by sponsor company	•	•			
	Keynote Stage Branding: Logo prominently displayed on "Thank you to our Sponsors" slide	•	•	•	•	•
	Exhibit Booth: Includes counter with graphic and stools. Table and chairs only for Bronze. Upgrade options available for all	20'x20'	15'x15'	10'x10'	10'x10'	6' Tabletop
	Lead Retrieval License: Live scans, real time reporting and ability to take notes	2	2	1	1	1
	Conference Room: For private meeting use only	Private	Shared	Shared		
Marketing/ Brand Exposure	Blog Post: Featured profile or interview on project blog	•	•			
	Assistance With Press Bookings at Event: Helping you get the most out of an on-site announcement	•	•			
	Sponsor Recognition in News Release About Event	•	•	•		
	Recognition on Event Website: Prominent logo display on event homepage	•	•	•	•	•
	Social Media Recognition: Pre-determined number of "Thank you" tweets	(1) pre and (1) during	(1) pre and (1) during	(1) pre event	Group Post	
	Webinar: LFN will host and promote a post-event webinar with content & speaker of Sponsor's choosing, subject to approval. Sponsor will receive contact info for webinar registrants	•	•			
Email Promotion	Pre-Conference Email Blast: 1 exclusive email to opt-in list to be sent by event organizers	•				
	Post-Event Email Recognition: Sponsor logo in footer of post-event attendee email	•	•	•	•	Name Only
Post Event	Opportunity to Add Pre-Approved Custom Question to the Post-Event Attendee Survey: Follow up reporting will be provided with survey results	•	•	•		
	Post-Event Data Report: Provides event demographics and additional details on event performance. Sponsor logo to be included	•	•	•	•	•
Misc.	Conference Attendee Passes: Full access passes to the entire conference for your customers, partners, or colleagues.	40	30	20	10	5
	20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Member Cost		\$60,000	\$35,000	\$20,000	\$15,000	\$4,000
Non-Member Cost		\$70,000	\$45,000	\$30,000	\$15,000	\$4,000

The Cloud Foundry Foundation is happy to announce a North American Cloud Foundry Day this year, in midtown Manhattan.

The event will be the first ever Cloud Foundry event in New York City, and will bring core maintainers, end-users, and everyone in between for a full day of technical presentations, demos, discussions, and opportunities to network. Coming on the heels of our sold-out Cloud Foundry Day in Germany last year, we're confident this will be a great opportunity for the community to come together, provide updates on existing projects, get a preview of upcoming features, and discuss all things Cloud Foundry.

In addition to the technical and community content, this one day event will include lunch on the venue's rooftop patio, and an evening reception nearby. A sponsorship is a strong way to show your support for Cloud Foundry and helps make this event a reality.

Sponsorship Deadline: March 29, 2024

Contact Chris Clark, cclark@cloudfoundry.org, to secure your sponsorship.

Benefit	EVENT PARTNER
	10 9 AVAILABLE
Pre or Post-Event Email Blast One time use of opt-in list to be sent by Cloud Foundry. Content provided by sponsor	✓
Blog Post Blog post on the Cloud Foundry official blog	1 Post
Attendee Giveaway Your logo will be included on the official Summit giveaway given to every attendee	✓
Session Recording Extend your presence over the event with your logo on all session recordings when added to YouTube	✓
Social Media Promotion of Sponsorship From Cloud Foundry Twitter and LinkedIn	4 Posts
Recognition on Event Signage and Website Prominent logo display on all event web pages, conference schedule, and sponsor signage onsite	✓
Recognition on Cloud Foundry Website Logo included in advertising on cloudfoundry.org	✓
Cloud Foundry Day Attendee Passes To be used for staff and guests	5
Discounted Cloud Foundry Day Passes Unlimited 20% discount for use by your customers, partners, or colleagues	✓

About Open Source in Finance Forum

26 June 2024 | London

The Open Source in Finance Forum is a conference for experts across financial services, technology and open source to deepen collaboration and drive innovation across the industry in order to deliver better code faster.

Financial services firms make extensive use of open source, and are now starting to take full advantage of this incredible resource. By becoming strategic contributors to open source projects, companies decrease development costs, improve security, attract developers, and innovate faster. This event will showcase recent developments and the direction of open source in financial services; provide practical knowledge and guidance on best practices, tools and technologies; explore how to build a successful community; and provide unparalleled opportunities to network with the executives and individuals driving open source in financial services.

We want to give the best value possible for sponsors of OSFF, whether you are a FINOS Member or not. Your sponsorship shouldn't just be a single transaction, it should be part of an integrated plan to capture the attention of the FINOS Community not just once, but multiple times.

In all of our marketing, but especially for sponsorship of OSFF, we believe in the power of the "story arc." We want to give sponsors and members the opportunity to connect with the FINOS Community, as well as OSFF attendees multiple times throughout the year. By the time you get to OSFF at your sponsor table, your interactions with attendees are not the climax, but actually the denouement ("the final part of a play, movie, or narrative in which the strands of the plot are drawn together and matters are explained or resolved").

Our sponsorship levels give you the ability to be part of podcasts, blog posts, social posts, that hit the entire FINOS Ecosystem, as well as additional opportunities to participate in webinars and in-person meetups that hit specific communities and interests around open source regulation in finance, interoperability (desktop and others), open source readiness (compliance, OSPOs, etc), and then the technical projects that live in the [FINOS landscape](#).

If you're looking for a custom package, please reach out to us at sponsorships@linuxfoundation.org so that we can make sure the sponsorship meets your company's goals.

Additional sponsorship opportunities:

- Open Source in Finance Forum - New York City, 30 September - 1 October
- FINOS Research Studies, Hackathons, Meetups, & Webinars
- FINOS Open Source in Finance Podcast



PRESENTED BY



2024 SPONSORSHIP PROSPECTUS

Sponsorships-at-a-Glance

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

DELIVERABLES	LEADER	CONTRIBUTOR	COMMUNITY	DIGITAL
	4 2 AVAILABLE	6 5 AVAILABLE	8 AVAILABLE	10 9 AVAILABLE
Speaking				
Speaking Opportunity: Content must be approved by Program Committee and FINOS. Not a product pitch. Please consider D&I in speaker choices. Based on availability.	10 Minute Keynote	30 Minute Breakout Session		
Marketing / Brand Exposure				
Logo Recognition: Logo placement on pre-event marketing: Website, Emails and Social	1st Priority	2nd Priority	3rd priority	4th priority
Blog Post: Dedicated pre or post-event blog post promoting the sponsor's involvement in OSFF (& FINOS if applicable). Subject to FINOS approval; cannot include sales pitches.	1	1	1	Blog post or Podcast
Monthly Mentions on Open Source in Finance Podcast: Pre-event podcasts.	1x Dedicated	1x Shared	1x Shared	1x Shared
Pre or Post Event Podcast Interview: On Open Source in Finance Podcast.	1	1	1	Blog post or Podcast
Press Access: Access to the event press / analyst list 1-2 weeks prior to the event plus assistance with press bookings.	•	•	•	
Social Media: From the FINOS X (formerly Twitter) & LinkedIn handles. Reposts to be approved by FINOS.	2 Monthly Mentions + 2 Thank You Posts (1 day-of event and 1 post-event) + 1 Repost Total	1 Monthly Mention + 2 Thank You Post (1 day-of event and 1 post-event) + 1 Repost Total	1 Monthly Mention + 2 Thank You Post (1 day-of event and 1 post-event)	2 Thank You Post (1 day-of event and 1 post-event)
Job Board: Feature OS-Related Job Postings	3	2	1	1
Access to full list of opted-in attendees post-event: With name, email, company name and title.	•	•		
Additional Promotional Marketing Opportunity: Based on availability, selected by FINOS.	1			
Email Promotion				
Pre-Event Email Blast: Dedicated, one-time use of opt-in list to be sent by FINOS. Subject to FINOS approval; cannot include sales pitches.	1			
Post-Event Email Recognition: Logo recognition in post-event attendee email communication.	1st Priority	2nd Priority	3rd priority	4th priority
CONTINUED ON NEXT PAGE				

Sponsorships-at-a-Glance

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

DELIVERABLES	LEADER	CONTRIBUTOR	COMMUNITY	DIGITAL
	4 2 AVAILABLE	6 5 AVAILABLE	8 AVAILABLE	10 9 AVAILABLE
On-Site Experience				
Exhibit Booth* : Includes table, (2) chairs, & tabletop sign with sponsor logo. Booth placement preference based on tier, but subject to availability and timing of signing contract.	•	•	•	
Lead Retrieval App : Live scans, real time reporting and ability to take notes on captured leads. Use of lead retrieval app, no physical device provided.	1	1	1	
Recognition on Event Signage : Prominent logo display on onsite conference signage.	1st Priority	2nd Priority	3rd priority	4th priority
Keynote Stage Branding : Logo prominently displayed on keynote stage screens.	1st Priority	2nd Priority	3rd priority	4th priority
Keynote Stage Recognition : Verbal recognition during opening keynote session.	•	•	•	•
Conference Bag Insert : Option to place marketing material or swag item in conference bags. Item subject to FINOS approval.	2x	1x	1x	1x
Collateral Distribution : Laid out in a prominent location near registration onsite. Collateral provided by sponsor.	1st Priority	2nd Priority	3rd priority	4th priority
Misc.				
Conference Attendee Passes — Full access passes to the conference for your staff or clients.	15 Members / 10 Non-Members	10 Members 8 Non-Members	8 Members 6 Non-Members	3 Members 2 Non-Members
Discount Codes on Conference Passes — VIP Clients : For use by your VIP clients	30% Off - Unlimited Use	20% Off - Unlimited Use	20% Off - Unlimited Use	20% Off - Unlimited Use
Post Event				
Custom Question(s) in Post-Event Attendee Survey : Opportunity to add question(s) of your choice (subject to approval by FINOS), and follow up reporting with data results.	2x	1x		
Post-Event Data Report : Provides event demographics and additional details.	•	•	•	•
Non-Member Price	\$45,000	\$30,000	\$15,000	\$5,000
FINOS Member Sponsorship Price	\$35,000	\$20,000	\$10,000	\$3,500

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

Participate in all 2024 Open Source in Finance Forum Events!

London | 26 June 2024 **New York | 30 September - 1 October 2024**

Interested in sponsoring both events or creating a custom sponsor package? We offer a 7% discount for sponsoring both events and are happy to work with you to create a customized package to meet your organization's needs. Contracts for New York and London must be signed at the same time to receive the discount.



Xen Project Summit

June 4-6, 2024 | Lisbon, Portugal

Join us in supporting the Xen Project, a trailblazing open-source hypervisor that drives some of the most influential cloud infrastructures in use today. With 15 years of relentless development, the Xen Project has paved the way for a multitude of applications, spanning data center and server virtualization, cloud computing, desktop virtualization, and bolstering desktop security and hardware appliances.

Now, the Xen Project is venturing into exciting new territories, including NFV, mobile virtualization, embedded virtualization,

and the automotive industry. The Xen Project Developer and Design Summit serves as the annual nexus for the community's brilliant minds and power users. This conference is a celebration of idea exchange, showcasing the latest advancements, sharing invaluable experiences, fostering strategic planning, and encouraging collaborative efforts. Above all, it's a chance to revel in the vibrant community that defines the Xen Project's legacy. Stand with us as we shape the future of open-source virtualization technology!

Contact xenevents@linuxfoundation.org to secure your sponsorship today. **Sponsorship deadline: April 26, 2024.**

Sponsorships-at-a-Glance	PLATINUM ≥ 1 AVAILABLE	GOLD UNLIMITED	SILVER UNLIMITED	BRONZE UNLIMITED
Speaking Opportunity: All sponsors content must be approved by the Program Committee and Xen. No sales & marketing pitches allowed.	•			
Exhibit Booth: Includes table, (2) chairs, power, and conference wifi.	•			
Physical Lead Retrieval Device: Live scans, real time reporting and ability to take notes on captured leads.	(1) Device			
Recognition During Opening Session: Sponsor recognition by name & with logo on screen.	•	•		
Sponsor Message in Attendee Day-Of Email	100 Word Message	50 Word Message		
Social Media Promotion of Sponsorship: From the Xen Project LinkedIn page.	3	2	1	
Collateral Distribution: Marketing materials laid out in a prominent location near registration.	•	•	•	
Recognition in Pre and Post-Event Email Marketing	Logo & Link	Logo & Link	Company Name & Link	Company Name & Link
Recognition on Event Website: Prominent logo display on event website.	•	•	•	•
Recognition on Onsite Sponsor Signage: Sponsor logo on conference signage.	•	•	•	•
Post-Event Data Report: Provides event and additional details on event performance.	•	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	6	3	2	1
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•
Sponsorship Cost	\$20,000	\$10,000	\$5,000	\$2,500

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

About the Event

8-11 July | Salzburg, Austria

The R language is a free, robust, popular open source tool and platform used in all areas of data analysis, statistics and visualization.

Standing out as one of the most quickly growing programming languages in the world, it is used in a large array of companies and academic organizations in finance, business, biology, bioinformatics, humanities and all areas of Science.

Standing the test of time in the past 20 years, the language has become a dynamic and exciting entity that is contributed to by thousands of developers and users across the world, in academia and industry alike.

Who Attends?

Attendees include R developers and users who are data scientists, business intelligence specialists, analysts and statisticians from academia and industry, as well as students. All levels of R programmers and users attend useR!, from those early in their career to senior executives.

Benefits of Sponsoring

Sponsorship of useR! 2024 is an opportunity to visibly support the R Community to reach a large group of highly skilled data science professionals, to support your organization's analytics or data science pipeline and to help make the conference a success.





Salzburg

2024

2024 SPONSORSHIP
PROSPECTUS

Sponsorship Opportunities

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

Category	Deliverable	PLATINUM	GOLD	SILVER	BRONZE	VIOLET*	DIVERSITY
		4 AVAILABLE 3 AVAILABLE	6 AVAILABLE 5 AVAILABLE	UNLIMITED	UNLIMITED	UNLIMITED	
Speaking Opportunity	Presentation during Sponsor Session: Content to be approved by program committee.	10 minutes	5 minutes				
Onsite Experience	Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•				
	Recognition on Event Signage: Sponsor logo on conference signage.	Large	Medium	Small			
	Recognition during Opening Keynote Session: Sponsor recognition by name.	•	•	•			
	Collateral Distribution: Laid out in a prominent location near registration.	•	•	•			
	Exhibit Booth: Includes tabletop, 2 chairs, 5 amps of power, power strip, and conference wi-fi.	Tabletop	Tabletop	Tabletop	Tabletop		
	Logo included on "Thank You to our Sponsors" slide during keynote sessions.	•	•	•	•	•	•
Marketing / Brand Exposure	Recognition on Event Website: Prominent logo display on event homepage.	Large	Large	Medium	Medium	Small	Small (+ mention)
	Social Media Recognition: Pre-determined number of "Thank you" posts.	(1) pre and (1) during	(1) pre and (1) during	(1) pre-event	(1) pre-event	(1) pre-event	(1) pre-event
	Webinar: Project will host and promote with content & speaker of Sponsor's choosing. Sponsor will receive contact info for webinar registrants.	•					
Email Promotion	Pre-Conference Email Blast: 1 email to opt-in list to be sent by event organizers.	•					
	Post-Event Email Recognition: Sponsor logo in footer of post-event attendee email.	•	•	•	NAME ONLY	NAME ONLY	NAME ONLY
Post-Event	Opportunity to add pre-approved custom question to the post-event attendee survey: Follow up reporting will be provided with survey results.	•	•				
	Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•	•
Miscellaneous	Complimentary attendee passes to be shared by Sponsor.	5	4	3	2	1	
	20% Discount on Additional Conference Passes: For use by your company only.	Unlimited					
Sponsorship Cost		\$25,000	\$15,000	\$10,000	\$5,000	\$1,000	\$1,000

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.
 *Violet Sponsorships may be secured 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.

Automotive Grade Linux All Member Meeting

July 17–18, 2024 | Berlin, Germany

The Automotive Grade Linux All-Member Meetings take place bi-annually and are the meeting place for the Automotive Grade Linux (AGL), a Collaborative Project of The Linux Foundation, which is dedicated to creating open source software solutions for automotive applications.

Sponsorships-at-a-Glance

Contact events@automotivelinux.org to secure your sponsorship today. **Sponsorship Deadline: June 7, 2024**

	DIAMOND 1 AVAILABLE	PLATINUM 1 AVAILABLE	GOLD 3 AVAILABLE	SILVER 6 AVAILABLE
Collateral at Registration: Ability to provide a piece of collateral or give-away for attendees when they check-in	•			
Speaking Opportunity: Sponsor to work directly with AGL on signoff for content of session	Keynote, Day 1 20 mins	Keynote, Day 1 15 mins	Keynote 15 mins	
Recognition in Pre-Conference Email Marketing	•	•	•	
Keynote Stage Branding: Logo in Welcome slides	•	•	•	
Recognition in Opening & Closing Keynotes	•	•	•	
Recognition on Event Website: Prominent logo displayed on website	•	•	•	•
Recognition on Event Signage: Logo on onsite signage	•	•	•	•
Exhibit Space: The Demo Showcase is the hub of the event, providing excellent mindshare for sponsors	•	•	•	•
All Attendee Access at Demo Showcase Reception	•	•	•	•
Sponsorship Cost	\$20,000	\$15,000	\$10,000	\$5,000

Add-On Opportunities

Lunch Sponsor

\$2,000 • 2 AVAILABLE

Logo on lunch signage and event website. Thank you in opening and closing remarks.

Offsite Reception Sponsor

\$10,000 • 1 AVAILABLE

Logo on reception signage and cocktail napkins and Event website. Thank you in opening and closing remarks.

Welcome Reception Sponsor

\$5,000 • 1 AVAILABLE

Logo on reception signage and cocktail napkins and Event website. Thank you in opening and closing remarks.

About LF Energy Summit

5-6 September 2024 | Brussels, Belgium

The world is facing immense challenges to achieve decarbonization targets and prevent the worst impacts of climate change. The only way to meet these targets is to work collaboratively to develop digital technologies and standards to optimize physical infrastructure, orchestrate supply and demand, and rapidly onboard clean energy resources. LF Energy accelerates the energy transition by building communities to develop open technologies and standards. LF Energy Summit will gather the LF Energy community including electric utilities, technology vendors, global energy companies, researchers, and other industry stakeholders to learn about LF Energy and its projects, collaborate, and share best practices.

Sponsorships-at-a-Glance

Contact Alex Thornton, athornton@linuxfoundation.org, to secure your sponsorship. Sponsorship Deadline: July 26, 2024

	DIAMOND 1 AVAILABLE	PLATINUM 3 AVAILABLE	GOLD UNLIMITED	SILVER UNLIMITED	COMMUNITY PARTNER UNLIMITED
Speaking Session: Speaker and content must be approved by the Program Committee. No sales or marketing pitches allowed.	10-minute keynote and 30-minute breakout session	30-minute breakout session			
Post-Event Attendee Email: Sent to opt-in attendees by LF Energy on behalf of sponsor.	1 exclusive	1 shared platinum sponsors email			
Pre-Event Attendee Email: Sent to opt-in attendees by LF Energy on behalf of sponsor.	1 exclusive	1 shared platinum sponsors email	1 shared gold sponsors email		
Exhibit Space + Lead Retrieval App: Lead retrieval to be used for lead capture in onsite exhibit space only.	Including pull-up banner, 6' table, 2 chairs, and power Use of lead retrieval app (no physical device provided)	Including pull-up banner, 6' table, 2 chairs, and power Use of lead retrieval app (no physical device provided)	6' table, 2 chairs, and power Use of lead retrieval app (no physical device provided)		
Social Media Promotion from @LFE_Foundation	3 posts	2 posts	1 post		
Logo Recognition in Marketing Emails: Sent by LF Energy.	•	•	•	•	
Collateral Distribution: Located in a prominent location in the Sponsor Showcase.				Displayed on shared silver table	Displayed on shared community partner table
Website Logo Recognition: Logo and web link on event website.	•	•	•	•	•
Onsite Logo Recognition: Logo included in 'Thank You to Our Sponsors' keynote slide and sponsor signage.	•	•	•	• (keynote slide only)	• (keynote slide only)
Conference Passes: Additional passes discounted 20%.	5	3	2	1	1 (with promotion of event only)
Standard Sponsorship Cost	\$35,000	\$20,000	\$15,000	\$7,500	

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

PyTorch Conference

September 18-19, 2024 | San Francisco, CA

Don't miss your opportunity to shape the future of Generative AI/ML! Come join us at the PyTorch Conference 2024, where collaboration, innovation, and progress intersect in the cutting-edge open-source machine learning framework. This two-day event brings together leading researchers, developers, and academics, facilitating collaboration and pushing forward end-to-end machine learning.

Sponsoring the PyTorch Conference 2024 goes beyond mere visibility—it's a strategic move to integrate your organization into the dynamic AI/ML community. PyTorch leads the charge in advancing fast, flexible experimentation and efficient production, supported by a robust toolkit and passionate user base. By sponsoring, you can fuel these endeavors and unlock numerous benefits for your organization.

Elevate Your Presence

Showcase your dedication to PyTorch's mission and gain recognition for your role in advancing AI/ML technologies.

Forge Connections

Engage with fellow contributors, discovering new opportunities for involvement and tapping into a network of like-minded individuals.

Demonstrate Leadership

Share insights, positioning your organization as a thought leader within the community.

Attract Top Talent

Highlight your organization's culture and opportunities, attracting the brightest minds in the field

Collaboration

Forge meaningful connections, sparking innovations that benefit your organization.

Align Your Brand

Associate with one of the fastest-growing technology communities, reinforcing your commitment to innovation.

Join us in San Francisco on September 18-19, 2024, for the PyTorch Conference 2024—an unmatched opportunity to immerse yourself in the AI/ML ecosystem.

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

Sponsorships-at-a-Glance

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

Sponsorship Deadline: August 16, 2024

	DIAMOND 4 2 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 10 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Speaking Opportunity All sponsor content must be approved by the PyTorch Foundation. No sales & marketing pitches allowed. Speaking slots based on availability.	5 Minute Keynote	Breakout Session			
Recognition During Opening Keynote Session Sponsor Recognition by Name.	✓	✓			
Email Blast One time use of opt-in list to be sent by PyTorch Foundation. Content provided by sponsor.	(1) Exclusive Pre or Post-Conference Email	150 Words in (1) Pre-Conference Group Email	75 Words in (1) Pre-Conference Group Email		
Meeting Room For semi-private meeting use only. Alcoves are open meeting areas that have walls, but no door or ceiling.	Private Use - 1 Day	Private Use - Half Day	Private Use - 2 Hours		
Social Media Promotion of Sponsorship From the PyTorch channel.	2	1	1 group post		
Exhibit Space Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available). Location selected in order of sponsorship tier.	17' x 8'	17' x 8'	6' x 8'	6' x 8'	6' x 4'
Physical Lead Retrieval Device(s) Live scans, real time reporting and ability to take notes on captured leads.	(2) devices	(1) device	(1) device	(1) device	
Access to Event Press/Analyst List Contact list shared one week prior to the event for your own outreach.	✓	✓	✓	✓	✓
Recognition in Pre-Event Email Marketing Includes logo and link to your URL.	✓	✓	✓	✓	✓
Recognition on Event Website Prominent logo displayed on website.	✓	✓	✓	✓	✓
Recognition on Event Signage Logo on onsite conference signage.	✓	✓	✓	✓	✓
Complimentary Onsite Attendee Passes To be used for onsite booth staff, attendees, and guests. Includes access to keynotes, sessions, and exhibits.	30	15	10	6	4
20% Discount on Additional Conference Passes For use by your customers, partners, or colleagues.	✓	✓	✓	✓	✓
Post-Event Transparency Report Provides event demographics and additional details on event performance.	✓	✓	✓	✓	✓
Sponsorship Cost	\$60,000	\$40,000	\$26,000	\$10,000	\$5,000



SOSS Community Day
EUROPE

2024 SPONSORSHIP PROSPECTUS

SOSS Community Day EU 2024 Sponsorships-at-a-Glance

September 19, 2024 | Vienna, Austria

Contact events@openssf.org to secure your sponsorship today. **Sponsorship Deadline: August 2, 2024**

	PLATINUM 2 AVAILABLE	GOLD 4 AVAILABLE	SILVER UNLIMITED
Speaking Opportunity: All sponsor content must be approved by the Open Source Security Foundation. No sales and marketing pitches allowed. Speaking slots based on availability.	5-Minute Keynote		
Evening Reception Recognition: Logo on signage throughout the reception	•		
Recognition During Opening and Closing Keynote Session: Sponsor recognition by name.	•		
Collateral at Registration: Ability to provide a piece of collateral or giveaway for attendees when they check-in.	•		
Exhibit Space: Includes (1) 6ft table, 2 chairs, power, and conference WiFi	•	•	
Social Media Promotion of Sponsorship: From the Open Source Security Foundation Twitter, Mastodon, and LinkedIn channel	•	•	
Recognition on Event Website: Prominent logo displayed on website	•	•	•
Recognition on Event Signage: Logo on onsite signage	•	•	•
Recognition in Pre and Post-Conference Email Marketing	Logo and URL	Logo and URL	Name and URL
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•
Sponsorship Cost	\$20,000	\$10,000	\$5,000



Happy Hour/Reception \$7,500 • 1 available

Spark conversation about your brand during an onsite Happy Hour Reception. Your company can host this evening for all attendees with exclusive branding on all food and drink stations, prominently placed signage, and recognition on the event website, schedule, and pre-event attendee communications.



Lanyards

\$2,000 • 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.



Lunch

\$10,000 • 1 available

Sponsorship includes prominent branding at all lunch stations, along with the opportunity to make a 3-minute announcement before lunch starts, and recognition on the event website, schedule, and pre-event attendee communications.



Coffee Breaks

\$1,000 • 2 1 available

Sponsorship includes prominent branding at all coffee break stations, and recognition on the event website, schedule, and pre-event attendee communications.



Session Recording

\$1,500 • 1 available

Extend your presence long after the live event concludes with the session recording sponsorship. Sponsorship includes logo on all session recordings when added to YouTube and recognition on the event website.

About Open Source in Finance Forum

September 30-October 1, 2024 | New York, NY

The Open Source in Finance Forum is a conference for experts across financial services, technology and open source to deepen collaboration and drive innovation across the industry in order to deliver better code faster.

Financial services firms make extensive use of open source, and are now starting to take full advantage of this incredible resource. By becoming strategic contributors to open source projects, companies decrease development costs, improve security, attract developers, and innovate faster. This event will showcase recent developments and the direction of open source in financial services; provide practical knowledge and guidance on best practices, tools and technologies; explore how to build a successful community; and provide unparalleled opportunities to network with the executives and individuals driving open source in financial services.

We want to give the best value possible for sponsors of OSFF, whether you are a FINOS Member or not. Your sponsorship shouldn't just be a single transaction, it should be part of an integrated plan to capture the attention of the FINOS Community not just once, but multiple times.

In all of our marketing, but especially for sponsorship of OSFF, we believe in the power of the "story arc." We want to give sponsors and members the opportunity to connect with the FINOS Community, as well as OSFF attendees multiple times throughout the year. By the time you get to OSFF at your sponsor table, your interactions with attendees are not the climax, but actually the denouement ("the final part of a play, movie, or narrative in which the strands of the plot are drawn together and matters are explained or resolved").

Our sponsorship levels give you the ability to be part of podcasts, blog posts, social posts, that hit the entire FINOS Ecosystem, as well as additional opportunities to participate in webinars and in-person meetups that hit specific communities and interests around open source regulation in finance, interoperability (desktop and others), open source readiness (compliance, OSPOs, etc), and then the technical projects that live in the [FINOS landscape](#).

If you're looking for a custom package, please reach out to us at sponsorships@linuxfoundation.org so that we can make sure the sponsorship meets your company's goals.

Additional sponsorship opportunities:

- Open Source in Finance Forum (London) - June 26, 2024
- FINOS Research Studies, Hackathons, Meetups, & Webinars
- FINOS Open Source in Finance Podcast



PRESENTED BY



2024 SPONSORSHIP PROSPECTUS

Sponsorships-at-a-Glance

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

DELIVERABLES	LEADER	CONTRIBUTOR	COMMUNITY	DIGITAL
	4 3 AVAILABLE	6 4 AVAILABLE	8 7 AVAILABLE	10 AVAILABLE
Speaking				
Speaking Opportunity: Content must be approved by Program Committee and FINOS. Not a product pitch. Please consider D&I in speaker choices. Based on availability.	10 Minute Keynote	30 Minute Breakout Session		
Marketing / Brand Exposure				
Logo Recognition: Logo placement on pre-event marketing: Website, Emails and Social	1st Priority	2nd Priority	3rd priority	4th priority
Blog Post: Dedicated pre or post-event blog post promoting the sponsor's involvement in OSFF (& FINOS if applicable). Subject to FINOS approval; cannot include sales pitches.	1	1	1	Blog post or Podcast
Monthly Mentions on Open Source in Finance Podcast: Pre-event podcasts.	1x Dedicated	1x Shared	1x Shared	1x Shared
Pre or Post Event Podcast Interview: On Open Source in Finance Podcast.	1	1	1	Blog post or Podcast
Press Access: Access to the event press / analyst list 1-2 weeks prior to the event plus assistance with press bookings.	•	•	•	
Social Media: From the FINOS X (formerly Twitter) & LinkedIn handles. Reposts to be approved by FINOS.	2 Monthly Mentions + 2 Thank You Tweets (1 day-of event and 1 post-event) + 1 Retweet Total	1 Monthly Mention + 2 Thank You Tweets (1 day-of event and 1 post-event) + 1 Retweet Total	1 Monthly Mention + 2 Thank You Tweets (1 day-of event and 1 post-event)	2 Thank You Tweets (1 day-of event and 1 post-event)
Job Board: Feature OS-Related Job Postings	3	2	1	1
Access to full list of opted-in attendees post-event: With name, email, company name and title.	•	•		
Additional Promotional Marketing Opportunity: Based on availability, selected by FINOS.	1			
Email Promotion				
Pre-Event Email Blast: Dedicated, one-time use of opt-in list to be sent by FINOS. Subject to FINOS approval; cannot include sales pitches.	1			
Post-Event Email Recognition: Logo recognition in post-event attendee email communication.	1st Priority	2nd Priority	3rd priority	4th priority
CONTINUED ON NEXT PAGE				



2024 SPONSORSHIP PROSPECTUS

Sponsorships-at-a-Glance

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

DELIVERABLES	LEADER	CONTRIBUTOR	COMMUNITY	DIGITAL
	4 3 AVAILABLE	6 4 AVAILABLE	8 7 AVAILABLE	10 AVAILABLE
On-Site Experience				
Exhibit Booth* : Includes table, (2) chairs, & tabletop sign with sponsor logo. Booth placement preference based on tier, but subject to availability and timing of signing contract.	•	•	•	
Lead Retrieval App : Live scans, real time reporting and ability to take notes on captured leads. Use of lead retrieval app, no physical device provided.	1	1	1	
Recognition on Event Signage : Prominent logo display on onsite conference signage.	1st Priority	2nd Priority	3rd priority	4th priority
Keynote Stage Branding : Logo prominently displayed on keynote stage screens.	1st Priority	2nd Priority	3rd priority	4th priority
Keynote Stage Recognition : Verbal recognition during opening keynote session.	•	•	•	•
Conference Bag Insert : Option to place marketing material or swag item in conference bags. Item subject to FINOS approval.	2x	1x	1x	1x
Collateral Distribution : Laid out in a prominent location near registration onsite. Collateral provided by sponsor.	1st Priority	2nd Priority	3rd priority	4th priority
Misc.				
Conference Attendee Passes — Full access passes to the conference for your staff or clients.	15 Members / 10 Non-Members	10 Members 8 Non-Members	8 Members 6 Non-Members	3 Members 2 Non-Members
Discount Codes on Conference Passes — VIP Clients : For use by your VIP clients	30% Off - Unlimited Use	20% Off - Unlimited Use	20% Off - Unlimited Use	20% Off - Unlimited Use
Post Event				
Custom Question(s) in Post-Event Attendee Survey : Opportunity to add question(s) of your choice (subject to approval by FINOS), and follow up reporting with data results.	2x	1x		
Post-Event Data Report : Provides event demographics and additional details.	•	•	•	•
Non-Member Price	\$60,000	\$40,000	\$20,000	\$10,000
FINOS Member Sponsorship Price	\$47,000	\$27,000	\$14,000	\$7,000

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

Participate in all 2024 Open Source in Finance Forum Events!

London | June 26, 2024 **New York | September 30 - October 1, 2024**

Interested in sponsoring both events or creating a custom sponsor package? We offer a 7% discount for sponsoring both events and are happy to work with you to create a customized package to meet your organization's needs. Contracts for New York and London must be signed at the same time to receive the discount.





October 9, 2024
Karlsruhe, Germany
#cloudfoundryday

2024 SPONSORSHIP PROSPECTUS

The Cloud Foundry Foundation is happy to continue to host a community gathering in Europe this year too! Our special event is going to be held in Karlsruhe, Germany.

The event will follow the patterns of last year's event in Heidelberg, and will bring core maintainers, end-users, and everyone in between for a full day of technical presentations, demos, discussions, and opportunities to network. We're confident this will be a great opportunity for the community to come together, provide updates on existing projects, get a preview of upcoming features, and discuss all things Cloud Foundry.

In addition to the technical and community content, this one day event will include lunch at the venue and an evening reception nearby. A sponsorship is a strong way to show your support for Cloud Foundry and helps make this event a reality.

Sponsorship Deadline: September 6, 2024

Contact Chris Clark, cclark@cloudfoundry.org, to secure your sponsorship.

Benefit	EVENT PARTNER 10 AVAILABLE
Pre or Post-Event Email Blast One time use of opt-in list to be sent by Cloud Foundry. Content provided by sponsor	✓
Blog Post Blog post on the Cloud Foundry official blog	1 Post
Attendee Giveaway Your logo will be included on the official Summit giveaway given to every attendee	✓
Session Recording Extend your presence over the event with your logo on all session recordings when added to YouTube	✓
Social Media Promotion of Sponsorship From Cloud Foundry Twitter and LinkedIn	4 Posts
Recognition on Event Signage and Website Prominent logo display on all event web pages, conference schedule, and sponsor signage onsite	✓
Recognition on Cloud Foundry Website Logo included in advertising on cloudfoundry.org	✓
Cloud Foundry Day Attendee Passes To be used for staff and guests	5
Discounted Cloud Foundry Day Passes Unlimited 20% discount for use by your customers, partners, or colleagues	✓
Pricing	\$10,000

The Secure Open Source Software (SOSS) Fusion Conference

is a premier event where the brightest minds in software development and cybersecurity converge as one community committed to securing the open source software that we all depend on. Brought to you by the Open Source Security Foundation (OpenSSF), SOSS Fusion will host in-depth technical conversations on innovative and industry leading ways to secure open source software, fostering a collaborative platform for cutting-edge solutions and security insights. Sponsoring SOSS Fusion is a great way to highlight your organization and demonstrate your commitment to securing open source software.

Don't miss this opportunity to be celebrated as a key player in the advancement of open source software security. Explore our sponsorship packages now, and secure your place at the SOSS Fusion Conference—where the future of open source software security takes center stage.



Sponsorship Deadline: September 20, 2024

Sponsorships-at-a-Glance Contact sponsor@openssf.org to secure your sponsorship today.	DIAMOND	PLATINUM	GOLD	SILVER	STARTUP/ NON-PROFIT*
	4 AVAILABLE	5 AVAILABLE	8 AVAILABLE	UNLIMITED	UNLIMITED
Pre and Post-Event Email Blast: One time use of opt-in list to be sent by OpenSSF. Content provided by sponsor.	(1) Exclusive Pre and Post-Event Email	(1) Exclusive Pre or Post-Event Email			
Recognition During Opening Keynote Session: Sponsor recognition by name.	•	•			
Custom Question(s) in Post-Event Survey: Opportunity to add question(s) of your choice (must be approved by OpenSSF), and follow-up reporting with data results.	2	1			
Social Media Re-Share: OpenSSF will repost on X a post of sponsor choosing. Timing determined by OpenSSF.	•	•			
Meeting Room: For private meeting use only.	Exclusive use for duration of event	Shared meeting room			
Speaking Opportunity: All sponsor content must be approved by Program Committee and OpenSSF. No sales & marketing pitches allowed. Speaking slots based on availability.	10-Minute Keynote	5-Minute Keynote	Breakout Session		
Social Media Promotion of Sponsorship: From the OpenSSF X, Mastodon, and LinkedIn channels. Sponsor can provide custom content (must be approved by OpenSSF).	1 Dedicated Post	1 Dedicated Post	1 Shared Post		
Sponsor Designation in Press Release: Recognition as sponsor in body of release.	•	•	•		
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•		
Access to Event Press/Analyst List: Contact list shared one week prior to the event for your own outreach.	•	•	•	•	•
Recognition in Pre-Event Email Marketing: Includes link to your URL.	Logo & Link	Logo & Link	Logo & Link	Company Name & Link	Company Name & Link
Recognition on Event Signage and Website: Prominent logo display on all event web pages and onsite event signage.	•	•	•	•	•
Exhibit Booth: The exhibitor area is the hub of the event, providing excellent mindshare for exhibitors. Location selected in order of sponsorship tier.	10' x 10' space with (2) tables with priority location selection, 4 chairs, basic power, wifi	8' x 8' space with (1) table, 2 chairs, basic power, wifi	6' x 6' space with (1) table, 2 chairs, basic power, wifi	6' x 6' space with (1) table, 2 chairs, basic power, wifi	6' x 6' space with (1) table, 2 chairs, basic power, wifi
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1	1
Event Attendee Passes: Full access passes to the entire event for your staff or customers.	12	8	4	2	2
20% Discount on Additional Event Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	\$50,000	\$35,000	\$20,000	\$8,000	\$4,000

*Start-ups/ Non-Profits may secure a 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.

Due to the nature of the exhibitor benefits at each level, pavilions or sponsorships shared with multiple companies/entities are not allowed.

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



CLOUD NATIVE
COMPUTING FOUNDATION

PART 3

CNCF Events





Event Date:
June 25, 2024



Location: Seattle, WA



Est. Number of Attendees: 200+

Join us for the OpenTelemetry Community Day! This event is an opportunity for you to engage with OpenTelemetry maintainers, contribute to the project, and join birds-of-a-feather discussion groups on topics of interest to the OpenTelemetry and observability community.

Recorded content from the event will be available post event on YouTube for those that cannot attend onsite. Visit our website for additional event details. Contact sponsor@cncf.io to secure your sponsorship today! **Signed contracts must be received by May 31, 2024.**

SPONSORSHIP OPPORTUNITIES

INCLUSIONS	DIAMOND 3 AVAILABLE	PLATINUM 2 AVAILABLE	GOLD UNLIMITED	START-UP* UNLIMITED
Keynote at selected co-located event <i>*Topic subject to program committee approval</i>	(1) 5-minute keynote			
Email to opt-in attendees, sent by CNCF	(1) Exclusive pre- or post-conference email (150 words)	(1) Combined pre- or post-conference email (150 words)		
Table Top Sponsor Space + Lead Retrieval	(1) Lead Retrieval Device, 6'x4' footprint includes (1) 6' table, 2 chairs, & power	(1) Lead Retrieval Device, 6'x4' footprint includes (1) 6' table, 2 chairs, & power		
Sponsor recognition in pre- and post-conference email to attendees	logo + link	logo + link	company name + link	
Recognition during opening session	x	x	x	x
Logo on sponsor signage	x	x	x	x
Logo recognition on event schedule	x	x	x	x
Logo and link on event website	x	x	x	x
Complimentary Registrations	4	2	1	1
Provide attendee giveaway during event. Giveaways must be distributed at sponsor table top and/or meeting room. <i>*CNCF Approval Required</i>	x	x	x	x
SPONSORSHIP COST	\$25,000	\$15,000	\$8,500	\$5,000

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

*Start-up sponsors must be in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.

ADD-ON OPPORTUNITY



Session Recording **\$4,000** **1 AVAILABLE**

Extend your presence long after the live event concludes with the session recording sponsorship. All session recordings will be

Benefits include:

- Sponsor recognition slide with logo at the beginning of each video recording



CloudNativeSecurityCon is a two-day event designed to foster collaboration, discussion and knowledge sharing of developer first cloud native security practices. The goal is to bring application developers and modern security experts together to not just propose solutions that incrementally improve what has come before, but to give room to cutting edge projects and advances in modern security approaches. Topics of sessions and lightning talks presented by expert practitioners include architecture and policy, secure software development, supply chain security, identity and access, forensics, and more.

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for level sponsorships must be received by **May 31, 2024**.



Event Dates:
June 26-27, 2024



Location: Seattle Convention Center,
Seattle, WA



Estimated Number of Attendees*:
1000+



Who Attends?
CloudNativeSecurityCon is a developer first cloud native security conference. Attendees include (but are not limited to):

- Application Developers
- IT Operations
- Technical Management
- Executive Leadership
- Students
- Hobbyists
- Researchers
- Academia

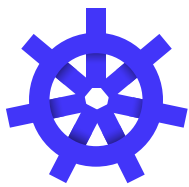
SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 6 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	START-UP [†] LIMITED AVAILABILITY
Five-minute keynote <i>Topic subject to program committee approval</i>	✓			
Logo recognition on keynote screen	✓	✓		
Email to opt-in attendees <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email	(1) pre-conference group email		
Sponsor recognition in pre- and post-conference email to attendees	logo	logo		
Sponsor recognition in pre-event promotional emails	logo and link	company name and link only		
Social media posts from official X handle (formerly Twitter)	(1) pre-event standalone post with social card	(1) pre-event group post	(1) pre-event group post	
Logo on onsite sponsor signage	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓
Complimentary onsite attendee passes <i>To be used for onsite booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits</i>	6	4	3	2
Onsite exhibit space <i>Includes counter or table, (2) stools or chairs, wastebasket, basic power</i>	15' x 15' exhibit space, branded backwall, and 1M wide branded counter	10' x 10' exhibit space, branded backwall, and 1M wide branded counter	8' x 8' exhibit space with draped 6' table	6' x 4' exhibit space with draped 6' table
Physical lead retrieval device <i>Live scans, real time reporting, and ability to take notes on captured leads.</i>	✓	✓	✓	✓
SPONSORSHIP COST	\$85,000	\$45,000	\$17,500	\$7,500

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

* 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 attendance numbers cannot be guaranteed prior to the event.

[†] Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.



KubeDay

JAPAN

Join us for KubeDay Japan! Meet, network, and collaborate with peers and like-minded people in the cloud native community. Sponsoring this event allows you to gain valuable mindshare of a targeted audience while engaging with 300+ developers, architects, and technical leaders face-to-face.

Why sponsor?

- Engage with the industry's top developers, end users, and vendors.
- Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.
- Associate your brand with one of the fastest-growing technology communities.

Contact sponsor@cncf.io to secure your sponsorship today.
Sponsorship contracts must be received by **August 2, 2024**.



Event Dates:
August 27, 2024



Location:
Tokyo, Japan



Estimated Number of Attendees:
300+

SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 3 AVAILABLE 2 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	START-UP*/ LOCAL SUPPORTER† LIMITED AVAILABILITY
Speaking Opportunity <i>All sponsor content must be approved by the co-chairs. Speaking slots based on availability.</i>	5-Minute Keynote			
Recognition on Opening Keynote Screen	✓	✓		
Email Blast: One time use of opt-in list to be sent by CNCF. <i>Content provided by sponsor.</i>	(1) Exclusive Pre- or Post-Conference Email	150 Words in (1) Pre-Conference Group Email		
Sponsor Recognition in Pre- and Post-Conference Email to Attendees	Logo and Link	Logo and Link		
Social Media Promotion of Sponsorship: From official @KubeCon_ handle	(1) Pre-Event Standalone Tweet with Social Card	(1) Pre-Event Group Tweet	(1) Pre-Event Group Tweet	
Sponsor Recognition in Pre-Event Promotional Emails	Logo and Link	Logo and Link	Company Name and Link Only	Company Name and Link Only
Recognition on Sponsor Event Signage, Website, and Conference Schedule: Prominent logo display on all event web pages, conference schedule, and sponsor signage onsite	✓	✓	✓	✓
Complimentary Onsite Attendee Passes <i>To be used for onsite booth staff, attendees and guests</i>	5	4	3	2
Onsite Exhibit Space: Includes basic power and wastebasket	2.5m x 2.5m Exhibit Space including (2) 1.8m Tables or Similar	2 x 2m Exhibit Space including (1) 1.8m Table or Similar	2 x 2m Exhibit Space including (1) 1.8m Table or Similar	1.5m x 1.5m Exhibit Space including (1) Cocktail Table or Similar
Physical Lead Retrieval Device(s) <i>To be used for lead capture within onsite exhibit space only</i>	(2) devices	(1) device	(1) device	(1) device
Post-Event Transparency Report: Provides event demographics and additional details on event performance	✓	✓	✓	✓
SPONSORSHIP COST	\$25,000	\$15,000	\$9,500	\$5,000

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

* Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.

† Local supporter sponsorships are only available to organizations whose offices are solely based in Japan.



KubeCon



CloudNativeCon

THE LINUX FOUNDATION



CHINA 2024



Event Dates:

August 21-23, 2024



Location: Hong Kong



Estimated Number of Attendees*:

1,000 Attendees



Who Attends? Developers, architects, technical leaders, CIOs, CTOs, DevOps, SysAdmins, executive leaders, GenAI experts, AI and ML project leaders

About KubeCon + CloudNativeCon

The Cloud Native Computing Foundation's flagship conference gathers adopters and top technologists from leading open source and cloud native communities to further the education and advancement of cloud native computing.

About Open Source Summit (OSS)

OSS is the premier event for open source developers, technologists and community leaders to collaborate, share information, solve problems and gain knowledge, furthering open source innovation and ensuring a sustainable open source ecosystem.

About AI_dev

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.

Why Sponsor

This premier event gathers both developers and adopters from the cloud native, open source AI and greater open source communities to further the education and advancement of innovations in these critical technology areas.



3 conference days



**70+ sessions and
keynotes**



*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 attendance numbers cannot be guaranteed prior to the event.



KubeCon



CloudNativeCon

THE LINUX FOUNDATION
OPEN SOURCE SUMMITAI_dev
Open Source GenAI & ML Summit

China 2024

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by June 28, 2024.

	STRATEGIC 1 AVAILABLE	DIAMOND 5 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP* OPEN	END USER** OPEN
Logo on attendee t-shirt	✓						
Logo on lanyards	✓						
Logo at the beginning of each session recording	✓						
Speaking opportunity <i>Content must meet CFP criteria and is subject to program committee approval</i>	(1) 10-minute keynote or (2) 5-minute keynotes	Choice of (1) 5-minute keynote or (1) 35-minute breakout session					
Email to opt-in attendees <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email	(1) exclusive pre- or post-conference email					
Logo recognition in post-event transparency report	✓	✓					
Recognition in event promotional emails	logo and link	logo and link	company name and link only				
Sponsor recognition in pre- and post-conference email to attendees	logo	logo	logo				
List of registered press/analysts <i>(provided 3 weeks prior to event)</i>	✓	✓	✓	✓			
Logo recognition on keynote screen	✓	✓	✓	✓			
Logo on sponsor signage	✓	✓	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓	✓	✓
Logo recognition on mobile schedule	✓	✓	✓	✓	✓	✓	✓
Social media posts from WeChat and official @KubeCon_ X (formerly Twitter) handle	(2) standalone WeChat articles and (1) pre-event standalone tweet with social card	(1) standalone WeChat article and (1) pre-event standalone tweet with social card	(1) standalone WeChat article and (1) pre-event group tweet	(1) group WeChat article and (1) pre-event group tweet	(1) group WeChat article and (1) pre-event group tweet	(1) group WeChat article and (1) pre-event group tweet	(1) group WeChat article and (1) pre-event group tweet
Complimentary onsite attendee passes <i>To be used for onsite booth staff, attendees, and guests. Includes access to keynotes, sessions, and exhibits.</i>	50	20	10	5	4	3	3
Unlimited 20% discount on additional onsite attendee passes	✓	✓	✓	✓	✓	✓	✓
Onsite exhibit space <i>Turnkey booth includes back wall, counter with graphics, (2) stools, (1) wastebasket, and basic power.</i> <i>Tabletop exhibit includes (1) draped table, (2) chairs, (1) wastebasket, and basic power.</i> <i>***Raw exhibit space setup is limited to 8 hours and dismantling to 5 hours.</i>	6m (w) x 6m (d) raw exhibit space*** or turnkey	6m (w) x 3m (d) turnkey only	4.5m (w) x 3m (d) turnkey only	3m (w) x 3m (d) turnkey only	2,5m (w) x 2.5m (d) turnkey only	Tabletop exhibit only	Tabletop exhibit only
Physical lead retrieval device(s) for onsite use	(3) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device	(1) device
SPONSORSHIP COST	\$286,000	\$125,000	\$60,000	\$35,000	\$18,000	\$6,000	\$6,000



Join key customers, project leads, and contributors that make up the **gRPC** ecosystem for a full day of talks, demos and case studies. Experts will discuss real-world implementations of gRPC, best practices for developers, and topic expert deep dives. This is a must-attend event for those using gRPC in their applications today as well as those considering gRPC for their enterprise microservices.

There will be ample time for meeting project leads, networking with peer and Q&A.

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for marketing promotional opportunities must be received by **July 15, 2024, 11:59 PM PDT** (unless otherwise noted).



Event Dates:
August 27, 2024



Location: Google Campus,
Sunnyvale, CA



Estimated Number of Attendees:
200



Who Attends? Key customers,
project leads, and contributors that
make up the gRPC ecosystem

SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 1-AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	SILVER LIMITED AVAILABILITY
Speaking Opportunity <i>*Pending program committee approval</i>	5 minutes			
Recognition During Opening Session	✓			
Recognition in Pre-Event Email Marketing <i>*opt-in attendees only</i>	✓	✓		
Social Media Recognition from project handle	(1) mention	(1) mention	(1) group mention	
Logo recognition on Schedule	✓	✓	✓	✓
Recognition on Event Website	✓	✓	✓	✓
Recognition on Event Signage	✓	✓	✓	✓
Table top space with lead retrieval	✓	✓	✓	
Attendee Passes	5	4	3	2
SPONSORSHIP COST	SOLD OUT	\$15,000	\$10,000	\$5,000

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

ADD-ON OPPORTUNITY



Session Recording **\$4,000** **1 AVAILABLE**

Extend your presence long after the live event concludes with the session recording sponsorship. All session recordings will be

Benefits include:

- Sponsor recognition slide with logo at the beginning of each video recording



Join us for KubeDay Colombia! Meet, network, and collaborate with peers and like-minded people in the cloud native community. Sponsoring this event allows you to gain valuable mindshare of a targeted audience while engaging with 300+ developers, architects, and technical leaders face-to-face.

Why sponsor?

- Engage with the industry's top developers, end users, and vendors.
- Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.
- Associate your brand with one of the fastest-growing technology communities.

Contact sponsor@cncf.io to secure your sponsorship today.

Sales Deadline: September 6



Event Dates:

October 9, 2024



Estimated Number of Attendees:

300+

SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 3 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	START-UP*/ LOCAL SUPPORTER ¹ LIMITED AVAILABILITY
Speaking Opportunity <i>All sponsor content must be approved by the co-chairs. Speaking slots based on availability.</i>	5-Minute Keynote			
Recognition on Opening Keynote Screen	✓	✓		
Email Blast: One time use of opt-in list to be sent by CNCF. <i>Content provided by sponsor.</i>	(1) Exclusive Pre- or Post-Conference Email	150 Words in (1) Pre-Conference Group Email		
Sponsor Recognition in Pre- and Post-Conference Email to Attendees	Logo and Link	Logo and Link		
Social Media Promotion of Sponsorship: From event handle	(1) Pre-Event Standalone Tweet with Social Card	(1) Pre-Event Group Tweet	(1) Pre-Event Group Tweet	
Sponsor Recognition in Pre-Event Promotional Emails	Logo and Link	Logo and Link	Company Name and Link Only	Company Name and Link Only
Recognition on Sponsor Event Signage, Website, and Conference Schedule: Prominent logo display on all event web pages, conference schedule, and sponsor signage onsite	✓	✓	✓	✓
Complimentary Onsite Attendee Passes <i>To be used for onsite booth staff, attendees and guests</i>	5	4	3	2
Onsite Exhibit Space: Includes basic power and wastebasket	2.5m x 2.5m Exhibit Space including (2) 1.8m Tables or Similar	2 x 2m Exhibit Space including (1) 1.8m Table or Similar	2 x 2m Exhibit Space including (1) 1.8m Table or Similar	1.5m x 1.5m Exhibit Space including (1) Cocktail Table or Similar
Physical Lead Retrieval Device(s) <i>To be used for lead capture within onsite exhibit space only</i>	(2) devices	(1) device	(1) device	(1) device
Post-Event Transparency Report: Provides event demographics and additional details on event performance	✓	✓	✓	✓
SPONSORSHIP COST	\$25,000	\$15,000	\$9,500	\$5,000

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

¹ Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.



KubeDay

AUSTRALIA

Join us for KubeDay Australia! Meet, network, and collaborate with peers and like-minded people in the cloud native community. Sponsoring this event allows you to gain valuable mindshare of a targeted audience while engaging with 300+ developers, architects, and technical leaders face-to-face.

Why sponsor?

- Engage with the industry's top developers, end users, and vendors.
- Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.
- Associate your brand with one of the fastest-growing technology communities.

Contact sponsor@cncf.io to secure your sponsorship today.



Event Dates:

October 15, 2024



Estimated Number of Attendees:

300+

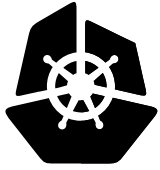
SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 3 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	START-UP**/ LOCAL SUPPORTER* LIMITED AVAILABILITY
Speaking Opportunity <i>All sponsor content must be approved by the co-chairs. Speaking slots based on availability.</i>	5-Minute Keynote			
Recognition on Opening Keynote Screen	✓	✓		
Email Blast: One time use of opt-in list to be sent by CNCF. <i>Content provided by sponsor.</i>	(1) Exclusive Pre- or Post-Conference Email	150 Words in (1) Pre-Conference Group Email		
Sponsor Recognition in Pre- and Post-Conference Email to Attendees	Logo and Link	Logo and Link		
Social Media Promotion of Sponsorship: From official @KubeCon_ handle	(1) Pre-Event Standalone Tweet with Social Card	(1) Pre-Event Group Tweet	(1) Pre-Event Group Tweet	
Sponsor Recognition in Pre-Event Promotional Emails	Logo and Link	Logo and Link	Company Name and Link Only	Company Name and Link Only
Recognition on Sponsor Event Signage, Website, and Conference Schedule: Prominent logo display on all event web pages, conference schedule, and sponsor signage onsite	✓	✓	✓	✓
Complimentary Onsite Attendee Passes <i>To be used for onsite booth staff, attendees and guests</i>	5	4	3	2
Onsite Exhibit Space: Includes basic power and wastebasket	2.5m x 2.5m Exhibit Space including (2) 1.8m Tables or Similar	2 x 2m Exhibit Space including (1) 1.8m Table or Similar	2 x 2m Exhibit Space including (1) 1.8m Table or Similar	1.5m x 1.5m Exhibit Space including (1) Cocktail Table or Similar
Physical Lead Retrieval Device(s) <i>To be used for lead capture within onsite exhibit space only</i>	(2) devices	(1) device	(1) device	(1) device
Post-Event Transparency Report: Provides event demographics and additional details on event performance	✓	✓	✓	✓
SPONSORSHIP COST	\$25,000	\$15,000	\$9,500	\$5,000

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

* Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.

* Local supporter sponsorships are only available to organizations whose offices are solely based in Australia.



KubeCon



CloudNativeCon

North America 2024

The Cloud Native Computing Foundation's flagship conference gathers adopters and top technologists from leading open source and cloud native communities to further the education and advancement of cloud native computing.

Benefits of Sponsorship:

- Engage with the industry's top developers, end users, and vendors — including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups.
- Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.
- Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.
- Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world.
- Associate your brand with one of the fastest-growing technology communities.
- Support and engage with the ecosystem and the community that is the engine driving some of the highest velocity open source projects in the industry.
- Join CNCF's [hosted projects](#) such as Argo, containerd, CoreDNS, Cri-O, Envoy, etcd, Fluentd, Flux, Harbor, Helm, Istio, Jaeger, Kubernetes, Linkerd, Open Policy Agent, Prometheus, Rook, SPIFFE, SPIRE, TiKV, TUF, Vitess, and many more — and help bring cloud native project communities together.
- Give back to the open source community. CNCF reinvests profits from our events to directly support CNCF's hosted projects.



Event Dates:

November 12: Pre-Event Programming
(Co-located Events)

November 13-15: Main Conference



Location: Salt Palace Convention Center, Salt Lake City, Utah



Estimated Number of Attendees*:

10,000+ Onsite



Who Attends? Developers, architects and technical leaders, CIOs, CTOs, press, and analysts from around the world gather at KubeCon + CloudNativeCon.



**1 co-located event day
3 main conference days**



**250+ sessions and
keynotes**



**4,000+ participating
companies**



*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 attendance numbers cannot be guaranteed prior to the event.



KubeCon



CloudNativeCon

North America 2024

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.Signed contracts must be received by **August 16, 2024**.

	DIAMOND* 7 5 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP† OPEN	END USER‡ OPEN
Speaking opportunity <i>Content must meet CFP criteria and is subject to program committee approval</i>	Choice of (1) 5-minute keynote or (1) 35-minute breakout session					
Email to opt-in attendees <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email					
Opportunity to participate in media + analyst panel during the event	✓					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in pre- and post-conference email to attendees	logo	logo				
Preferred placement of sponsor announcements in official event news package	✓	✓				
Logo recognition in post-event transparency report	✓	✓				
List of registered press/analysts <i>Provided 3 weeks prior to event</i>	✓	✓	✓			
Logo recognition on keynote screen	✓	✓	✓			
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓		
Logo on onsite sponsor signage	✓	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	✓	✓	✓	✓	✓	✓
Social media posts on X (formerly Twitter) from official @KubeCon_ handle	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(2) pre-event group posts and (1) group post during event	(1) pre-event group post and (1) group post during event	(1) pre-event group post	(1) pre-event group post	(1) pre-event group post
Complimentary onsite attendee passes <i>To be used for booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits</i>	20	15	12	8	5	5
20% discount on additional onsite attendee passes <i>Unlimited usage while passes are available for sale</i>	✓	✓	✓	✓	✓	✓
Exhibit space <i>Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet</i>	30ft (w) x 20ft (d) raw exhibit space	20ft (w) x 20ft (d) Choice of raw exhibit space or turnkey	15ft (w) x 10ft (d) Choice of raw exhibit space or turnkey	10ft (w) x 8ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only
Physical lead retrieval device(s) <i>To be used at booth only</i>	(3) devices + (3) licenses	(2) devices + (2) licenses	(2) devices + (2) licenses	(1) device + (1) license	(1) device + (1) license	(1) device + (1) license
SPONSORSHIP COST	\$195,000	\$120,000	\$80,000	\$28,000	\$8,000	\$8,000

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

* Diamond sponsorships are available on a first come first serve basis.

† Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.

‡ Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.



KubeCon



CloudNativeCon

India 2024

The Cloud Native Computing Foundation's flagship conference gathers adopters and top technologists from leading open source and cloud native communities to further the education and advancement of cloud native computing.

Benefits of Sponsorship:

- Engage with the industry's top developers, end users, and vendors — including the world's largest public cloud and enterprise software companies as well as innovative start-ups.
- Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.
- Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.
- Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world.
- Associate your brand with one of the fastest-growing technology communities.
- Support and engage with the ecosystem and the community that is the engine driving some of the highest velocity open source projects in the industry.
- Join CNCF's [hosted projects](#) such as Argo, containerd, CoreDNS, Cri-O, Envoy, etcd, Fluentd, Flux, Harbor, Helm, Istio, Jaeger, Kubernetes, Linkerd, Open Policy Agent, Prometheus, Rook, SPIFFE, SPIRE, TiKV, TUF, Vitess, and many more — and help bring cloud native project communities together.
- Give back to the open source community. CNCF reinvests profits from our events to directly support CNCF's hosted projects.



Event Dates:

December 11-12, 2024: Main Conference



Location: India International Convention and Expo Centre, Dwarka Delhi, India



Estimated Number of Attendees*:

3,000+ Onsite



Who Attends? Developers, architects and technical leaders, CIOs, CTOs, press, and analysts from around the world gather at KubeCon + CloudNativeCon.



2 conference days



80+ sessions and keynotes



*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 attendance numbers cannot be guaranteed prior to the event.



KubeCon



CloudNativeCon

India 2024

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.

Signed contracts must be received by **October 11, 2024**.

	DIAMOND* 4 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP** or END USER*** or LOCAL SUPPORTER**** OPEN
Speaking opportunity <i>Content must meet CFP criteria and is subject to program committee approval</i>	Choice of (1) 5-minute keynote or (1) 35-minute breakout session				
Email to opt-in attendees <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email				
Recognition in event promotional emails	logo and link	company name and link only			
Sponsor recognition in pre- and post-conference email to attendees	logo	logo			
Preferred placement of sponsor announcements in official event news package	✓	✓			
Logo recognition in post-event transparency report	✓	✓			
List of registered press/analysts <i>Provided 3 weeks prior to event</i>	✓	✓	✓		
Logo recognition on keynote screen	✓	✓	✓		
Logo on onsite sponsor signage	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	✓	✓	✓	✓	✓
Social media posts on X (formerly Twitter) from official @KubeCon_ handle	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(2) pre-event group posts and (1) group post during event	(1) pre-event group post and (1) group post during event	(1) pre-event group post	(1) pre-event group post
Complimentary onsite attendee passes <i>To be used for booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits</i>	20	10	5	4	2
20% discount on additional onsite attendee passes <i>Unlimited usage while passes are available for sale</i>	✓	✓	✓	✓	✓
Exhibit space <i>Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet</i>	6m (w) x 6m (d) turnkey	4.5m (w) x 4.5m (d) turnkey	3m (w) x 3m (d) turnkey	3m (w) x 3m (d) turnkey	Tabletop exhibit only
Physical lead retrieval device(s) <i>To be used at booth only</i>	(3) devices + licenses	(2) devices + licenses	(2) devices + licenses	(1) device + licenses	(1) device + licenses
SPONSORSHIP COST	\$125,000	\$75,000	\$40,000	\$18,000	\$6,000

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

* Diamond sponsorships are available on a first come first serve basis.

** Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.

*** Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.

**** Local supporter sponsorships are only available to organizations whose offices are solely based in India.



LF Live - a sponsored, live webinar opportunity from The Linux Foundation

LF Live provides a platform for you to:

- ▶ Expand your lead generation efforts.
- ▶ Deliver important and impactful content.
- ▶ Reinforce your company's position in the open source ecosystem as a thought leader, partner and resource.

Webinar Schedule:

5 min: Intro/housekeeping

30 min: Presentation

10 min: Q/A

5 min: Closing

The Details:

Up to 50 minute webinar, including introductions, presentation, Q&A, and closing, presented by sponsor.

Sponsor drives the content by selecting topic and creating title, abstract and presentation deck (think of this as a session proposal for an event - a topic, case study, tutorial, workshop, etc. No sales/product pitching. Must be reviewed and approved by LF).

5 week full production schedule, including 2 weeks of promotion.



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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
to secure your sponsorship today.

events.linuxfoundation.org