MCP
Dev Summit

Presented by

Agentic AI Foundation

2026 SPONSORSHIP
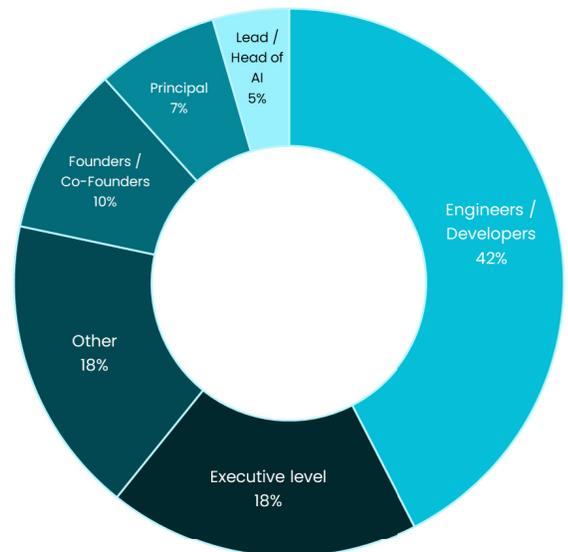# PROSPECTUS

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About MCP Dev Summit

April 2–3, 2026 | New York City, NY

Over the past year the MCP project has quickly reshaped how developers are building AI agents, introducing a critical layer of standardization, and a blueprint for how LLMs can interface with applications and tools. The MCP Dev Summit will bring together MCP co-founders and contributors working on the future of MCP project with developers using it to build the next generation of AI agents.

The MCP Dev Summit is the flagship gathering for builders, contributors,and enterprises advancing AI development with the Model Context Protocol (MCP). For 2026 the MCP Dev Summit will be expanding to two days. We'll kick off each day with keynotes, then continue with three tracks. Sessions will cover topics including the MCP roadmap, security, orchestration, management, observability, registries, as well as how developers are adopting the protocol and building it into their applications.

What to Expect

- Expected attendance 1,000
- 40+ sessions
- Hear directly from MCP maintainers & co-creators
- Expo space with high traffic, networking reception
- Opportunities to connect with MCP champions

Lead / Head of AI 5%

Principal 7%

Founders / Co-Founders 10%

Engineers / Developers 42%

Other 18%

Executive level 18%

Sponsorships are very limited and will sell out quickly — if you would like to be a part of this event please contact the team at **sponsorships@linuxfoundation.org**.

Sponsorships-at-a-Glance

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

	DIAMOND	PLATINUM	GOLD	*STARTUP
	6 AVAILABLE **SOLD OUT**	6 AVAILABLE **SOLD OUT**	30 AVAILABLE **13 AVAILABLE**	20 AVAILABLE **10 AVAILABLE**
Attendee Registration Contact List: Opt-in Only	• (List provided pre-event)			
Speaking Opportunity: Content must be approved by the Program Chairs. No sales & marketing pitches allowed. Session time based on availability.	10-Minute Keynote OR Breakout Session	Breakout Session		
Sponsored Session Attendee List: Opt-in Only	• (if breakout session selected)	•		
Promotion of Activity in Sponsor Booth: A session, demo, give-away, or other activity of your choosing will be published & promoted on the conference schedule. Time slots will be communicated by Sponsor Services, and may not overlap conference sessions.	Promotion of (2) in-booth activities/ time slots	Promotion of (1) in-booth activity/ time slot		
Social Media Promotion: From AAIF X handle. All custom posts must be approved by the AAIF Event Team.	1 Custom Post, 1 Group Post, and 1 Re-Post	1 Group Post and 1 Re-Post	1 Group Post	
Access to Event Press/Analyst List: Contact list shared one week prior to the event for your own outreach.	•	•	•	
Recognition During Opening Keynote Session	Verbal and Logo Recognition	Verbal and Logo Recognition	Logo Recognition	Logo Recognition
Logo Recognition in Pre-Conference Email Marketing	•	•	•	•
Logo Recognition on Event Signage and Website	•	•	•	•
Marketing Kit: Event branding and social media posts provided to promote your attendance and presence at the event.	•	•	•	•
Collateral Distribution: Laid out in a prominent location near registration onsite.	•	•	•	•
Exhibit Space	(1) tabletop, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi	(1) tabletop, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi	(1) tabletop, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi	(1) tabletop, tabletop sign with logo, 2 chairs, 5 amps of power, power strip and wifi
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads. To be used at booth only.	App Only *No phyiscal device provided*	App Only *No phyiscal device provided*	App Only *No phyiscal device provided*	App Only *No phyiscal device provided*
Conference Attendee Passes: To be used for booth staff, attendees, and guests	15	10	5	2
20% Discount on Additional Conference Passes: Unlimited usage while passes are available for sale	•	•	•	•
Post Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•
Sponsorship Cost	**$85,000**	**$50,000**	**$20,000**	**$8,000**

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

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

Promotional Marketing Opportunities

Lanyards
$10,000 • ~~1 Available~~ Sold Out
Every in-person attendee at the event will wear a name badge and lanyard and your logo will appear across the lanyard. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost. Level sponsorship required.

Breaks
$12,000 • ~~2 Available~~ 1 Available
Sponsorship includes prominent branding at all breakfast & break stations.
Level sponsorship required.

Lunch
$20,000 • 2 Available
Sponsorship includes prominent branding at all lunch stations for one day of the event.
Level sponsorship required.

Onsite Reception
$12,500 • 1 Available
Spark conversation about your brand during our onsite reception! Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage.
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Attendee T-Shirt
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Wireless Access Sponsorship
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Keynote Live Stream & Recording
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Custom Add Ons
Price available upon request
If you are looking for a more tailored opportunity to amplify your impact our team is happy to work with you to come up with a customized add on to meet your organization's individual needs.
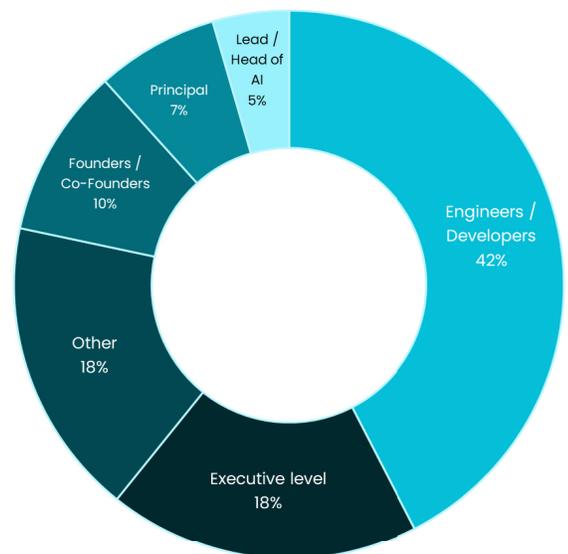Level sponsorship required.

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17–18 September | Amsterdam, the Netherlands

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