



OPEN NETWORKING & EDGE SUMMIT

September 28-30, 2020 | Virtual Experience

2020 Sponsorship Prospectus

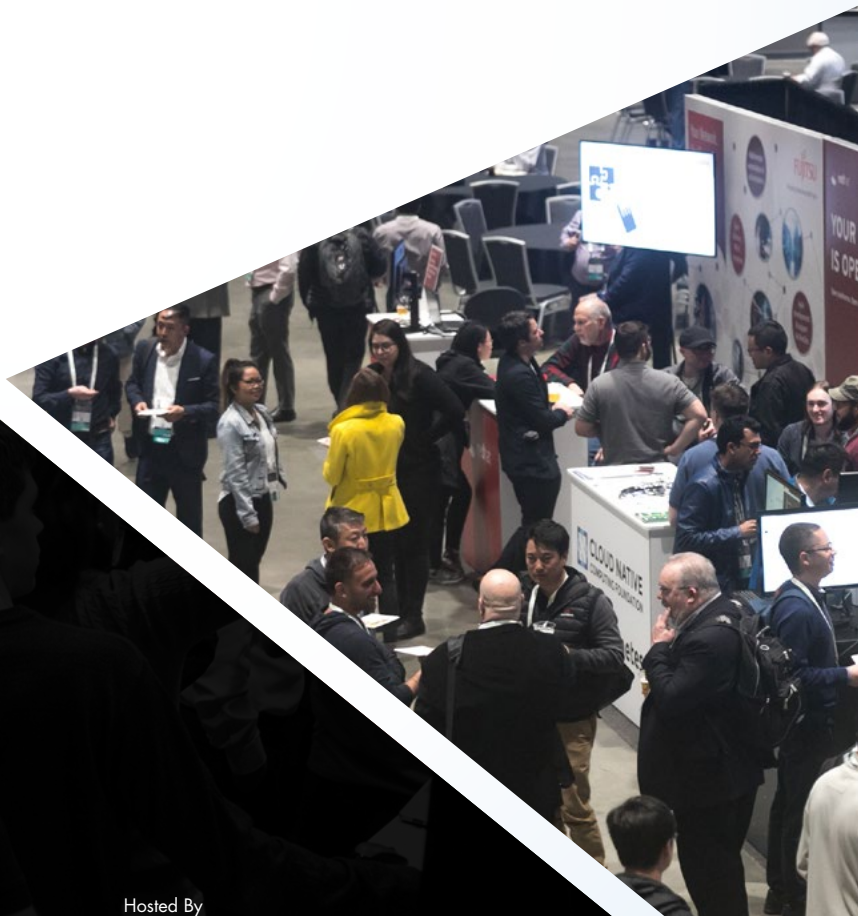


Table of Contents

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

About ONES.....	3
Benefits of Sponsoring	4
2019 Highlights	5
Attendee Demographics	6
Sponsorship Opportunities	7
About Linux Foundation Events	8
Sponsorship Bundles & Custom Packages.....	11

OPEN NETWORKING
& EDGE SUMMIT 2020
IS NOW A VIRTUAL
EXPERIENCE,
HAPPENING
SEPTEMBER 28 - 30.

Due to continuing COVID-19 safety concerns, we are transitioning Open Networking & Edge Summit to a virtual experience. As our physical event shifts to a virtual one, we are taking thoughtful actions to create an immersive digital experience for all event participants.

We're excited to invite you to sponsor the re-imagined Open Networking & Edge Summit 2020 - a virtual experience where we will continue to shape the future of open source, together.

Sponsor benefits include many of those that existed previously for the face to face event, as well as many new ones! In addition, a virtual event vastly expands the number of attendees you can reach around the world.

Event Participants will be able to:

- Attend 70 informative educational sessions and tutorials, and participate in a live speaker Q&A
- Join the 'hallway track' and collaborate via topic-based networking lounges in a group chat, plus connect with attendees in a 1:1 chat
- Visit the virtual sponsor showcase and booths, and speak directly with company representatives, view demos, download resources, view job openings, and share contact info.
- Gamify their event experience, earning points by attending sessions, visiting sponsor booths, answering trivia questions and more!
- Benefit from on-demand content post event, to view sponsor resources and conference sessions for a year



OPEN NETWORKING & EDGE SUMMIT

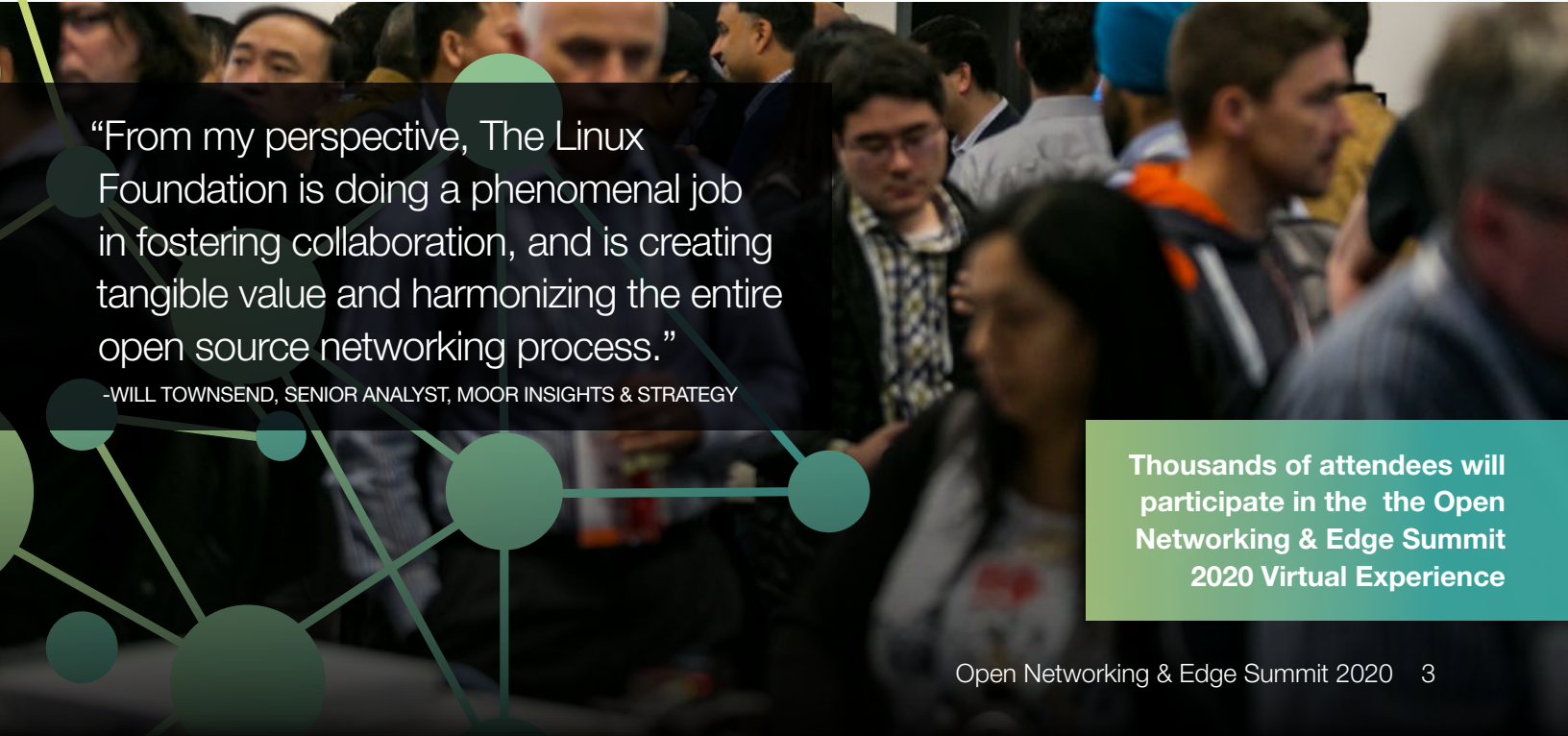
**ONS is now the Open
Networking & Edge Summit!**

September 28-30, 2020

Open Networking & Edge Summit (formerly Open Networking Summit) is the industry's premier open networking event now expanded to comprehensively cover Edge Computing, Edge Cloud & IoT. Open Networking & Edge Summit (ONES) enables collaborative development and innovation across enterprises, service providers/telcos and cloud providers to shape the future of networking and edge computing.

ONES is the premier event for:

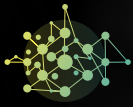
- Open collaborative community innovation & development across enterprises, service providers/telcos and cloud providers.
- Deep focused Technical, Architectural and Business Discussions in the area of Open Networking (NFVI/SDN/NFV/VNF - enabling automated 5G deployments, Cloud Native Telecom including Kubernetes Networking and Cloud Native Network Functions) & AI/ML enabled use cases for 5G, IoT, Edge and Enterprise deployments.
- Targeted Discussions on Edge/IoT Frameworks and Blueprints across Manufacturing, Retail, Oil and Gas, Transportation, Telco Edge cloud among others key areas.



“From my perspective, The Linux Foundation is doing a phenomenal job in fostering collaboration, and is creating tangible value and harmonizing the entire open source networking process.”

-WILL TOWNSEND, SENIOR ANALYST, MOOR INSIGHTS & STRATEGY

**Thousands of attendees will
participate in the the Open
Networking & Edge Summit
2020 Virtual Experience**



Sponsoring this event puts your company, products and technologies directly in front of key decision makers and business and technical leaders across a multitude of industry verticals.

ONES 2020 is a critical forum for companies to strengthen their brand, establish thought leadership, connect with both end-user customers and partners, showcase innovative products and drive transformation across networking and edge computing.

Open Networking & Edge Summit Sponsor Benefits:



Gain valuable thought leadership and be front and center in the conversations and decisions driving enormous changes across networking and edge computing through your sponsorship.



Reach potential partners and customers, recruit top talent and create positive brand awareness across the community.



Showcase products, technologies and services to industry leaders, gain critical input and feedback, and strengthen valuable relationships with telecoms, cloud providers and end users across the globe.

“In comparison to last year, the Open Networking Summit managed to expand & increase in quality. We are glad that we made many new acquaintances, which we will hopefully meet again next year!” - PANTHEON

Benefits Of Sponsoring



Generate new partnerships,
alliances & customers



Increase brand
awareness & recognition



Showcase your
thought leadership



Demonstrate support for
the networking & edge
communities



Take advantage of
media exposure &
PR announcements



Showcase products,
services & technologies



Leverage highly targeted
marketing opportunities



Recruit and acquire
top talent

Open Networking Summit North America 2019 Highlights:

928 Attendees

Attendees from 32 countries

67% from US and 9% from China

Over 60%

were attending ONS
for the first time

92%

of attendees plan to
attend ONES NA 2020

54%

of attendees in
technical positions

94%

of attendees found the
conference valuable

92%

of attendees visited
sponsor booths onsite

Why Do People Attend?

80%

To keep up to date
on the latest projects
and technologies

55%

For collaboration
and networking
opportunities

41%

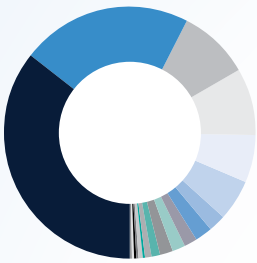
Educational content

20%

To work on projects
face-to-face with my peers

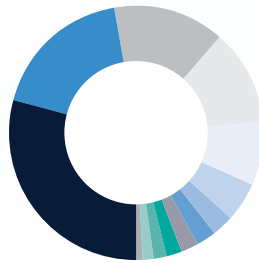


Attendee Demographics



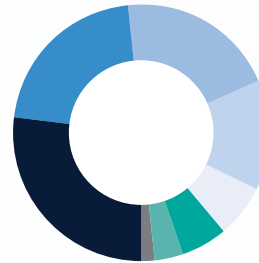
Industry

- Telecommunications **35.62%**
- Software **22.13%**
- Computer Hardware or Consumer Electronics **8.99%**
- Carriers / Telecommunications **8.76%**
- Internet or Web Services **6.15%**
- Non Profit Organization **5.09%**
- Other **2.37%**
- Consulting **2.01%**
- Education **1.89%**
- N/A **1.66%**
- Media / Advertising / Publishing **1.54%**
- Government **1.18%**
- Finance / Banking / Insurance **0.71%**
- Aerospace / Defense **0.47%**
- Retail / Wholesale Trade **0.47%**
- Transportation / Logistics / Warehousing **0.36%**
- Energy **0.24%**
- Industrial Equipment / Heavy Manufacturing **0.24%**
- Automotive / Transport **0.12%**



Job Function

- Architect **29.35%**
- Sales / Marketing / Business Dev **18.11%**
- Executive **14.08%**
- Developer **12.19%**
- Product Manager **8.17%**
- Other **4.85%**
- IT Operations - Sys Admin **2.72%**
- Program Office Leader **2.72%**
- Media / Analyst **2.01%**
- Student **2.01%**
- N/A **1.66%**
- IT Operations - DevOps **1.30%**
- Professor / Academic **0.83%**



Job Level

- Individual Contributor **26.98%**
- Director **21.42%**
- Manager **20.12%**
- VP / SVP / GM **13.96%**
- CXO / ED **6.63%**
- Other **5.80%**
- Academic **3.43%**
- N/A **1.66%**



Country Breakdown

- United States **67%**
- Other **13%**
- China **9%**
- Canada **4%**
- Japan **1%**
- Sweden **1%**
- Finland **1%**
- Germany **1%**
- India **1%**
- Republic of Korea **1%**
- United Kingdom **1%**

“Amazing three days at Open Networking Summit NA ‘19 in San Jose hosted by The Linux Foundation. Keynote sessions, tutorials, tech showcase, breakout sessions, and panel interviews all were just outstanding. This was my first time attending ONS, where you get a chance to network not only with great speakers and leaders but also to know their contributions towards open source.”

- Jay Shah





	DIAMOND 3-AVAILABLE 1 AVAILABLE	PLATINUM 5-AVAILABLE 3 AVAILABLE	GOLD 6-AVAILABLE 5 AVAILABLE	SILVER 10-AVAILABLE 9 AVAILABLE	BRONZE UNLIMITED
Editorial Interview and Article on Linux.com: Over 1M unique visitors per month. The Linux Foundation to determine final interview content and delivery date.	•				
Experience Add-on: You will be the exclusive sponsor for one of the event experiences (previous examples include: Zen Zone, Digital Arcade, and Mixology Class). Experience sponsorship will be based on a first come, first served basis.	•				
Assistance with Press Bookings.	•	•			
Pre or During Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation. Email option is based on sponsorship level.	Pre AND During	Pre OR During			
LF Live Webinar: To be held during event or on a separate date, with its own marketing and lead generation plan. (Full contact information of registrants supplied).	1	1			
Onsite Recognition during Opening Keynote Session: By event emcee.	•	•			
Opportunity to reach out to attendees with a customized pop-up on-screen banner during event.	2	1			
Opportunity to add custom questions to the post event attendee survey. Follow-up reporting will be provided with survey results.	2	1			
Slack Channel Takeover of the "Ask the Experts" Channel: Sponsor will have the opportunity to host their own 30 minute "Ask the Experts" session on Slack, the conference networking & collaboration virtual lounge.	•	•			
Keynote Speaking Opportunity: Session metrics will be provided post-event. All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.	20 min Keynote	5 min Keynote	Keynote Panel Discussion Participation		
Speaking Opportunity with contact info of opted-in attendees provided. Sponsor recognition in the session chat with a link of the sponsors choice posted during the session. Session metrics and opt-in attendee list will be provided post-event. All sponsor content must be approved by Program Committee and Linux Foundation. Speaking slots based on availability.	3-hour Tutorial	1.5-hour Tutorial	Conference Session		
Social Media Promotion of Sponsorship: From the Linux Foundation channels and the Linux Foundation Events channels via Twitter, Facebook, and LinkedIn. Sponsor can provide custom content (must be approved by the Linux Foundation).	5x	4x	3x		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Social Media Re-share: The Linux Foundation Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined the The Linux Foundation.	•	•	•		
Keynote Auditorium Branding: Logo prominently displayed.	•	•	•	•	
Recognition in Pre-Conference Email Marketing: Includes company logo, linked to your website.	•	•	•	•	•
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach.	•	•	•	•	•
Recognition on Event Website: Logo displayed on all pages of event website, linking to URL of your choice.	•	•	•	•	•
Prominent Branding throughout conference.	•	•	•	•	•
Virtual Exhibit Booth: See below for inclusions.	•	•	•	•	•
Ability to generate leads with attendee contact information for those that visit your booth	•	•	•	•	•
Chat function with booth attendees	•	•	•	•	•
Ability to link to resources, social media, job postings etc.	•	•	•	•	•
Sponsored Slack Channel: A sponsored Slack channel will be created for each sponsor to use throughout the event to post resources, host conversations and more.	•	•	•	•	•
Attendee Trivia Participation: Provide a trivia question about your company/product/service to include in Attendee Trivia Game, where attendees can earn points for prizes.	•	•	•	•	
Virtual "Swag Bag" with contact info of opted-in attendees provided: Sponsors will have the opportunity to add a giveaway or raffle item on a dedicated page on the event site. Attendees will opt-in to participate. All opt-in information will be shared with the sponsor. Any physical items will be fulfilled directly by the sponsor.	•	•	•	•	•
Event Registration Passes.	160	120	80	40	10
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	\$70,000	\$45,000	\$25,000	\$12,000	\$8,000

*Start-ups must: (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.

**Applicable only for vendors with community demos selected for the LFN/LFE Pavilion

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details or discuss custom options.

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

Technologies Covered By Event:

Linux Systems

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

Applications

OpenJS World, API Specifications Conference

Networking & Edge Computing

Open Networking & Edge 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, Open Networking & Edge Summit, The Linux Foundation Member Summit

Open Source Governance, Community & Management

The Linux Foundation Member Summit, Open Source Summit, Open Compliance Summit, The Linux Foundation Member Legal Summit, Open Source Strategy Forum

Cloud & Cloud Native

KubeCon + CloudNativeCon, Open Source Summit, Open Source Strategy Forum, Open Networking & Edge Summit, Kubernetes Contributor Summit, Helm Summit, FoundationDB Summit, ServiceMeshCon, PromCon, KVM Forum, Xen Summit, Cloud Foundry Summit

Blockchain

Hyperledger Global Forum, Hyperledger Member Summit, Open Source Strategy Forum

Hardware

OpenPOWER Summit, RISC-V Global Forum

Invitation-Only Events

LSF-MM Summit, The Linux Foundation Member Legal Summit, Open Compliance Summit, Linux Kernel Maintainer Summit & The Linux Foundation Member Summit

Linux Foundation Events are where 42,000+ 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 marketing, and necessary to build, scale, and sustain critical open source projects and communities. As the home of over 200 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.

2019 LF EVENT **AUDIENCE SNAPSHOT**

ATTENDANCE

42,000+ attendees

31.25% YoY Growth

REPRESENTING






12,000+ organizations

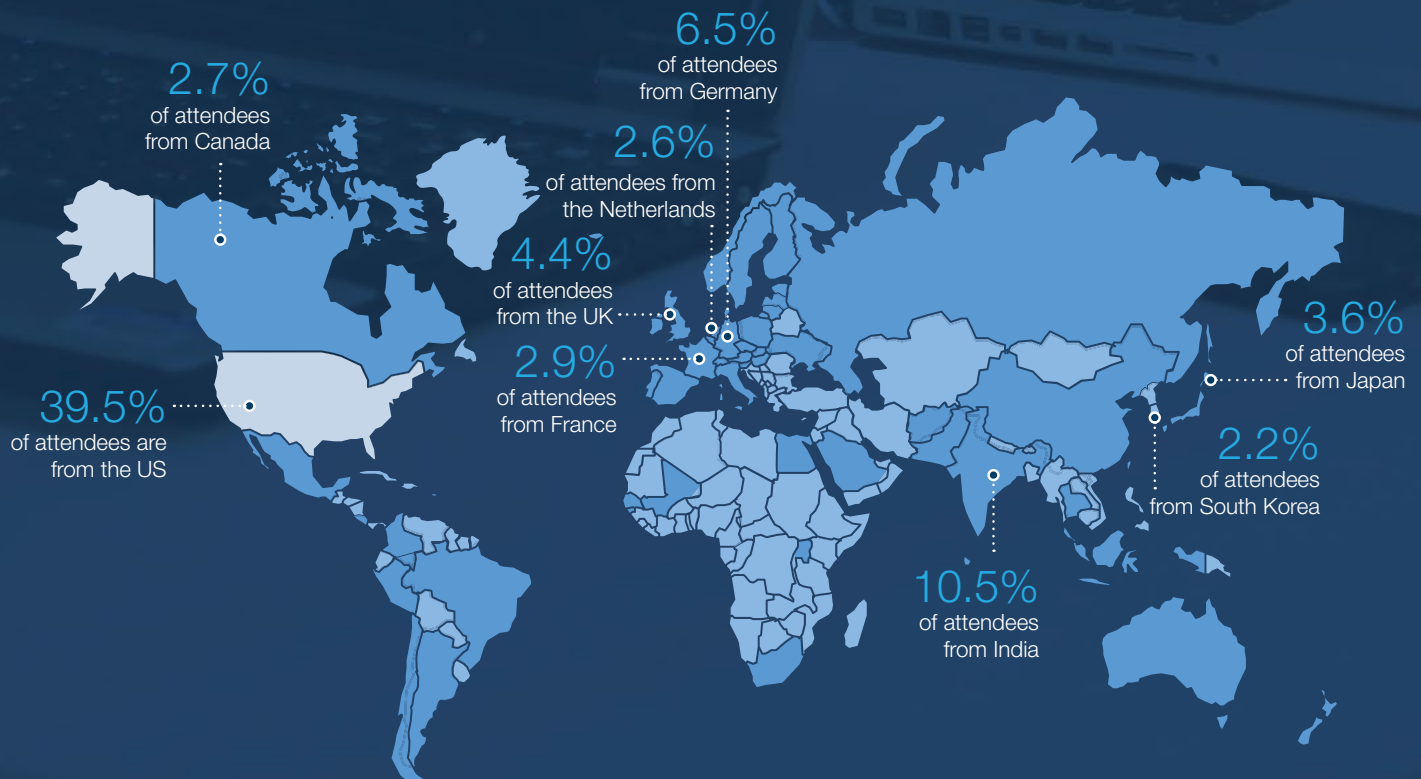
Including corporations, associations and academic institutions worldwide

FROM

141 countries

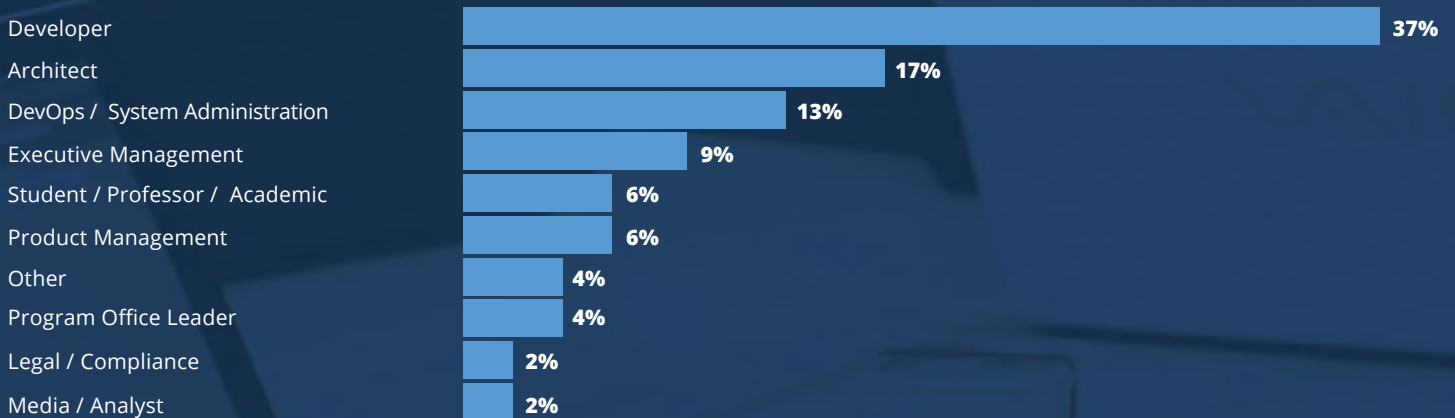
AUDIENCE BY COMPANY SIZE

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

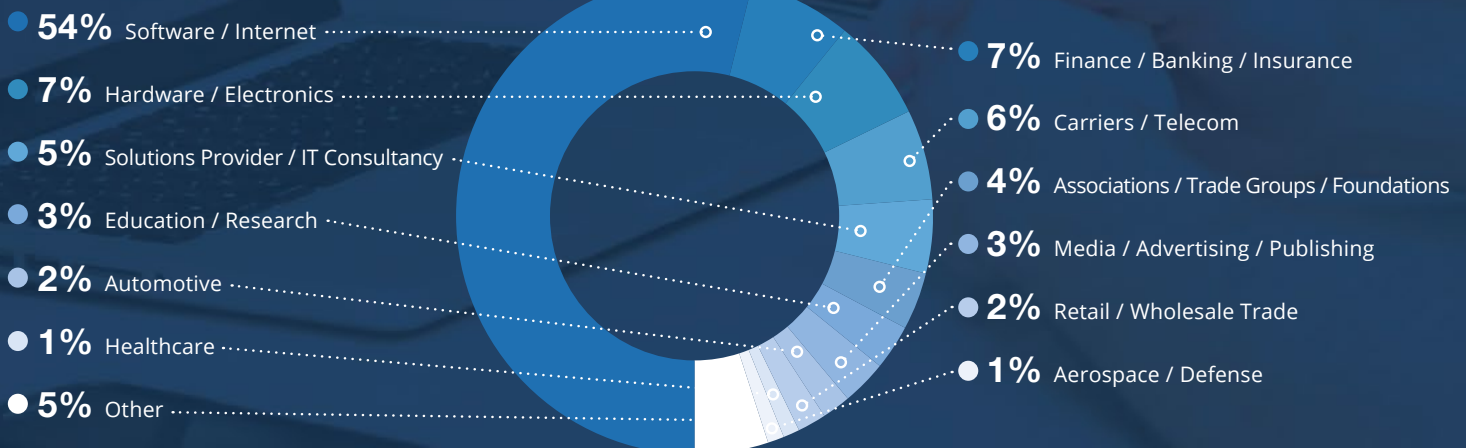


2019 LF EVENT AUDIENCE SNAPSHOT (CON'T)

AUDIENCE BY JOB FUNCTION



AUDIENCE BY INDUSTRY



PRESS & SOCIAL MEDIA

Linux Foundation Events are highly engaging and interactive.
Our 2019 events generated:

30,000+
media clips

2,000,000,000+
potential impressions

90,000+
social media
engagements on
Facebook &
Twitter

730,000,000+
event keyword
impressions on
social media

Nearly 500
media professionals
attended,
representing global
media outlets



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