



OpenJS World

June 6-10, 2022 | Austin, TX

2022 SPONSORSHIP PROSPECTUS



OpenJS World will have its first in-person event in **June 2022** in **Austin, TX**.

Join JavaScript professionals including developers, software engineers, developer advocates and business leaders at the OpenJS global conference. Connect, learn and collaborate with community members from projects including AMP, Appium, Electron, and Node.js.

With an agenda full of keynotes, breakout sessions, and interactive trainings from community and industry leaders, OpenJS Foundation's annual event is the one JavaScript conference you won't want to miss.

- Discover, learn, and connect with those working on open source application development and deployment.
- OpenJS World and CDcon (Continuous Delivery Foundation) are co-locating in Austin for two conferences in one.
- Explore how you can use the latest JavaScript technologies, check out the new continuous delivery approaches in software, and hear from inspiring leaders in tech today.
- Two conferences. One ticket.
- Unlimited ways to collaborate on the Expo floor.

Contact us at rginn@openjsf.org to secure your sponsorship today.



Year Over Year Registration Comparison

ITEM	2015	2016	2017	2018	2019	2020*	2021*
Total Registrations	750	726	767	962	520	2233	2047
Speaker Registration	61	78	66	85	77	65	75
Sponsor Registration	123	220	117	121	100	n/a	n/a
Media Registration	7	9	5	4	0	n/a	n/a
Academic Reg	9	32	67	49	14	n/a	n/a

*Virtual Event

Attendee Role



- Developer **63%**
- Academic **8%**
- Other **8%**
- Architect **7%**
- Technical Manager **5%**
- Executive **4%**
- DevOps/SRE/Sys Admin **4%**

Online Reach & Traffic

OpenJS World Website Traffic (Pageviews)	40,394
OpenJS World Website Traffic (Unique Pageviews)	35,060
Potential Social Impression (Earned)	55.3 Million
Media Coverage (articles, blogs)	36
Academic Reg	9

Earned Social • Twitter

Chart Below shows metrics for the #OpenJSWorld and #OpenJSWorld21 hashtags. Metrics cover April 1 - June 22, 2021.

Potential Reach	2.6M
Potential Impression	55.3 Million
Total Tweets	1071
Contributors	374



Sponsorship At-A-Glance

CATEGORY	DELIVERABLES	DIAMOND 4 AVAILABLE 2 AVAILABLE	PLATINUM 3 AVAILABLE 2 AVAILABLE	GOLD 4 AVAILABLE 3 AVAILABLE	SILVER 6 AVAILABLE 5 AVAILABLE	BRONZE 8 AVAILABLE
SPEAKING OPPORTUNITY	10-Minute Keynote or 2 Breakout Sessions: Content to be approved by program committee. Keynote will be on Day 2 during the joint keynote session. Breakout sessions will be 1 per event.	•				
	5-minute Keynote or 1 Breakout Session: Content to be approved by program committee. 5 minute keynote on Day 1 or 1 Breakout Session		•			
	Demo Theater or Lightning Talk: Content to be approved by program committee			•		
ON-SITE EXPERIENCE	Recognition on Event Signage: Sponsor logo on conference signage	•	•	•	•	•
	Collateral Distribution: Laid out in a prominent location near registration	•	•			
	Logo included on "Thank you to our Sponsors" slide during keynote sessions	•	•	•	•	•
	Exhibit Booth: Includes counter with graphic and stools. Upgrades options available.	10'X15'	10'X10'	8'X6'	6'X6'	TABLETOP
	Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads	4	3	2	1	1
MARKETING/ BRAND EXPOSURE	Blog Post: Featured profile or interview on either OpenJS Foundation OR Continuous Delivery Foundation blog	•	•			
	Assistance With Press Bookings at Event: Helping you get the most out of an on-site announcement	•	•			
	Sponsor Recognition in Event Announcement	OPENJS WORLD + CDCON	•			
	Recognition on Event Website: Prominent logo display on event homepage	OPENJS WORLD + CDCON	•	•	•	•
	Social Media Recognition: Predetermined number of "thank you" tweets from OpenJS Foundation Twitter handle	3	2	1	SHARED	SHARED
EMAIL PROMOTION	Pre- or Post-Conference Email Blast: 1 email to opt-in list to be sent by event organizers	OPENJS WORLD + CDCON	•			
	Pre- or Post Event Email Recognition: 50-word entry in attendee email	OPENJS WORLD + CDCON	•			
	Email Recognition: Sponsor logo in footer of attendee emails	•	•	•	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	•	•	•	•	•
EVENT PASSES	Complimentary Attendee Passes to be Shared by Sponsor	10	6	4	2	2
	20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED	UNLIMITED
VIRTUAL SPONSORSHIP	Virtual Booth	•	•	•	•	•
	Push notifications: Custom message to virtual attendees	1	1			
	Logo recognition during keynote stream	•	•	•	•	•
	Logo recognition on digital platform	•	•	•	•	•
	Post-event data, including full list of attendees that visited booth	•	•	•	•	•
	Complimentary virtual access passes	10	6	4	2	2
Sponsorship Cost		Member \$75,000	Member \$50,000	Member \$24,000	Member \$12,000	Member \$5,000
		Non-Member \$100,000	Non-Member \$65,000	Non-Member \$30,000	Non-Member \$15,000	Non-Member \$10,000*

* Includes membership **Number of sponsorships available per tier is subject to change.

Contact us at rginn@openjsf.org to secure your sponsorship today.



Promotional Marketing Opportunities

Session Recording Sponsor: Includes logo on post-event recordings	\$10,000 (1 AVAILABLE)
Attendee T-Shirt: Every in-person attendee will receive an event t-shirt. The design will include your logo on sleeve of t-shirt.	\$10,000 (1 AVAILABLE)
Diversity Scholarship: OpenJS Foundation support to those from traditionally underrepresented and/or marginalized groups in the technology and/or open source communities (including, but not limited to: persons identifying as LGBTQ, women, persons of color, and/or persons with disabilities) who may not otherwise have the opportunity to attend a OpenJS Foundation events for financial reasons. Top applicants will be awarded a fully paid scholarship to attend OpenJS World, including registration, airfare and hotel. Your logo will be displayed on the event website.	\$5,000 (UNLIMITED AVAILABLE)
Lanyards: Exclusive sponsor logo will appear across the lanyard.	\$5,000 UNLIMITED

Joint Promotional Marketing Opportunities

Joint Promotional Marketing Opportunities provide sponsors the most visibility as your branding will be showcased to all 1,600+ attendees from both cdCon and OpenJS World.

Keynote Live Stream & Recording: Includes logo on live stream and event website. Sponsors will be allowed to use recordings on their website or in promotional materials	\$10,000
Sponsor Showcase Reception: Sponsor can host this evening with exclusive branding on all food and drink stations and prominently placed signage	\$10,000
Breaks: 2 available, 1 per day	\$5,000
Wireless Access: Conference WiFi network or password to include sponsor's name (based on venue capabilities)	\$7,500 UNAVAILABLE
Lanyards: Exclusive sponsor logo will appear across the lanyard for both cdCon + OpenJS World.	\$7,500 UNAVAILABLE
Job Board: Logo on physical job board located near registration	\$5,000