**OPEN SOURCE SUMMIT**

JAPAN

**AI_dev**

Open Source GenAI & ML Summit

**2025 December 8-10 | Tokyo, Japan**

# 2025 SPONSORSHIP

# PROSPECTUS

**OPEN SOURCE SUMMIT JAPAN**

THE LINUX FOUNDATION

**AI_dev**
Open Source GenAI & ML Summit

**❝ ATTENDING THIS EVENT WAS A GREAT WAY TO SEE THAT FANTASTIC IMPROVEMENTS ARE HAPPENING IN OUR INDUSTRY. ❞**

**❝ OPEN SOURCE SUMMIT IS A FUNDAMENTAL GATHERING PLACE FOR EXCHANGING IDEAS ACROSS PROJECTS AND MEETING ALL OF THE PEOPLE WHO MAKE OPEN SOURCE COMMUNITIES WORK. ❞**

# Contents

**❝ OSS GETS YOUR CREATIVE JUICES FLOWING. IT HELPS PROVIDE CLARITY ON WHAT'S IMPORTANT AND HOW TO ACHIEVE IT. ❞**

# 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



# 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.

## 2025 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

## Why Sponsor

Sponsoring Open Source Summit & AI_dev gives you the opportunity to reach a diverse and multi-faceted audience of open source practitioners, in one place.

Many organizations are engaged in a number of the technology areas covered at Open Source Summit & AI_dev, making this the one conference providing you the opportunity to connect with many communities at one event.

**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**

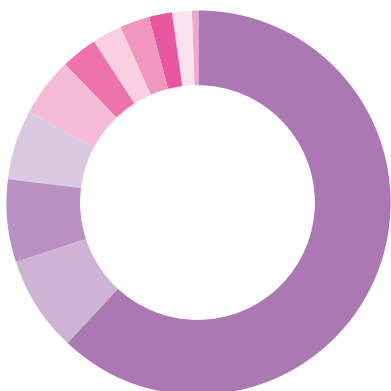**Gain valuable mindshare from developers, technologists and business leaders**

**Demonstrate support for the important work of the open source community**

> " WE MET SOME OF THE BRIGHTEST AND MOST TALENTED ATTENDEES, AND LEARNED FIRSTHAND FROM INDUSTRY LEADERS. THE 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! "
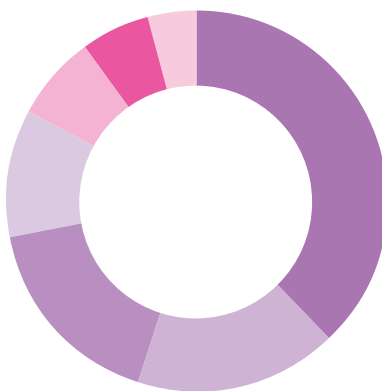
# 2023 Attendee Demographics

- **786** total attendees
- Attendees from **330** organizations
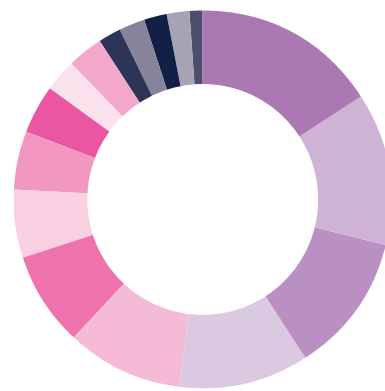- **77%** of all attendees were from the United States, Canada, and Mexico



**Industry**
- Information Technology **52%**
- Non-Profit **13%**
- Automotive **11%**
- Industrials **7%**
- Telecommunications **5%**
- Professional Services **4%**
- Financials **4%**
- Consumer Goods **2%**
- Materials **1%**
- Energy **0.5%**
- Healthcare **0.5%**

**Job Level**
- Individual Contributer **27%**
- Other **23%**
- Manager **19%**
- Director **10%**
- Academic **9%**
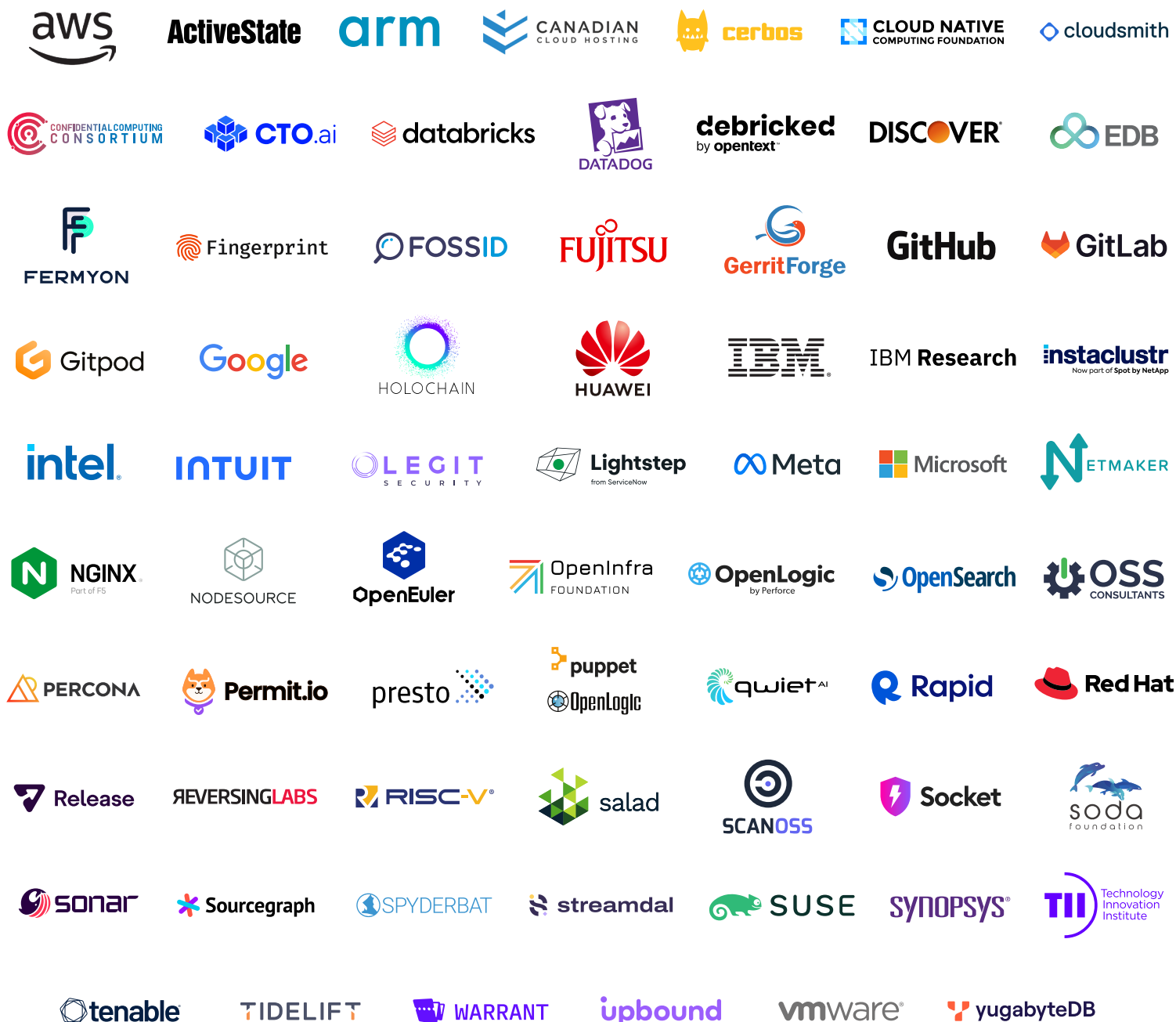- CXO / ED **6%**
- VP / SVP / GM **6%**

**Job Function**
- Systems/Embedded Developer **14%**
- Application Developer **9%**
- Architect **9%**
- Executive Leader **9%**
- Manager - Technical Teams **7%**
- Student **7%**
- Kernel/Operating Systems Developer **6%**
- DevOps/SRE/Sysadmin **5%**
- Marketing **5%**
- Manager - Other **4%**
- Manager- OSPO **4%**
- Product/Biz Dev **3%**
- Academic **3%**
- Media/Analyst **2%**
- Legal / Compliance **2%**

*Demographics are from the Open Source Summit Japan 2023.*

# Previous Sponsors

| Sponsorships-at-a-Glance<br><br>Contact **sponsorships@linuxfoundation.org** to secure your sponsorship today. | DIAMOND<br><br>4 AVAILABLE | PLATINUM<br><br>~~8 AVAILABLE~~<br>7 AVAILABLE | GOLD<br><br>~~10 AVAILABLE~~<br>7 AVAILABLE | SILVER<br><br>UNLIMITED | BRONZE<br><br>UNLIMITED |
|---|---|---|---|---|---|
| **Meeting Room:** For private meeting use only. | Private Use - 3 Days | Private Use - 1 Day | | | |
| **Attendee List with Contact Information** (Opt-In Registrants) | Attendee Registration Opt-In List Pre and Post Event+ Sponsored Session Attendee List (if sponsored session is selected) | Attendee Registration Opt-in List Post Event + Sponsored Session Attendee List (if sponsored session is selected) | Sponsored Session Attendee List | | |
| **Speaking Opportunity:** Content must be approved by PC and the LF. Based on availability. | 10-minute Keynote OR Conference Session | 5-minute Keynote OR Conference Session | Conference Session OR BoF | | |
| **Post-Event Marketing & Resource Package:** Resources for ongoing engagement and momentum, including a short sponsor-specific video highlight reel (including photos of your booth, speakers, and session) press coverage links, and session recording file, which will be delivered approximately 3 weeks post-event. | Sponsor-Specific Video Highlight Reel, Press Coverage Links, and Sponsor Session Recording File | Sponsor Session Recording File | Sponsor Session Recording File | | |
| **Social Media Promotion from The Linux Foundation X (formally Twitter) Account** | 2 X (formally Twitter) Posts and 1 Re-Share | 1 X (formally Twitter) Post and 1 Re-Share | 1 X (formally Twitter) Post with other Gold Sponsors and 1 Re-Share | | |
| **Promotion of Sponsor-hosted demo or mini session at booth:** Listed on the official event schedule. Can occur during official event breaks only. Time slots will be communicated by Sponsor Services. | Promotion of (2) sponsor in-booth demo | Promotion of (2) sponsor in-booth demo | Promotion of (1) sponsor in-booth demo | | |
| **Sponsor/Event Social Cards:** Your company logo along with event logo on social card designed for easy sharing on social media platforms. | • | • | • | • | |
| **Promotional Recognition** | Verbal and Logo Recognition During Keynote, in Press Releases, Pre-Conference Email Marketing, and on Event Signage and Website | Verbal and Logo Recognition During Keynote, in Press Releases, Pre-Conference Email Marketing, and on Event Signage and Website | Logo Recognition During Keynote, in Press Releases, Pre-Conference Email Marketing and on Event Signage and Website | Logo Recognition During Keynote, in Press Releases, Pre-Conference Email Marketing and on Event Signage and Website | Logo Recognition on Event Signage, Pre-Conference Email Marketing and Website |
| **Marketing Kit:** Custom graphics 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. | • | • | • | • | • |
| **Access to Event Press/Analyst List:** Contact list shared one week prior to the event for your own outreach. | • | • | • | • | • |
| **Exhibit Booth** (Upgrade options available) | 8'x8' space includes (2) tables, tabletop sign with logo, 2 chairs, power, and conference wifi | 8'x8' space includes (2) tables, tabletop sign with logo, 2 chairs, power, and conference wifi | 6'x6' space includes (1) table, tabletop sign with logo, 2 chairs, power, and conference wifi | 6'x6' space includes (1) table, tabletop sign with logo, 2 chairs, power, and conference wifi | 6'x6' space includes (1) table, tabletop sign with logo, 2 chairs, power, and conference wifi |
| **Lead Retrieval Devices:** Live scans, real time reporting and ability to take notes on captured leads. | 2x | 1x | 1x | 1x | 1x |
| **Conference Attendee Passes and 20% Discount on Additional Conference Attendee Passes** | 30 | 20 | 15 | 10 | 3 |
| **Post Event Data Report:** Provides event demographics and additional details on event performance. | • | • | • | • | • |
| **Sponsorship Cost** | **$65,000** | **$42,000** | **$27,500** | **$15,000** | **$8,000** |

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.

# Promotional Marketing Opportunities

### Open Source Summit Speed Networking & Mentoring Session
**$2,000 • 1 Available**

Sponsors will receive recognition in the session, the opportunity to provide collateral to distribute at session, and logo on website and signage.

### Equity, Inclusion, and Accessibility Event
**$10,000 • 1 Available**

Support a dedicated event for attendees from marginalized communities to gather and network with the option to feature a speaker from your organization for a portion of the event.

### Lanyards
**$8,000 • 1 Available**

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.

### Attendee T-Shirt
**$15,000 - 1 Available**

Every in-person attendee at the event will receive an event t-shirt. Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.

### Keynote Live Stream & Recording
**$7,000 • 1 Available**

Includes logo on live stream home page and event website. Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.

### Onsite Happy Hour & Onsite Reception
**$12,500 • 1 Available**

Spark conversation about your brand during our Tux Trek. Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage. Level sponsorship required.

### Breakfast & Breaks $15,000 • 3 Available

Sponsorship includes prominent branding at all breakfast & break stations for one day of the event. Level sponsorship required.

### Lunch  $10,000 • 3 Available

Sponsorship includes prominent branding at all lunch stations for one day of the event. Level sponsorship required.

### Wireless Access Sponsorship
**$15,000 • 1 Available**

Conference wifi will be named after sponsor. Level sponsorship required.

### Scholarships
**$2,500 minimum • Unlimited**

Research shows that more inclusive teams perform better, innovate more, and produce more profitable outcomes. By sponsoring scholarships for underrepresented attendees (women and non-binary individuals, persons from marginalized communities, and persons with disabilities), you are not only helping an individual who might not otherwise be able to join the event, but you're also supporting the overall community in achieving better outcomes. Benefits include:

• Logo and link on conference website.

• Logo recognition on rotating slides before and after keynotes.

• Sponsor recognition in scholarship acceptance notifications.

# Promotional Marketing Opportunities

### Track Sponsorship
**$3,500 • 3 Per Track Available**

- Logo on branded signage outside conference room(s) specific to the track of your choosing.
- Logo on track webpage and in event promotional materials.
- Branding on Conference Video Recordings: Your logo will be included on the opening title slide of all recordings from your chosen track. Videos are publicly available on The Linux Foundation YouTube Channel and viewed by thousands.
- Level sponsorship required.

### 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.



> **OSS IS AMAZING. SO MANY PEOPLE GATHERED WITH A HIGH TECHNICAL LEVEL - ALL AIMING TO LEARN AND NETWORK. I ENCOURAGE YOU TO ATTEND THE NEXT TIME, THE EXPERIENCE WAS INCREDIBLE.**

# Media Coverage

Share Announcements and News with global media outlets covering the event.

**Previous participants included:**



During our OSS Japan 2023 event window, November 28 - December 12, 2023

**4.9M**
Twitter impressions
#ossummit

**344k**
LinkedIn impressions

# Participate in all 2025 Open Source Summit Events!

**North America**
June 23-25, 2025 | Denver, CO

**Korea**
November 4-5, 2025 | Seoul, Korea

**Europe**
August 25-27, 2025 | Amsterdam, Netherlands
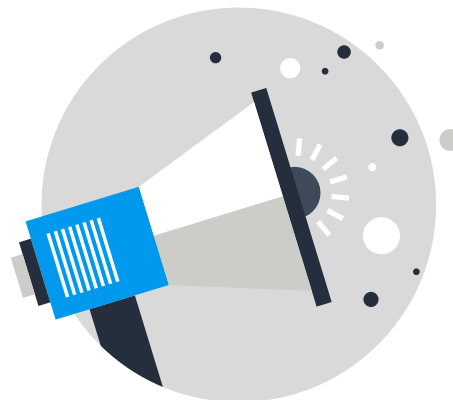
**Japan**
December 8-10, 2025 | Tokyo, Japan

**India**
August 4, 2025 | Hyderabad, India

## 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.

> **THE BEST INCLUSIVE CONFERENCE OF THE YEAR. TALKS, PEOPLE, SPONSORS AND PROJECTSARE JUST AMAZING**

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

**www.events.linuxfoundation.org**