



THE LINUX FOUNDATION  
**OPEN SOURCE SUMMIT**  
NORTH AMERICA

**April 16-18, 2024 | Seattle, WA**

**2024 SPONSORSHIP**

**PROSPECTUS**

“ 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

|  |    |
|--|----|
| About Open Source Summit .....   | 3  |
| Why Sponsor .....  | 4  |
| Who Attends Open Source Summit.....                                      | 5  |
| Why Attend Open Source Summit? .....                                     | 5  |
| Attendee Demographics .....  | 6  |
| Diversity & Inclusion.....   | 7  |
| Sponsorships-at-a-Glance.....  | 8  |
| Diamond Sponsorship Detail .....   | 9  |
| Platinum Sponsorship Detail.....   | 10 |
| Gold Sponsorship Detail .....  | 11 |
| Silver Sponsorship Detail .....  | 12 |
| Bronze Sponsorship Detail .....  | 13 |
| Open Source Summit ‘Micro’ Conference<br>Sponsorship Opportunities ..... | 14 |
| Promotional Marketing Opportunities.....                                 | 15 |
| Previous Sponsors .....  | 18 |
| Media Coverage .....   | 19 |
| Hear what our previous attendees have said! .....                        | 20 |
| Sponsorship Bundles & Custom Packages .....                              | 21 |



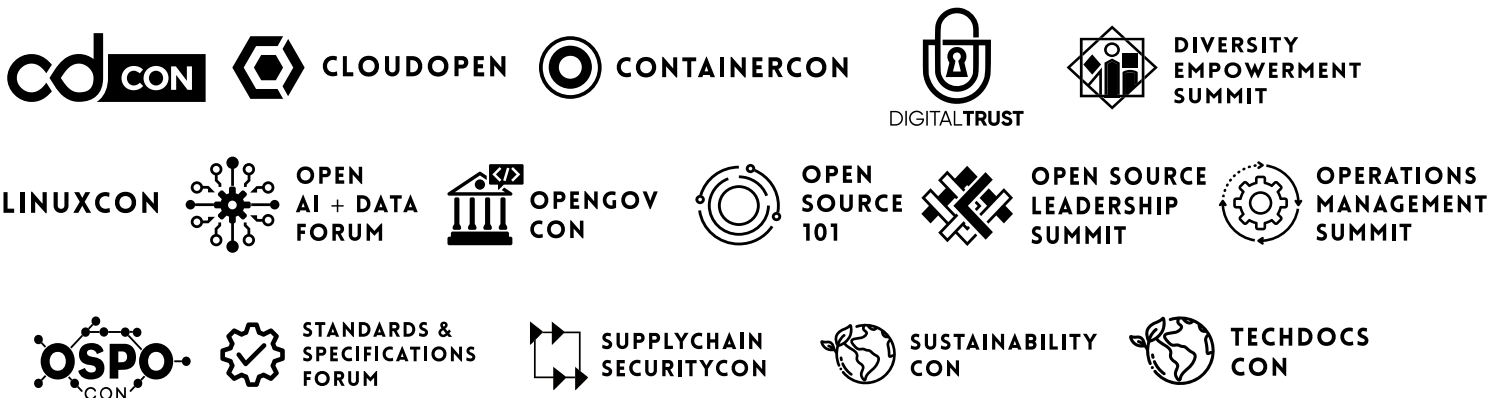
## About Open Source Summit

April 16-18, 2024 | Seattle, WA

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 North America 2024 Conference Umbrella include:



## Why Sponsor

Sponsoring Open Source Summit 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, 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! ”

## Who Attends Open Source Summit

### Developers

Systems, Embedded, Applications,  
Kernel & Operating Systems

Technical Managers, Community Managers,  
Executive Leaders, Legal & Compliance, Operations &  
Processing Management, OSPO Teams

### Operations

Architects, SRE, Site Reliability Engineers,  
DevOps, SysAdmins

### Academic/Media/Other

Professors, Students, Media, Analysts,  
Product, Biz Dev, Marketing

### Community & Leadership

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## Why Attend Open Source Summit?

Thousands of attendees attend Open Source Summit North America 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

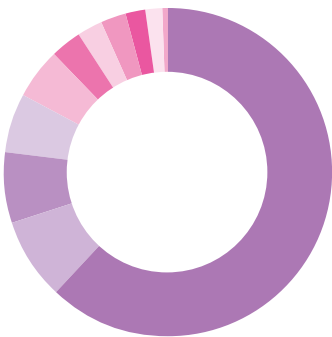
## Quick Facts

- **Anticipated 2024 Attendance: 2,000 In-Person Attendees\***
- Open Source Summit North America 2023 was held as a hybrid event, gathering **1,400+** attendees from **1,638** organizations across **108** countries.
- Highest sponsor booth leads generated in 2023 — **278** with an average of **88**.

\*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.

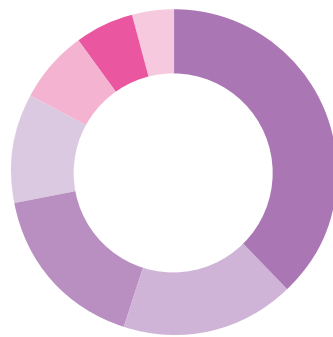
## 2023 Attendee Demographics

- **3,600 total attendees: 1,400** In-person and **2,200** virtual
- Attendees from **1,638** organizations
- Attendees from **108** countries
- **70%** of registered attendees participated in the virtual experience
- **60%** of all attendees were from the United States, Canada, and Mexico



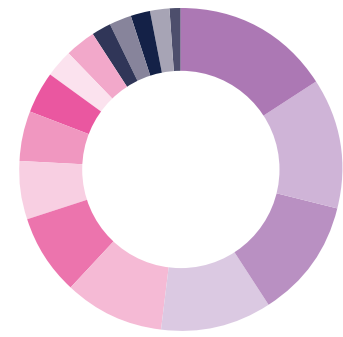
### Industry

- Information Technology **62%**
- Non Profit Organization **8%**
- Professional Services **7%**
- Financials **6%**
- Telecommunications **5%**
- Industrials **3%**
- Automotive **2.5%**
- Consumer Goods **2.5%**
- Health Care **2%**
- Energy **1.5%**
- Materials **.5%**



### Job Level

- Individual Contributor **38%**
- Manager **17%**
- Other **17%**
- Director **11%**
- Academic **7%**
- CXO / ED **6%**
- CP / SVP / GM **4%**



### Job Function

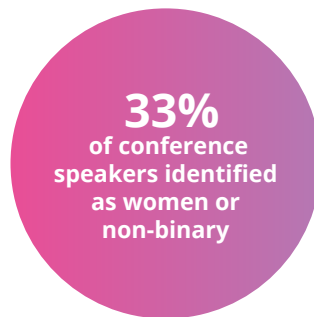
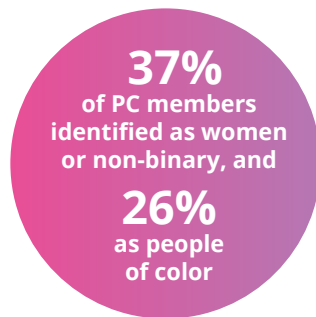
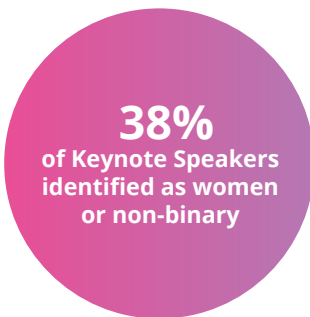
- Application Developer (Front-end/Back-end/Mobile/Full Stack) **16%**
- Other **13%**
- Architect **12%**
- DevOps/SRE/Sysadmin **11%**
- Executive Leader **10%**
- Manager - Technical Teams **8%**
- Student **6%**
- Systems/Embedded Developer **5%**
- Manager - Other **4%**
- Marketing **3%**
- Product/Biz Dev **3%**
- Kernel/Operating Systems Developer **2%**
- Manager - OSPO **2%**
- Media / Analyst **2%**
- Professor / Academic **2%**
- Legal / Compliance **1%**

\*Demographics are from the Open Source Summit 2023.

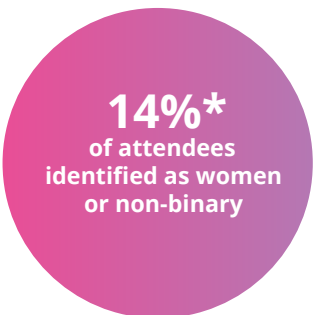
## Diversity & Inclusion

We want to help make the open source community a more diverse and inclusive community, and feel that events are one of the ways to help further that goal. Thus creating the diversity & inclusivity we want to see in the community is paramount to a successful Open Source Summit, including on stage and in the audience.

In 2023



“ I AM THRILLED TO  
 SEE THE DIVERSITY  
 AND INCLUSION  
 INITIATIVES! ”



“ THE IMPORTANCE  
 OF DIVERSITY AND  
 INCLUSION WERE  
 EVIDENT IN WORDS  
 AND PRACTICE.  
 WELL DONE! ”

\*These are optional questions on our registration form that also include 'prefer not to answer' as an option, or can be skipped entirely, thus these numbers may be higher than reflected here.

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

\*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.



## Diamond Sponsorship Detail

**SOLD OUT**

### Marketing and Brand Exposure:

- **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.
- **Company logo listed on all event webpages and all event email promotions.**
- **Social Media Promotion of Sponsorship (2X):** From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).
- **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.
- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.
- **Keynote Editorial Coverage:** Keynote will include live streaming and recording posted to the Linux Foundation YouTube channel along with promotional editorial coverage.

### On-site Experience:

- **Recognition on Event Signage:** Prominent logo display on conference signage onsite.
- **Recognition During Opening Keynote Session:** Sponsor recognition by name.
- **Keynote Stage Branding:** Logo prominently displayed on stage screens.
- **Collateral Distribution:** Laid out in a prominent location near registration onsite.
- **20'x20' Exhibit Booth:** Includes counter with graphic and stools (upgrade options available).
- **Private Meeting Room:** Reserved for the entire event to host your VIP customers and exclusive meetings.

### Speaking Opportunity:

- **10-minute Keynote:** Content must be approved by PC and The Linux Foundation. *Based on availability.*

### Lead Generation:

- **2 Lead Retrievals:** Live scans, real time reporting and ability to take notes on captured leads.

### Event Access and Knowledge Share:

- **20 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.
- **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.
- **Ability to add 2 Custom Questions in Post-Event Attendee Survey:** Follow-up reporting will be provided with data results. Questions must be approved by The Linux Foundation.
- **Post-Event Data Report:** Provides event demographics and additional details on event performance.



All Diamond Sponsors receive a **speaking opportunity: 10-min Keynote!**\*

\* All sponsor content must be approved by Program Committee and The Linux Foundation.

## Platinum Sponsorship Detail

**83 AVAILABLE / \$45,000**

### Marketing and Brand Exposure:

- **Pre or Post-Conference Email Blast:** One time use of opt-in list to be sent by The Linux Foundation.
- **Company logo listed on all event webpages and all event email promotions.**
- **Social Media Promotion of Sponsorship (1X):** From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).
- **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.
- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.
- **Keynote Editorial Coverage:** Keynote will include live streaming and recording posted to the Linux Foundation YouTube channel along with promotional editorial coverage.

### On-site Experience:

- **Recognition on Event Signage:** Prominent logo display on conference signage onsite.
- **Recognition During Opening Keynote Session:** Sponsor recognition by name.
- **Keynote Stage Branding:** Logo prominently displayed on stage screens.
- **Collateral Distribution:** Laid out in a prominent location near registration onsite.
- **15'x15' Exhibit Booth:** Includes counter with graphic and stools (upgrade options available).
- **Private Meeting Room:** Reserved for 1 event day to host your VIP customers and exclusive meetings.

### Speaking Opportunity:

- **5-minute Keynote:** Content must be approved by PC and The Linux Foundation. *Based on availability.*

### Lead Generation:

- **1 Lead Retrieval:** Live scans, real time reporting and ability to take notes on captured leads.

### Event Access and Knowledge Share:

- **15 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.
- **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.
- **Ability to add 1 Custom Question in Post-Event Attendee Survey:** Follow-up reporting will be provided with data results. Questions must be approved by The Linux Foundation.
- **Post-Event Data Report:** Provides event demographics and additional details on event performance.



All Platinum Sponsors receive a **speaking opportunity: 5 min Keynote!**\*

\* All sponsor content must be approved by Program Committee and The Linux Foundation.

## Gold Sponsorship Detail

**SOLD OUT**

### Marketing and Brand Exposure:

- **Company logo listed on all event webpages and all event email promotions.**
- **Social Media Promotion of Sponsorship (1 shared):** From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).
- **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.
- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.

### On-site Experience:

- **Recognition on Event Signage:** Prominent logo display on conference signage onsite.
- **Collateral Distribution:** Laid out in a prominent location near registration onsite.
- **10'x10' Exhibit Booth:** Includes counter with graphic and stools (upgrade options available).
- **Private Conference Room:** Reserved for 4 hours to host your VIP customers and exclusive meetings.

### Speaking Opportunity:

- **Conference Session or BoF:** Content must be approved by PC and The Linux Foundation. *Based on availability.*

### Lead Generation:

- **1 Lead Retrieval:** Live scans, real time reporting and ability to take notes on captured leads.

### Event Access and Knowledge Share:

- **10 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.
- **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.



All Gold Sponsors receive a **speaking opportunity: Conference Session or BoF!**

\* All sponsor content must be approved by Program Committee and The Linux Foundation.

## Silver Sponsorship Detail

**UNLIMITED AVAILABLE / \$15,000**

### Marketing and Brand Exposure:

- **Company logo listed on all event webpages and all event email promotions.**
- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.

### On-site Experience:

- **Recognition on Event Signage:** Prominent logo display on conference signage onsite.
- **Collateral Distribution:** Laid out in a prominent location near registration onsite.
- **10'x10' Exhibit Booth:** Includes counter with graphic and stools (upgrade options available).

### Lead Generation:

- **1 Lead Retrieval:** Live scans, real time reporting and ability to take notes on captured leads.

### Event Access and Knowledge Share:

- **6 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.
- **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.



## Bronze Sponsorship Detail

**UNLIMITED AVAILABLE / \$8,000**

### Marketing and Brand Exposure:

- **Company logo listed on all event webpages and all event email promotions.**
- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.

### On-site Experience:

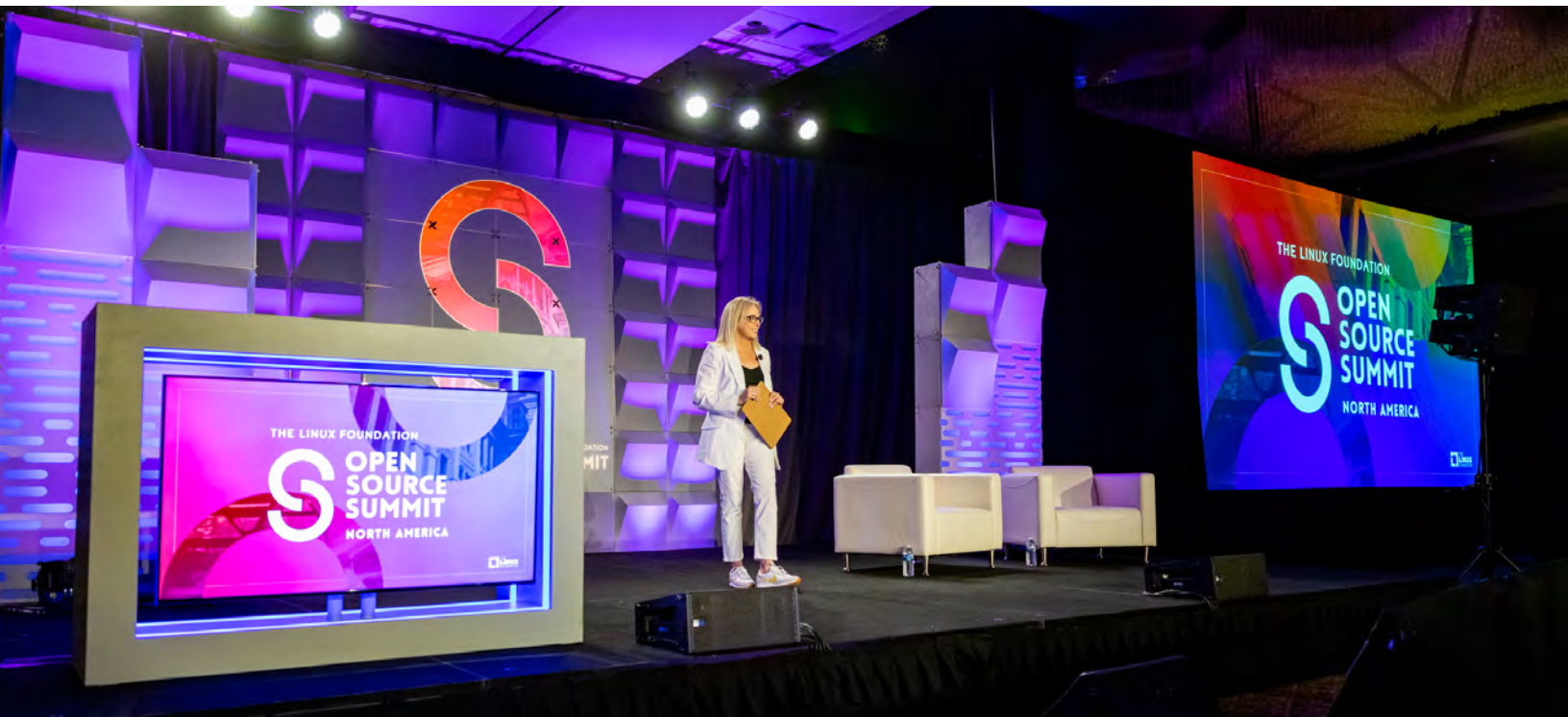
- **Recognition on Event Signage:** Prominent logo display on conference signage onsite.
- **Collateral Distribution:** Laid out in a prominent location near registration onsite.
- **Tabletop Exhibit Booth:** Includes table and chairs (upgrade options available).

### Lead Generation:

- **1 Lead Retrieval:** Live scans, real time reporting and ability to take notes on captured leads.

### Event Access and Knowledge Share:

- **3 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.
- **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.



## Open Source Summit 'Micro' Conference Sponsorship Opportunities

In addition to a leveled Open Source Summit sponsorship — or in lieu of — you can also show your support for a specific subject matter area by sponsoring one of the micro-conferences within Open Source Summit.

|                               | <b>PRINCIPAL • \$10,000</b><br>3 AVAILABLE<br>PER MICRO CONFERENCE | <b>SUPPORTER • \$5,000</b><br>8 AVAILABLE<br>PER MICRO CONFERENCE |
|-------------------------------|--|---|
| CDCon                         | 3 REMAINING  | 8 7 REMAINING   |
| CloudOpen                     | 3 REMAINING  | 8 REMAINING   |
| ContainerCon                  | 3 2 REMAINING  | 8 REMAINING   |
| Digital Trust                 | 3 REMAINING  | 8 REMAINING   |
| Diversity Empowerment Summit  | 3 REMAINING  | 8 REMAINING   |
| LinuxCon                      | 3 REMAINING  | 8 REMAINING   |
| Open AI + Data Forum          | 3 REMAINING  | 8 REMAINING   |
| OpenGovCon                    | 3 REMAINING  | 8 REMAINING   |
| Open Source 101               | 3 REMAINING  | 8 REMAINING   |
| Open Source Leadership Summit | 3 2 REMAINING  | 8 REMAINING   |
| Operations Management Summit  | 3 REMAINING  | 8 REMAINING   |
| OSPOCon                       | 3 REMAINING  | 8 REMAINING   |
| Standards & Specs Forum       | 3 REMAINING  | 8 REMAINING   |
| SupplyChainSecurityCon        | 3 REMAINING  | 8 6 REMAINING   |
| SustainabilityCon             | 3 REMAINING  | 8 REMAINING   |
| TechDocsCon                   | 3 REMAINING  | 8 REMAINING   |

### Sponsorship Levels

#### PRINCIPAL \$10,000

- Large logo on branded signage outside conference room(s) specific to the micro-conference of your choosing
- Logo on micro-conference 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 micro-conference. Videos are publicly available on The Linux Foundation YouTube Channel and viewed by thousands
- Social Media Promotion: 1 Tweet from the LF Twitter account promoting your sponsorship. Sponsor can provide custom content (must be approved by The Linux Foundation)
- 3 Open Source Summit Conference Passes

#### SUPPORTER \$5,000

- Medium logo on branded signage outside conference room(s) specific to the micro-conference of your choosing
- Logo on micro-conference webpage and in event promotional materials
- 2 Open Source Summit Conference Passes

## Promotional Marketing Opportunities



### Open Source Summit Speed Networking & Mentoring Session **\$5,000 • 1 Available**

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



### Attendee Lounge\*\* **\$5,000 Per Lounge**

Sponsor a lounge space for attendees to relax and network. Provides the space to get attendees collaborating. Includes sponsored signage in lounge areas.



### Women & Non-Binary Lunch\*\* **\$15,000 • 1 Available**

Show your support of those that identify as women or non-binary in our community that are helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch.



### Onsite Tux Trek **\$12,500 • 1 Available**

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



### Lanyards **\$10,000 • 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.



### Breakfast & Breaks **\$12,000 • 3 Available**

Sponsorship includes prominent branding at all breakfast & break stations. Level sponsorship required.



### Attendee T-Shirt **\$15,000 - Leveled sponsor \$20,000 - Non-leveled sponsor**

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.



### Lunch **\$20,000 • 3 Available**

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



### Attendee Evening Event **\$20,000 and up**

Treat attendees to a special experience by co-sponsoring the Evening Event! Attendees participating onsite will enjoy a fun-filled evening with food, drinks and new friends. Benefits include:

- Pre-event promotion on event website
- Sponsor recognition in (1) daily event update email sent to attendees by The Linux Foundation
- Recognition on conference schedule
- Signage at venue

Lead retrieval and sponsor-hosted activities are not permitted at the All Attendee Party.



### Keynote Live Stream & Recording **\$10,000 • 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.

## Promotional Marketing Opportunities



### Coffee Bar Sponsorship **\$20,000 • 1 Available**

Keep onsite attendees well-caffeinated with complimentary specialty coffees served from a sponsor-branded coffee bar. Benefits include:

- Dedicated space with a coffee bar in the Sponsor Showcase
- Prominent sponsor branding
- Sponsor recognition in daily event update emails sent to attendees by The Linux Foundation.
- Specialty coffees served during morning and afternoon breaks

Additional opportunities at sponsor's own expense (subject to availability and approval by the LF):

- Branded coffee cups
- Branded napkins

Location, layout, and design, as well as coffee service and operating hours, will be determined by The Linux Foundation. Lead retrieval, sponsored promotions, and sales activities are not permitted in the lounge.



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

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



### Allyship Workshop **\$10,000 • 1 Available**

Position your company as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community. Sponsors have the opportunity to create a unique and customized program focusing on actively promoting and aspiring to advance the culture of inclusion through intentional, positive and conscious efforts that benefit people as a whole. Benefits include:

- Set the topic and create content for the workshop (subject to approval by The Linux Foundation).
- Nominate presenter(s)/facilitator(s) for the workshop (subject to approval by The Linux Foundation).
- Recognition on the conference website.
- Workshop listed on the official conference schedule.
- Sponsor logo recognition during the workshop.



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

Scholarship program provides support to women, gender non-confirming individuals, people with disabilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend events for financial reasons. Showcase your organization's support by sponsoring the diversity scholarship program. 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



### 'Celebrate Diversity' Networking Event **\$15,000**

Show your support of the underrepresented minorities in our community by hosting a networking event to allow them to meet and support each other. Includes sponsor signage and verbal recognition. Sponsorship will cover light appetizers and unlimited non-alcoholic beverages.



### Kids Day **\$7,500**

Support our next generation of OS developers! Kids Day provides local children the opportunity to get hands on experience coding. Your logo will be featured on room signage and on the applicable web page. A social post recognizing your support will also be sent from Linux Foundation channels.



### Attendee Experience Station **\$5,000 and up**

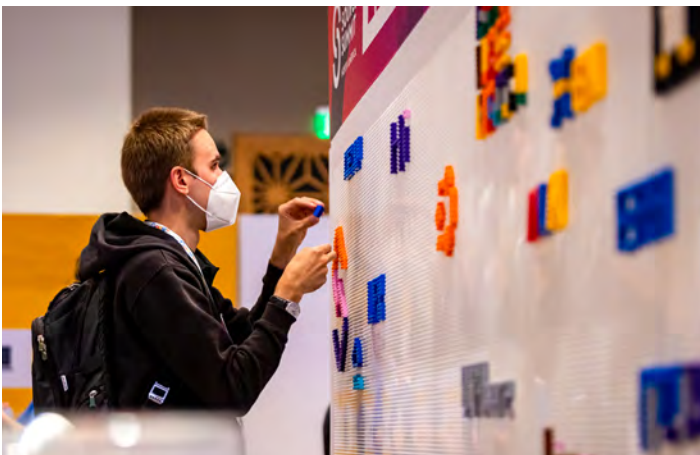
Get your company branding on onsite attendee experience stations, LEGO wall, like photo booths, charging stations or an experience of your choosing! Sponsorship includes prominent logo branding at experience station.



### Cross-Promotion of Pre-Approved Community Events **\$7,500 Each • Unlimited**

Organizing an event for attendees? The Linux Foundation would be happy to help promote your event to our attendees. Only confirmed sponsors of Open Source Summit North America 2024 are eligible for cross-promotion. Events may not overlap with the conference program. Benefits include:

- Event listed on the conference website • Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the Open Source Summit NA registration form for attendees to add it to their conference registration. A 2.9% credit card processing fee per registrant will be charged if a registration fee is required.



## Previous Sponsors



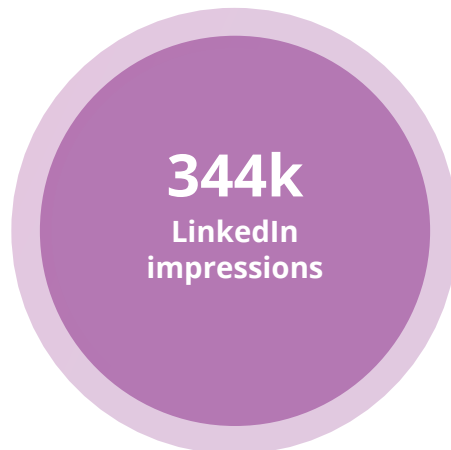
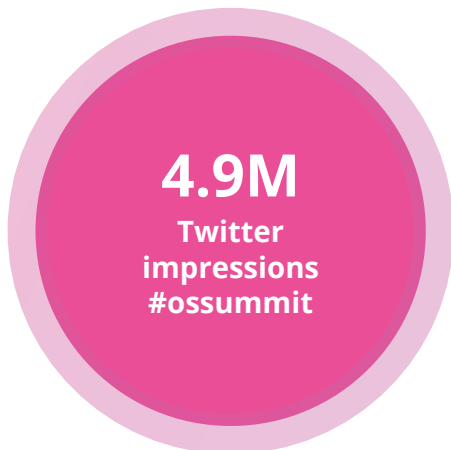
## Media Coverage

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

Previous participants included:



During our OSS North America 2023 event window, April 30 - May 14, 2023



## Hear what our previous attendees have said!

 I REALLY ENJOYED BEING PART OF SUCH AN EXCELLENT EVENT. THIS WAS WITHOUT A DOUBT AN EXTREMELY ENRICHING EXPERIENCE. THANK YOU.


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

”

 IF YOU WANT TO LEARN, OSS IS THE PLACE TO BE. THE PRESENTATIONS ABSOLUTELY ADDED TO MY KNOWLEDGE BASE.

OPEN SOURCE SUMMIT & ELC IS A GREAT EVENT THAT ENABLES ME TO LEARN AND EXPAND MY NETWORKING WITH OTHER OPEN SOURCE ENTHUSIASTS AROUND THE WORLD.

”

 LINUXCON PROVIDES A UNIQUE OPPORTUNITY TO LEARN ABOUT A RANGE OF OSS PROJECTS/TECHNOLOGIES, MEET WITH DEVELOPERS AND VENDORS, MAKE IMPORTANT CONTACTS, AND HAVE FUN AT THE SOCIAL EVENTS. I HIGHLY RECOMMEND LINUXCON (AND OTHER LF EVENTS) FOR ANYONE WANTING TO EXPAND THEIR UNDERSTANDING OF THE PEOPLE, CULTURE, AND MACHINERY BEHIND LINUX AND OSS.

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.

”

 THE BEST INCLUSIVE CONFERENCE OF THE YEAR. TALKS, PEOPLE, SPONSORS AND PROJECTS ARE JUST AMAZING.

A GREAT EVENT TO CONNECT WITH SMART PEOPLE WHO SHARE A PASSION FOR OPEN SOURCE!

”

 THE BEST OPEN SOURCE EVENT.

I MANAGED TO ATTEND EVERY EDITION OF THE EMBEDDED LINUX CONFERENCE SINCE THE BEGINNING. I ALWAYS GET BACK FROM THE CONFERENCE WITH A HUUUUUGE LIST OF NEW IDEAS TO EXPLORE. THIS CONFERENCE IS A GREAT WAY TO STAY UP TO DATE WITH THE DEVELOPMENTS IN OPEN-SOURCE PROJECTS THAT MATTER IN EMBEDDED, AND TO MEET THE MAINTAINERS AND FELLOW DEVELOPERS.

”

## Participate in all 2024 Open Source Summit Events!

### North America

April 16-18 | Seattle, WA

### Europe

September 16-18 | Vienna, Austria

### KubeCon + ContainerCon + Open Source Summit + AI\_dev China

August 21-23 | Hong Kong

### Open Source Summit + AI\_dev Japan

October 28-29 | Tokyo, Japan

## 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.

