OPEN SOURCE SUMMIT
JAPAN

THE LINUX FOUNDATION

AUTOMOTIVE
LINUX SUMMIT

**December 14-15, 2021 | Virtual**

# 2021 SPONSORSHIP
# PROSPECTUS

THE LINUX FOUNDATION

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> **THE OVERALL EXPERIENCE WAS AMAZING. I LEARNED A LOT ABOUT TECHNOLOGY FROM AROUND THE WORLD. I EVEN RECOMMENDED THE OPEN SOURCE SUMMIT JAPAN + AUTOMOTIVE LINUX SUMMIT TO ALL MY COLLEAGUES.**

**@lisancao**
#OSSummit has **by far been the most passionately inclusive conference** I have been to thus far. From washroom signs, to the abundance of diversity talks, and the people themselves- the commitment to changing the face of #tech has been unreal. I hope other conferences take note!

**Rikki Endsley • @rikkiends**
**Open source: Come for the tech. Stay for the people.**
#OSSummit

# About Open Source Summit Japan + Automotive Linux Summit

Join us at the premier event for open source developers, technologists and leadership to collaborate, share information, and gain knowledge, furthering open source innovation in software development and helping to create more sustainable open source ecosystems.

**Open Source Summit (OSS)** covers both pivotal cornerstone technologies, as well as new and emerging open source projects and technologies. Open source software and technologies are a leading indicator of where companies are investing resources for technology development. By bringing the latest open source projects and leading technologists together in one place, Open Source Summit has become a forum for defining and advancing technology development in the years ahead.

**Automotive Linux Summit (ALS)** gathers the most innovative minds leading and accelerating the development and adoption of a fully open software stack for the connected car. The open source community and automotive industry gather here for collaboration and shared learnings to drive innovation of embedded devices in the automotive arena.

## Quick Facts

• 2021 is being planned as a virtual event.

• 3 full days of programming, including **interactive keynotes**, **live Q&A**, **conference sessions**, **tutorials**, **collaboration opportunities** and **open source project mini-summits** delivered by some of the brightest minds across the open source ecosystem.

• 1000 people have joined this event annually and are expected to attend in the 2021 virtual event.

# Why Sponsor

Sponsorship of OSSJ + ALS offers a multitude of benefits:

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 latest products, services & technologies

Create new partnerships & alliances

Obtain and learn valuable mindshare from developers, technologists and business leaders

Demonstrate support for the important work of the open source community

# Why The Community Attends

Attendees gather at Open Source Summit Japan + Automotive Linux Summit each year to:

Learn about the latest trends in open source and open source technologies.

Explore career opportunities with the world's leading technology companies.

Access leading experts to learn how to navigate the complex open source environment.

Find out how others have used open source to gain efficiencies and increase innovation internally.

Gain a competitive advantage by learning about new, innovative open solutions and technologies.

Find out what industry-leading companies and projects are doing in the future, and where technologies are headed.

> " I REALLY ENJOYED BEING A PART OF THIS SUMMIT. THANKS A LOT TO LINUX FOUNDATION FOR PROVIDING ME A SCHOLARSHIP TO ATTEND THIS SUMMIT AND EXPAND MY HORIZONS AND NETWORK. "

> " AN AWESOME EXPERIENCE, THIS BEING MY FIRST OSS! WAS OVERWHELMED BECAUSE I WAS INTERESTED IN ALMOST ALL THE TALKS AND DIDN'T WANT TO MISS ANYTHING. GOING TO REWATCH SOME OF THEM ON-DEMAND. THANKS TO ALL THE SPEAKERS AND THE ORGANISERS FOR THE EXPERIENCE. "

## 2020 by the Numbers:

**925** TOTAL REGISTRANTS

ATTENDEES FROM **535** ORGANIZATIONS

**71** COUNTRIES REPRESENTED

**65%** OF ATTENDEES WERE IN TECHNICAL POSITIONS

**130+** TALKS ACROSS **9** TECHNOLOGY TOPIC TRACKS

**10** ASK THE EXPERT SESSIONS, **2** BIRDS OF A FEATHER (BOF) SESSIONS AND THE LF ENERGY PROJECT MINI-SUMMIT

**66** DIVERSITY SCHOLARSHIPS AND
**48** NEED-BASED SCHOLARSHIPS DISTRIBUTED

**98%** of respondents felt that participating in the event was a valuable use of their time.
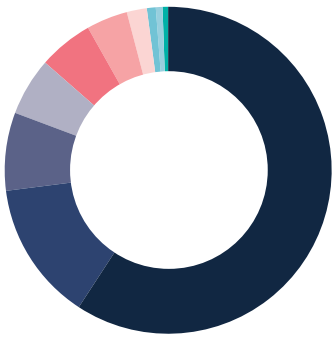
**98%** of respondents found the conference content & sessions to be informative and useful.

**100%** of respondents would recommend attending Open Source Summit + Automotive Linux Summit to a friend or colleague.
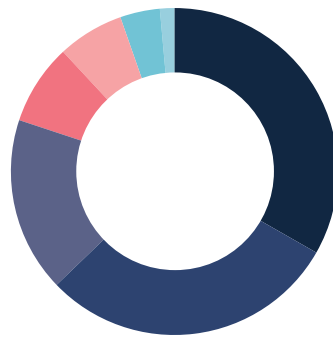
# Open Source Summit Japan + Automotive Linux Summit Demographics

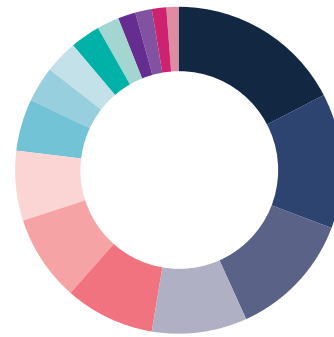*(please note, this event was held virtually)*

## Industry

- Information Technology **59%**
- Automotive / Transport **14%**
- Non-profit **7%**
- Telecommunications **6%**
- Industrial Manufacturing & Machinery **5%**
- Professional Services **4%**
- Energy **2%**
- Consumer Dicretionary **1%**
- Financials **1%**
- Materials **1%**

## Job Level

- Other **33%**
- Individual Contributor **30%**
- Manager **17%**
- Academic **8%**
- Director **7%**
- CXO / ED **4%**
- VP / SVP / GMr **1%**

## Job Function

- Systems/Embedded Developer **17%**
- Other **13%**
- IT Operations - DevOps **12%**
- Student **9%**
- Architecture **9%**
- Application Developer (Front-end / Back-end / Mobile / Full Stack) **9%**
- Manager - Technical Teams **7%**
- Kernel/Operating Systems Developer **5%**
- Marketing **4%**
- Executive Management (VP/CXO) **4%**
- Product Management **3%**
- Manager - Other **2%**
- Media/Analyst **2%**
- Professor/Academic **2%**
- Legal / Compliance **1%**
- Manager - OSPO **1%**

> ❝ **OPEN SOURCE SUMMIT JAPAN WAS TRULY AWESOME. I FULLY ENJOYED THE EXPERIENCE.** ❞

# OSS Japan + ALS Demographics
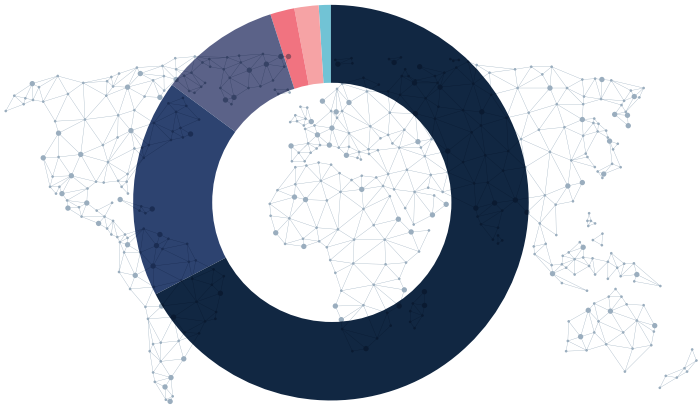
**Region**

- Asia **68%**
- North America **18%**
- Europe **10%**
- Africa **2%**
- South America **1%**
- Australia **1%**

" OPEN SOURCE SUMMIT JAPAN + AUTOMOTIVE LINUX SUMMIT 2020 WAS AN AU COURANT AND SHOULD NOT BE MISSED. "

" IT WAS AWESOME TO SEE A GLIMPSE INTO THE FUTURE OF OUR SMART CITIES AND OUR DRIVING EXPERIENCE. COULDN'T BE MORE EXCITED ABOUT OUR FUTURE WITH WHAT OUR OPEN SOURCE COMMUNITY IS DOING. "

# Previous Sponsors

Companies of all sizes across diverses industries benefit from being a part of Open Source Summit Japan + Automotive Linux Summit.

**Previous sponsors include:**

AUTOMOTIVE GRADE LINUX · CIVIL INFRASTRUCTURE PLATFORM · LinuC LPI-JAPAN · NTT DATA MSE Corporation · Red Hat · arm · audiokinetic

CLOUD NATIVE COMPUTING FOUNDATION · DENSO TEN · DIFINE · Flexera · Google Cloud · DUCK SYNOPSYS

igalia · IncrediBuild BEYOND ACCELERATION · indeed · intel · Azure · DENSO · Green Hills SOFTWARE

RENESAS · TOYOTA · Linux Professional Institute · LUXOFT AUTOMOTIVE · DRIMAES · FUJITSU

OpenSDS · Panasonic · MEDIATEK · TUXERA · NEC · MAZDA

SUSE · SUZUKI · VNC Automotive Connectivity that moves · GitLab · YAHOO! JAPAN · HITACHI

# 2021 SPONSORSHIP PROSPECTUS

## Sponsorships-at-a-Glance

| | DIAMOND ~~4 AVAILABLE~~ 3 AVAILABLE | PLATINUM ~~8 AVAILABLE~~ 6 AVAILABLE | GOLD ~~10 AVAILABLE~~ 5 AVAILABLE | SILVER UNLIMITED | BRONZE UNLIMITED |
|---|:---:|:---:|:---:|:---:|:---:|
| **LF Live Webinar:** We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants. | • | | | | |
| **Assistance with Press Bookings at Event:** Helping you get the most out of an event announcement. | • | | | | |
| **Pre or Post Conference Email Blast:** To be sent by The Linux Foundation to our opted-in mailing list. | • | • | | | |
| **Recognition during Opening Keynote Session:** By event emcee. | • | • | | | |
| **Opportunity to add custom questions to the post event attendee survey.** Follow-up reporting will be provided with survey results. | 2 | 1 | | | |
| **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. Opt-in attendee list and session metrics will be provided postevent. All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability. | 15-minute Keynote** OR 1 Hour Tutorial | 5-minute Keynote** OR 1 Hour Tutorial | Conference Session or BoF | | |
| **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 | | |
| **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. | • | • | • | | |
| **Sponsor Designation in Press Releases:** Recognition as sponsor in body of release. | • | • | • | | |
| **Keynote Branding:** Logo prominently displayed. | • | • | • | • | |
| **Recognition in Pre-Conference Email Marketing:** Includes company logo linked with URL of your choice. | • | • | • | • | • |
| **Recognition on Event Website:** Logo displayed on all pages of event website, linking to URL of your choice. | • | • | • | • | • |
| **Prominent branding throughout virtual 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. | • | • | • | • | • |
| **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. Any physical items will be fulfilled directly by the sponsor. | • | • | • | • | • |
| **Event Registration Passes.** | 50 | 40 | 30 | 20 | 10 |
| **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. | • | • | • | • | • |
| **Sponsorship Cost** | **$42,000** | **$30,000** | **$20,000** | **$15,000** | **$8,000** |

*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. **Keynote sessions are not eligible to receive the opt-in attendee contact list. Keynote sessions also do not allow for a link of sponsors choice to be provided to attendees viewing the keynote.

# Diamond Sponsorship Detail

**4 3 AVAILABLE / $42,000**

## 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:** Logo is linked to your URL.

- **Social Media Promotion of Sponsorship 5x:** From The Linux Foundation (Twitter, FB and LinkedIn). 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.

## On-site Experience:

- **Recognition on Virtual Platform:** Prominent logo display on virtual event platform.

- **Recognition During Opening Keynote Session:** Sponsor recognition by name.

- **Keynote Branding:** Logo prominently displayed

- **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. Any physical items will be fulfilled directly by the sponsor.

- **Virtual Exhibit Booth:** Includes the ability to generate leads with attendee contact information for those that visit your booth. Chat functionality with booth attendees and the ability to link to resources, social media, job postings, etc.

## Lead Generation:

- **Custom LF Live Webinar:** We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants (averaging at least 200+ leads per session!).

- **Speaking Opportunity:** 15 minute Keynote or 1-hour Tutorial: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability. The tutorial option includes registration for two tutorial leaders and attendee contact information for opt-in attendees only.

- **Virtual Exhibit Lead Retrieval:** Ability to generate leads with attendee contact information for those that visit your booth.

## Event Access and Knowledge Share:

- **50 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.

All Diamond Sponsors receive an **LF Live Webinar\* - a $15K value!**

Sponsored webinars receive an average of 364 registrations. Sponsors receive contact information for all registrants.

*\*Dates are subject to availability*

# Platinum Sponsorship Detail

**8 6 AVAILABLE / $30,000**

## 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:** Logo is linked to your URL.

• **Social Media Promotion of Sponsorship 4x:** From The Linux Foundation (Twitter, FB and LinkedIn). 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.

## On-site Experience:

• **Recognition on Virtual Platform:** Prominent logo display on virtual event platform.

• **Recognition During Opening Keynote Session:** Sponsor recognition by name.

• **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. Any physical items will be fulfilled directly by the sponsor.

• **Virtual Exhibit Booth:** Includes the ability to generate leads with attendee contact information for those that visit your booth. Chat functionality with booth attendees and the ability to link to resources, social media, job postings, etc.

## Lead Generation:

• **Speaking Opportunity:** 5 minute Keynote or 1-hour Tutorial: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability. The tutorial option includes registration for two tutorial leaders and attendee contact information for opt-in attendees only.

• **Virtual Exhibit Lead Retrieval:** Ability to generate leads with attendee contact information for those that visit your booth.

## Event Access and Knowledge Share:

• **40 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 or 1-hour Tutorial!

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

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# Gold Sponsorship Detail

~~10~~ **5 AVAILABLE / $20,000**

**Marketing and Brand Exposure:**

• **Company Logo Listed on All Event Webpages and All Event Email Promotions:** Logo is linked to your URL.

• **Social Media Promotion of Sponsorship 3x:** From The Linux Foundation (Twitter, FB and LinkedIn). 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.

**On-site Experience:**

• **Recognition on Virtual Platform:** Prominent logo display on virtual event platform.

• **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. Any physical items will be fulfilled directly by the sponsor.

• **Virtual Exhibit Booth:** Includes the ability to generate leads with attendee contact information for those that visit your booth. Chat functionality with booth attendees and the ability to link to resources, social media, job postings, etc.

**Lead Generation:**

• **Speaking Opportunity:** Conference Session or BoF: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.

• **Virtual Exhibit Lead Retrieval:** Ability to generate leads with attendee contact information for those that visit your booth.

**Event Access and Knowledge Share:**

• **30 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:** Logo is linked to your URL.

- **Social Media Promotion of Sponsorship 2x:** From The Linux Foundation (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).

## On-site Experience:

- **Recognition on Virtual Platform:** Prominent logo display on virtual event platform.

- **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. Any physical items will be fulfilled directly by the sponsor.

- **Virtual Exhibit Booth:** Includes the ability to generate leads with attendee contact information for those that visit your booth. Chat functionality with booth attendees and the ability to link to resources, social media, job postings, etc.

## Lead Generation:

- **Virtual Exhibit Lead Retrieval:** Ability to generate leads with attendee contact information for those that visit your booth.

## 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.

- **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:** Logo is linked to your URL.

• **Social Media Promotion of Sponsorship 1x:** From The Linux Foundation (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).

## On-site Experience:

• **Recognition on Virtual Platform:** Prominent logo display on virtual event platform.

• **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. Any physical items will be fulfilled directly by the sponsor.

• **Virtual Exhibit Booth:** Includes the ability to generate leads with attendee contact information for those that visit your booth. Chat functionality with booth attendees and the ability to link to resources, social media, job postings, etc.

## Lead Generation:

• **Virtual Exhibit Lead Retrieval:** Ability to generate leads with attendee contact information for those that visit your booth.

## 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.

## Media Coverage

Feature your company in front of media professionals representing global media outlets.

**Previous participants included:**

@IT atmarkIT    CodeZine    ITmedia    MKT INTERNATIONAL    NIKKEI BP    ASCII

Handelsblatt MEDIA GROUP    Jiji.ng    MONOist    REUTERS    ThinkIT thinkit.co.jp

**During our 2020 event window, November 22 - December 5, 2020:**

**30.3M**
Twitter impressions for #ossummit

**26.7M**
Twitter impressions for #autolinux

# Join us at Open Source Summit Japan + Automotive Linux Summit 2021!

## December 14-15, 2021 | Virtual

### 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.

**www.events.linuxfoundation.org**