



**September 27-30, 2021 | Seattle, WA**

**2021 SPONSORSHIP**

**PROSPECTUS**

## Table of Contents

“ **A HIGHLY WORTHWHILE CONFERENCE EXPLORING MANY ASPECTS OF OPEN SOURCE AND BRINGING TOGETHER A WIDE VARIETY OF PEOPLE FROM MANY COMPANIES, ORGANIZATIONS AND COUNTRIES. INTELLECTUALLY STIMULATING AND FRIENDLY. RECOMMENDED.** ”

About Open Source Summit + Embedded Linux Conference ..... 3

Why Sponsor..... 4

Who Attends The Event..... 5

2020 by the Numbers..... 6

Open Source Summit + Embedded Linux Conference  
 2020 Demographics ..... 7

Previous Sponsors ..... 11

Sponsorships-at-a-Glance..... 12

Promotional Marketing Opportunities..... 18

Media Coverage ..... 21

Hear What Our Previous Attendees Have Said!..... 22

Sponsorship Bundles & Custom Packages..... 24



@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 + Embedded Linux Conference

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.

**Embedded Linux Conference (ELC)** co-located annually with Open Source Summit, has been the premier, vendor-neutral technical conference for companies and developers using Linux in embedded products for 16 years, gathering the technical experts working on embedded systems and applications for education and collaboration, paving the way for transformation in these important and far reaching areas.

### Quick Facts

- 2021 is being planned as a hybrid event, with both in-person and virtual event components.
- 4 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.
- We expect this years hybrid event to gather over 4,000 attendees.
- 4,183 people joined the event virtually in 2020.

## Why Sponsor

Sponsorship of OSS + ELC 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

Thousands of attendees attend Open Source Summit + Embedded Linux Conference each year to:



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



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



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



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



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.

**“ THIS WAS MY FIRST TIME - I WAS SO GLAD TO SEE HOW WELL ROUNDED THE TOPICS WERE THROUGH THE WEEK. NOT JUST TECH BUT INCLUSIVITY AND DIVERSITY WERE DISCUSSED. THANK YOU FOR THE OPPORTUNITY. ”**

**“ WELL PLANNED, INFORMATIVE. LEARNED A PLETHORA OF NEW THINGS. IT WAS THE BEST USE OF TIME IN QUARANTINE. LOOKING FORWARD TO ATTENDING IT NEXT YEAR, HOPEFULLY IN-PERSON. ”**

## OSS + ELC North America 2020 by the Numbers:

Please note, this event was held virtually. All demographic information is based on the live attendees at the event. Additional registrations that are occurring after the event 'ended' are not recorded here.

# 4,183 TOTAL REGISTRANTS



ATTENDEES FROM  
**2,344**  
ORGANIZATIONS



**109** COUNTRIES  
REPRESENTED



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

**250** TALKS ACROSS **15**  
TECHNOLOGY TOPIC TRACKS

**10** WORKSHOPS / **13** ASK THE EXPERT  
SESSIONS / **11** LF PROJECT MINI-SUMMITTS

**233** DIVERSITY SCHOLARSHIPS AND  
**213** NEED-BASED SCHOLARSHIPS DISTRIBUTED



**98%**

of respondents felt that participating in the event was a valuable use of their time.

**95%**

of respondents found the conference content & sessions to be informative and useful.

**96%**

of respondents would recommend attending Open Source Summit + Embedded Linux Conference to a friend or colleague.

# Open Source Summit + Embedded Linux Conference Europe 2020 Demographics

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



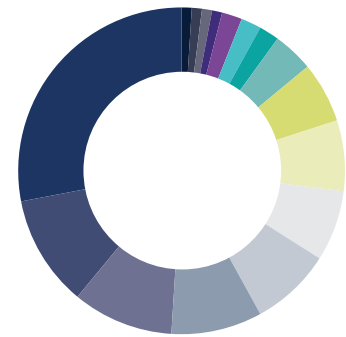
### Industry

- Information Technology **59%**
- Industrial Manufacturing & Machinery/Industrials **12%**
- Telecommunications **8%**
- Professional Services **7%**
- Non-Profit Organization **6%**
- Energy **2%**
- Financials **2%**
- Healthcare **2%**
- Consumer Discretionary **1%**
- Consumer Staples **0.5%**
- Materials **0.5%**



### Job Level

- Individual Contributor **36%**
- Other **30%**
- Manager **12%**
- Academic **8%**
- Director **7%**
- CXO / ED **5%**
- VP **2%**

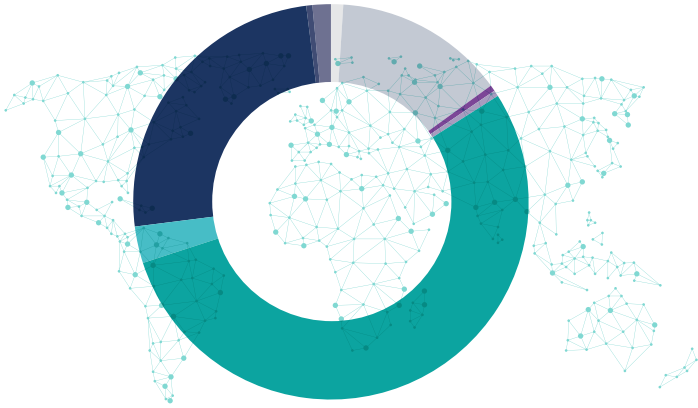


### Job Function

- Operations - Sys Admin/Systems/Embedded Developer **28%**
- Kernel/Operating Systems Developer **11%**
- Other **10%**
- Architecture/Architect **9%**
- Development/Engineering/DevOps/SRE/Sysadmin **8%**
- Student **7%**
- Application Developer (Front-end/Back-end/Mobile/Full Stack) **7%**
- Manager - Technical Teams **6%**
- Executive Management (VP/CxO)/Executive Leader **4%**
- Marketing / Business Dev/Marketing **2%**
- Professor/Academic **2%**
- Manager - Other **2%**
- Legal / Compliance **1%**
- Manager - OSPO **1%**
- Media/Analyst **1%**
- Product Management/Product/Biz Dev **1%**



**“ I REALLY ENJOYED BEING PART OF SUCH AN EXCELLENT EVENT... AN EXPERIENCE WITHOUT A DOUBT ENRICHING, THANK YOU. ”**



**Region**

- Europe **54%**
- North America **25%**
- Asia **14%**
- Middle East **3%**
- South America **1.50%**
- Africa **1%**
- Caribbean **0.50%**
- Central America **0.50%**
- Oceania **0.50%**

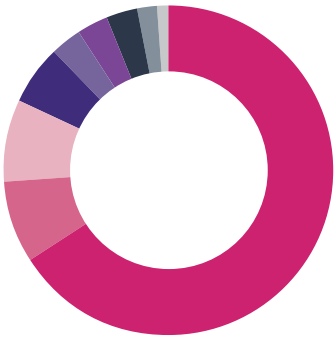
“ **DEFINITELY ENCOURAGE PEOPLE WHO ARE JUST GETTING STARTED IN OPEN SOURCE TO ATTEND. ”**

“ **OSS IS MY FAVORITE CONFERENCE. I LOVE THE DIVERSE GROUP OF PEOPLE FROM MANY DIFFERENT COUNTRIES WHO ATTEND. IT IS A FRIENDLY CONFERENCE, WHERE I ALWAYS COME AWAY WITH LOTS OF NEW IDEAS AND NEW FRIENDS. ”**



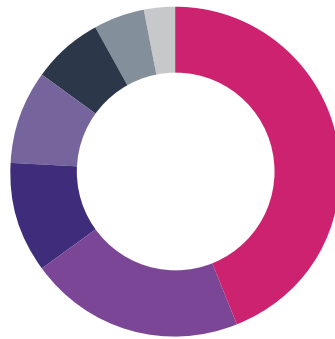
# Open Source Summit + Embedded Linux Conference North America 2020 Demographics

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



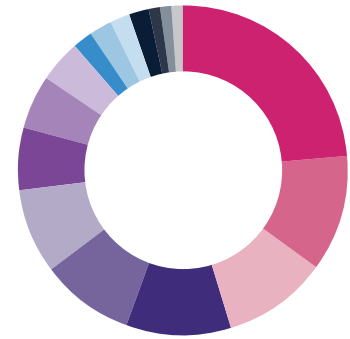
### Industry

- Information Technology **66%**
- Non Profit Organization **8%**
- Industrials **8%**
- Professional Services **6%**
- Health Care **3%**
- Financials **3%**
- Consumer Discretionary **3%**
- Energy **2%**
- Consumer Staples **1%**



### Job Level

- Individual Contributor **44%**
- Other **21%**
- Manager **11%**
- Academic **9%**
- Director **7%**
- CXO/ED **5%**
- VP/SVP/GM **3%**

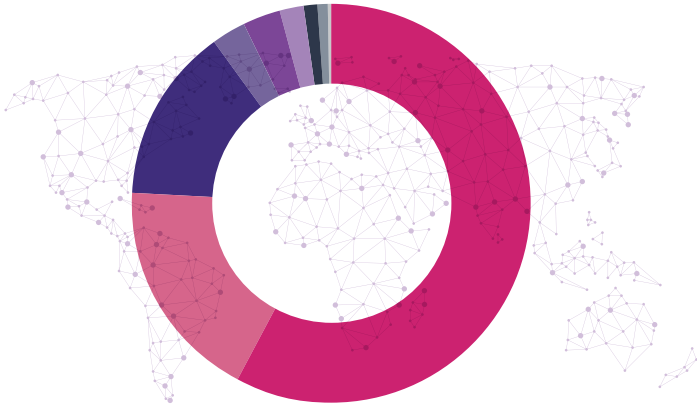


### Job Function

- Systems/Embedded Developer **23%**
- DevOps/SRE/Sysadmin **11%**
- Architect **10%**
- Other **10%**
- Application Developer (Front-end/Back-end/Mobile/Full Stack) **10%**
- Student **8%**
- Manager - Technical Teams **6%**
- Kernel/Operating Systems Developer **5%**
- Executive Leader **4%**
- Marketing **3%**
- Product/Biz Dev **2%**
- Manager - Other **2%**
- Professor / Academic **2%**
- Manager - OSPO **2%**
- Media / Analyst **1%**
- Legal / Compliance **1%**



**“ THIS WAS A GREAT, GREAT INVESTMENT OF MY TIME. THE EDUCATIONAL VALUE WAS TREMENDOUS. MANY THANKS TO THE ORGANIZERS FOR HAVING THIS EVENT. ”**



**Country**

- **North America 58%**  
 Bermuda, Canada, Greenland, Mexico, United States
- **Europe 18%**  
 Aland Islands, Austria, Belarus, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Greece, Hungary, Iceland, Ireland, Isle of Man, Italy, Kosovo, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Spain, Sweden, Switzerland, Ukraine, United Kingdom
- **Asia 14%**  
 Afghanistan, Bangladesh, China, Hong Kong, India, Indonesia, Japan, Kazakhstan, Laos, Malaysia, Nepal, Pakistan, Philippines, Russian Federation, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, Timor-Leste, Vietnam
- **Africa 3%**  
 Algeria, Botswana, Cameroon, Cote d'Ivoire, Ethiopia, Ghana, Kenya, Malawi, Morocco, Nigeria, Rwanda, Senegal, Sierra Leone, South Africa, Togo, Tunisia, Uganda, Zambia, Zimbabwe
- **South America 3%**  
 Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay
- **Middle East 2%**  
 Cyprus, Egypt, Iran, Iraq, Israel, Lebanon, Saudi Arabia, Turkey, United Arab Emirates
- **Oceania 1%**  
 Australia, French Polynesia, New Zealand
- **Central America 0.75%**  
 Costa Rica, El Salvador, Guatemala, Haiti, Honduras
- **Caribbean 0.25%**  
 Bahamas, Barbados, Curaçao, Dominican Republic, Jamaica, Puerto Rico, Trinidad and Tobago

“ **ABSOLUTELY FANTASTIC. THE SITE IS WELL ORGANIZED. I IMMEDIATELY FELT COMFORTABLE IN THE ENVIRONMENT.** ”

“ **I LOVE THE DIVERSITY OF KNOWLEDGE THAT WAS EXPLORED. THERE WAS NO LIMIT TO WHAT COULD BE DISCUSSED AND I FELT ENGAGED IN EVERY WORKSHOP/TALK I ATTENDED.** ”

 **Shivamurthy Shastri** @opensdev · 1m  
 Attending OSS and ELC from Munich, Germany. It is awesome. #ossummit and #lfelc

 **Georg J.P. Link** @GeorgLink · 1h  
 I'm appreciating the live captioning on the #OSSummit virtual conference platform. I'd like to think that I'm proficient in English, but being able to see what was said is helpful to digest the flood of information. (Especially as other channels vie for attention as well).

 **Fernando Ike** @fernandoike · 59m  
 It's really awesome to watch people to talk for many countries in the #ossummit. It would be impossible to see something like that in a physical event. Thanks, @linuxfoundation. #goremote

## Previous Sponsors

Companies of all sizes across diverse industries benefit from being a part of Open Source Summit + Embedded Linux Conference.

Previous sponsors include:



## Sponsorships-at-a-Glance

	DIAMOND <small>4-AVAILABLE</small> SOLD OUT	PLATINUM <small>8-AVAILABLE</small> 4 AVAILABLE	GOLD <small>10-AVAILABLE</small> SOLD OUT	SILVER UNLIMITED	BRONZE UNLIMITED
<b>Assistance with Press Bookings at Event:</b> Helping you get the most out of an on-site announcement.	•				
<b>LF Live Webinar:</b> We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.	•				
<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 Questions 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>Speaking Opportunity:</b> All sponsor content must be approved by Program Committee and The Linux Foundation. <i>Speaking slots based on availability. Tutorial option includes registration for 2 tutorial leaders. Sponsor would receive attendee contact information for tutorial option (opt-in attendees only).</i>	15-minute Keynote or 1-hour Tutorial	5-minute Keynote or 1-hour Tutorial	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>Conference Room**:</b> For private meeting use only.	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
<b>Collateral Distribution**:</b> Laid out in a prominent location near registration.	•	•	•	•	•
<b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.	•	•	•	•	•
<b>Access to Event Press/Analyst List:</b> Contact List shared one week prior to event for your own outreach.	•	•	•	•	•
<b>Social Media Promotion of Sponsorship:</b> From The Linux Foundation (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).	5x	4x	3x	2x	1x
<b>Recognition on Event Signage, Virtual Platform and Website:</b> Prominent logo display on all event web pages, virtual event platform and on conference signage onsite.	•	•	•	•	•
<b>Exhibit Booth**:</b> Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available). Sponsors will also receive a virtual 'booth' component offering: -Ability to post videos, demos, links and files -Chat directly with online attendees -Capture leads and booth traffic data for online attendees	15'x15'	10'x10'	10'X10'	6'x6'	Tabletop
<b>Lead Retrieval Scanners**:</b> Live scans, real time reporting and ability to take notes on captured leads.	3	2	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>Complimentary Virtual Only Attendee Passes</b>	50	30	20	12	6
<b>Complimentary Virtual Only Booth Staff Passes</b>	2	2	2	2	2
<b>Post-Event Data Report.</b> Provides event demographics and additional details on event performance.	•	•	•	•	•
<b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues.	•	•	•	•	•
<b>Sponsorship Cost</b>	<b>\$65,000</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. \*\*As permitted per COVID-19 safety + social distancing requirements.

## Diamond Sponsorship Detail

SOLD OUT / \$65,000

### 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.
- **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 and Virtual Platform:** Prominent logo display on virtual event platform and on conference signage onsite.
- **Recognition During Opening Keynote Session:** Sponsor recognition by name.
- **Collateral Distribution:** Laid out in a prominent location near registration.
- **15'x15' Exhibit Booth:** Includes counter with graphic and stools (upgrade options available). Sponsors will also receive a virtual 'booth' component offering: ability to post videos, demos, links and files, chat directly with attendees, and capture leads and booth traffic data for online attendees.
- **Private Conference Room:** Reserved for the entire event to host your VIP customers and exclusive meetings.

### 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. Tutorial option includes registration for 2 tutorial leaders. Sponsor would receive attendee contact information for tutorial option (opt-in, virtual tutorial attendees only).

### 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!).
- **3 Lead Retrieval Scanners:** 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.
- **50 Complimentary virtual only attendee passes:** Full access virtual passes to the entire conference for your staff or customers.
- **2 Complimentary virtual only booth staff passes.** Full access passes to the entire conference for your staff that will need to edit the booth details.
- **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 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

84 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:** 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.
- **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 and Virtual Platform:** Prominent logo display on virtual event platform and on conference signage onsite.
- **Recognition During Opening Keynote Session:** Sponsor recognition by name.
- **Collateral Distribution:** Laid out in a prominent location near registration.
- **10'x10' Exhibit Booth:** Includes counter with graphic and stools (upgrade options available). Sponsors will also receive a virtual 'booth' component offering: ability to post videos, demos, links and files, chat directly with attendees, and capture leads and booth traffic data for online attendees.
- **Private Conference Room:** Reserved for 1 event day to host your VIP customers and exclusive meetings.

### 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. Tutorial option includes registration for 2 tutorial leaders. Sponsor would receive attendee contact information for tutorial option (opt-in, virtual tutorial attendees only).

### Lead Generation:

- **2 Lead Retrieval Scanners:** 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.
- **30 Complimentary virtual only attendee passes:** Full access virtual passes to the entire conference for your staff or customers.
- **2 Complimentary virtual only booth staff passes.** Full access passes to the entire conference for your staff that will need to edit the booth details. 2 for all levels
- **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.*

## Gold Sponsorship Detail

~~10~~ AVAILABLE SOLD OUT / \$30,000

### 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.
- **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 and Virtual Platform:** Prominent logo display on virtual event platform and on conference signage onsite.
- **Collateral Distribution:** Laid out in a prominent location near registration.
- **10'x10' Exhibit Booth:** Includes counter with graphic and stools (upgrade options available). Sponsors will also receive a virtual 'booth' component offering: ability to post videos, demos, links and files, chat directly with attendees, and capture leads and booth traffic data for online attendees.
- **Private Conference Room:** Reserved for 4 hours to host your VIP customers and exclusive meetings.

### Speaking Opportunity:

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

### Lead Generation:

- **1 Lead Retrieval Scanner:** 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 Complimentary virtual only attendee passes:** Full access virtual passes to the entire conference for your staff or customers.
- **2 Complimentary virtual only booth staff passes.** Full access passes to the entire conference for your staff that will need to edit the booth details.
- **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).
- **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 and Virtual Platform:** Prominent logo display on virtual event platform and on conference signage onsite.
- **Collateral Distribution:** Laid out in a prominent location near registration.
- **6'x6' Exhibit Booth:** Includes counter with graphic and stools (upgrade options available). Sponsors will also receive a virtual 'booth' component offering: ability to post videos, demos, links and files, chat directly with attendees, and capture leads and booth traffic data for online attendees.

### Lead Generation:

- **1 Lead Retrieval Scanner:** 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.
- **12 Complimentary virtual only attendee passes:** Full access virtual passes to the entire conference for your staff or customers.
- **2 Complimentary virtual only booth staff passes.** Full access passes to the entire conference for your staff that will need to edit the booth details.
- **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).
- **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 and Virtual Platform:** Prominent logo display on virtual event platform and on conference signage onsite.
- **Collateral Distribution:** Laid out in a prominent location near registration.
- **Tabletop Exhibit Booth:** Includes table and chairs (upgrade options available). Sponsors will also receive a virtual 'booth' component offering: ability to post videos, demos, links and files, chat directly with attendees, and capture leads and booth traffic data for online attendees.

### Lead Generation:

- **1 Lead Retrieval Scanner:** 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.
- **6 Complimentary virtual only attendee passes:** Full access virtual passes to the entire conference for your staff or customers.
- **2 Complimentary virtual only booth staff passes.** Full access passes to the entire conference for your staff that will need to edit the booth details.
- **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.



## Promotional Marketing Opportunities



### Open Source Summit Speed Networking & Mentoring Session

**\$5,000 • 2 AVAILABLE**

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



### 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.



### Women in Open Source Lunch\*\*

**\$15,000 • 1 AVAILABLE SOLD OUT**

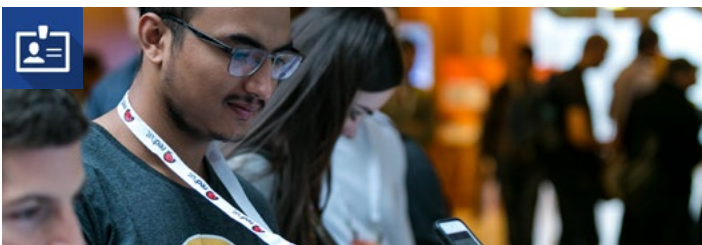
Show your support of the women in our community that are helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch.



### 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.



### 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.**



### Attendee Lounge\*\* **\$5,000 • 3 AVAILABLE**

Sponsor a themed lounge such as DevOps, Containers, Cloud Native or Linux Lounge. Provides the space and snacks to get attendees collaborating. Includes sponsored signage in lounge areas.

\*\*Promotional name of this event may change

## Promotional Marketing Opportunities



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

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



### First-time Attendee Breakfast\*\***\$7,500 • 1 AVAILABLE**

*200 expected attendance.* Sponsorship includes prominent recognition at the first-time attendee breakfast, opportunity to make an announcement, as well as recognition on the event website and conference signage.



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

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



### Allyship Workshop **\$10,000 • 1 AVAILABLE SOLD OUT**

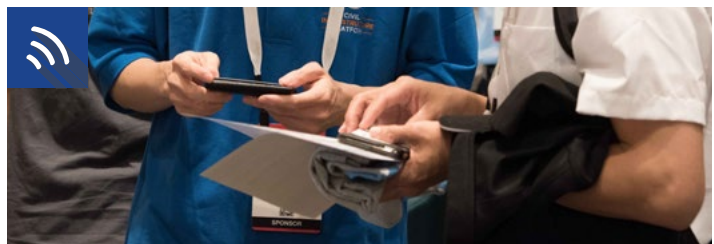
Position your company as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community. Sponsors have the opportunity to create a unique and customized program focusing on actively promoting and aspiring to advance the culture of inclusion through 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.



### Attendee Evening Event **\$20,000 AND UP**

*Please contact us for customized offers. 850-1,000 normal attendance.* A great opportunity to support the community, make an announcement and more. Includes verbal recognition at the event and sponsor signage throughout the venue. Exact evening event plans subject to change in 2021 due to COVID.



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

Conference wifi will be named after sponsor. **Leveled sponsorship required.**

\*\*Promotional name of this event may change

## Promotional Marketing Opportunities



### Diversity + Need-Based Scholarships \$2400 MINIMUM • UNLIMITED

Scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend events for financial reasons. Diversity and inclusion are important to The Linux Foundation and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative 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.



### 'Celebrate Diversity' Evening Mixer \$15,000

Show your support of the underrepresented minorities in our community by hosting an evening mixer to allow them to meet and support each other. Includes sponsor signage and verbal recognition at mixer. Sponsorship will cover light appetizers, unlimited non-alcoholic beverages and one drink ticket per attendee.



### Virtual Learning Lab \$5,000 - 1 AVAILABLE

Sponsor the Virtual Learning Lab(s) where attendees will have the opportunity to sit, relax and watch a session via our virtual event platform. Includes sponsored signage and earbuds in lounge areas.



### Diversity Empowerment Summit Co-Host \$10,000 • 1 AVAILABLE SOLD OUT

Sponsorship includes large logo on Diversity Empowerment Summit signage at conference room entrance, recognition by Diversity Empowerment Summit host verbally at the beginning of the sessions, logo on event website and in event promotional materials, and a 15 minute speaking opportunity.



### OSPOCon GO-HOST \$10,000 • 3 AVAILABLE SOLD OUT

Benefits include: Large logo on OSPOCon signage at conference room entrance, recognition by OSPOCon host verbally at the beginning of the sessions, logo on event website and in event promotional materials, and a 15 minute speaking opportunity. Includes 4 conference passes.



### OSPOCon SUPPORTER \$2,500 • UNLIMITED

Benefits include: Medium logo on OSPOCon signage at conference room entrance, recognition by OSPOCon host verbally at the beginning of the sessions, and logo on event website and in event promotional materials. Includes 2 conference passes.

## Media Coverage

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

Previous participants included:



During our OSS + ELC North America 2020 event window, June 22 - July 3, 2020:

**89.4M**  
 Twitter  
 impressions for  
 #ossummit

**74M**  
 Twitter impressions  
 for #lfelc

**1.3B**  
 aggregated readership  
 of all media coverage  
 including news  
 articles, press  
 releases, blogs  
 and more.

## 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. IF YOU WEREN'T ABLE TO ATTEND, YOU'LL WANT TO BE SURE TO TAKE ADVANTAGE OF THE ON-DEMAND RECORDINGS. I WAS IN ATTENDANCE, AND I STILL INTEND TO VIEW THE RECORDINGS, AND TO SHARE WITH MY COLLEAGUES.**

**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.** ”

**“ THANK YOU LINUX FOUNDATION FOR ORGANIZING THIS SUMMIT. I HAD A GREAT LEARNING EXPERIENCE AS A STUDENT AND GREAT TIME CONNECTING WITH PEOPLE DURING BREAKOUT SESSIONS.**

**THE OPEN SOURCE SUMMIT + ELC 2020 WAS NOTHING SHORT OF A SUCCESS. THERE WERE A VARIETY OF ITEMS ON THE TABLE. SESSIONS WERE INFORMATIVE AND THE SPEED MEET UPS FOR INTERACTING WITH RANDOM PEERS WAS SOMETHING EXCITING. WAITING FOR THE NEXT ONE.** ”

**““ EMPOWERING INDIVIDUALS AND ENTERPRISES WITH UNLIMITED ENGINEERING POTENTIAL.**

---

**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.** ””

---

**““ THE KEYNOTES WERE SPOT-ON INTERESTING AND INSPIRATIONAL. I REALLY ENJOYED THE CONFERENCE THIS YEAR AND THE OPEN SOURCE AND COMMUNITY ACTIVISM SESSIONS.**

---

**THIS WAS MY FIRST ATTENDANCE TO THE ELC. I HAVE STRONG SYSTEM SKILLS BUT I ONLY DID MINOR DEVELOPMENTS IN LINUX KERNEL UP TO NOW SO I WAS WONDERING HOW I WOULD FEEL AMONG ALL THOSE LINUX EXPERTS... MY FEAR WAS NOT JUSTIFIED ! I REALLY APPRECIATED THE ATMOSPHERE OF THIS CONFERENCE, WITH A VERY GOOD SPIRIT AND FULL INCLUSION OF ALL ATTENDEES. EXPERTS ARE ESSENTIALS TO ANIMATE THIS EVENT BUT BEGINNERS ARE REALLY WELCOME!** ””

---

## Join us at Open Source Summit + Embedded Linux Conference 2021!

September 27-30, 2021 | Seattle, WA

### 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.

