THE LINUX FOUNDATION

OPEN SOURCE SUMMIT EUROPE

Embedded Linux Conference Europe

Virtual Experience Sponsorship Prospectus

October 26-29, 2020

THE LINUX FOUNDATION

THE LINUX FOUNDATION OPEN SOURCE SUMMIT EUROPE | Embedded Linux Conference Europe

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Contact us at
sponsorships@linuxfoundation.org
to secure your sponsorship.

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OPEN SOURCE SUMMIT + EMBEDDED LINUX CONFERENCE EUROPE 2020

IS NOW A VIRTUAL EXPERIENCE, HAPPENING **OCTOBER 26-29.**

Due to continuing COVID-19 safety concerns, we are transitioning Open Source Summit + Embedded Linux Conference Europe to a virtual experience. As our physical event shifts to a virtual one, we are taking thoughtful actions to create an immersive digital experience for all event participants.

We're excited to invite you to sponsor the reimagined Open Source Summit + Embedded Linux Conference Europe 2020 - a virtual experience where we will continue to shape the future of open source, together.

Sponsor benefits include many of those that existed previously for the face-to-face event, as well as many new ones! In addition, a virtual event vastly expands the number of attendees you can reach around the world.

Event Participants will be able to:

- Attend informative educational sessions and tutorials, and participate in a live speaker Q&A
- Join the 'hallway track' and collaborate via topic-based networking lounges in a group chat, plus connect with attendees in a 1:1 chat
- Visit the virtual sponsor showcase and booths, and speak directly with company representatives, view demos, download resources, view job openings, and share contact info
- Gamify their event experience, earning points by attending sessions, visiting sponsor booths, answering trivia questions and more!
- Benefit from on-demand content post event, to view sponsor resources and conference sessions for a year

THE LINUX FOUNDATION
OPEN SOURCE SUMMIT
EUROPE

Embedded Linux Conference
Europe

Virtual Experience • October 26-29, 2020

Open Source Summit is 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 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.

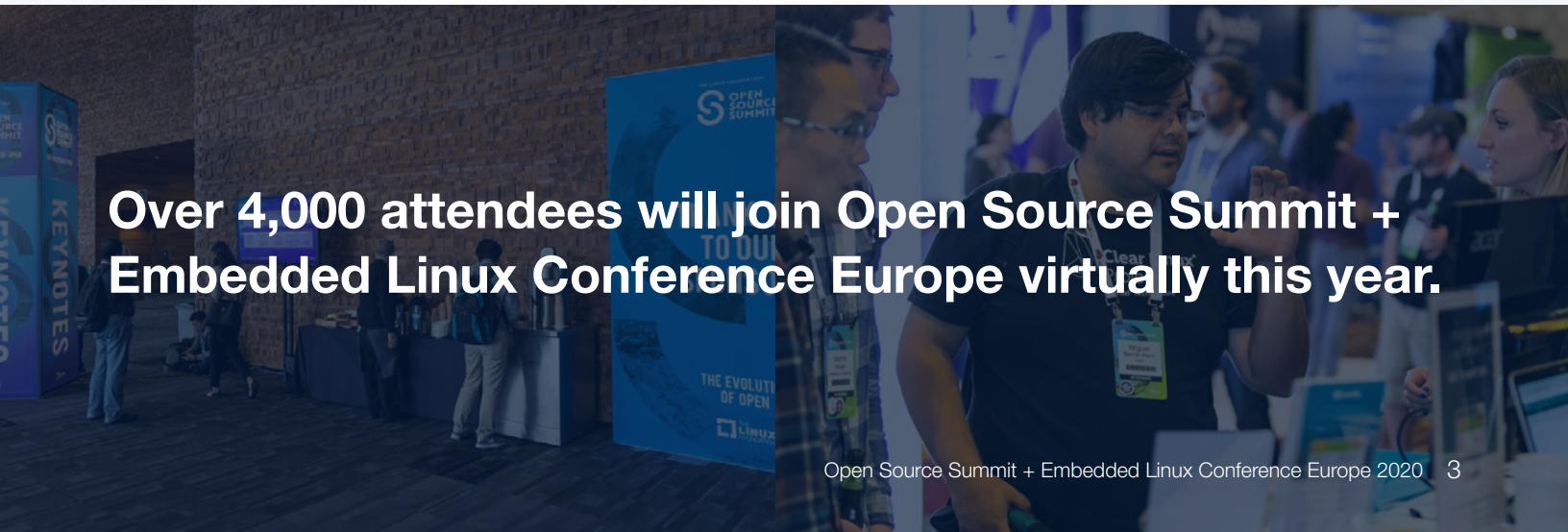
Embedded Linux Conference (ELC), co-located annually with Open Source Summit, has been the premier, vendor-neutral technical conference for companies and developers using Linux in embedded products for 15 years, gathering the technical experts working on embedded systems and applications for education and collaboration, paving the way for transformation in these important and far reaching areas.

Attendees join the event to:

- Learn about the latest trends in open source
- 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
- Find out what industry-leading companies and projects are doing in the future, and where technologies are headed

Sponsorships offer a multitude of benefits:

- Valuable mindshare from developers, technologists and business leaders
- Increase brand awareness & recognition
- Generate Sales Leads
- Thought Leadership
- Talent Recruitment
- Media Coverage
- Showcase Products & Technologies
- Create New Partnerships
- Community participation in your projects and alliances & customers
- Support the important work of the open source community



Over 4,000 attendees will join Open Source Summit + Embedded Linux Conference Europe virtually this year.

Met so many amazing people at #OSSummit this week! Thanks for all the good times and great memories! - Brian Liston

Who Attends:

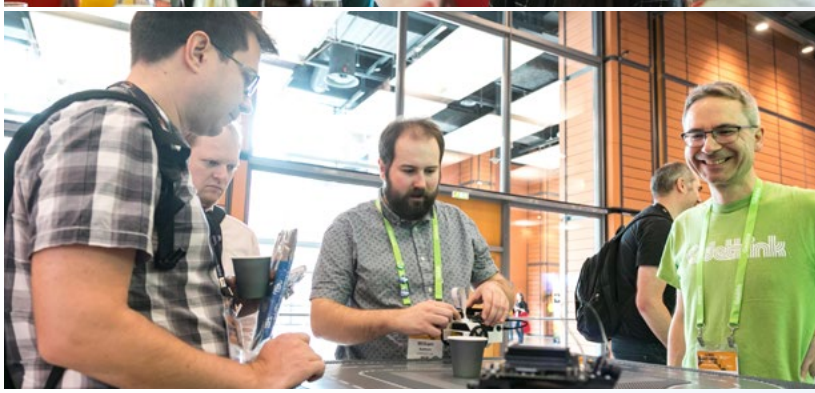
- **Developers**
  Software Developers, Programmers, Maintainers
- **Operations**
  IT Architects, System Administrators and DevOps professionals
- **Business & Community**
  Business and Community Leaders, Academics, Students, Media and Analysts

Of OSS + ELC EU 2019 Attendees Surveyed:

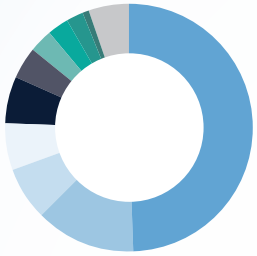
- **96%** said that the event was a valuable use of their time.
- **36%** attend only one conference annually, while **88%** attend 4 or fewer conferences a year, making OSS + ELC EU a valuable place to connect with this audience.
- **52%** said they make purchasing decisions or influence purchasing decision makers.

Why They Attend:

- To learn about the newest and most innovative open technologies
- To get access to leading experts in both formal and informal settings
- To gain a competitive advantage learning the latest on innovative open solutions
- To explore career opportunities with the world's leading technology companies

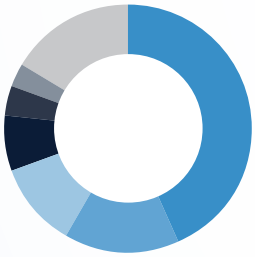


Open Source Summit & Embedded Linux Conference Europe 2019 Demographics



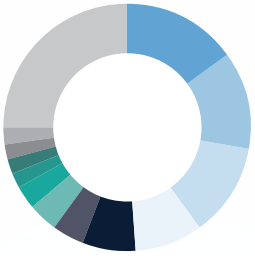
Job Function

- Development/Engineering **49%**
- Architecture **13%**
- Student **7%**
- Marketing / Business Dev **6%**
- Executive Management (VP/CxO) **6%**
- Operations - Sys Admin **4%**
- Program Management **3%**
- Product Management **3%**
- Professor/Academic **2%**
- Legal / Compliance **1%**
- Other **5%**



Job Level

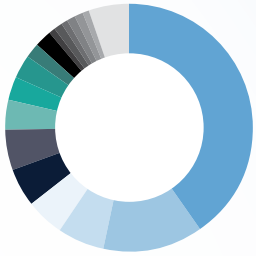
- Individual Contributer **43%**
- Manager **15%**
- Academic **11%**
- Director **7%**
- CXO / ED **4%**
- VP **3%**
- Other **16%**



Country

- United States **15%**
- Germany **13%**
- France **12%**
- India **9%**
- United Kingdom **7%**
- Switzerland **4%**
- Sweden **4%**
- Netherlands **3%**
- Japan **2%**
- Norway **2%**
- Finland **2%**
- Italy **2%**
- Other **25%**

  Austria
  Belgium
  Bulgaria
  Canada
  China
  Costa Rica
  Croatia
  Czech Republic
  Denmark
  Greece
  Ireland
  Israel
  Poland
  Romania
  Russian Federation
  South Korea
  Spain
  Taiwan
  Turkey
  Ukraine



Industry

- Software **40%**
- Computer Hardware or Consumer Electronics **13%**
- Internet or Web Services **6%**
- Education / Research **5%**
- Automotive / Transport **5%**
- Industrial Manufacturing & Machinery **5%**
- Telecommunications **4%**
- Non-Profit Organization **3%**
- Finance/Banking/Insurance **3%**
- Government **2%**
- Energy **2%**
- Media / Publishing **1%**
- Transportation / Logistics / Warehousing **1%**
- Healthcare **1%**
- Carriers / Telecommunications **1%**
- Aerospace / Defense **1%**
- Retail / E-Commerce **1%**
- Other **5%**

- **2,172 Attendees from 67 Countries**
- **1,150 Organizations represented**
- **69% of Attendees in Technical Roles**

- **2019 Sponsors generated as many as 521 leads per booth**
- **95% of Attendees visited sponsor booths onsite**

What Attendees Are Saying

Don't take our word for it. See what attendees had to say about OSS & ELC 2019 Below:

OSS Europe is my favourite 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.
- JEFF SHAW

The event gets your creative juices flowing. It helps provide clarity on what's important and how to achieve it.
- ADAM J. MCPARTLAN

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.
- CHRISTIAN PATERSON

The keynotes were spot-on interesting and inspirational. I really enjoyed the conference this year and the open source and community activism sessions.
- LIRAN TAL, SNYK

Empowering individuals and enterprises with unlimited engineering potential.
- DINESH KUMAR

The conference offered me a great opportunity to meet people from the community, follow technologies and stay up to date. It's really great to get face-to-face ideas from people I've worked on the same topic and to know that I can contact them after the conference. It was a good experience and opportunity for me.
- KÜBRA CINGILLI

Hi folks! the OSS 19' was amazing, so many people there with a high technical level and aiming to do networking. I encourage you to attend the next time, the experience was incredible.
- JUAN MANUEL PARRILLA, SENIOR SOFTWARE ENGINEER @REDHAT

The best inclusive conference of the year. Talks, people, sponsors and project are just amazing.
- NICOLA MANICA

A great event to connect with smart people who share a passion for open source!
- KATRINA NOVAKOVIC, RED HAT

The best event in open source in Europe.
- ANTOINE THOMAS

An event filled with technical in-depth knowledge, inspiring speeches and valuable connections with a strong focus on using both the advantages and power of the open source Linux community to collectively raise standards, move forward and ultimately improve humanity as well as discovering sustainable ways to protect our planet.
- KATJA LATOUR

I managed to attend every edition of the Embedded Linux Conference Europe since the beginning. I always get back from the conference with a huuuuge 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.
- MICHAEL OPDENACKER, BOOTLIN

This was my first attendance to the ELCE. 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!
- GERALD BAEZA

The mood and the great power that the crowd emanates...big things can happen when all, with no discrimination nor distinction, work together to build something new and better.
- MAURO SALVINI

OSSummit from the Linux Foundation is definitely an event you want to attend at least once. Multiple presentations on plenty of topics. Furthermore, it's the most welcome environment I've ever been. They take inclusion and diversity very seriously, not just words. Don't miss it.
- FLORENT ZARA

The technical and spot on keynotes from the industry leaders were truly awesome!
-THOMAS VADAHL, NTE MARKED AS

Incredible passionate people coming together to discuss things that will shape the future itself.
- VEDARTH SHARMA

Warm and welcoming people at OSS & ELC EU 2019. Great networking oppprtunities and interesting keynote sessions. A big thumbs up to the event.
- TARUSHI GUPTA

OpenSourceInitiative @OpenSourceOrg

Thank you @linuxfoundation for including us as a community partner and for all your support at #OSSummit.

6:56 AM · Oct 28, 2019 · Twitter for Android

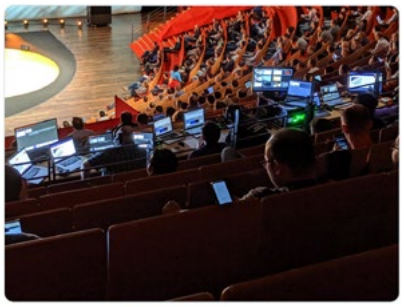
Priyanka Sharma @ Paris @pritianka

Hearing @here present at #OSSummit #lfelc in Lyon! Learned that they track info about over 100 Million vehicles and collect 28TB of data everyday! They also have a team in 🇮🇳 and are a big presence in open source. So impressed.

5:10 AM · Oct 30, 2019 from Lyon, France · Twitter for iPhone

dbahi @db_is_me

A glimpse of what it takes to coordinate a keynote presentation. @linuxfoundation #OSSummit



5:46 AM · Oct 30, 2019 · Twitter for Android

Manrique @jsmanrique

#OSSummit 🇪🇺🇫🇷 is over! Once again, congrats to @EventsLF, @angelatlf, and everyone in the team for an amazing event 👏👏👏

OpenSourceSummit_EU_Lyon_191029_highres-191
Explore linux_foundation's 26981 photos on Flickr!
flickr.com

5:00 AM · Oct 31, 2019 · Twitter for Android

Suzanne Ambiel @rosso_velo

From the VMware Open Source Summit EU (awesome) team to @linuxfoundation #OSSummit: Thanks for a great event! (PS: tabs - 207, spaces 246) @vmwopensource

4:42 PM · Oct 30, 2019 · Twitter for iPhone

credativ Group @credativ

Again, we are so happy to be sponsor of this years #OSSummit Europe in Lyon - Thanks to all the organizers! @EventsLF

5:00 AM · Oct 31, 2019 · Buffer

Samson Goddy @Samson_Goddy

..@Peace_Ojemeh and I just met the creator of #Linux and #Git, Linus Torvalds. Safe to say, it was a great day 🔥🔥🔥.

#OSSummit
#ossEU

Linus Torvalds and 3 others

7:26 AM · Oct 29, 2019 from Lyon, France · Twitter for Android

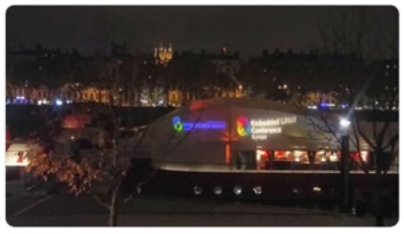
Christian Paterson @CPaterson2015

@Nicolas_T_T and #OSSummit fun after a very rich and interesting #opensource conference 🍻

3:04 PM · Oct 30, 2019 · Twitter for iPhone

k-leb k @dcatdemon

O yay #OSSummit



2:42 PM · Oct 30, 2019 · TwitPanePlus

Open Apparel Registry @openapparelreg

Delighted to have taken issues of #sustainability in #fashion & what we're doing with the Open Apparel Registry into the heart of the #opensource community @linuxfoundation conference today. Check us out on GitHub: github.com/open-apparel-r... #ossummit #lfelc

10:20 AM · Oct 30, 2019 · Twitter for iPhone

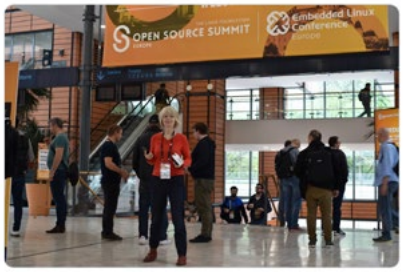
ihor dvoretskyi @idvoretskyi

I'm at #OSSummit and I love the location 🥰

2:06 AM · Oct 30, 2019 · Twitter for Android

Hear How You Like To Hear @like_to_hear

Saying goodbye to #OSSummit - it was awesome to get to know so many new aspects of #opensource thanks @EventsLF for the great time :)



10:28 AM · Oct 30, 2019 · Twitter Web App

Steven Tan @stevenphtan

A beautiful 10k run by soane river and old town thanks to #OSSummit #10k #running #Lyon #vieuxlyon

5:28 AM · Oct 30, 2019 from Rhône-Alpes, France · Twitter for iPhone

Peggy Sylopp @pegx_

@rahafharfoush bestselling author, #digital #anthropologist, searches for the answer to her #burnout, considering history of #productivity and #creativity - back to the enlightment, very inspiring! #OSSummit

4:14 AM · Oct 30, 2019 from L'Amphithéâtre - Salle 3000 · Twitter for Android

IntelOpenSource @IntelOpenSource

From our keynote from @kelly_in_tech, to our demos, to our lightening talks, #OSSummit EU was a success. We ❤️showcasing our open source projects. Check them out here, too: 01.org

2:16 PM · Nov 1, 2019 · Twitter Web App

Nithya Ruff @nithyaruff

Love the #firsttimer breakfast and how many new attendees are here today. Speaks to new industries and new sectors adopting opensource #OSSummit

4:29 AM · Oct 28, 2019 · Twitter for iPhone

Sergio Prado @sergioprado

This week I had a fantastic experience at Embedded Linux Conference Europe in Lyon. A lot of very good technical sessions, new friends and full room in my talk about Linux kernel debugging! #embedded #linux #kernel #ossummit @eventsLF @linuxfoundation

1:31 AM · Oct 31, 2019 · Twitter Web App

Mathieu Acher @ #OSSummit #OSSEU19 @acherm

Embedded #Linux conference was a blast, maybe one of the best conference I've attended: diversity of topics, quality of presenters, in-depth and technical content, and many^many exchanges with people that want to understand, share, and help. #OSSummit

1:05 PM · Oct 30, 2019 · Twitter Web App

PAST ATTENDEES INCLUDE:

IT Architect
Accarda AG

IT Consultant
Accenture GmbH

Systems Administrator
AddSmart

Infrastructure Architect
Adobe

Embedded Software Architect
Airbus Defence & Space

Senior Data Platform Engineer
Allegro

Developer
Allianz Technology GmbH

Embedded Linux Engineer
ALPS Electric

Technical support Engineer
Alrabet for Electromechanical Systems ltd Co.

Senior System Development Engineer
Amazon

Software Engineer
Analog Devices

Engineer
Anton Paar GmbH

Engineer
ASEM S.p.A.

Software Developer
Assured Information Security

Sr Tech Specialist, Software Engineering
AT&T

Software-Architect
Audi AG

Machine Learning Engineer
Automation Logic

Software Developer
Bad Dinosaur

Senior Software Engineer
Bang & Olufsen

Expert Software Engineer
Barco

Software Developer
BIOTRONIK SE & Co.KG

SysAdmin
BlackRock

Head of Open Source Engagement
Bloomberg

Developer Relations Manager EMEA
Bluetooth SIG

Software Engineer
BMW Car IT

Bosch Iot Embedded Developer
Bosch Engineering

IT Administrator
Canon Medical Research Europe Ltd.

Platform Engineer
Capgemini

Developer
Carl Zeiss Meditec AG

Director
Carlson Wangonlit Travel

System Engineer
CERN

Software Engineer
CloudMosa, Inc.

Cloud Engineer
Codento

Lead Cloud Engineer
Combell nv

Distinguished Engineer
Comcast

Consulting Software Architect
Confluent Inc.

Software Engineer
Continental Automotive

Software Engineer
Conversocial

Software Developer
Credit Suisse

Software Engineer
Daimler TSS GmbH

Information Systems Architect
DIGIT, European Commission

Director of Business Planning
Digital Impact Alliance at the UN Foundation

Senior Service Desk Support / Analyst II
Diyar United Company

Developer
Dutch Ministry of Defence

Architect Autonomous Platform
Epiroc Rock Drills

Senior System Engineer
Erste Card Group Processor d.o.o.

Computational Scientist
ETH Zurich

Project Manager, EU-FOSSA 2 Project
European Commission

Software Engineer
European Southern Observatory

Software Dev Engineer II
Expedia

Production Engineer
Facebook

Specialist, Operating System Security
Federal Office for Information Security

Manager Embedded Systems
Finesse

Technical Expert
Ford Motor Company

Software Engineer
Forsway Scandinavia

Senior SW Engineer
GE Healthcare

Principal Engineer
General Electric

Open Source Program Manager
Google

Software Developer
Government Digital Service

Engineer
Harman

Software Engineer
Honeywell

Software Engineer
ICT Automatisering Nederland BV

Principle Design Engineer
Imagination Technologies

Dev Engineer
ING

System Administrator
Intermedia

Software Developer
Jembi Health Systems NPC

Embedded Systems Engineer
Jetter AG

Lead Kubernetes Engineer
JP Morgan

Head of System Engineering
Kapsch CarrierCom AG

PAST ATTENDEES INCLUDE:

Support engineer
Kaspersky Lab

Lead Software Engineer
Komax AG

Software Engineer
KOSTAL Industrie Elektrik GmbH

Manager
KPMG

Senior Systems Analyst
Kuwait Oil Company

Software Engineer
Legrand Home Systems

Software Developer
Leica Camera AG

Director of Engineering Enablement and Release *Platforms*
Manulife

Team Leader
mBank SA

Senior Technology Engineer
McKinsey & Company

DevOps Middleware
Metro Systems Romania SRL

System Administrator
Ministry of the Interior and Kingdom Relations

System Engineer
National Bank of Belgium

Senior Firmware Engineer
Nordic Semiconductor

SRE
NORTHROP GRUMMAN

Director of Engineering
Nutanix

System Software Engineer
Nvidia

Director, Linux System Definition
Open Invention Network

Senior Engineer
overstock.com

Architect
Panasonic

System Engineer
Privredna Banka Zagreb d.d.

Team Leader
Quicken Loans

System Engineer
Raiffeisenbank Austria d.d.

Digital Forensics
RCCU

Embedded Software Engineer
Rockwell Automation

Electrical Engineer
Sandia National Laboratories

Chief Development Architect
SAP SE

Asst IT System Analyst
SAUDI ARAMCO

Embedded Software Architect and Developer
Schneider Electric

Technology Director
Secretary of Culture of the Nation - *Ministry of Education, Culture, Science and Technology*

Software Developer
ShopKeep Ltd

Software Developer
Shutterstock

Software Architect
Siemens Healthcare GmbH

DevOps
Skroutz S.A.

Senior Engineer
Sky Betting & Gaming

Service Engineer
Skype

Technical Architect
Spire Healthcare

Cloud Architect
Standard Chartered

DevOps Engineer
Taxibeat Ltd

Software Architect
Thales Nederland BV

Senior Software Engineer
Turkish Aerospace

Software Engineer
TYCO

Open Source Program Manager
Uber

Director of Community
United Nations Foundation

Network Engineer
US Air Force

Professor
USDA-ARS

Senior Software Engineer
Vimeo / Livestream

Software Engineer
Volvo AB

Software Developer
Winterhalter Gastronom GmbH

Senior Program Manager
Workday

Enterprise Architect
Zain Kuwait

Linux Engineer
Zürcher Kantonalbank

	DIAMOND ~~4 AVAILABLE~~ 3 AVAILABLE	PLATINUM ~~8 AVAILABLE~~ 7 AVAILABLE	GOLD ~~10 AVAILABLE~~ 6 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Editorial Interview and Article on Linux.com: Over 1M unique visitors per month. The Linux Foundation to determine final interview content and delivery date.	•				
Assistance with connecting you with attending press.	•				
LF Live Webinar: To be held during event or on a separate date, with its own marketing and lead generation plan. (Full contact information of registrants supplied).	•				
Experience Add-on. You will be the exclusive sponsor for one of the event experiences (previous examples include: Zen Zone, Digital Arcade, and Mixology Class). Experience sponsorship will be based on a first come, first served basis.	•	•			
Takeover of the "Ask the Experts" Channel: Sponsor will have the opportunity to host their own 30 minute "Ask the Experts" session.	•	•			
Pre or During Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation. Email option is based on sponsorship level.	Pre AND During	Pre OR During			
Onsite Recognition during Opening Keynote Session: By event emcee.	•	•			
Opportunity to reach out to attendees with a customized pop-up on-screen banner during event.	2	1			
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 post-event. 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 Auditorium Branding: Logo prominently displayed.	•	•	•	•	
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach.	•	•	•	•	
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Recognition on Event Website: Logo displayed on all pages of event website, linking to URL of your choice.	•	•	•	•	•
Prominent branding throughout virtual conference.	•	•	•	•	•
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: 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.	•	•	•	•	•
Event Registration Passes.	40	30	20	12	6
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	**$65,000**	**$45,000**	**$30,000**	**$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.**

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.

THE LINUX FOUNDATION

Technologies Covered By Event:

Linux Systems
Open Source Summit, Embedded Linux Conference, Automotive Linux Summit, Linux Plumbers Conference, Linux Kernel Maintainer Summit, LSF-MM Summit, Linux Security Summit

Applications
OpenJS World, API Specifications Conference

Networking & Edge Computing
Open Networking & Edge Summit, Open Source Summit, DPDK Summit

IoT, Embedded & Automotive
Embedded Linux Conference, Automotive Linux Summit, Open Source Summit

Artificial Intelligence & Machine Learning
Open Source Summit, Open Networking & Edge Summit, The Linux Foundation Member Summit

Open Source Governance, Community & Management
The Linux Foundation Member Summit, Open Source Summit, Open Compliance Summit, The Linux Foundation Member Legal Summit, Open Source Strategy Forum

Cloud & Cloud Native
KubeCon + CloudNativeCon, Open Source Summit, Open Source Strategy Forum, Open Networking & Edge Summit, Kubernetes Contributor Summit, Helm Summit, FoundationDB Summit, ServiceMeshCon, PromCon, KVM Forum, Xen Summit, Cloud Foundry Summit

Blockchain
Hyperledger Global Forum, Hyperledger Member Summit, Open Source Strategy Forum

Hardware
OpenPOWER Summit, RISC-V Global Forum

Invitation-Only Events
LSF-MM Summit, The Linux Foundation Member Legal Summit, Open Compliance Summit, Linux Kernel Maintainer Summit & The Linux Foundation Member Summit

Linux Foundation Events are where 42,000+ developers and technologists from across the globe meet to share ideas, learn and collaborate to drive innovation.

Open source communities are nearly always virtual and distributed, so when they get together face to face, they can make quick progress on issues big and small. In this way, events help maintain the vibrancy of global open source communities and ensure their long-term sustainability.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver the most innovative products and services to their users and customers, companies must learn directly from the technologists who steer the most widely used and influential projects.

Linux Foundation Events are the meeting place of choice for open source maintainers, developers, architects, infrastructure managers and sysadmins, as well as technologists leading open source program offices, DevRel teams and other critical leadership functions.They are:

- The best place to quickly gain visibility within the open source community and to advance open source development work by forming connections with the people evaluating and creating the next generation of technology.
- A forum to identify software trends early to inform future technology investments.
- The ripest recruiting ground in today's technology landscape.
- The ideal venue to showcase technologies and services to influential open source professionals, media, and analysts around the globe.

The Linux Foundation brings together companies and individual contributors to build the greatest shared technology in history. We provide the events, training, certification, open source best practices and marketing, and necessary to build, scale, and sustain critical open source projects and communities. As the home of over 200 open source projects driving critical technologies, there is no organization better positioned to gather the open source community for important face to face interaction to drive innovation across open source. And, unlike for-profit event management firms, **any money generated by our events is channeled back into supporting open source communities to support their growth.**

Contact us today for more information on sponsoring at sponsorships@linuxfoundation.org.

2019 LF EVENT **AUDIENCE SNAPSHOT**

ATTENDANCE

42,000+ attendees

31.25% YoY Growth

REPRESENTING

12,000+ organizations

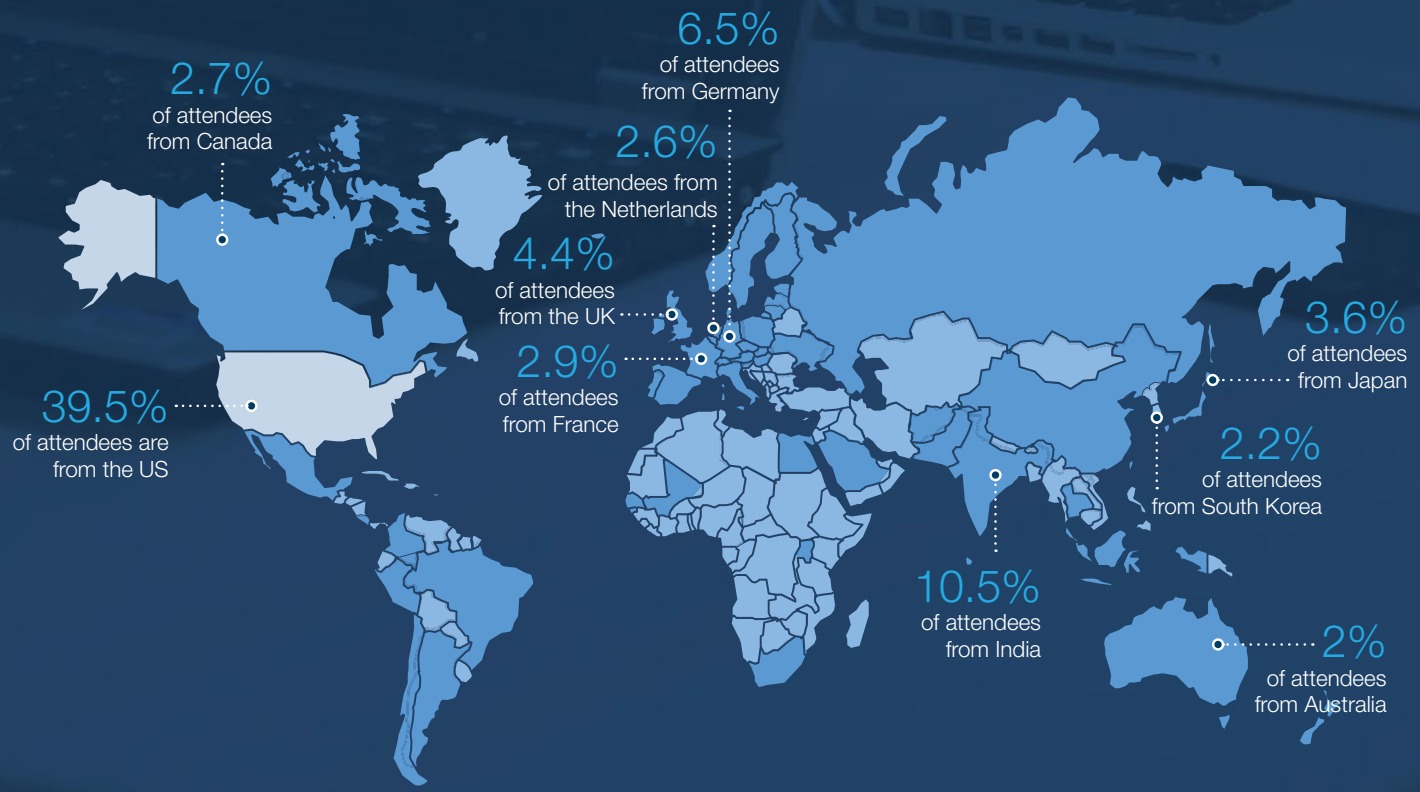
Including corporations, associations and academic institutions worldwide

FROM

141 countries

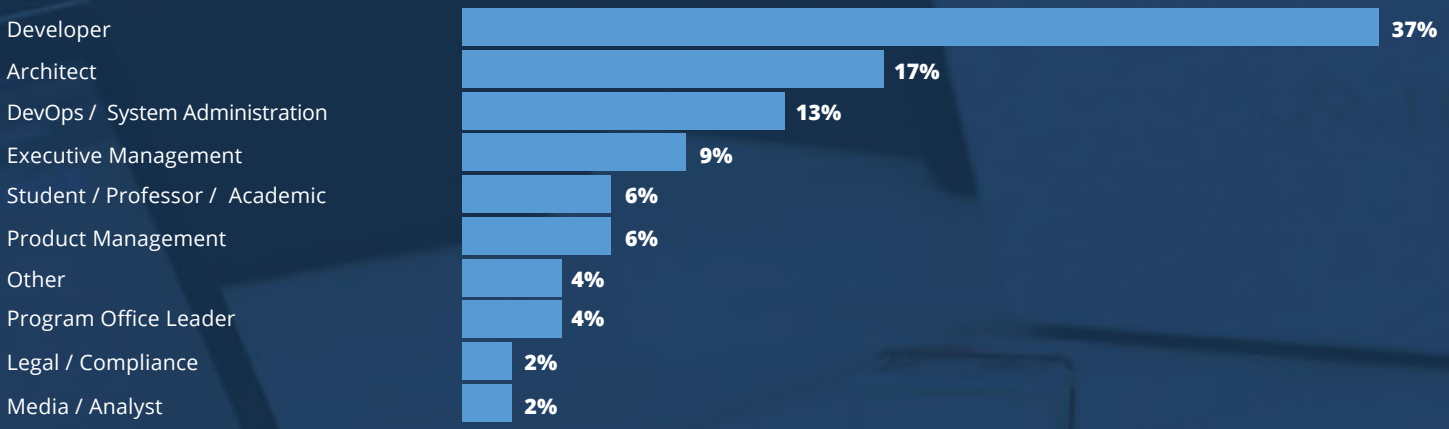
AUDIENCE BY COMPANY SIZE

COMPANY SIZE	SUM OF %
1 - 49	16%
50 - 499	21%
500 - 999	6%
1,000–2,999	10%
3,000+	47%

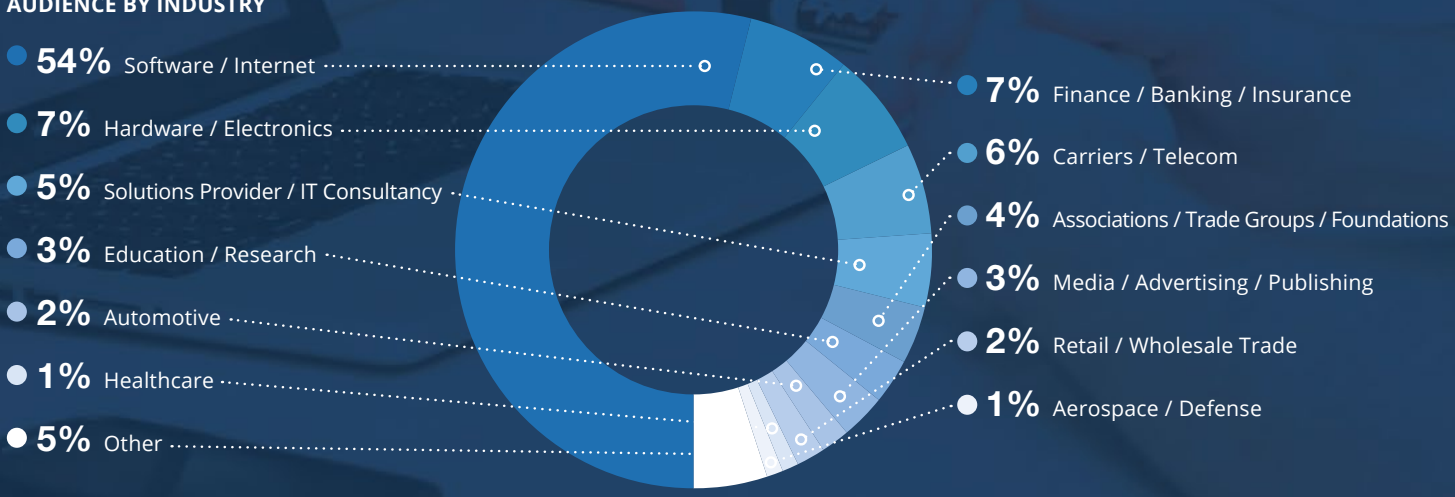


2019 LF EVENT **AUDIENCE SNAPSHOT** (CON'T)

AUDIENCE BY JOB FUNCTION



AUDIENCE BY INDUSTRY



PRESS & SOCIAL MEDIA

Linux Foundation Events are highly engaging and interactive. Our 2019 events generated:

30,000+ media clips

2,000,000,000+ potential impressions

90,000+ social media engagements on Facebook & Twitter

730,000,000+ event keyword impressions on social media

Nearly **500** media professionals attended, representing global media outlets

Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events and/or creating a custom sponsor package? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization's individual needs.

Linux Foundation Corporate Members receive sponsorship discounts on Linux Foundation events; 5% discount or 7% when signing up for multiple events at once.

THE LINUX FOUNDATION

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

www.events.linuxfoundation.org