



THE LINUX FOUNDATION

OPEN SOURCE SUMMIT

NORTH AMERICA



**Embedded Linux
Conference**

North America

Event Sponsorship Prospectus

June 22 – 24, 2020

JW Marriott Austin, Austin, Texas

 **THE LINUX FOUNDATION**

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“The influence of developers on technology purchasing decisions is abundantly clear. Over 87% of developers with a leadership function no matter how small, as well as two thirds of the front-line coders, are somehow involved in purchase decisions.”

SlashData, Developer Economics:
State of the Developer Nation Q3 2017

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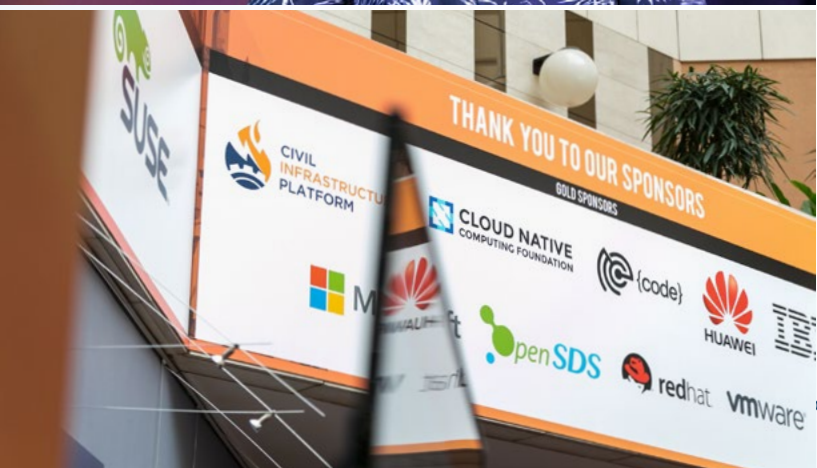


@lisancao

#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



June 22-24, 2020 | Austin, TX

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
 - Gain a competitive advantage learning about new innovative open solutions & technologies
- 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
- Thought Leadership
- Talent Recruitment
- Media Coverage
- Showcase Products & Technologies
- Create New Partnerships
- Generate Sales Leads
- Community participation in your projects and alliances & customers
- Support the important work of the open source community



2000+ Attendees gather at Open Source Summit + Embedded Linux Conference North America annually. 70% of attendees are developers.

A huge shoutout to the @linuxfoundation and everyone involved in putting together a great event #OSSummit. Great location, amazing networking, catching up with older friends and mentors in #OpenSource and lots of learning.” -Sudheesh Singanamalla

“Very late to the party but wanted to give a shout out to @linuxfoundation for hosting an amazing #OSSummit. Met a lot of fabulous people and got to learn about cool new technologies! Execution was excellent on all levels.” - Angela Chin

Who Attends:

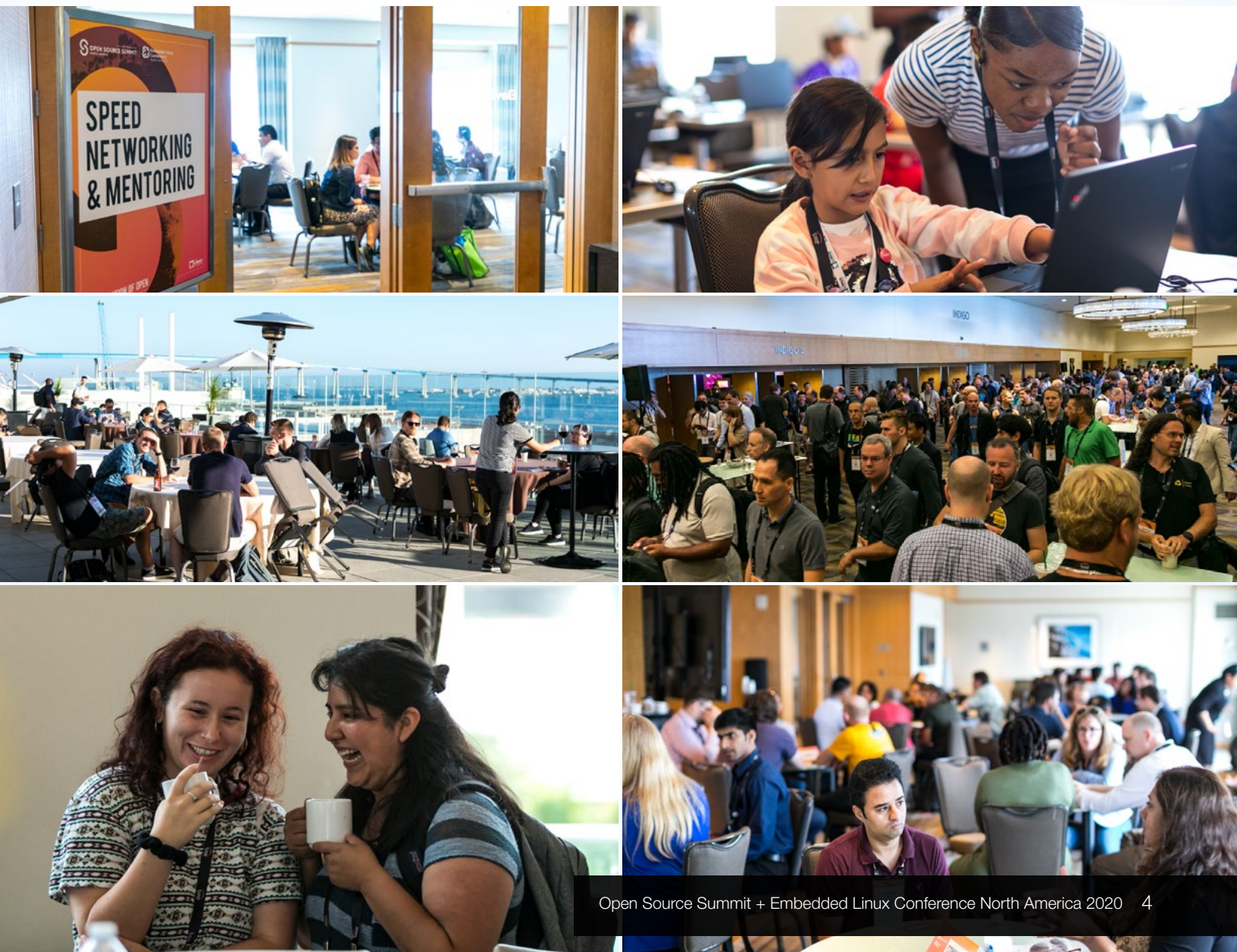
- **Developers**
Software Developers, Programmers, Maintainers
- **Operations**
IT Architects, System Administrators and DevOps professionals
- **Business & Community**
Business and Community Leaders, Academics, Students, Media and Analysts

Of OSSNA 2019 Attendees Surveyed:

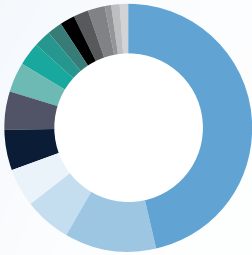
- Over **34%** attend only one conference annually, while **52%** attend 4 or fewer conferences a year, making OSS + ELC NA a valuable place to connect with this audience.
- **52%** said they make purchasing decisions or influence purchasing decision makers
- **39%** identified as developers and **65%** in technical positions
- **96%** said that the event was a valuable use of their time

Why They Attend:

- To learn about the newest and most interesting 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

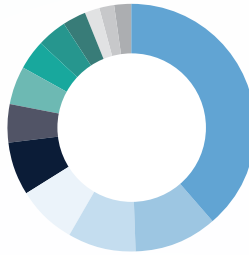


Open Source Summit & Embedded Linux Conference Demographics



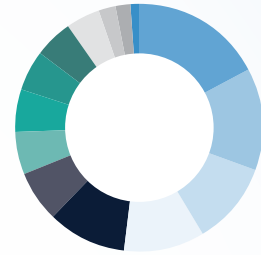
Industry

- Software / Internet **46%**
- Computer Hardware or Consumer Electronics **12%**
- Internet & Web Services **6%**
- Education / Research **5%**
- Telecommunications **5%**
- Other **5%**
- Aerospace / Defense **4%**
- Media / Publishing **3%**
- Industrial Manufacturing & Machinery **2%**
- Government **2%**
- Healthcare / Medical Devices / Rx **2%**
- Automotive / Transport **2%**
- Carriers / Telecommunications **2%**
- Retail / E-Commerce **1%**
- Energy **1%**
- Transportation / Logistics / Warehousing **1%**



Job Function

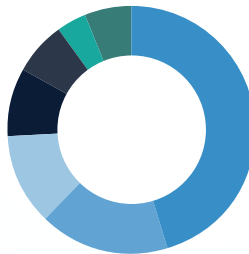
- Developer **39%**
- Architecture **11%**
- Sales/Marketing/Business Development **9%**
- Executive Management (VP/CxO) **8%**
- Other **7%**
- Student **5%**
- IT Operations - DevOps **5%**
- Product Management **4%**
- Program Office Leader **4%**
- IT Operations - Sys Admin **3%**
- Media/Analyst **2%**
- Professor/Academic **2%**
- Legal / Compliance **2%**



Interests

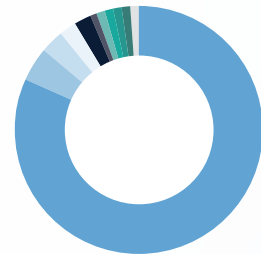
- Linux **72%**
- Cloud & Containers **56%**
- Security & Compliance **45%**
- Networking **44%**
- Automotive, Embedded & IoT **43%**
- Blockchain & Data **28%**
- Community & Program Office Managemnet **23%**
- Javascript & Web Platforms **23%**
- Edge **22%**
- Deep Learning **21%**
- AL, ML, & DL **18%**
- Energy **10%**
- Motion Picture **8%**
- Other **4%**

- **1808** Attendees
- Attendees from **48** countries
- **79%** of attendees from the United States, Canada, and Mexico
- Women and non-binary individuals comprised nearly **a quarter** of attendees
- **65%** of attendees in technical roles



Job Level

- Individual Contributor **46%**
- Manager **17%**
- Director **12%**
- Other **9%**
- Academic **7%**
- VP / SVP / GM **4%**
- CXO/ED **6%**



Country

- United States **77%**
- Canada **4%**
- India **3%**
- Japan **2%**
- United Kingdom **2%**
- Germany **1%**
- Isreal **1%**
- France **1%**
- South Korea **1%**
- China **1%**
- Mexico **1%**

- **1700+** Attendees from **46** Countries
- **89%** of Attendees from the **US or Canada**
- **Nearly 800** Organizations in Attendance

- **2018 Sponsors** generated between **94 and 442** leads per booth
- **9 out of 10** of attendees visited sponsor booths onsite

Don't take our word for it. See what attendees had to say about OSS + ELC NA 2019.

VMware Open Source
@vmwareopensource

We agree @sdxcentral, #OSSummit 2019 was a huge success! But they ask an important question & we look forward to helping answer it with the entire community.



How Will Open Source Deal With Success? - SDxCentral
Last week's Open Source Summit event in San Diego was a brilliant display of the ecosystem's well-deserved success. But what's next?

9:02 AM - 3 Sep 2019

Sethu Sathyan
@sethu

Here is my experience attending the Open Source Summit North America. link.medium.com/y54r1ewPEZ Thanks to @linuxfoundation for this opportunity. I had a lot of learnings, made new connections and found projects to contribute.



Open Source Summit North America 2019
I am absolutely thrilled to share that I got the opportunity to attend the Open Source Summit + Embedded Linux Conference by the Linux...

8:57 AM - 2 Sep 2019

Jill Bryant Ryniker
@jbryniker

The LinuxChix LA had a wonderful time at #OSSummit in San Diego!!! Thank you to the @linuxfoundation for such a great event and to all the wonderful people we met and had great conversations with!!! 🙌🙌🙌🙌🙌🙌



12:28 PM - 25 Aug 2019 from Temecula, CA

Jono Bacon
@jono Bacon

Safe travels home, #OSSummit, folks. As usual, always a wonderful time seeing you all. Thanks again to the @linuxfoundation team and the program chairs for all the hard work. Until Lyon!

3:28 PM - 23 Aug 2019

Nithya Ruff
@nithyaruff


One of my favorite events to see new possibilities and new industries adopting #opensource. The power of collaboration at work. Thank you @angelatlf and #OSSummit team!



3:00 PM - 24 Aug 2019

Brian Redmond
@brianr71

Great week in San Diego at the #OSSummit with two talks about open source and the great work by the Azure team. Also great to have @SweetDees29 with me. We found some time for fun in San Diego too!



12:44 PM - 24 Aug 2019 from San Diego, CA

Suzanne Ambiel
@suzanne_ambiel

@vmwareopensource fabulous team fabulous show! #ossummit thanks @linuxfoundation



7:55 PM - 23 Aug 2019

George J.P. Link
@GeorgeJPLink

I enjoyed a week of reconnecting with friends and making new friends at #OSSummit and #CHAOScon. Ethiopian dinner was a great way to put a cherry on top. Tomorrow, I fly back home to #Omaha.



9:14 PM - 23 Aug 2019

Dr. Erik Riedel
@eriedel

sad that I had to leave a few hours early, because it meant missing planned conversation with great #community friends, and unplanned meetings with lovely new folks - another excellent #OSSummit - looking forward to Lyon and Austin



6:28 PM - 23 Aug 2019

Imad Sousou
@imadsousou

Proud of our team at #ossummit NA this week. The confidential computing consortium launched intel.ly/33Q4aB3 solid technical breakout sessions, keynotes and demos. Amazing to see the culmination of work across Intel and with our industry partners!



4:14 PM - 23 Aug 2019

Better Allies™
@betterallies

To be inclusive at our events, I'll borrow these ideas from #ossummit:

- Nursing Room
- Complimentary childcare
- Venue Accessibility
- Quiet Room
- All-Gender Restrooms
- Communication Stickers
- Pronoun Stickers

#Allyship #InclusionMatters



8:22 AM - 29 Aug 2019

Anton Ruchkin
@anton_ruchkin

Last day of #ossummit is up and running! This was a really neat event!



10:58 AM - 23 Aug 2019 from San Diego, CA

Sean Kerner
@TechJournalist

What an amazing event from @linuxfoundation #ossummit



8:23 PM - 22 Aug 2019 from USSS Military Museum

Tobias Langel (Moderator) - Aug 24

Online conference are the future. It's increasingly irresponsible to fly folks across the planet when half of it is on fire and the other half is melting. But the huge value of conference is the "hallway track." How do we replicate that online?

13 10 51

Georg J.P. Link
@GeorgeJPLink

Replying to @tobias

been thinking about this since joining @Bitergia. In @CHAOSsproj, I believe our weekly Zoom calls build trust. However, there is no serendipity. / Just last week at #OSSummit, I met many interesting people in sessions - the hallway track was useful to deepen our conversations.

11:18 AM - 27 Aug 2019

Mariana Balla
@mariana_balla

I knew that #OSSummit is going to be fun, but THIS IS NOT WHAT I EXPECTED TO SEE! 🙌🙌🙌 This was pawfect!



10:54 AM - 23 Aug 2019

Lance Albertson
@lancealbertson

Had a great week at @OpenPOWERorg summit and #OSSummit ... Also happy to be home tonight

10:23 PM - 23 Aug 2019

Don't take our word for it. See what attendees had to say about OSS + ELC NA 2019.

"It was my first time at OSS and it couldn't have been better. I was able to network with other people interested in my work. "

- MARIA IGNACIO

The OSS was a blast! I was able to meet so many awesome people, learn about projects going on in the community, and attend several very informative talks. 10/10 would recommend!

- SAMANTHA COYLE

As a newbie in the industry, I was definitely a bit intimidated before I attended OSS, but everyone from industry experts to students who attended the conference were so enthusiastic to share their knowledge that it turned my intimidation into a motivational factor! This is a must attend for people who want to learn and grow!

- VICTOR BASU

During the "hallway track", I go out of my way to talk to people I've never met because most of us are introverts. I'm always impressed by what people are doing and it fills me with optimism and new ideas. -- KATHY GIORI, MOZILLA IOT

OSS NA 2019 is amazing and mind blowing. I enjoyed every minute of it from the keynotes session, k8s session, cloud sessions, expo, USS Midway and of course, Kairan Quazi keynotes

- RAMESH KUMAR

I really like the diversity in projects that are featured at the conference. It really shows how open source is changing so many industries around the world.

- ROBERT TREAT // XZILLA

PAST ATTENDEES INCLUDE:

Application Development Senior Analyst

Accenture

Senior Data Engineer

Activision

Senior Site Reliability Engineer

Adobe

Telecommunications Engineer

Adrift

Chief Systems Architect

Advantage Systems Management Corp.

Software Engineer

Akamai Technologies

Solutions Architect

Albertsons Companies

DevOps Engineer

Alea Software

Project Manager

Allianz Germany

Software Developer

Alpha Technologies Ltd.

Software Engineer

Altamira

Principal Engineer

Amadeus

Software Development Engineer

Amazon

Head of Open Network Technology

Amdocs

Regional CEO

American Red Cross

Engineering Manager

Apex Clearing

Systems Architect

Apple

Junior Architect

Arc'teryx Equipment

Principal Software Engineer

ARM

Director

AT&T

Manager, IT Web Development

Bank Of Canada

Systems Administrator

BC Housing

Open Networking Evangelist

Big Switch

Executive Director

Black Boys Code

Executive Director

Blockchain Ecosystem

Software Engineer

Bloomberg LP

DevOps Engineer

Braintree

Senior Training Engineer

Brunson Education

Developer

BuySellAds

Senior Developer

Candian Broadcasting Corp

Lead Software Engineer

Canonical

Software Engineer

Capital One

Software Engineer

CareCru Inc.

Manager, Business Technology

Central 1 Credit Union

Chief Security Officer

ChainSafe Systems

Staff, UNIX Systems Administrator

Charles Schwab & Co.

Site Reliability Engineer

Chewy.com

Engineer

China Unicom

Senior Software Engineer

Ciena

Enterprise Monitoring Engineer

Cincinnati Financial Corp

Software Engineer

Cisco Systems

CTO

Citus Health, Inc.

Solutions Architect

Classmethod Canada

Infrastructure Engineer

ClearEdge

Software Engineer

Cloudreach

CTO

Codescoop

Senior Software Engineer

Collabora

VP Deputy General Counsel

Comcast

Solutions Architect

Commerce Bank

Solutions Architect

Compassion International

FOSS Compliance Officer

Continental Automotive Systems, Inc

Software Developer

Copperleaf Technologies

Software Engineer II

Cvent

Research Engineer

D. E. Shaw Resaerch

Manager, Infrastructure Services

D7: Arizona Data Science Initiative

Digital Service Expert

Defense Digital Service

Senior Manager

Deloitte

Development & Security Operations

Deluxe Corp

Systems Engineer

Demonware

Software Engineer

DENSO

Engineering Manager

Digital Ocean

Researcher

Digital Security Group

Platform Architect

Discover Financial Services

Unix System Administrator

Divertissements Gameloft Inc

Software Engineer

DoD

Data Scientist

Driscolls' Strawberry Assoc

Software Engineer

Drive.ai

Chief Scientist

DriveScale, Inc.

Software Developer

Earls Restaurants

Software Engineer

Excella

Software Development Engineer

Expedia

Software Engineer

Facebook

Tech Lead

FairVentures

Director, Open Source Governance

Fidelity Investments

Global Cloud Infrastructure Architect

Finning

Director Lands & Government Affairs - First Nations

First Nations Lands & Government

Managing Partner

Forefront

Director of TM - Cyber Security

Fortinet

Managing Director

FutureChalk Software Inc.

Analyst

Gartner

Sr Software Engineer

General Dynamics

Founder

GirlScript Foundation

Systems Engineer

GitHub

Senior Automation Consultant

Gladiator Automation Corp.

Head of Open Source Strategy, GCP

Google

Software Developer

Government of Canada

Principal Engineer

Groupon

Engineering Manager

HashiCorp

Staff Engineer

Heptio

Senior Researcher

Hitachi

Research Scientist

Honeywell International

Senior Principal Engineer

Hughes Network Systems

CTO

Hyper

CTO Global Technology Developer Advocacy

IBM

Analyst

IDC

Production Engineer

ILM / Disney

PAST ATTENDEES INCLUDE:

VP, Engineering Capabilities
Indeod

Chief Information Architect
ING

Chief Architect
Inspur

Firmware Engineer
Intel

VP Operations
Intelligent Systems Services Inc.

Director, Systems Engineering
IntercontinentalExchange

Robotics Software Engineer
Intuitive Surgical Inc.

Principal Design Engineer
Jabil, Inc.

Managing Director, Head of Engineering
JP Morgan Chase

Software Developer
JSonar, Inc.

Kernel Developer
Jump Trading LLC

DevOps Engineer
Jungle Scout

Director, Business Systems
Kal Tire

Data Recovery Specialist and GIS Analyst
Kano Geographical Information System

Senior Manager
KPMG

VP Segments and Strategic Initiatives
Linaro

AI Developer
Lucent Technology Inc.

Senior Software Engineer
Lyft

UI Engineer
Macys.com

Storage Engineer
MailChimp

Principal Engineer
Mastercard

Software Developer
MediaValet

Data Scientist
Medium

Developer Advocate
Mesosphere

Director, Open Source Programs Office
Microsoft

DevOps
Monsanto

QA Community Mentor
Mozilla

IT Manager
Mr. Lube Canada

Principal Software Engineer
National Instruments

Security Researcher
National Security Research Institute

Systems Administrator
Navarik Corp.

System Analyst
NCCI Holdings, Inc.

Linux Systems Engineer
Nestle Purina

Community Developer
NoKidBehind

Senior Software Engineer
Nonzero Software

Senior Engineer
Northwestern Mutual

Software Engineer
NVIDIA

HPC System Administrator
Oak Ridge National Laboratory

Team Lead, Product
Ontario Digital Service

Senior Solutions Architect
Optum

Kernel Hacker
Oracle

Network Analyst
Pacific Blue Cross

TiKV Engineer
PingCAP

Data Engineer
Pinterest

Software Engineer
Pivotal

Senior Software Developer. Tools & Automation
Polycorn

Linux Kernel Developer
Positive Technologies

Software Engineer
Puppet

Software Architect
QAware

Director, Engineering
Qualcomm

IT Director
R&O Construction

SRE
RealSelf

Ansible Community Architect
Red Hat

Principal System Architect
RingCentral Inc

Software Engineer
Rocket Software

Senior Manager of Analytics
Rocky Mountaineer

Lead Architect and Sr. Director
Rogue Wave Software

Principal Developer, FME Server Team Lead
Safe Software Inc.

Senior Software Developer
Salesforce

Senior Software Engineer
SaltStack

Software Developer
Samsung

Director, Developer Relations
SAP

Network Architect
Sauce Labs

R&D Director
Schneider Electric

Software Engineering
Schweitzer Engineering Laboratories

Community Manager
Serverless

Principal Network Architect
Shaw Cablesystems

Chief Technology Officer
Shutterstock

SoftwareDeveloper
Siemens Technology and Services Pvt Ltd

Systems Engineer
Sophos

Senior Engineer, VP
State Street Canada

VP of Operations
Storj

DevOps Engineer
StrongMind

CTO Architect
Sungard Availability Services

Director, Engineering
SUSE

Senior Vice President, Information Technology
T-Mobile

Senior Developer
Talemetry

Software Engineer
Talend

Sr. Manager – WebBroker Development
TD Bank Group

Web Programmer
TekCitadel

Solutions Architect
Telos Vancouver

Senior Technology Architect
TELUS

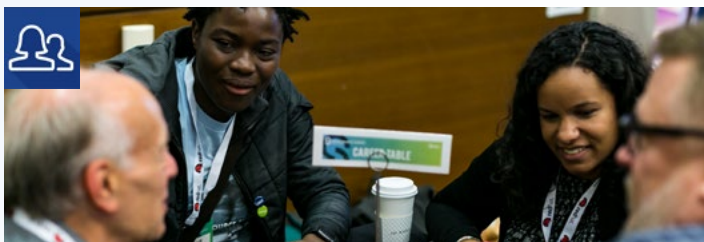
Sponsorship Opportunities

	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE 4 AVAILABLE	GOLD 10 AVAILABLE 7 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 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.	•				
Onsite Recognition during Opening Keynote Session: By event emcee.	•	•			
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. <i>Speaking slots based on availability.</i>	15-minute Keynote	5-minute Keynote	Conference Session or BoF		
Social Media Promotion of Sponsorship: From The Linux Foundation Events channel.	3x	2x	1x		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Conference Room: For private meeting use only.	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Collateral Distribution: Laid out in a prominent location near registration.	•	•	•		
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach.	•	•	•	•	
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage.	•	•	•	•	•
Exhibit Booth: Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available)	20'x20'	15'x15'	10'X10'	10'x10'	6'x6'
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	3	2	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
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.**

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details or discuss custom options.

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



Open Source Summit Speed Networking & Mentoring Session General Sponsor

\$5,000 • 2 AVAILABLE

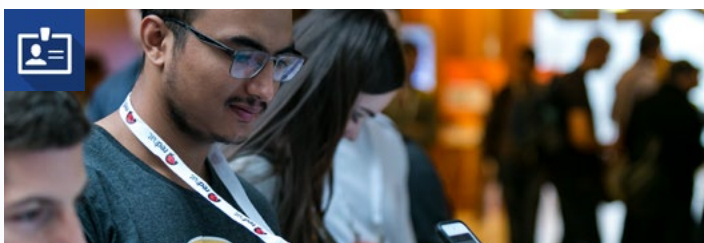
Sponsors will receive recognition in the session, the opportunity to provide collateral to distribute at session, and logo on website and signage.



Women in Open Source Lunch**

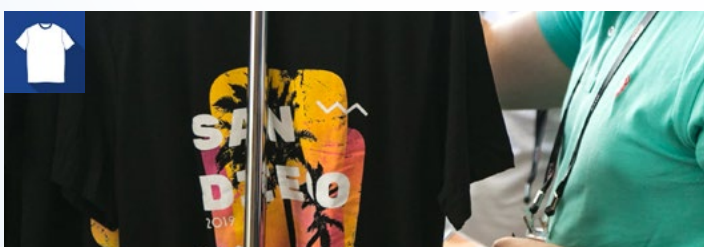
\$15,000 • 1 AVAILABLE SOLD OUT

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. *Level sponsorship required.*



Lanyards \$10,000 • 1 AVAILABLE

Every attendee at the event will wear a name badge and lanyard and your logo will appear across the lanyard. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost. *Level sponsorship required.*



Attendee T-Shirt \$15,000 - LEVELED SPONSOR \$20,000 - NON-LEVELED SPONSOR

Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.



Keynote Live Stream & Recording

\$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..



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

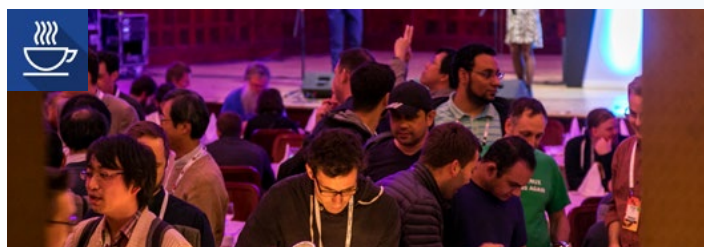
Sponsor a themed lounge such as DevOps, Containers, Cloud Native or Linux Lounge. Provides the space and snacks to get attendees collaborating. Includes sponsored signage in lounge areas. Pricing includes single color logo imprint on branded items. Full color logo imprint available at an additional cost.



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.*



'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.

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details or discuss custom options.



Breakfast & Breaks \$12,000 • 1 AVAILABLE

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



Attendee Evening Event

\$20,000 AND UP

Please contact us for customized offers. 850-1,000 expected 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.



Conference Session Recording

\$40,000 • 1 AVAILABLE

Sponsor video recordings of all conference sessions from the event, that will be published on YouTube and event home page and available publicly for anyone to view. Sponsorship includes Company logo on the opening slide transition for every conference session video, resulting in tens of thousands of views of your logo over the course of a year, and recognition in post-event email to attendees announcing the videos are live. **Gather a group of companies to jointly sponsor together!**



Diversity Empowerment Summit Host

\$10,000 • 1 AVAILABLE

Sponsorship includes prominent recognition in the DES session space(s), as well as recognition on the event website, and general conference and DES-specific signage.

Host an Evening Event \$5,000

We're offering sponsors the opportunity to host their own evening event which we'll promote to attendees. Plan a party for 50 or 500; be as creative as you'd like. Sponsor is responsible for all coordination and fees related to the event. We'll get the attendees there by promoting through emails and onsite announcements to attendees.

Note: A level sponsorship is required for this option.

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

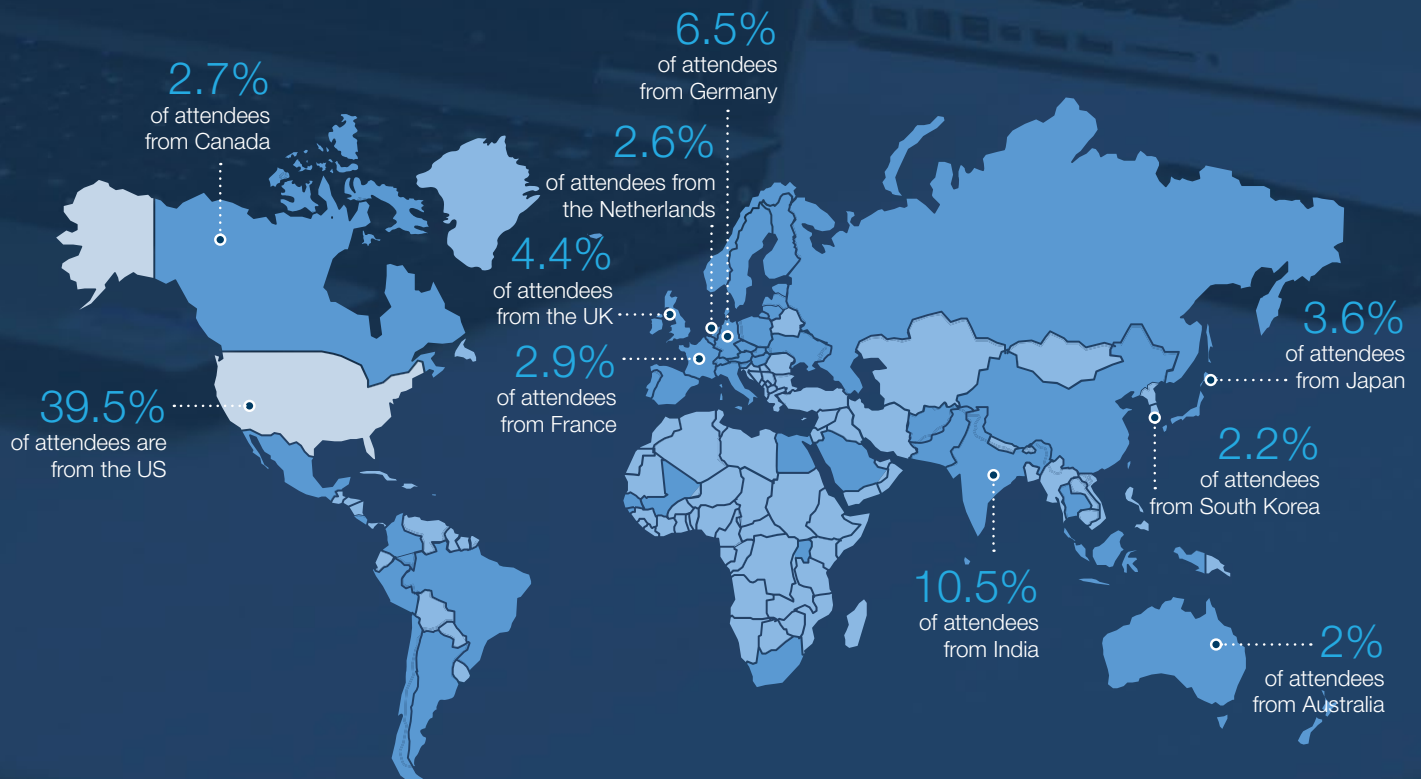
Including corporations, associations and academic institutions worldwide

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%

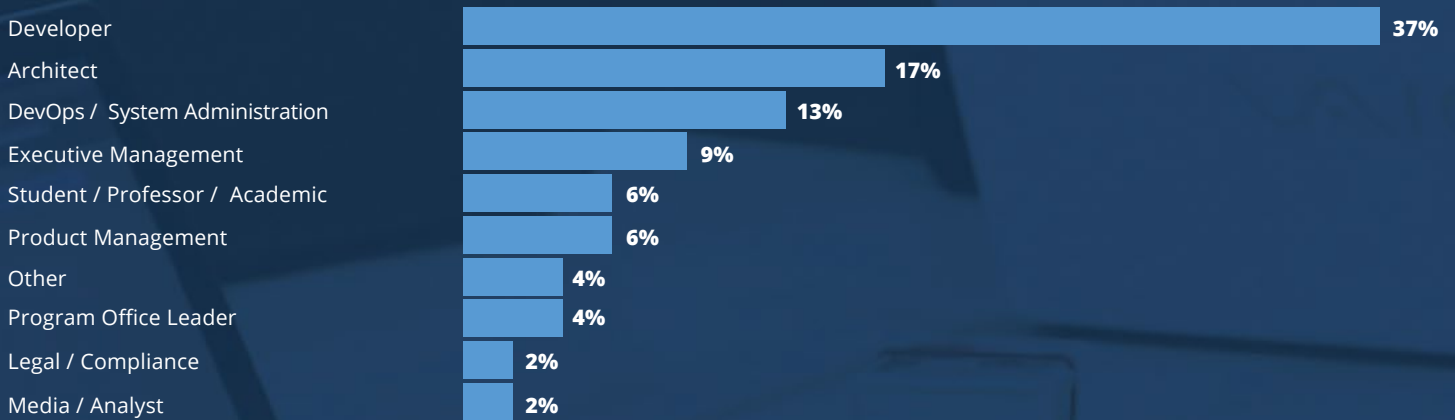
FROM

141 countries

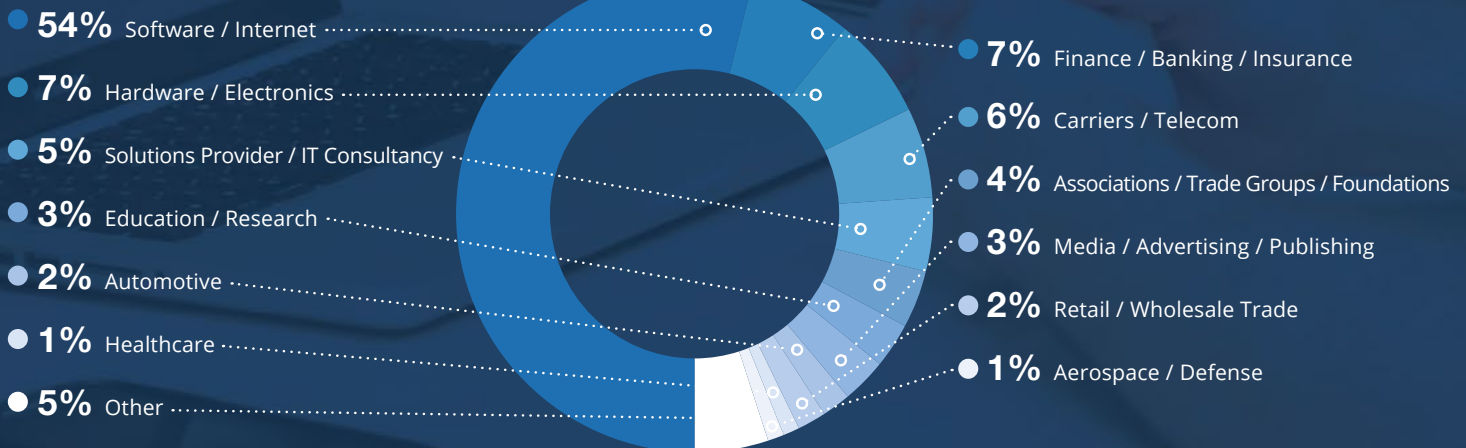


2019 LF EVENT AUDIENCE SNAPSHOT (CON'T)

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.



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

www.events.linuxfoundation.org