THE LINUX FOUNDATION

OPEN SOURCE SUMMIT
NORTH AMERICA

Embedded Linux Conference
North America

August 3-6, 2021 | Vancouver B.C.

2021 SPONSORSHIP

PROSPECTUS

Table of Contents

" **THIS SUMMIT HAS BEEN AN AMAZING EXPERIENCE!! VERY WELCOMING, VERY INCLUSIVE, AND EMPOWERING! IT FILLED ME WITH HOPE AND COURAGE TO CONTINUE MY PATH IN TECHNOLOGY, AND HELPED ME VIEW THINGS FROM A DIFFERENT PERSPECTIVE. I WILL DEFINITELY JOIN THE NEXT SUMMIT!** "

@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 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.

Quick Facts

- 2021 is being planned as a hybrid event, with both in-person and virtual event components.

- 4 full days of programming, including 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.

- 4,130 people joined the event virtually in 2020. We are expecting at least 4K attendees for our 2021 hybrid event.

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OPEN SOURCE SUMMIT
NORTH AMERICA

Embedded Linux
Conference
North America

2021 SPONSORSHIP PROSPECTUS

Why Attend OSS + ELC NA?

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

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

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

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

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

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

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

> **THIS SUMMIT SUPERSEDED MY EXPECTATIONS. ALL THE TALKS I ATTENDED HAD SOMETHING IMPORTANT TO TAKE AWAY FOR ME AND HELPED ME LEARN A LOT OF NEW THINGS. THE BEST PART IS THAT THE TALKS I COULDN'T ATTEND DUE TO TIME ZONE DIFFERENCES CAN BE VIEWED ON DEMAND, SO THAT ONE DOESN'T MISS OUT. I HAD A GREAT NETWORKING EXPERIENCE TOO. OVERALL IT WAS A PLEASURE TO BE A PART OF THIS EVENT AND I'D LOVE TO ATTEND MORE IN THE FUTURE.**

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OPEN SOURCE SUMMIT
NORTH AMERICA

Embedded Linux Conference
North America

2021 SPONSORSHIP
PROSPECTUS

Open Source Summit & Embedded Linux Conference North America 2020 Demographics
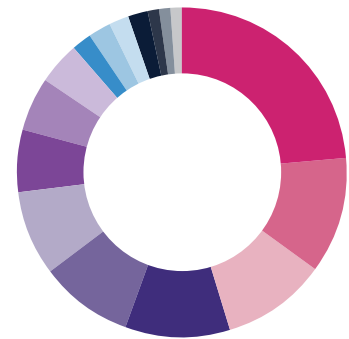
(please note, this event was held virtually)
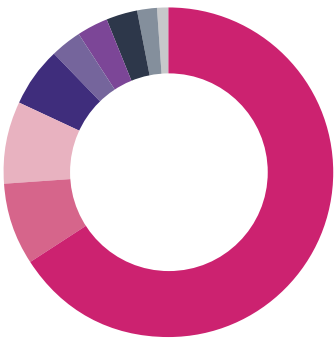
Industry

- 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%**
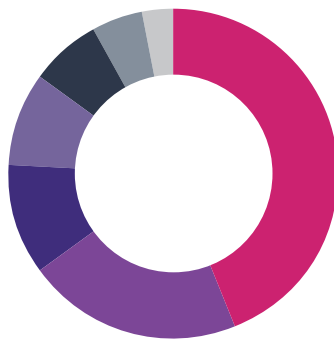
Job Level

- 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."**

OSS + ELC North America Demographics
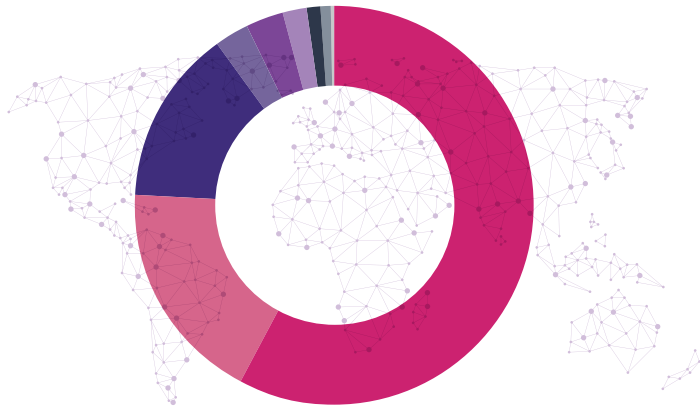
Country

- **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, Phillippines, Russian Federation, Singapore, South Korea , Sri Lanka, Taiwan, Thailand, Timor-Leste, Vietnam

- **Africa 3%**
  Algeria, Botswana, Cameroon, Cote d'Ivoire, Ethopia, 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, Isreal, 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

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OPEN SOURCE SUMMIT
NORTH AMERICA

Embedded Linux
Conference
North America

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2020 by the Numbers:

4,183 TOTAL REGISTRANTS

ATTENDEES FROM
2,344
ORGANIZATIONS

109 COUNTRIES REPRESENTED

65% OF ATTENDEES WERE IN TECHNICAL POSITIONS

250+ TALKS ACROSS **14** TECHNOLOGY TOPIC TRACKS

16 WORKSHOPS / **15** ASK THE EXPERT SESSIONS / **9** LF PROJECT MINI-SUMMITS

233 DIVERSITY SCHOLARSHIPS AND
213 NEED-BASED SCHOLARSHIPS DISTRIBUTED

96% 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.

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NORTH AMERICA

THE LINUX FOUNDATION

Embedded Linux
Conference
North America

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Why Sponsor

Sponsorship of OSS + ELC NA offer 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

Quick Facts from the 2020 Sponsor Showcase:

- 3,026 attendees visited the sponsor showcase to learn about the latest projects and products and interact with other community members

- Over 3,500 documents were downloaded by attendees directly from sponsor booths.

Previous Sponsors

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

Previous sponsors include:

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NORTH AMERICA

Embedded Linux Conference
North America

Sponsorships-at-a-Glance

	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 10 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	•				
Webinar: We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•			
Custom Questions in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	1			
Speaking Opportunity: 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 attendees only).*	15-minute Keynote or 1 hour Tutorial	5-minute Keynote or 1 hour Tutorial	Conference Session or BoF		
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.	•	•	•		
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.	•	•	•	•	•
Access to Event Press/Analyst List: Contact List shared one week prior to event for your own outreach.	•	•	•	•	•
Social Media Promotion of Sponsorship: 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
Recognition on Event Signage, Virtual Platform and Website: Prominent logo display on all event web pages, virtual event platform and on conference signage onsite.	•	•	•	•	•
Exhibit Booth: 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
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
Post-Event Data Report. Provides event demographics and additional details on event performance.	•	•	•	•	•
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.

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OPEN SOURCE SUMMIT
NORTH AMERICA

Embedded Linux
Conference
North America

2021 SPONSORSHIP
PROSPECTUS

Diamond Sponsorship Detail

4 AVAILABLE / $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.

Lead Generation:

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

• **Speaking Opportunity:** 15 minute Keynote or 1 hour Tutorial: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability. Tutorial option includes registration for 2 tutorial leaders. Sponsor would receive attendee contact information for tutorial option (opt in attendees only).

• **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.

• **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** to be held at any date during the 2021 calendar year* - **a $15K value!**

2020 webinar participants received at least 200 - 500 leads per session.

Dates are first come first serve and subject to availability

THE LINUX FOUNDATION
OPEN SOURCE SUMMIT
NORTH AMERICA

Embedded Linux Conference
North America

2021 SPONSORSHIP PROSPECTUS

Platinum Sponsorship Detail

8 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 the 1 event day to host your VIP customers and exclusive meetings.

Lead Generation:

- **Speaking Opportunity:** 5 minute Keynote or 1 hour Tutorial: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability. Tutorial option includes registration for 2 tutorial leaders. Sponsor would receive attendee contact information for tutorial option (opt in attendees only).

- **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.

- **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.

THE LINUX FOUNDATION
OPEN SOURCE SUMMIT
NORTH AMERICA

Embedded Linux Conference
North America

2021 SPONSORSHIP PROSPECTUS

Gold Sponsorship Detail

10 AVAILABLE / $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.

Lead Generation:

• **Speaking Opportunity:** Conference Session or BoF: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability. Tutorial option includes registration for 2 tutorial leaders. Sponsor would receive attendee contact information for tutorial option (opt in attendees only).

• **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% 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.*

THE LINUX FOUNDATION
OPEN SOURCE SUMMIT NORTH AMERICA

Embedded Linux
Conference
North America

2021 SPONSORSHIP PROSPECTUS

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.

• **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.

THE LINUX FOUNDATION
OPEN SOURCE SUMMIT
NORTH AMERICA

Embedded Linux
Conference
North America

2021 SPONSORSHIP PROSPECTUS

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.

• **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.

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S OPEN SOURCE SUMMIT
NORTH AMERICA

Embedded Linux Conference
North America

2021 SPONSORSHIP PROSPECTUS

Promotional Marketing Opportunities

Open Source Summit Speed Networking & Mentoring Session General Sponsor
$5,000 • 2 AVAILABLE
Sponsors will received 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-shrit. 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
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.**

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.
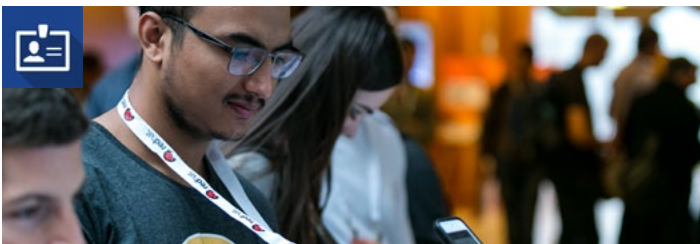
Lanyards $10,000 • 1 AVAILABLE
Every in-person attendee at the event will wear a name badge and lanyard and your logo will appear across the lanyard. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost. Full color logo imprint available at an additional 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

THE LINUX FOUNDATION

S OPEN SOURCE SUMMIT
NORTH AMERICA

Embedded Linux Conference
North America

2021 SPONSORSHIP
PROSPECTUS

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.**

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.

'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.

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.

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.

**Promotional name of this event may change

Media Coverage

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

Previous participants included:

During our 2020 event window, June 25 - July 7, 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 THINK THE EXPERIENCE WAS SUPERB, IT WAS WELL COORDINATED. KUDOS TO EVERYONE WHO CONTRIBUTED TO MAKING THIS HAPPEN.

IT WAS MY FIRST TIME ATTENDING THE EVENT BUT THE AMOUNT OF KNOWLEDGE I GAINED IN THIS IS LIKE I HAVE ATTENDED EVERY YEAR. I WILL NEVER LET OPPORTUNITY LIKE ATTENDING THIS PASS BY. "

" IF YOU WANT TO LEARN, OSSNA 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.

THROUGH OSS/ELC, I CAME ACROSS A GREAT AND SELFLESS GROUP OF PEOPLE FROM ALL OVER THE WORLD WHO ARE MAKING POSITIVE IMPACT ON SOCIETY IN A PROFOUND WAY. "

" I ATTENDED IT FOR THE FIRST TIME AND ENJOYED EVERY MINUTE OF THE CONFERENCE. LOOKING FORWARD TO THE NEXT ONE IN VANCOUVER IN 2021.

TALK ABOUT AN EYE-OPENING EXPERIENCE...THE COMMUNITY ITSELF MADE EVERY BIT OF THE EVENT ABSOLUTELY WORTH IT. "

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Embedded Linux
Conference
North America

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"ATTENDING THE ONLINE ONLY OSS + ELC 2020 PROVED TO BE TIME SPENT VERY WELL. I GOT A PILE OF NEW IDEAS TO EXPLORE FURTHER. THE CONFERENCE FORMAT INCLUDING THE WAY OF ASKING QUESTIONS WORKED WELL FOR ME AND THE PRESENTERS DID A VERY GOOD JOB. THANKS TO ALL WHO HELPED SETTING UP THIS EVENT. HIGHLY APPRECIATED. I WILL BE BACK. IN PERSON OR ON THE RECEIVING END OF A STREAM"

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."

"THE OSSNA 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!

AS A NEWBIE IN THE INDUSTRY, I WAS DEFINITELY A BIT INTIMIDATED BEFORE I ATTENDED OSSNA, 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!"

"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.

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."

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

August 3-6, 2021 | Vancouver B.C.

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