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Fintech  
Open Source  
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A large, light blue network diagram composed of numerous nodes connected by lines, forming a complex web-like structure that frames the central text.

# OPEN SOURCE

## STRATEGY FORUM

**PROSPECTUS**

**London**

**October 4-5, 2021**

**ETC Venues - 133 Houndsditch**

**New York**

**November 9-10, 2021**

**NYC - New World Stages**

DELIVERING THE POWER OF OPEN SOURCE TO FINANCIAL SERVICES

# OPEN SOURCE STRATEGY FORUM (OSSF)

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## 2021 TOPICS & TECHNOLOGIES COVERED

### Projects & Standards

Hear from, and interact with, leaders driving standards, innovation, and collaboration to meet an evolving financial services landscape and changing customer demand, including opportunities in data and data management, cloud, open standards, regulation, desktop interoperability and more.

### Policy, Process & Tools

Learn how to seamlessly deliver compliant open source software through policies, processes, best practices, and technology to manage the full open source software lifecycle from evaluation to consumption to contribution. This also includes topics like DevOps, CI/CD, and licensing.

### Tech & Community

A look at the languages, frameworks, pioneers, and more that are driving innovation, being developed in the open, and have the potential to change the financial services industry and its historically “closed” culture.

## EVENT SUMMARY

The Open Source Strategy Forum is a conference for experts across financial services, technology and open source to deepen collaboration and drive innovation across the industry in order to deliver better code faster. Financial services firms make extensive use of open source, and are now starting to take full advantage of this incredible resource. By becoming strategic contributors to open source projects, companies decrease development costs, improve security, attract developers, and innovate faster. This event will showcase recent developments and the direction of open source in financial services; provide practical knowledge and guidance on best practices, tools and technologies; explore how to build a successful community; and provide unparalleled opportunities to network with the executives and individuals driving open source in financial services.

### LAST IN-PERSON EVENT BY THE NUMBERS

**400+**  
**Attendees & Participants**  
*Almost 200% increase year to year*

**60%**  
**Financial Services Industry Attendee Makeup**

**150+**  
**Managing Director, Global Head, C-Level Attendees**

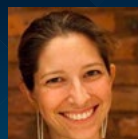
**200+**  
**Organizations Represented**  
*100% increase year to year*

**55** **Thought-Leading Speakers**

**12** **Visionary Keynotes**

## PAST SPEAKERS

Many of the world’s financial services and open source technology experts have presented in previous years. Each year the lineup is a who’s who of financial services, fintech, and open source industry thought leaders delivering world-class content to attendees. 2021 will undoubtedly maintain that tradition in both London and New York.



Alejandra Villagra,  
Citi



Bjarne Stroustrup,  
Morgan Stanley



Russell Green,  
Deutsche Bank



Neema Raphael,  
Goldman Sachs



Chris Wright,  
Red Hat



Vanessa Fernandes,  
Itau Unibanco



Kim Prado,  
Royal Bank of Canada (RBC)



Tracy Miranda,  
Continuous Delivery Foundation



Justin Rackliffe,  
Fidelity Investments



Keesa Schreane,  
Refinitiv

# OSSF SPONSORSHIP



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## SPONSORSHIP OPPORTUNITIES

Contact us at [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) today to secure your sponsorship or if you have any questions.

	Leader		Contributor		Community		Start-Up
	London: 2 Available	New York: SOLD OUT	London: 3 Available	New York: 1	London: 7 Available	New York: 4	
<b>Speaking Opportunity:</b> All sponsor content must be approved by Program Committee and The Linux Foundation prior to the event. Speaking slots based on availability.	10 Minute Keynote						Unlimited
<b>Custom Questions in Post Event Attendee Survey:</b> Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2x		1x				
<b>Social Media Re-Share:</b> The Linux Foundation Twitter account will retweet 1 post of your choosing. Timing determined by The Linux Foundation.	•		•				
<b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.	•		•				
<b>Recognition During Opening Keynote Session:</b> Sponsor Recognition by Name.	•		•				
<b>Access to Event Press/Analyst List:</b> Contact List shared one week prior to event for your own outreach.	•		•		•		
<b>Exhibit Table*:</b> Includes (1) tabletop and (2) chairs.	•		•		•		
<b>Lead Retrieval Scanners*:</b> Live scans, real time reporting and ability to take notes on captured leads.	2		1		1		
<b>Social Media Promotion of Sponsorship:</b> From The Linux Foundation and FINOS (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).	4x		3x		2x		1x
<b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or customers.	10		6		5		2
<b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues.	•		•		•		•
<b>Recognition on Event Signage:</b> Prominent logo display on conference signage.	•		•		•		•
<b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens.	•		•		•		•
<b>Post-Event Data Report.</b> Provides event demographics and additional details on event performance.	•		•		•		•
<b>Recognition on Event Website:</b> Prominent logo display on all event web pages. Includes link to your URL.	•		•		•		•
<b>Collateral Distribution*:</b> Laid out in a prominent location near registration.	•		•		•		•
<b>Sponsorship Cost</b>	<b>\$40,000</b>		<b>\$20,000</b>		<b>\$10,000</b>		<b>\$5,000</b>
<b>FINOS Member Sponsorship Cost</b>	<b>\$28,000</b>		<b>\$14,000</b>		<b>\$7,000</b>		<b>\$3,500</b>

Receive an additional 7% discount when signing up for multiple events at once.

\*As permitted per COVID-19 safety + social distancing requirements.

# PROMOTIONAL MARKETING OPPORTUNITIES

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## ADDITIONAL PROMOTIONAL MARKETING OPPORTUNITIES

We have a number of additional promotional marketing opportunities available that enhance the attendee experience and add value to your sponsorship. **Leveled sponsorship required.**

### Diversity Scholarship / \$5,000

Participating companies will be recognized in emails and social media. More importantly, many attendees who otherwise would not have the means to attend, will have the opportunity to participate in the event.

### Developer Scholarship / \$5,000

You will be identified as the "Developer Scholarship" sponsor, and will make these possible. Scholarships will be awarded to verified active open source contributors selected to attend the conference. Includes pre-event blog post promotion, inclusion on event website home page, and inclusion/recognition in communication to those receiving scholarships.

### Women in Open Source & Finance Feature Session / \$5,000

Show your support for increasing the number of women involved in finance and open source by sponsoring a featured session on diversity and inclusion. Includes pre-event blog and promotion, inclusion/recognition on the event website homepage, and recognition at the event.

### Lanyards / \$5,000 SOLD OUT

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

### Breakfast & Coffee Breaks / \$5,000

Includes large branded signage in breakfast and break areas, as well as recognition on event website.

### Lunch / \$5,000

Includes large branded signage in lunch and break areas, as well as recognition on event website.

### Track Sponsorship / \$5,000

Put your name on one of the event programming tracks. Includes digital and physical signage at the event, to be displayed in general access areas as well in the specific track room.

### Attendee T-Shirt / \$7,500

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

### Attendee Lounge / \$7,500

Sponsor a themed lounge such as Developer, Meetup, Community or Enterprise Lounge. Provides the space and snacks to get attendees collaborating. Includes sponsored signage in lounge areas.

### Evening Event / \$7,500 SOLD OUT

A great opportunity to support the community, make an announcement and more. You can be the exclusive sponsor of an onsite or offsite evening event at one or both of our conferences this year.

Interested in sponsoring multiple events or adding additional marketing and promotional opportunities? We offer customized sponsorship packages to meet your company's goals and needs.

## QUESTIONS?

Contact us at [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship package now.

## 2021 FINOS EVENTS

### London

Members Meeting

October 4, 2021

Open Source  
Strategy Forum

October 5, 2021

### New York

Members Meeting

November 9, 2021

Open Source  
Strategy Forum

November 10, 2021

Open Source in  
Fintech Meetups

For upcoming meetups

and webinars:

[www.finos.org/hosted-events](http://www.finos.org/hosted-events)

## CONTACT US

For more information

on sponsoring:

[sponsorship@linuxfoundation.org](mailto:sponsorship@linuxfoundation.org)

## ABOUT FINOS

FINOS is now a Linux Foundation organization. The Fintech Open Source Foundation (FINOS) is an independent membership organization whose purpose is to accelerate collaboration and innovation in financial services through the adoption of open source software, standards and best practices. FINOS believes that global financial organizations that embrace open source software, together with common standards, will be best positioned to capture the growth opportunities presented by a quickly evolving technological landscape. FINOS has a wide range of projects driven by more than 30 financial services and technology members, and 300+ community contributors. Through our projects we enable collaboration in key areas of innovation for the industry including data, cloud, interoperability, and regulation. For more information, visit [www.finos.org](http://www.finos.org).

Learn more about membership at [finos.org/members](http://finos.org/members)

## FINOS MEMBER COMPANIES



## ABOUT LINUX FOUNDATION

Founded in 2000, the Linux Foundation is supported by more than 1,000 members and is the world's leading home for collaboration on open source software, open standards, open data, and open hardware. Linux Foundation's projects are critical to the world's infrastructure including Linux, Kubernetes, Node.js, and more. The Linux Foundation's methodology focuses on leveraging best practices and addressing the needs of contributors, users and solution providers to create sustainable models for open collaboration.

## 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.



Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org)  
to secure your sponsorship today.

[www.events.linuxfoundation.org](http://www.events.linuxfoundation.org)