THE LINUX FOUNDATION
OPEN SOURCE SUMMIT
JAPAN

AUTOMOTIVE
LINUX SUMMIT

Embedded Linux
Conference Asia

2026 December 7-9 | Tokyo, Japan

2026 SPONSORSHIP PROSPECTUS

> "ATTENDING THIS EVENT WAS A GREAT WAY TO SEE THAT FANTASTIC IMPROVEMENTS ARE HAPPENING IN OUR INDUSTRY."

> "OPEN SOURCE SUMMIT IS A FUNDAMENTAL GATHERING PLACE FOR EXCHANGING IDEAS ACROSS PROJECTS AND MEETING ALL OF THE PEOPLE WHO MAKE OPEN SOURCE COMMUNITIES WORK."

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> "OSS GETS YOUR CREATIVE JUICES FLOWING. IT HELPS PROVIDE CLARITY ON WHAT'S IMPORTANT AND HOW TO ACHIEVE IT."

Open Source Summit

Open Source Summit is a conference umbrella, composed of a collection of events covering the most important technologies, topics and issues TOUCHING open source today.

Who Attends

Developers
Systems, Embedded, Applications, Kernel & Operating Systems

Operations
Architects, SRE, Site Reliability Engineers, DevOps, SysAdmins

Community & Leadership
Technical Managers, Community Managers, Executive Leaders, Legal & Compliance, Operations & Processing Management, OSPO Teams

Academic/Media/Other
Professors, Students, Media, Analysts

Automotive Linux Summit (ALS)

Automotive Linux Summit (ALS) gathers the most innovative minds leading and accelerating the development and adoption of a fully open software stack for the connected car. The open source community and automotive industry gather here for collaboration and shared learnings to drive innovation of embedded devices in the automotive arena.

Who Attends

Engineers & Developers
Embedded systems, Linux kernel, real-time OS, in-vehicle software, and firmware teams.

System Architects & Integration Specialists
Vehicle platform architects, middleware/infrastructure leads, software-architecture and DevOps/continuous-integration teams.

OEMs, Tier-1/2s & Mobility Innovators
Automotive manufacturers, mobility service providers, Tier-1/2 suppliers, electrification and ADAS system teams.

Business, Product & Strategy Executives
Product managers, business development, mobility strategists, analysts, consultants, media covering automotive & open source.

Embedded Linux Conference

Embedded Linux Conference (ELC) is an event for open source embedded projects and developer communities to come together under one roof for important collaboration, discussions and education.

Who Attends

Developers
Kernel Developers, System Developers and User Space Developers

Operations
Architects and Product Vendors

Why Sponsor

Sponsoring Open Source Summit, Embedded Linux Conference, and Automotive Linux Summit gives you the opportunity to reach a diverse and multi-faceted audience of open source practitioners, in one place.

Many organizations are engaged in a number of the technology areas covered at Open Source Summit, Embedded Linux Conference, and Automotive Linux Summit, making this the one conference providing you the opportunity to connect with many communities at one event.

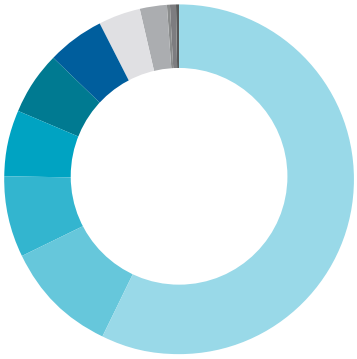
- Increase brand awareness & recognition
- Showcase thought leadership
- Recruit and acquire top talent
- Generate sales leads and customers
- Leverage highly targeted marketing opportunities
- Take advantage of media exposure & PR announcements
- Display products, services & technologies
- Create new partnerships & alliances
- Gain valuable mindshare from developers, technologists and business leaders
- Demonstrate support for the important work of the open source community

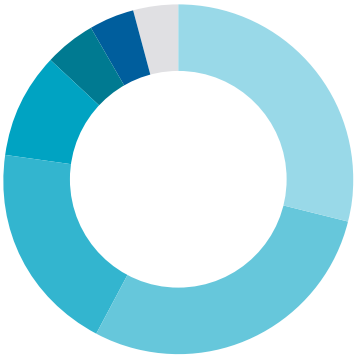
> "WE MET SOME OF THE BRIGHTEST AND MOST TALENTED ATTENDEES, AND LEARNED FIRSTHAND FROM INDUSTRY LEADERS. THE EVENTS AND SPONSORSHIP TEAM MADE SURE WE HAD EVERYTHING WE NEEDED FOR A SUCCESSFUL EVENT. WE'RE LOOKING FORWARD TO MORE LINUX FOUNDATION EVENTS IN THE FUTURE!"

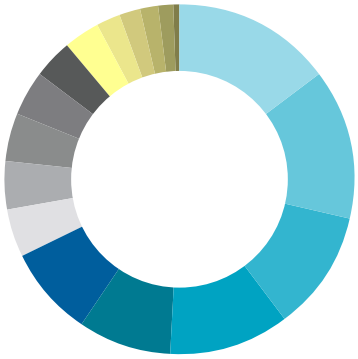
2024 Attendee Demographics

- **878** total attendees
- Attendees from **560** organizations
- **26** sponsors
- **166** highest in-person badge scans
- **75** average in-person badge scans
- **1,427** total in-person badge scans

**Attendee estimates are based on registration trends from previous or related events and may fluctuate. Updated numbers will be shared with sponsors leading up to the event. As attendance is influenced by many factors, final numbers cannot be guaranteed prior to the event.*







Industry

- Information Technology **56%**
- Automotive **11%**
- Industrials **7%**
- Non Profit Organization **6%**
- Telecommunications **6%**
- Professional Services **5%**
- Financials **4%**
- Consumer Goods **2%**
- Health Care **1%**
- Materials **1%**
- Energy **1%**

Job Level

- Other **29%**
- Individual Contributor **28%**
- Manager **20%**
- Director **10%**
- CXO / ED **5%**
- Academic **4%**
- VP / SVP / GM **4%**

Job Function

- Systems/Embedded Developer **14%**
- Application Developer [Front-end/Back-end/ Mobile/Full Stack] **11%**
- Architect **11%**
- Manager - Technical Teams **9%**
- Executive Leader **8%**
- Product/Biz Dev **5%**
- DevOps/SRE **4%**
- Kernel/Operating Systems Developer **4%**
- Manager - Other **4%**
- Marketing **4%**
- Manager - OSPO **3%**
- Student **2%**
- DevOps/SRE/Sysadmin **2%**
- Professor / Academic **2%**
- Media / Analyst **2%**
- Legal / Compliance **1%**
- Other **14%**

**Demographics are from the Open Source Summit Japan 2024.*

Previous Sponsors

aws, ActiveState, arm, Canadian Cloud Hosting, cerbos, Cloud Native Computing Foundation, cloudsmith

Confidential Computing Consortium, CTO.ai, databricks, Datadog, debricked by opentext, DISCOVER, EDB

Fermyon, Fingerprint, FOSSID, FUJITSU, GerritForge, GitHub, GitLab

Gitpod, Google, Holochain, HUAWEI, IBM, IBM Research, instaclustr

intel, INTUIT, LEGIT SECURITY, Lightstep from ServiceNow, Meta, Microsoft, NETMAKER

NGINX Part of F5, NODESOURCE, OpenEuler, OpenInfra FOUNDATION, OpenLogic by Perforce, OpenSearch, OSS CONSULTANTS

PERCONA, Permit.io, presto, puppet, OpenLogic, qwiet AI, Rapid, Red Hat

Release, REVERSINGLABS, RISC-V, salad, SCANOSS, Socket, soda foundation

sonar, Sourcegraph, SPYDERBAT, streamdal, SUSE, SYNOPSYS, TII Technology Innovation Institute

tenable, TIDELIFT, WARRANT, upbound, vmware, yugabyteDB

2026 SPONSORSHIP PROSPECTUS

Sponsorships-at-a-Glance Availability may vary. Contact **sponsorships@linuxfoundation.org** to confirm availability and secure your sponsorship today.	**DIAMOND** ~~4 AVAILABLE~~ 3 AVAILABLE	**PLATINUM** ~~8 AVAILABLE~~ 4 AVAILABLE	**GOLD** ~~10 AVAILABLE~~ 4 AVAILABLE	**SILVER** UNLIMITED	**BRONZE** UNLIMITED
Meeting Room: For private meeting use only.	Private Use - 3 Days	Private Use - 1 Day			
Attendee Registration Contact List (Opt-in Only)	• *(List provided pre and post event)*	• *(List provided post event)*			
Speaking Opportunity: Content must be approved by PC and the LF. Based on availability.	10-minute Keynote OR Conference Session	5-minute Keynote OR Conference Session	Conference Session OR BoF		
Sponsored Session Attendee List (Opt-in Only)	• *(if sponsor session selected)*	• *(if sponsor session selected)*	•		
Post-Event Marketing & Resource Package: Event resources for sponsors to use as they choose. Provided in raw, editable files to sponsors 3 weeks post event.	Sponsored Session Recording + Sponsor Video Highlight Reel *(Content includes clips of speakers, booth and logo placement. 10-20 second video)*	Sponsored Session Recording	Sponsored Session Recording		
Social Media Promotion: Posted on LF's X account (@linuxfoundation). All custom posts must be approved by the LF.	1 Custom Post, 1 Shared Post, and 1 Re-Share	1 Shared Post and 1 Re-Share	1 Shared Post		
Promotion of Activity in Sponsor Booth: A session, demo, giveaway or other activity of your choosing will be published & promoted on the conference schedule. Time slots will be communicated by Sponsor Services, and may not overlap conference sessions.	Promotion of (2) in-booth activities/ time slots	Promotion of (1) in-booth activity/ time slot	Promotion of (1) in-booth activity/ time slot		
Social Promotion Cards: Graphics which include the conference logo and your logo, provided to you for promoting your participation in the event.	•	•	•	•	
Access to Event Press/Analyst List: Contact list shared one week prior to the event for your own outreach.	•	•	•	•	
Promotional Recognition	Verbal and Logo Recognition During Keynote, in Press Releases, Pre-Conference Email Marketing, and on Event Signage and Website	Verbal and Logo Recognition During Keynote, in Press Releases, Pre-Conference Email Marketing, and on Event Signage and Website	Logo Recognition During Keynote, in Press Releases, Pre-Conference Email Marketing and on Event Signage and Website	Logo Recognition During Keynote, in Press Releases, Pre-Conference Email Marketing and on Event Signage and Website	Logo Recognition on Event Signage, Pre-Conference Email Marketing and Website
Marketing Kit: Graphics and social media posts provided to promote your attendance and presence at the event.	•	•	•	•	•
Collateral Distribution: Laid out in a prominent location near registration onsite.	•	•	•	•	•
Exhibit Booth (Upgrade options available)	(2) tables, tabletop sign with logo, 2 chairs, power, and conference wifi	(2) tables, tabletop sign with logo, 2 chairs, power, and conference wifi	(1) table, tabletop sign with logo, 2 chairs, power, and conference wifi	(1) table, tabletop sign with logo, 2 chairs, power, and conference wifi	(1) table, tabletop sign with logo, 2 chairs, power, and conference wifi
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	2x	1x	1x	1x	App Only *(License for the lead retrieval app to install on own device. No physical device provided).*
Conference Attendee Passes and 20% Discount on Additional Conference Attendee Passes	25	15	10	8	3
Post Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	**$65,000**	**$42,000**	**$27,500**	**$15,000**	**$8,000**

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

*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.

Promotional Marketing Opportunities

Equity, Inclusion, and Accessibility Event
$10,000 • 1 Available

Support a dedicated event for attendees from marginalized communities to gather and network with the option to feature a speaker from your organization for a portion of the event.

Lanyards
$8,000 • 1 Available

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

Attendee T-Shirt
$15,000 - 1 Available

Every in-person attendee at the event will receive an event t-shirt. Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.

Keynote Recording
$5,000 • 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.

Onsite Happy Hour & Onsite Reception
$12,500 • 1 Available

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

Breakfast & Breaks $15,000 • 3 Available
Sponsorship includes prominent branding at all breakfast & break stations for one day of the event. Level sponsorship required.

Lunch $10,000 • 3 Available
Sponsorship includes prominent branding at all lunch stations for one day of the event. Level sponsorship required.

Wireless Access Sponsorship
$15,000 • 1 Available

Conference wifi will be named after sponsor. Level sponsorship required.

Scholarships
$2,500 minimum • Unlimited

Research shows that more inclusive teams perform better, innovate more, and produce more profitable outcomes. By sponsoring scholarships for underrepresented attendees (women and non-binary individuals, persons from marginalized communities, and persons with disabilities), you are not only helping an individual who might not otherwise be able to join the event, but you're also supporting the overall community in achieving better outcomes. Benefits include:

- Logo and link on conference website.
- Logo recognition on rotating slides before and after keynotes.
- Sponsor recognition in scholarship acceptance notifications.

Promotional Marketing Opportunities

Track Sponsorship

$3,500 • 3 Per Track Available

- Logo on branded signage outside conference room(s) specific to the track of your choosing.
- Logo on track webpage and in event promotional materials.
- Branding on Conference Video Recordings: Your logo will be included on the opening title slide of all recordings from your chosen track. Videos are publicly available on The Linux Foundation YouTube Channel and viewed by thousands.
- Level sponsorship required.

Custom Add Ons

Price available upon request

If you are looking for a more tailored opportunity to amplify your impact our team is happy to work with you to come up with a customized add on to meet your organization's individual needs.

> "OSS IS AMAZING. SO MANY PEOPLE GATHERED WITH A HIGH TECHNICAL LEVEL - ALL AIMING TO LEARN AND NETWORK. I ENCOURAGE YOU TO ATTEND THE NEXT TIME, THE EXPERIENCE WAS INCREDIBLE."

Media Coverage

Share Announcements and News with global media outlets covering the event.

Previous participants included:

ASCII, @IT, CodeZine, Handelsblatt Media Group, ITmedia, Jiji.ng, MKT International, MONOist, NIKKEI BP, REUTERS, Think IT

During our OSS Japan 2024 event window

**Updated numbers will be shared after the completion of the 2025 event.*

4.9M
Twitter impressions #ossummit

344k
LinkedIn impressions

Participate in all 2026 Open Source Summit Events!

North America
May 18-20, 2026 | Minneapolis, MN

India
June 16-17, 2026 | Mumbai, India

Europe
October 7-9, 2026 | Prague, Czech Republic

Japan
December 7-9, 2026 | Tokyo, Japan

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 BEST INCLUSIVE CONFERENCE OF THE YEAR. TALKS, PEOPLE, SPONSORS AND PROJECTSARE JUST AMAZING"

THE LINUX FOUNDATION

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

www.events.linuxfoundation.org