



**DEVELOPER  
SUMMIT 2022**

**June 23-24 | Austin, TX**

# **2022 SPONSORSHIP PROSPECTUS**



June 23-24 | Austin, TX

Join the PX4 community of developers and supporting companies for a celebration of all things drones and open source. Be part of the conversation driving the future of drone hardware and software development in the drone industry.

**We are coming together for two days of keynotes, presentations, tutorials, exhibitions from some of the top companies in our community, and ample networking opportunities throughout the event.**

The PX4 Developer Summit is an annual event by the Dronecode Foundation, a vendor-neutral organization hosting open-source and open-standard projects critical to the drone industry.

Dronecode's flagship event gathers leading technologists from leading open source and robotics communities to further the education and advancement of drone development.

### Who Attends?

2021 Audience Snapshot: **Industries**

- Academic Institution: 45%
- Research & Development: 17%
- Manufacturer of Unmanned Vehicle Systems: 11%
- Aerospace Company: 5%
- Manufacturer of Peripherals and Components: 3%
- Non-Profit Organization: 3%

## 2021 Attendee Demographics

Total  
Registrants

798

26%

from the  
United  
States

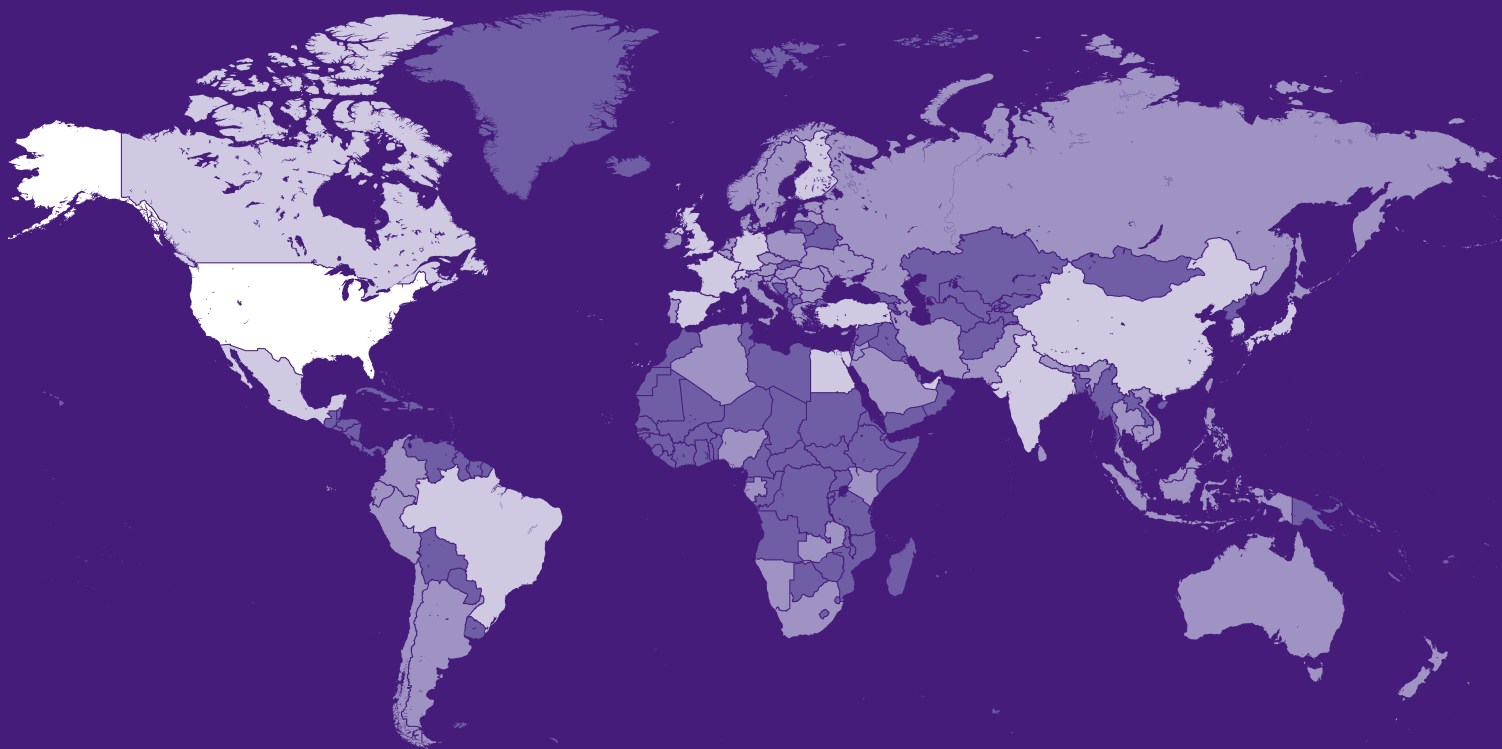
Attendees  
from

70  
Countries

Total  
Attendees

554

Additional countries with significant attendance include: Canada, France, Germany, India, Japan, and the United Kingdom



### Number of Attendees by Country

● 100+ ● 10-99 ● 1-9 ● 0

## Registration Fees

The registration fees are designed to provide an affordable opportunity for our community to participate in our event, while giving corporate attendees the opportunity to help the underrepresented communities and members of our community who can't otherwise afford to join us.

We will offer a financial aid program, as well as an early bird discount to be announced when we launch the event.

### **\$150 Academic Rate**

This rate is for full-time students and academics attending the PX4 Developer Summit. If an individual is employed in a school or university, they will qualify for this rate.

### **\$450 Individual Rate**

This rate is for individuals paying who are currently not working for a company, work for a non-profit or are attending in person at their own expense (i.e. not funded by a company).

### **\$600 Corporate Rate**

This rate is for individuals whose company is paying for them to attend the PX4 Developer Summit. Government employees should also register at the corporate rate. This fee helps keep the conference affordable for everyone, especially students and those needing financial aid.

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## Benefits of Sponsoring

- Exclusive exhibit opportunities
- Generate new partnerships, alliances & customers
- Increase brand awareness & recognition
- Showcase your thought leadership
- Demonstrate support for the Drone development community
- Take advantage of media exposure & PR announcements
- Showcase products, services & technologies
- Leverage highly targeted marketing opportunities
- Recruit and acquire top talent



## Sponsorship Opportunities

Contact [dfevents@linuxfoundation.org](mailto:dfevents@linuxfoundation.org) to secure your sponsorship today. Sales deadline: June 2.

	DIAMOND EXCLUSIVE	PLATINUM 2 AVAILABLE	GOLD 5-AVAILABLE SOLD OUT	SILVER UNLIMITED
<b>Exhibit Booth:</b> Lead retrieval device (Live scans, real time reporting and ability to take notes on captured leads). Location selected in order of sponsorship tier	Custom Backwall	Custom Backwall	Tabletop	
<b>15-Minute Talk, or 30-Minute Breakout Presentation:</b> Content to be approved by program committee	•			
<b>5-Minute Talk or 15-Minute Breakout Presentation:</b> Content approved by program committee		•		
<b>Lightning Talk or BoF:</b> Content to be approved by program committee			•	
<b>Recognition on Event Signage:</b> Sponsor logo on conference signage	•	•	•	•
<b>1-Minute Video During Opening Keynote:</b> Provided by sponsor company	•	•		
<b>Logo Included on "Thank you to our Sponsors" Slide During Keynote Sessions</b>	•	•	•	•
<b>Assistance With Press Bookings at Event:</b> Helping you get the most of your on-site announcement	•	•		
<b>Sponsor Recognition in News Release</b>	•	•		
<b>Recognition on Event Website:</b> Prominent logo display on event homepage	100 Word Description	75 Word Description	50 Word Description	50 Word Description
<b>Podcast:</b> 1 episode, 30 second promotion	•			
<b>Pre-Conference Email Blast:</b> email to opt-in list to be sent by event organizers	•			
<b>Pre or Post Event Email Recognition:</b> 50-word entry in attendee email	•	•	•	•
<b>Post-Event Email Recognition:</b> Sponsor logo in footer of post-event attendee email	•	•	•	Name Only
<b>Post-Event Data Report:</b> Provides event demographics and additional details on event performance.	•	•	•	
<b>Opportunity to Add Pre-Approved Custom Question to the Post-Event Attendee Survey:</b> Follow up reporting will be provided with survey results	•	•		
<b>(1) Specific Call-Out to Attendees to Visit Your Booth or Attend Your Sponsored Session</b>	•	•		
<b>Attendee List (Opt-In at Registration)</b>	•	•		
<b>Participation on the Program Committee</b>	•	•		
<b>Blog Post:</b> Featured profile or interview on project blog	•	•		
<b>Opportunity to Present in the Careers Breakout Room for 5 Minutes and Share Information on Available Positions and Company Culture</b>	•	•	•	•
<b>Complimentary Attendee Passes to be Shared by Sponsor</b>	10	4	2	1
<b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues	Unlimited	Unlimited	Unlimited	Unlimited
<b>List of Registered Press/Analysts (Provided 2 Weeks Prior to Event)</b>	•	•	•	•
<b>Social Media Recognition:</b> Pre-determined number of "Thank you" tweets	(1) pre and (1) during	(1) pre and (1) during	(1) pre and (1) during	(1) pre-event
<b>Podcast:</b> Recognition as sponsor. Post-roll logo placement	•	•	•	
<b>Non-Member Pricing</b>	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$5,000</b>
<b>Member Pricing</b>	<b>\$25,000</b>	<b>\$18,000</b>	<b>\$13,000</b>	<b>\$3,000</b>

## Add on Sponsorships



### **DIVERSITY SCHOLARSHIP** **\$2,500 • MULTIPLE AVAILABLE**

Showcase your organization's support of Dronecode's scholarship program by sponsoring the Diversity scholarship. Sponsors receive:

- Recognition during the opening Keynote
- Signage onsite at the conference
- Recognition on pre-conference promotion



### **JOB THEATER** **\$2,000 • MULTIPLE AVAILABLE**

Gives you the opportunity to sponsor the careers breakout room, your company will have the first 5 minutes for a welcome message, and present your career opportunities



### **OFFSITE ATTENDEE PARTY** **\$5,000 • EXCLUSIVE SOLD OUT**

Opportunity to host the offsite event as part of the official event schedule. All attendees will be invited to the event.

- Recognition on keynote stage
- Inclusion in pre-event email + social media

Event elements must abide by Code of Conduct. Final day and time to be agreed upon with PX4 Developer Summit event organizers.



### **RECEPTION IN SPONSOR SHOWCASE** **\$10,000 • 2 AVAILABLE**

Sponsor can host this evening with logo branding on all food and drink stations and prominently placed signage.



### **LIVE STREAM** **\$7,500 • EXCLUSIVE**

Includes logo on live stream and event website. Sponsor will be allowed to use recordings on their website or in promotional materials.



### **SESSION RECORDING** **\$10,000 • EXCLUSIVE**

Includes logo on post-event recordings posted on PX4 Autopilot YouTube channel



### **LANYARDS** **\$7,500 • EXCLUSIVE SOLD OUT**

Exclusive Sponsor logo will appear across the lanyard.



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## 2021 Sponsors



## Media Sponsors



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

[www.events.linuxfoundation.org/px4-developer-summit](http://www.events.linuxfoundation.org/px4-developer-summit)