

The logo for WASMCON, where each letter is a stylized geometric shape. 'W' is a magenta triangle, 'A' is a magenta triangle, 'S' is a purple triangle, 'M' is a purple triangle, 'C' is a blue circle, 'O' is a blue circle, and 'N' is a teal triangle.

WASMCON

September 6-7 | Bellevue, Washington

2023 SPONSORSHIP PROSPECTUS

About WasmCon

September 6-7 | Bellevue, Washington

WasmCon is the premier conference for technical developers and users interested in exploring the potential of WebAssembly. This two-day event will bring together 400 leading experts, developers, and users from across the Wasm community.

WasmCon will feature a diverse range of sessions, workshops, and keynote speakers, all focused on providing attendees with the latest insights and best practices for working with Wasm. Whether attendees are interested in performance optimization, security considerations, or integrating Wasm into existing applications, there will be content for everyone.

In addition to the technical sessions, WasmCon provides attendees with numerous opportunities to network with peers and build relationships with other developers and users in the Wasm community.

Why Sponsor:



Gain visibility



Establish thought
leadership



Recruit and
acquire top talent



Increase brand
awareness & recognition



Connect with a targeted
audience of developers
and users



Showcase your brand, products,
and services in the rapidly growing
WebAssembly ecosystem

Who Attends WasmCon

- Web developers interested in leveraging the full potential of Wasm
- Technical developers and engineers looking to build faster, more secure, and more efficient applications and interested in contributing to the Wasm economy
- Users interested in learning about the latest developments and use cases for Wasm
- Software architects and team leads looking to incorporate Wasm into their development roadmaps
- Business leaders and executives interested in exploring the potential business value of Wasm for their organization

Agenda At-A-Glance

SEPTEMBER 6

| | |
|--------------------|---------------------|
| 9:00 AM - 12:00 PM | Workshops |
| 12:00 PM - 1:30 PM | Lunch |
| 1:30 PM - 2:30 PM | Plenary Sessions |
| 2:30 PM - 3:00 PM | Coffee Break |
| 3:00 PM - 5:00 PM | Conference Sessions |
| 5:00 PM - 6:30 PM | Evening Event |

SEPTEMBER 7

| | |
|---------------------|---------------------|
| 9:00 AM - 10:00 AM | Plenary Sessions |
| 10:00 AM - 10:30 AM | Coffee Break |
| 10:30 AM - 12:30 PM | Conference Sessions |
| 12:30 PM - 1:45 PM | Lunch |
| 1:45 PM - 5:00 PM | Conference Sessions |

Sponsorships-at-a-Glance

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

| | DIAMOND 4-AVAILABLE SOLD OUT | PLATINUM 6-AVAILABLE 4 AVAILABLE | GOLD UNLIMITED |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|----------------------------------------|-------------------|
| 3 Hour Workshop at Event: Day 1 workshop to be included on the event schedule and open to all attendees. Sponsor will receive opt-in attendee info from those attending the workshop. | • | | |
| Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation. | • | | |
| Social Media Promotion of Sponsorship: From Linux Foundation Twitter account. Sponsor can provide custom content (must be approved by The Linux Foundation.) | 1x | | |
| Keynote Stage Branding: Logo prominently displayed on stage screens or signage. | • | | |
| Speaking Opportunity: All sponsor content must be approved by the Program Committee and The Linux Foundation. Speaking slots based on availability. | 10 Minute | 5 Minute | |
| Access to Bookable Meeting Room | Private Use 4 hours | Private Use 2 hours | |
| Recognition During Opening Keynote Session: Sponsor Recognition by name. | • | • | |
| Exhibit Booth*: Includes tabletop and chairs. Number of tables vary by level. | 2 Tabletops | Tabletop | Tabletop |
| Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads. | 1 | 1 | 1 |
| Recognition on Event Signage and Website: Prominent logo display on all event web pages and on conference signage. | • | • | • |
| Recognition in Pre-Conference Email Marketing: Includes link to your URL. | • | • | • |
| Conference Attendee Passes: Full access passes to the entire conference for your staff or customers. | 6 | 4 | 2 |
| Post-Event Data Report: Provides event demographics and additional details on event performance. | • | • | • |
| Sponsorship Cost | \$25,000 | \$17,500 | \$5,000 |

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2023 due to COVID.

Promotional Marketing Opportunities



Evening Event

\$5,000 | 4 Available

Treat attendees to a special experience by sponsoring the evening event! Attendees participating will enjoy a fun-filled evening with food, drinks, and new friends.



Conference Wi-fi

\$7,500 | 1 Available

Keep attendees connected by sponsoring our dedicated conference Wi-Fi throughout the venue. Benefits include:

- Provide a name of your choice for the SSID (subject to approval by The Linux Foundation)
 - Signage with logo throughout the entire conference venue notating your Wi-Fi sponsorship.
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Diversity in Wasm Lunch

\$5,000 | 2 Available

Show your support for creating and nurturing a diverse Wasm community by hosting an impactful networking lunch that fosters connection and mutual support for event participants that have been historically marginalized from tech communities, and their ally guests. As a sponsor, you'll receive prominent signage and verbal recognition during the lunch session. Additionally, each sponsor will have the opportunity to speak for 1-2 minutes, extending a warm welcome to all attendees.



Attendee T-Shirt

\$7,500 | 1 Available

Sponsor logo will be placed on the sleeve of all attendee t-shirts. Logo size, color, and placement will be based on the t-shirt design and are subject to The Linux Foundation approval. Logo must be single color only (no gradient).



Lanyards

\$3,500 | 1 Available

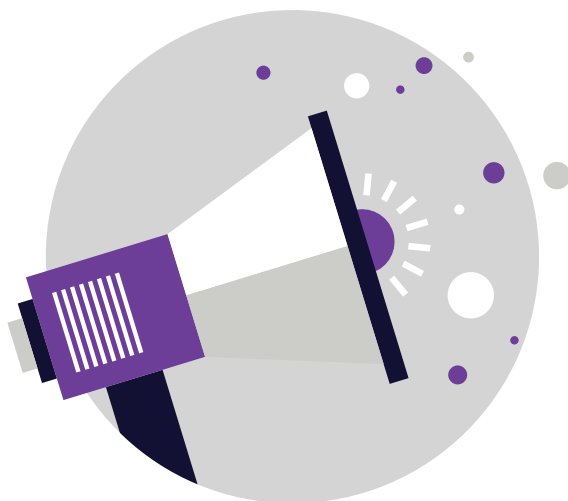
Showcase your logo on every attendee with the lanyard sponsorship. Logo size, color, and placement will be based on the lanyard design and are subject to The Linux Foundation approval. Logo must be single color only (no gradient).

Participate in all 2023 Linux Foundation Events!

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