

The logo for WasmCon, where each letter is a stylized geometric shape: 'W' is a purple inverted triangle, 'A' is a purple triangle, 'S' is a purple square, 'M' is a purple square, 'C' is a blue circle, and 'O' and 'N' are teal circles.

WASMCON

November 11-12, 2024 | Salt Lake City, Utah

**2024 SPONSORSHIP
PROSPECTUS**

**“Thanks for everything #WasmCon!
I hold high expectations for the future
showcased at the conference.”**

- @kojipole

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About WasmCon

November 11-12, 2024 | Salt Lake City, Utah

WasmCon is the premier conference for developers and users who are 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 features 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

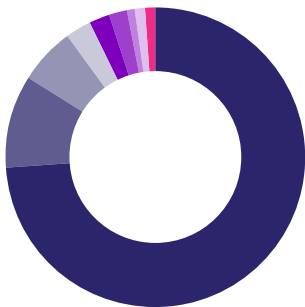


Showcase your brand, products, and services in the rapidly growing WebAssembly ecosystem

Who Attends WasmCon

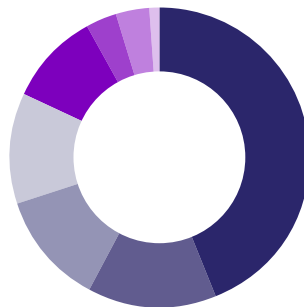
- Application developers interested in leveraging the full potential of Wasm
- Developers and engineers looking to build faster, more secure, and more efficient applications and interested in contributing to the Wasm economy
- Users interested in learning about the latest developments and use cases for 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

WasmCon 2023 Attendee Demographics



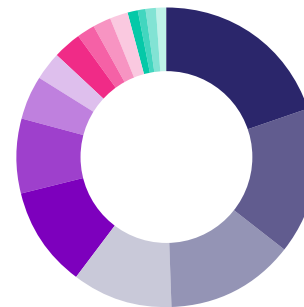
Industry

- Information Technology **74%**
- Non Profit Organization **10%**
- Professional Services **6%**
- Telecommunications **3%**
- Financials **2%**
- Industrials **2%**
- Automotive **1%**
- Energy **1%**
- No Answer **1%**



Job Level

- Individual Contributor **44%**
- Other **38%**
- CXO / ED **12%**
- Director **12%**
- Manager **10%**
- Academic **3.5%**
- VP / SVP / GM **3.5%**
- No Answer **1%**



Job Function

- Application Developer (Front-end/Back-end/Mobile/Full Stack) **20%**
- Other **16%**
- Executive Leader **14%**
- Architect **11%**
- Systems/Embedded Developer **11%**
- Manager - Technical Teams **8%**
- Product/Biz Dev **5%**
- Marketing **3%**
- Professor / Academic **3%**
- Kernel/Operating Systems Developer **2%**
- Media / Analyst **2%**
- Devops / SRE / Sysadmin **1%**
- Manager - Other **1%**
- Student **1%**
- No Answer **1%**
- Manager - OSPO **1%**

Sponsorships-at-a-Glance

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

	DIAMOND 2 AVAILABLE	PLATINUM 2 AVAILABLE	GOLD 6 AVAILABLE	SILVER LIMITED AVAILABILITY
1 Hour Workshop at Event: Sponsor will receive opt-in attendee info from those attending workshop. Workshops will be overlapping conference sessions.	•			
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•			
Speaking Opportunity: Content must meet CFP criteria and is subject to program committee approval.	10 Min Keynote	5 Min Keynote		
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•		
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•		
Social Media Promotion of Sponsorship: From The Linux Foundation X handle (formerly Twitter).	(1) pre-event standalone post with social card	(1) pre-event group post	(1) pre-event group post	
Exhibit Booth: Inclusions vary by level.	6'x4' footprint includes, branded counter, 2 stools, and power	6'x4' footprint includes (1) 6' table, 2 chairs, and power	6'x4' footprint includes (1) 6' table, 2 chairs, and power	
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	•	•	•	•
WasmCon Only Attendee Passes: Full access passes to the entire WasmCon for your staff or customers.	6	3	2	1
KubeCon All-Access Pass: Includes WasmCon, CNCF-hosted Co-located Events & KubeCon + CloudNativeCon North America	4	3	2	1
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•
Sponsorship Cost	\$40,000	\$25,000	\$12,500	\$6,000

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

Promotional Marketing Opportunities



Evening Event **\$5,000 | 4 Available**

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

Benefits include:

- Pre-event promotion on event website
- Sponsor recognition in daily event update emails sent to attendees by The Linux Foundation
- Recognition on conference schedule
- Signage at venue.

Lead retrieval and sponsor-hosted activities are not permitted at the All Attendee Party.



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).

Press & Reviews of WasmCon 2023

WasmCon: State of WebAssembly 2023, initial Wasm landscape from CNCF, and more

SD Times

<https://sdtimes.com/softwaredev/wasmcon-state-of-webassembly-2023-initial-wasm-landscape-from-cncf-and-more/>

Is It too Early to Leverage AI for WebAssembly?

The New Stack

<https://thenewstack.io/is-it-too-early-to-leverage-ai-for-web-assembly/>

WebAssembly: Some Assembly Still Required

Runtime News

<https://www.runtime.news/webassembly-some-assembly-still-required/?ref=runtime-newsletter>

Developers Have Doubts About WebAssembly, Report Finds

Infoworld

<https://www.infoworld.com/article/3706249/developers-have-doubts-about-webassembly-report-finds.html>

Server-side WebAssembly takes shape, but faces challenges



TechTarget

<https://www.techtarget.com/searchitoperations/news/366551352/Server-side-WebAssembly-takes-shape-but-faces-challenges>

Cosmonic Commits to Next Iteration of Wasm Standard

Cloud Native Now

<https://cloudnativenow.com/features/cosmonic-commits-to-next-iteration-of-wasm-standard/>

Cosmonic Announces Support For WebAssembly Components In WasmCloud And Cosmonic PaaS

Forbes

<https://www.forbes.com/sites/justinwarren/2023/09/08/cosmonic-announces-support-for-webassembly-components-in-wasmcloud-and-cosmonic-paas/?sh=5d60c89fb710>

WebAssembly 2023 Survey Finds Enthusiasm - and Some Challenges

SlashDot

<https://developers.slashdot.org/story/23/09/10/0653235/web>



"Containers are the new normal, and WebAssembly is the future. #WasmCon #CloudComputing" - @this_is_samridh

Press & Reviews of WasmCon 2023 (cont.)

WebAssembly Reaches a Cloud Native Milestone

The New Stack

<https://thenewstack.io/webassembly-reaches-a-cloud-native-milestone/>

WebAssembly côté serveur prend forme, mais doit faire ses preuves

LeMagIT

<https://www.lemagit.fr/actualites/366551613/WebAssembly-cote-serveur-prend-forme-mais-doit-faire-ses-preuves>

Can WebAssembly Get Its Act Together for A Component Model?

The New Stack

<https://thenewstack.io/can-webassembly-get-its-act-together-for-a-component-model/>

WasmCon 2023 - Recap



Christoph Voigt Blog

<https://christophvoigt.com/posts/wasmcon-2023-recap/>

WasmCon 2023: The Rise and Realization of the WebAssembly Component Model

Ivan Towlson

https://www.fermyon.com/blog/wasmcon-2023-rise-and-realization-of-the-webassembly-component-model?utm_content=264455229&utm_medium=social&utm_source=twitter&hss_channel=tw-1444404500437995520

WASMCon 2023: A Rising Tide

Dominique Saulet Chris Dickinson

<https://dylibso.com/blog/wasmcon-2023-rising-tide/>

LinkedIn Post

Rob W.

https://www.linkedin.com/posts/rob-w-bb812851_wasmcon-2023-a-rising-tide-activity-7110666581906518016--6Yh?utm_source=share&utm_medium=member_ios



"Fantastic content at #WasmCon 2023

🤩 I watched 5 presentations and enjoyed all of them 👍 #wasm #wasi #ai #LLM @daprdev a lot of topics..."

- @laurentkempe

Press & Reviews of WasmCon 2023 (cont.)

“ Great time at #wasmcon! Learned a lot about WebAssembly components. Seems I have some updating to do for Watlings at some point!
- @emnudge

THANKS SO MUCH #WasmCon “
I had a great time for these 2 days ✨
- @yanashin18618



“ 2nd day of #WasmCon going strong! Did you check the newly announced Wasm landscape?
landscape.cncf.io/wasm
- @k_gamanji

✈️📧🏠 “
🔥 I had great 3 days at #WasmCon and #BACon!
💖 Thanks a lot everyone involved!
- @bashorov

“ Lots of FANTASTIC information in this article at @thenewstack about Wasm and AI. I particularly like the nuanced view that @TorstenVolk adds in his analysis.
<https://thenewstack.io/is-it-too-early-to-leverage-ai-for-webassembly/> by @bcamerongain
#wasm #wasmcon
- @technosophos



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Linux Foundation Corporate Members receive sponsorship discounts on Linux Foundation events; 5% discount or 7% when signing up for multiple events at once.



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to secure your sponsorship today.

www.events.linuxfoundation.org