2020 Sponsorship Prospectus
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Contact us at sponsorships@linuxfoundation.org to secure your sponsorship.

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Open Networking & Edge Summit (formerly Open Networking Summit) is the industry’s premier open networking event now expanded to comprehensively cover Edge Computing, Edge Cloud & IOT. Open Networking & Edge Summit (ONES) enables collaborative development and innovation across enterprises, service providers/telcos and cloud providers to shape the future of networking and edge computing.

ONES is the premier event for:

- Open collaborative community innovation & development across enterprises, service providers/telcos and cloud providers.
- Targeted Discussions on Edge/IoT Frameworks and Blueprints across Manufacturing, Retail, Oil and Gas, Transportation, Telco Edge cloud among others key areas.

“From my perspective, The Linux Foundation is doing a phenomenal job in fostering collaboration, and is creating tangible value and harmonizing the entire open source networking process.”

-WILL TOWNSEND, SENIOR ANALYST, MOOR INSIGHTS & STRATEGY

1000+ Attendees will gather at Open Networking & Edge Summit Europe 2020.
Sponsoring this event puts your company, products and technologies directly in front of key decision makers, business and technical leaders across a multitude of industry verticals. ONES 2020 is a critical forum for companies to strengthen their brand, establish thought leadership, connect with both end customers and partners, showcase innovative products and drive transformation across networking and edge computing.

Open Networking & Edge Summit Sponsor Benefits:

- Gain valuable thought leadership and be front and center in the conversations and decisions driving enormous changes across networking and edge computing through your sponsorship.
- Reach potential partners and customers, recruit top talent and create positive brand awareness across the community.
- Showcase products, technologies and services to industry leaders, gain critical input and feedback, and strengthen valuable relationships with telecoms, cloud providers and end users across the globe.

“In comparison to last year, the Open Networking Summit managed to expand & increase in quality. We are glad that we made many new acquaintances, which we will hopefully meet again next year!” - PANTHEON
Benefits Of Sponsoring

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

ONS EU 2019 Highlights:

608 Attendees

- 91% of attendees surveyed visited booths in the technical showcase
- 66% of attendees in technical roles
- 230 companies
- 26% in executive and senior leadership positions
- 45 countries
### Attendee Demographics

#### Job Function
- **Architect** 28.01%
- **Developer** 17.87%
- **Executive Management (VP/CxO)** 13.06%
- **Sales/Marketing/Business Development** 10.31%
- **Product Management** 7.73%
- **Student** 4.47%
- **IT - DevOps** 4.12%
- **Program Office Leader** 2.75%
- **Media/Analyst** 1.72%
- **IT - Sys Admin** 1.20%
- **Professor/Academic** 0.86%
- **Legal / Compliance** 0.34%
- **Other** 7.56%

#### Country
- **United States** 25.26%
- **China** 9.23%
- **India** 6.97%
- **Germany** 6.62%
- **United Kingdom** 5.57%
- **Belgium** 5.40%
- **Sweden** 4.70%
- **France** 4.18%
- **Ireland** 2.61%
- **Japan** 2.61%
- **Canada** 2.09%
- **Spain** 1.92%
- **Finland** 1.74%
- **Other Countries Represented** 21.1%
  - Ireland
  - Italy
  - Kazakhstan
  - New Zealand
  - Poland
  - Romania
  - Singapore
  - Slovakia
  - Spain
  - Sri Lanka
  - Switzerland
  - Taiwan
  - The Netherlands
  - Turkey
  - Ukraine

#### Industry
- **Telecommunications** 42.31%
- **Software** 25.17%
- **Carriers / Telecommunications** 9.62%
- **Computer Hardware or Consumer Electronics** 4.55%
- **Internet or Web Services** 4.37%
- **Education / Research** 4.02%
- **Non-Profit Organization** 2.45%
- **Consulting** 1.75%
- **Media / Publishing** 1.57%
- **Government** 0.87%
  - Healthcare / Medical Devices / Rx
  - Aerospace / Defense
  - Associations / Trade Groups / Foundations
- **Automotive / Transport** 0.17%
- **Industrial Manufacturing & Machinery** 0.17%
- **Retail / E-Commerce** 0.17%
- **Other** 2.10%

#### Job Level
- **Individual Contributor** 29.32%
- **Manager** 21.64%
- **Director** 18.50%
- **VP / SVP / GM** 7.16%
- **Academic** 5.76%
- **CXO / ED** 5.41%
- **Other** 12.22%
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Diamond (3 Available)</th>
<th>Platinum (5 Available)</th>
<th>Gold (6 Available)</th>
<th>Silver (10 Available)</th>
<th>Bronze (Unlimited)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Editorial Interview and Article on Linux.com:</strong> Over 1M unique visitors per month.</td>
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<tr>
<td><strong>Pre or Post-Conference Email Blast:</strong> One time use of opt-in list to be sent by The Linux Foundation.</td>
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<tr>
<td><strong>Complimentary Add-On Event Sponsorship:</strong> Sponsorship includes sponsor branding throughout evening event or developer lounge.</td>
<td>Onsite Attendee Reception Co-Sponsor</td>
<td>Developer Lounge Co-Sponsor</td>
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<tr>
<td><strong>Assistance with Press Bookings:</strong> Helping you get the most of your onsite announcements.</td>
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<tr>
<td><strong>Onsite Recognition during Opening Keynote Session:</strong> By event emcee.</td>
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<tr>
<td><strong>Keynote Speaking Opportunity:</strong> All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability. Required to show a demo or involve a customer in all sponsor keynotes.</td>
<td>20-minute Keynote</td>
<td>5-minute Keynote</td>
<td>Keynote Panel Discussion Participation</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Conference Track Speaking Opportunity:</strong> Moderator, panel participant or joint session with customer. All sponsor content must be approved by Program Committee and Linux Foundation. Speaking slots based on availability.</td>
<td>3-hour Tutorial</td>
<td>1.5-hour Tutorial</td>
<td>Conference Session</td>
<td></td>
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<tr>
<td><strong>Social Media Promotion of Sponsorship:</strong> From The Linux Foundation Events channel.</td>
<td>Yes (3x)</td>
<td>Yes (2x)</td>
<td>Yes (1x)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Conference Room:</strong> For private meeting use only</td>
<td>Throughout Event</td>
<td>Throughout Event</td>
<td>One Day of Event</td>
<td>4 hours total</td>
<td></td>
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<tr>
<td><strong>Recognition in Pre-Conference Email Marketing:</strong> Includes link to your URL.</td>
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<td>•</td>
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<tr>
<td><strong>Keynote Stage Branding:</strong> Logo prominently displayed on stage screens.</td>
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<tr>
<td><strong>Exhibit Booth:</strong> Includes counter with graphic and stools. Backwall included for Diamond and Platinum sponsors. Table and chairs only for Bronze sponsors. Upgrade options available</td>
<td>6x6m</td>
<td>4.5x4.5m</td>
<td>3x3m</td>
<td>3x3m</td>
<td>2x2m</td>
</tr>
<tr>
<td><strong>Lead Retrieval Scanners:</strong> Live scans, real time reporting and ability to take notes on captured leads.</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Access to Event Press/Analyst List:</strong> Contact List shared two weeks prior to event for your own outreach.</td>
<td>•</td>
<td>•</td>
<td>•</td>
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<tr>
<td><strong>Recognition on Event Signage:</strong> Logo on conference signage.</td>
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<td>•</td>
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<tr>
<td><strong>Recognition on Event Website:</strong> Prominent logo display on event homepage.</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td><strong>Conference Attendee Passes:</strong> Full access passes to the entire conference for your staff or customers.</td>
<td>40</td>
<td>30</td>
<td>20</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td><strong>20% Discount on Additional Conference Passes:</strong> For use by your customers, partners or colleagues.</td>
<td>•</td>
<td>•</td>
<td>•</td>
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<td>•</td>
</tr>
</tbody>
</table>

Sponsorship Cost

<table>
<thead>
<tr>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>$70,000</td>
<td>$50,000</td>
<td>$35,000</td>
<td>$20,000</td>
<td>$12,000</td>
</tr>
</tbody>
</table>

*Start-ups must: (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.

**Applicable only for vendors with community demos selected for the LFN/LFE Pavilion

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details or discuss custom options.

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

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

Have another idea on how you’d like to participate? Contact us to create a custom package.

Each opportunity listed includes 2 conference passes for sponsoring.

**Breakfast & Breaks $5,000 PER DAY**
Includes large branded signage in breakfast and break areas, as well as recognition on event website. Leveled sponsorship required.

**Hallway Track Lounge $5,000**
Includes co-branded signage, branded giveaways in lounge and website promotion. Pricing includes single color logo imprint on branded items. Full color logo imprint available at an additional cost.

**Lanyards $6,000**
Every attendee 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. Leveled sponsorship required.

**Keynote Livestream and Recording $10,000**
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.

**Women in Networking & Edge Lunch $10,000**
75-100 expected attendance.
Show your support of the diversity in our community that is helping to create the future of networking. Includes sponsor signage and verbal recognition at lunch. Optional giveaway, provided by sponsor, must be approved by The Linux Foundation.

**Wireless Access Sponsorship $15,000**
Conference will be named after sponsor.

**Conference Session Recording $15,000**
Sponsor video recordings of all conference sessions from the event, that will be published on YouTube and event home page and available publicly for anyone to view. Sponsorship includes Company logo on the opening slide transition for every conference session video, resulting in tens of thousands of views of your logo over the course of a year, and recognition in post-event email to attendees announcing the videos are live. Gather a group of companies to jointly sponsor together!
Open source communities are nearly always virtual and distributed, so when they get together face to face, they can make quick progress on issues big and small. In this way, events help maintain the vibrancy of global open source communities and ensure their long-term sustainability.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver the most innovative products and services to their users and customers, companies must learn directly from the technologists who steer the most widely used and influential projects.

Linux Foundation events are the meeting place of choice for open source maintainers, developers, architects, infrastructure managers and sysadmins, as well as technologists leading open source program offices, DevRel teams and other critical leadership functions. They are:

- The best place to quickly gain visibility within the open source community and to advance open source development work by forming connections with the people evaluating and creating the next generation of technology.
- A forum to identify software trends early to inform future technology investments.
- The ripest recruiting ground in today's technology landscape.
- The ideal venue to showcase technologies and services to influential open source professionals, media, and analysts around the globe.

The Linux Foundation brings together companies and individual contributors to build the greatest shared technology in history. We provide the events, training, certification, open source best practices and marketing, and necessary to build, scale, and sustain critical open source projects and communities. As the home of over 200 open source projects driving critical technologies, there is no organization better positioned to gather the open source community for important face to face interaction to drive innovation across open source. And, unlike for-profit event management firms, any money generated by our events is channeled back into supporting open source communities to support their growth.

**Contact us** today for more information on sponsoring at sponsorships@linuxfoundation.org.
2018 LF EVENT AUDIENCE SNAPSHOT
*Audience Snapshot Numbers will be updated for 2019 at the end of the year.

ATTENDANCE
32,000+ attendees
28% YoY Growth

REPRESENTING
11,000 organizations
Including corporations, associations and academic institutions worldwide

FROM
113 countries

ATTENDANCE AUDIENCE BY COMPANY SIZE

<table>
<thead>
<tr>
<th>COMPANY SIZE</th>
<th>SUM OF %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 99</td>
<td>15%</td>
</tr>
<tr>
<td>100 - 499</td>
<td>16%</td>
</tr>
<tr>
<td>500 - 4999</td>
<td>27%</td>
</tr>
<tr>
<td>5000+</td>
<td>42%</td>
</tr>
</tbody>
</table>

More than 46% attendees are from the US

7.2% of attendees from Canada

5.5% of attendees from the UK

6.9% of attendees from Germany

3.7% of attendees from China

3.7% of attendees from India

3.7% of attendees from Japan

4% of attendees from Japan
2018 LF EVENT AUDIENCE SNAPSHOT (CON'T)

*Audience Snapshot Numbers will be updated for 2019 at the end of the year.

AUDIENCE BY JOB FUNCTION

80% of Event Attendees Are in Technical Roles

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Architect</td>
<td>2.1%</td>
</tr>
<tr>
<td>Principle Engineer</td>
<td>2.7%</td>
</tr>
<tr>
<td>Architect</td>
<td>2.8%</td>
</tr>
<tr>
<td>Director</td>
<td>2.9%</td>
</tr>
<tr>
<td>Project Manager</td>
<td>3.1%</td>
</tr>
<tr>
<td>Principal Software Engineer</td>
<td>3.4%</td>
</tr>
<tr>
<td>CTO</td>
<td>3.9%</td>
</tr>
<tr>
<td>Student</td>
<td>4.0%</td>
</tr>
<tr>
<td>CEO</td>
<td>4.1%</td>
</tr>
<tr>
<td>DevOps Engineer</td>
<td>4.4%</td>
</tr>
<tr>
<td>Engineer</td>
<td>5.5%</td>
</tr>
<tr>
<td>Developer</td>
<td>5.8%</td>
</tr>
<tr>
<td>Senior Developer</td>
<td>6.6%</td>
</tr>
<tr>
<td>Senior Software Engineer</td>
<td>8%</td>
</tr>
<tr>
<td>Software Engineer</td>
<td>31.3%</td>
</tr>
</tbody>
</table>

AUDIENCE BY INDUSTRY

- Solutions Provider / IT Consultancy: 2%
- Carriers / Telecom: 5%
- Associations / Trade Groups / Foundations: 6%
- Software / Internet: 48%
- Other: 13%
- Education / Research: 4%
- Hardware / Computers / Electronics: 22%

PRESS & SOCIAL MEDIA

Linux Foundation events are highly engaging and interactive. Our 2018 events generated:

- 7,500+ media clips with 152,000,000+ impressions
- 90,000+ social media engagements on Facebook, Google+ & Twitter
- 374,000,000+ event keyword impressions on social media
- Over 150 press in attendance

Press & Media information is from 2018 events and will be updated by 12/31/19 with 2019 information.
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.

events.linuxfoundation.org