

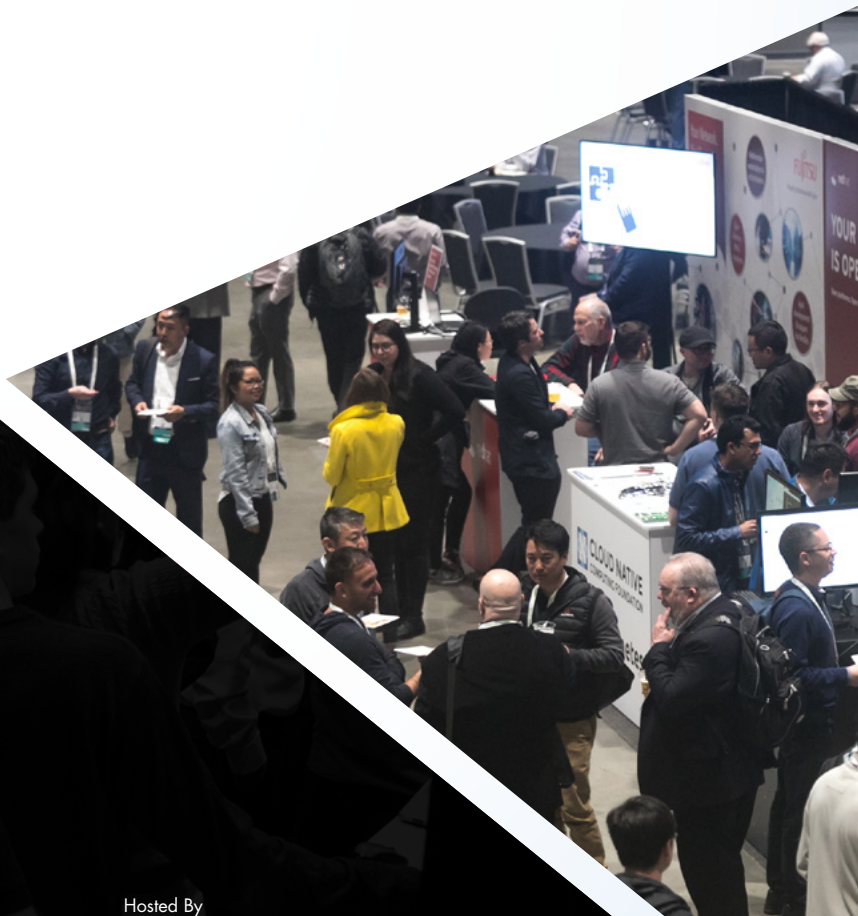


# OPEN NETWORKING & EDGE SUMMIT

NORTH AMERICA

April 20 - 21, 2020 | JW Marriott LA Live, Los Angeles, CA

## 2020 Sponsorship Prospectus



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Contact us at  
[sponsorships@  
linuxfoundation.org](mailto:sponsorships@linuxfoundation.org)  
to secure your  
sponsorship.

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# OPEN NETWORKING & EDGE SUMMIT

NORTH AMERICA

**ONS is now the Open  
Networking & Edge Summit!**

April 20-21, 2020 | Los Angeles, CA

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.
- Deep focused Technical, Architectural and Business Discussions in the area of Open Networking (NFVI/SDN/NFV/VNF - enabling automated 5G deployments, Cloud Native Telecom including Kubernetes Networking and Cloud Native Network Functions) & AI/ML enabled use cases for 5G, IoT, Edge and Enterprise deployments.
- 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

**2000+ Attendees will gather at Open  
Networking & Edge Summit 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 NA 2019 Highlights: 928 Attendees

### Attendees from 32 countries

67% from US, and 9% from China

### Over 60%

were attending ONS  
for the first time

### 92%

of attendees plan to  
attend ONES NA 2020

## 54%

of attendees in  
technical positions

## 94%

of attendees found the  
conference valuable

## 92%

of attendees visited  
sponsor booths onsite

### Why Do People Attend?

## 80%

To keep up to date  
on the latest projects  
and technologies

## 55%

For collaboration  
and networking  
opportunities

## 41%

Educational content

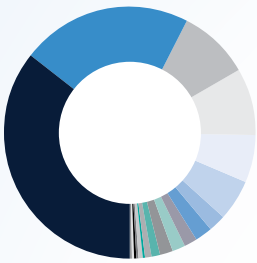
## 20%

To work on projects  
face-to-face with my peers



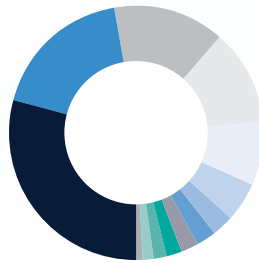


# Attendee Demographics



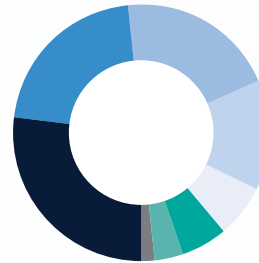
## Industry

- Telecommunications **35.62%**
- Software **22.13%**
- Computer Hardware or Consumer Electronics **8.99%**
- Carriers / Telecommunications **8.76%**
- Internet or Web Services **6.15%**
- Non Profit Organization **5.09%**
- Other **2.37%**
- Consulting **2.01%**
- Education **1.89%**
- N/A **1.66%**
- Media / Advertising / Publishing **1.54%**
- Government **1.18%**
- Finance / Banking / Insurance **0.71%**
- Aerospace / Defense **0.47%**
- Retail / Wholesale Trade **0.47%**
- Transportation / Logistics / Warehousing **0.36%**
- Energy **0.24%**
- Industrial Equipment / Heavy Manufacturing **0.24%**
- Automotive / Transport **0.12%**



## Job Function

- Architect **29.35%**
- Sales / Marketing / Business Dev **18.11%**
- Executive **14.08%**
- Developer **12.19%**
- Product Manager **8.17%**
- Other **4.85%**
- IT Operations - Sys Admin **2.72%**
- Program Office Leader **2.72%**
- Media / Analyst **2.01%**
- Student **2.01%**
- N/A **1.66%**
- IT Operations - DevOps **1.30%**
- Professor / Academic **0.83%**



## Job Level

- Individual Contributor **26.98%**
- Director **21.42%**
- Manager **20.12%**
- VP / SVP / GM **13.96%**
- CXO / ED **6.63%**
- Other **5.80%**
- Academic **3.43%**
- N/A **1.66%**



## Country Breakdown

- United States **67%**
- Other **13%**
- China **9%**
- Canada **4%**
- Japan **1%**
- Sweden **1%**
- Finland **1%**
- Germany **1%**
- India **1%**
- Republic of Korea **1%**
- United Kingdom **1%**

“Amazing three days at Open Networking Summit NA ‘19 in San Jose hosted by The Linux Foundation. Keynote Sessions, tutorials, tech showcase, breakout sessions, and panel interviews all were just outstanding. This was my first time attending ONS, where you get a chance to network not only with great speakers and leaders but also to know their contributions towards Open Source.”

- Jay Shah



## Sponsorship Opportunities

START-UP PAVILION PACKAGE	EXHIBITOR PACKAGE	LFN/LFE DEMO PACKAGE**
Includes: <b>Bronze sponsorship benefits with a tabletop in Pavilion in lieu of 6'x6' booth</b>	Includes: <b>6'x6' Booth, 1 lead scanner and 2 conference passes</b>	Includes: <b>A kiosk demo station, and 2 conference passes.</b>
<b>\$5,000*</b>	<b>\$8,000</b>	<b>\$8,000</b>

	DIAMOND 3 AVAILABLE	PLATINUM 5 AVAILABLE 3 AVAILABLE	GOLD 6 AVAILABLE 5 AVAILABLE	SILVER 10 AVAILABLE	BRONZE UNLIMITED
<b>Editorial Interview and Article on Linux.com:</b> Over 1M unique visitors per month. Linux Foundation to determine final interview content and delivery date.	•				
<b>Pre or Post-Conference Email Blast:</b> One time use of opt-in list to be sent by The Linux Foundation.	•				
<b>Complimentary Add-On Event Sponsorship:</b> Sponsorship includes sponsor branding throughout evening event or developer lounge.	Onsite Attendee Reception Co-Sponsorship	Developer Lounge Co-Sponsorship			
<b>Assistance with Press Bookings:</b> Helping you get the most of your onsite announcements.	•	•			
<b>Onsite Recognition during Opening Keynote Session:</b> By event emcee.	•	•			
<b>Keynote Speaking Opportunity:</b> All sponsor content must be approved by Program Committee and The Linux Foundation. <i>Speaking slots based on availability. Required to show a demo or involve a customer in all sponsor keynotes.</i>	20-minute Keynote	5-minute Keynote	Keynote Panel Discussion Participation		
<b>Conference Track Speaking Opportunity:</b> Moderator, panel participant or joint session with customer. All sponsor content must be approved by Program Committee and Linux Foundation. <i>Speaking slots based on availability.</i>	3-hour Tutorial	1.5-hour Tutorial	Conference Session		
<b>Social Media Promotion of Sponsorship:</b> From The Linux Foundation Events channel.	Yes (3x)	Yes (2x)	Yes (1x)		
<b>Conference Room:</b> For private meeting use only	Throughout Event	Throughout Event	One Day of Event	4 hours total	
<b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.	•	•	•	•	
<b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens.	•	•	•	•	
<b>Exhibit Booth:</b> Includes counter with graphic and stools. Backwall included for Diamond and Platinum sponsors. Table and chairs only for Bronze sponsors. (Upgrade options available)	15'x25'	15'x15'	10'x10'	10'x10'	6'x6'
<b>Lead Retrieval Scanners:</b> Live scans, real time reporting and ability to take notes on captured leads.	3	2	2	1	1
<b>Access to Event Press/Analyst List:</b> Contact List shared two weeks prior to event for your own outreach.	•	•	•	•	•
<b>Recognition on Event Signage:</b> Logo on conference signage.	•	•	•	•	•
<b>Recognition on Event Website:</b> Prominent logo display on event homepage.	•	•	•	•	•
<b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or customers.	40	30	20	10	5
<b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues.	•	•	•	•	•
<b>Sponsorship Cost</b>	<b>\$95,000</b>	<b>\$70,000</b>	<b>\$45,000</b>	<b>\$25,000</b>	<b>\$12,000</b>

**\*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](mailto: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](mailto: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 SOLD OUT**

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 wifi 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!**





## Technologies Covered By Event:

### Linux Systems

Open Source Summit, Embedded Linux Conference, Automotive Linux Summit, Linux Plumbers Conference, Linux Kernel Maintainer Summit, LSF-MM Summit, Linux Security Summit

### Cloud Infrastructure

Cloud Foundry Summit, Open Source Summit, Xen Developer Summit, KVM Forum

### Applications

Node+JS Interactive, ASC API Specifications Conference

### Networking & Edge Computing

Open Networking & Edge Summit, Open Source Summit, Open vSwitch Conference, DPDK Summit

### IoT, Embedded & Automotive

Embedded Linux Conference, Automotive Linux Summit, Open Source Summit

### Artificial Intelligence & Machine Learning

Open Source Summit, Open Networking & Edge Summit, Open FinTech Forum, The Linux Foundation Member Summit

### Open Source Governance, Community & Management

The Linux Foundation Member Summit, Open Source Summit, Open Compliance Summit, Open FinTech Forum, The Linux Foundation Member Legal Summit

### Cloud Native Applications

KubeCon + CloudNativeCon, Open Source Summit, Open FinTech Forum, Open Networking & Edge Summit, Kubernetes Summit, Kubernetes Contributor Summit, Helm Summit, FoundationDB Summit, ServiceMeshCon, PromCon

### Blockchain

Hyperledger Global Forum, Hyperledger Member Summit, Open Source Summit, Open FinTech Forum

### Hardware

OpenPOWER Summit, RISC-V Roadshow

### Invitation-Only Events

LSF-MM Summit, The Linux Foundation Member Legal Summit, Open Compliance Summit, Linux Kernel Maintainer Summit & The Linux Foundation Member Summit

Linux Foundation events are where 35,000+ developers and technologists from across the globe meet to share ideas, learn and collaborate to drive innovation.

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](mailto: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

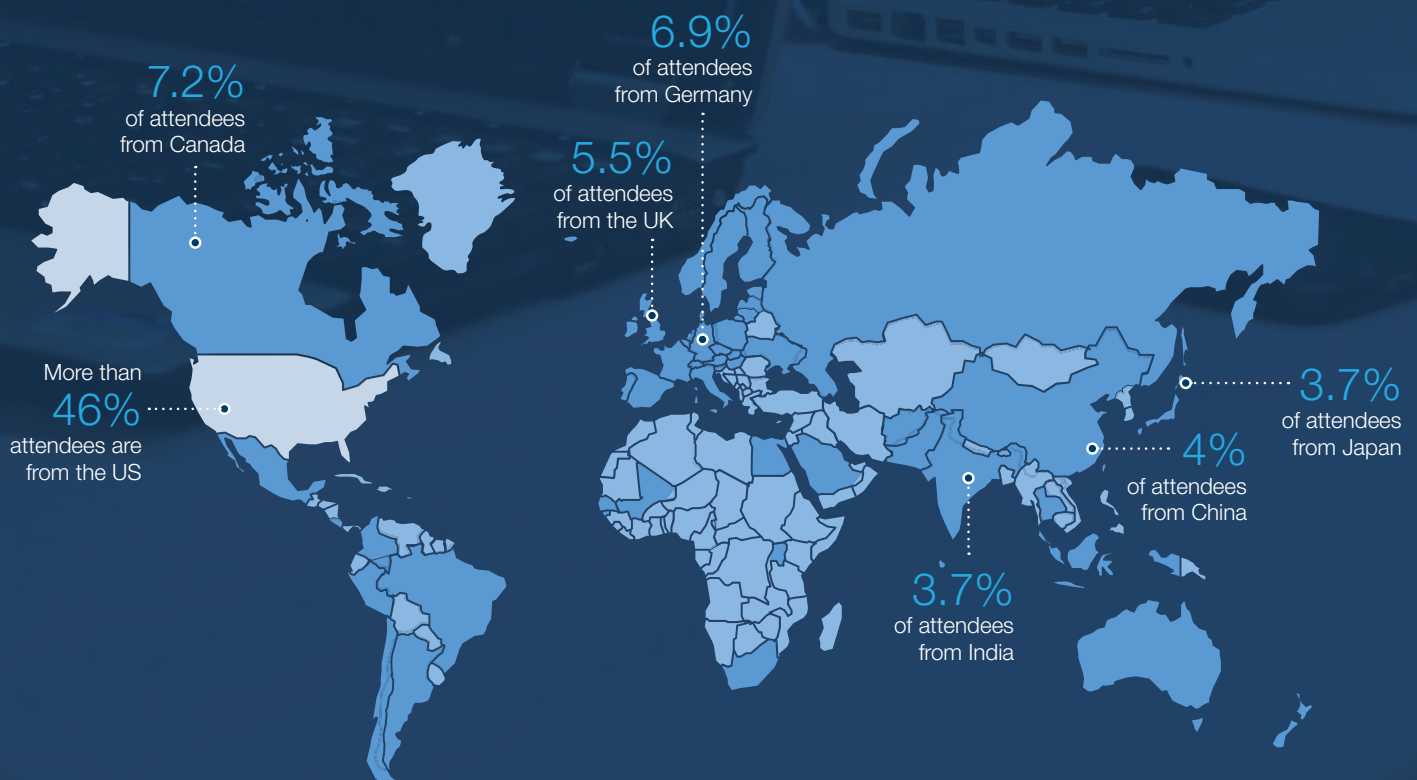
Including corporations, associations and academic institutions worldwide

## FROM

# 113 countries

## AUDIENCE BY COMPANY SIZE

COMPANY SIZE	SUM OF %
 1 - 99	15%
 100 - 499	16%
 500 - 4999	27%
 5000+	42%

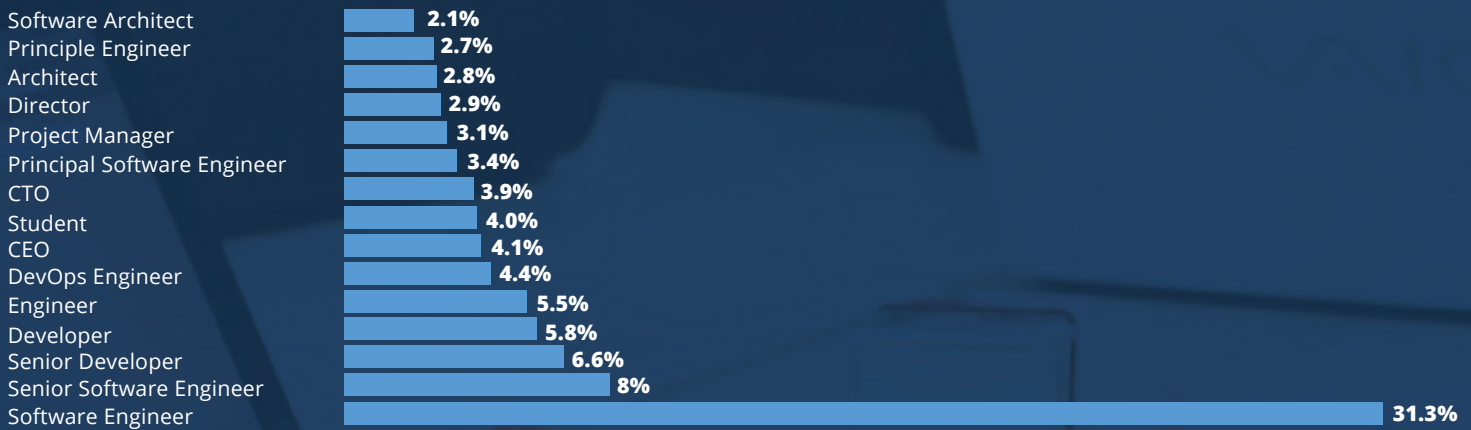


# 2018 LF EVENT AUDIENCE SNAPSHOT (CON'T)

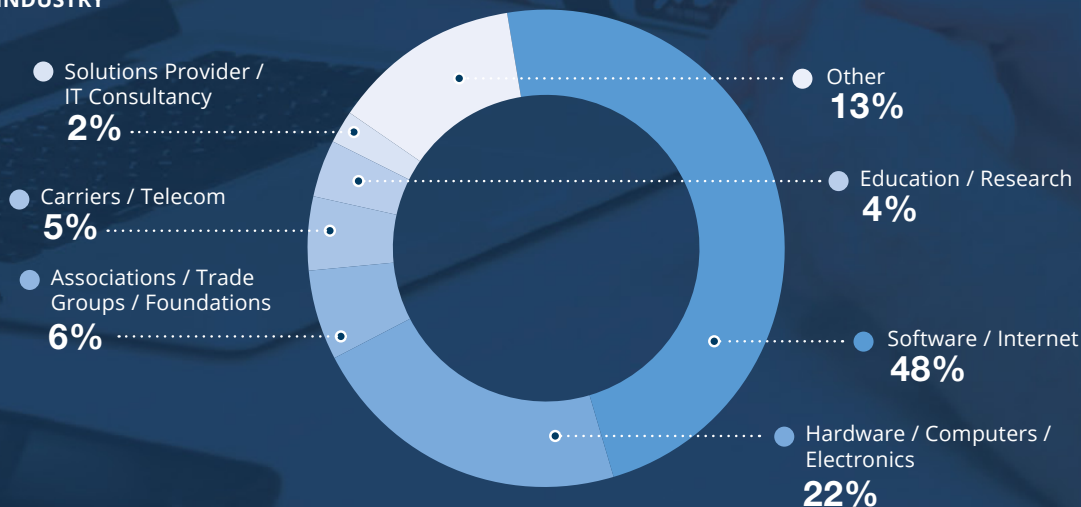
\*Audience Snapshot Numbers will be updated for 2019 at the end of the year.

## AUDIENCE BY JOB FUNCTION

80% of Event Attendees Are in Technical Roles



## AUDIENCE BY INDUSTRY



## PRESS & SOCIAL MEDIA

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

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

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





## 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](mailto:sponsorships@linuxfoundation.org)  
to secure your sponsorship today.

**[events.linuxfoundation.org](https://events.linuxfoundation.org)**