Event Sponsorship Prospectus

October 26-28, 2020
Convention Centre Dublin, Dublin, Ireland
# TABLE OF CONTENTS

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

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>About Open Source Summit + Embedded Linux Conference</td>
<td>3</td>
</tr>
<tr>
<td>Attendee Demographics</td>
<td>5</td>
</tr>
<tr>
<td>What Attendees Say</td>
<td>6</td>
</tr>
<tr>
<td>Previous Attendees</td>
<td>10</td>
</tr>
<tr>
<td>Sponsorship Opportunities</td>
<td>12</td>
</tr>
<tr>
<td>Promotional Marketing Opportunities</td>
<td>13</td>
</tr>
<tr>
<td>About Linux Foundation Events</td>
<td>15</td>
</tr>
<tr>
<td>Sponsorship Bundles &amp; Custom Packages</td>
<td>17</td>
</tr>
</tbody>
</table>

“A huge shoutout to the @linuxfoundation and everyone involved in putting together a great event #OSSummit. Great location, amazing networking, catching up with older friends and mentors in #OpenSource and lots of learning.”  - Sudheesh Singanamalla

“Very late to the party but wanted to give a shout out to @linuxfoundation for hosting an amazing #OSSummit. Met a lot of fabulous people and got to learn about cool new technologies! Execution was excellent on all levels.”  - Angela Chin
October 26-28, 2020 | Dublin, Ireland

Open Source Summit is the premier event for open source developers, technologists and leadership to collaborate, share information, and gain knowledge, furthering open source innovation in software development and helping to create more sustainable open source ecosystems.

Open Source Summit covers both pivotal cornerstone technologies, as well as new and emerging open source projects and technologies. Open source software and technologies are a leading indicator of where companies are investing resources for technology development. By bringing the latest open source projects and leading technologists together in one place, Open Source Summit has become a forum for defining and advancing technology development in the years ahead.

Embedded Linux Conference (ELC), co-located annually with Open Source Summit, has been the premier, vendor-neutral technical conference for companies and developers using Linux in embedded products for 15 years, gathering the technical experts working on embedded systems and applications for education and collaboration, paving the way for transformation in these important and far reaching areas.

Attendees join the event to:

- Learn about the latest trends in open source
- Explore career opportunities with the world’s leading technology companies
- Access leading experts to learn how to navigate the complex open source environment
- Find out how others have used open source to gain efficiencies and increase innovation internally
- Find out what industry-leading companies and projects are doing in the future, and where technologies are headed

Sponsorships offer a multitude of benefits:

- Valuable mindshare from developers, technologists and business leaders
- Increase brand awareness & recognition
- Thought Leadership
- Talent Recruitment
- Media Coverage
- Showcase Products & Technologies
- Create New Partnerships
- Generate Sales Leads
- Community participation in your projects and alliances & customers
- Support the important work of the open source community

2000+ Attendees gather at Open Source Summit + Embedded Linux Conference Europe annually.
Who Attends:

- **Developers**
  Software Developers, Programmers, Maintainers

- **Operations**
  IT Architects, System Administrators and DevOps professionals

- **Business & Community**
  Business and Community Leaders, Academics, Students, Media and Analysts

Why They Attend:

- To learn about the newest and most innovative open technologies
- To get access to leading experts in both formal and informal settings
- To gain a competitive advantage learning the latest on innovative open solutions
- To explore career opportunities with the world’s leading technology companies

Of OSS + ELC EU 2019 Attendees Surveyed:

- 96% said that the event was a valuable use of their time
- 36% attend only one conference annually, while 88% attend 4 or fewer conferences a year, making OSS + ELC EU a valuable place to connect with this audience.
- 52% said they make purchasing decisions or influence purchasing decision makers

Met so many amazing people at #OSSummit this week! Thanks for all the good times and great memories! - Brian Liston
Open Source Summit & Embedded Linux Conference Europe Demographics

### Job Function
- Development/Engineering: 49%
- Architecture: 13%
- Student: 7%
- Marketing / Business Dev: 6%
- Executive Management (VP/CxO): 6%
- Operations - Sys Admin: 4%
- Program Management: 3%
- Product Management: 3%
- Professor/Academic: 2%
- Legal / Compliance: 1%
- Other: 5%

### Country
- United States: 15%
- Germany: 13%
- France: 12%
- India: 9%
- United Kingdom: 7%
- Switzerland: 4%
- Sweden: 4%
- Netherlands: 3%
- Japan: 2%
- Norway: 2%
- Finland: 2%
- Italy: 2%
- Other: 25%
  - Austria
  - Belgium
  - Bulgaria
  - Canada
  - China
  - Costa Rica
  - Croatia
  - Czech Republic
  - Denmark
  - Greece
  - Ireland
  - Israel
  - Poland
  - Romania
  - Russian Federation
  - South Korea
  - Spain
  - Taiwan
  - Turkey
  - Ukraine

### Industry
- Software: 40%
- Computer Hardware or Consumer Electronics: 13%
- Internet or Web Services: 6%
- Education / Research: 5%
- Automotive / Transport: 5%
- Industrial Manufacturing & Machinery: 5%
- Telecommunications: 4%
- Non-Profit Organization: 3%
- Finance/Banking/Insurance: 3%
- Government: 2%
- Energy: 2%
- Media / Publishing: 1%
- Transportation / Logistics: 1%
- Warehousing: 1%
- Healthcare: 1%
- Carriers / Telecommunications: 1%
- Aerospace / Defense: 1%
- Retail / E-Commerce: 1%
- Other: 5%

- 2,172 Attendees from 67 Countries
- 1,150 Organizations represented
- 69% of Attendees in Technical Roles
- 2019 Sponsors generated as many as 521 leads per booth
- 95% of attendees visited sponsor booths onsite
What Attendees Are Saying

Don’t take our word for it. See what attendees had to say about OSS & ELC 2019 Below:

OSS Europe is my favourite conference. I love the diverse group of people from many different countries who attend. It is a friendly conference, where I always come away with lots of new ideas and new friends.
- JEFF SHAW

The event gets your creative juices flowing. It helps provide clarity on what’s important and how to achieve it.
- ADAM J. MCPARTLAN

A highly worthwhile conference exploring many aspects of open source and bringing together a wide variety of people from many companies, organizations and countries. Intellectually stimulating and friendly. Recommended.
- CHRISTIAN PATERSON

The keynotes were spot-on interesting and inspirational. I really enjoyed the conference this year and the open source and community activism sessions.
- LIRAN TAL, SNYK

Empowering individuals and enterprises with unlimited engineering potential.
- DINESH KUMAR

The conference offered me a great opportunity to meet people from the community, follow technologies and stay up to date. It’s really great to get face-to-face ideas from people I’ve worked on the same topic and to know that I can contact them after the conference. It was a good experience and opportunity for me.
- KÜBRA CINGILLI

Hi folks! the OSS 19’ was amazing, so many people there with a high technical level and aiming to do networking. I encourage you to attend the next time, the experience was incredible.
- JUAN MANUEL PARRILLA, SENIOR SOFTWARE ENGINEER @REDHAT

The best inclusive conference of the year. Talks, people, sponsors and project are just amazing.
- NICOLA MANICA

A great event to connect with smart people who share a passion for open source!
- KATRINA NOVAKOVIC, RED HAT

The best event in open source in Europe.
- ANTOINE THOMAS
An event filled with technical in-depth knowledge, inspiring speeches and valuable connections with a strong focus on using both the advantages and power of the open source Linux community to collectively raise standards, move forward and ultimately improve humanity as well as discovering sustainable ways to protect our planet.

- KATJA LATOUR

I managed to attend every edition of the Embedded Linux Conference Europe since the beginning. I always get back from the conference with a huuuuuge list of new ideas to explore. This conference is a great way to stay up to date with the developments in open-source projects that matter in embedded, and to meet the maintainers and fellow developers.

- MICHAEL OPDENACKER, BOOTLIN

This was my first attendance to the ELCE. I have strong system skills but I only did minor developments in Linux kernel up to now so I was wondering how I would feel among all those Linux experts... My fear was not justified ! I really appreciated the atmosphere of this conference, with a very good spirit and full inclusion of all attendees. Experts are essentials to animate this event but beginners are really welcome!

- GERALD BAEZA

The mood and the great power that the crowd emanates...big things can happen when all, with no discrimination nor distinction, work together to build something new and better.

- MAURO SALVINI

OSSummit from the Linux Foundation is definitely an event you want to attend at least once. Multiple presentations on plenty of topics. Furthermore, it's the most welcome environment I've ever been. They take inclusion and diversity very seriously, not just words. Don't miss it.

- FLORENT ZARA

The technical and spot on keynotes from the industry leaders were truly awesome!

- THOMAS VADAHL, NTE MARKED AS

Incredible passionate people coming together to discuss things that will shape the future itself.

- VEDARTH SHARMA

Warm and welcoming people at OSS & ELC EU 2019. Great networking oppprtunities and interesting keynote sessions. A big thumbs up to the event.

- TARUSHI GUPTA
Thank you @linuxfoundation for including us as a community partner and for all your support at #OSSummit.

Hearing @bhen present at #OSSummit #Paris in Lyon! Learned that they track info about over 100 Million vehicles and collect 28TB of data daily! They also have a team in and are a big presence in open source. So impressed.

A glimpse of what it takes to coordinate a keynote presentation. @linuxfoundation #OSSummit

#OSSummit is over! Once again, congrats to the @EventsLF, @GeekGalactic, and everyone in the team for an amazing event 😊😊

From the VMware Open Source Summit EU (awesome) team to @linuxfoundation #OSSummit: Thanks for a great event! (PS: tabs - 207, spaces 248) @vmwopensource

Again, we are so happy to be sponsor of this years #OSSEurope in Lyon - Thanks to all the organizers! @EventsLF.

...@Peace_Gnome and I just met the creator of #Linux and #RPM, Linus Torvalds. Safe to say, it was a great day 😍!

@Nicolas_T_T and #OSSummit fun after a very rich and interesting @openp-source conference 😊

O yay #OSSummit
PAST ATTENDEES INCLUDE:

- **IT Architect**
  Accarda AG
- **IT Consultant**
  Accenture GmbH
- **Systems Administrator**
  AddSmart
- **Infrastructure Architect**
  Adobe
- **Embedded Software Architect**
  Airbus Defence & Space
- **Senior Data Platform Engineer**
  Allegro
- **Developer**
  Allianz Technology GmbH
- **Embedded Linux Engineer**
  ALPS Electric
- **Technical support Engineer**
  Alrabet for Electromechanical Systems ltd Co.
- **Senior System Development Engineer**
  Amazon
- **Software Engineer**
  Analog Devices
- **Engineer**
  Anton Paar GmbH
- **Engineer**
  ASEM S.p.A.
- **Software Developer**
  Assured Information Security
- **Sr Tech Specialist,**
  **Software Engineering**
  AT&T
- **Software Architect**
  Audi AG
- **Machine Learning Engineer**
  Automation Logic
- **Software Developer**
  Bad Dinosaur
- **Senior Software Engineer**
  Bang & Olufsen
- **Expert Software Engineer**
  Barco
- **Software Developer**
  BIOTRONIK SE & Co.KG
- **SysAdmin**
  BlackRock
- **Head of Open Source Engagement**
  Bloomberg
- **Developer Relations**
  Manager EMEA
  Bluetooth SIG
- **Software Engineer**
  BMW Car IT
- **Bosch IoT Embedded Developer**
  Bosch Engineering
- **IT Administrator**
  Canon Medical Research Europe Ltd.
- **Platform Engineer**
  Capgemini
- **Developer**
  Carl Zeiss Meditec AG
- **Director**
  Carlson Wagonlit Travel
- **System Engineer**
  CERN
- **Software Engineer**
  CloudMosa, Inc.
- **Cloud Engineer**
  Codento
- **Lead Cloud Engineer**
  Combell nv
- **Distinguished Engineer**
  Comcast
- **Consulting Software Architect**
  Confluent Inc.
- **Software Engineer**
  Continental Automotive
- **Software Engineer**
  Conversocial
- **Software Developer**
  Credit Suisse
- **Software Engineer**
  Daimler TSS GmbH
- **Information Systems Architect**
  DIGIT, European Commission
- **Director of Business Planning**
  Digital Impact Alliance at the UN Foundation
- **Senior Service Desk Support / Analyst II**
  Diyar United Company
- **Developer**
  Dutch Ministry of Defence
- **Architect Autonomous Platform**
  Epiroc Rock Drills
- **Senior System Engineer**
  Erste Card Group Processor d.o.o.
- **Computational Scientist**
  ETH Zurich
- **Project Manager,**
  **EU-FOSSA 2 Project**
  European Commission
- **Software Engineer**
  European Southern Observatory
- **Software Dev Engineer II**
  Expedia
- **Production Engineer**
  Facebook
- **Specialist, Operating System Security**
  Federal Office for Information Security
- **Manager Embedded Systems**
  Finesse
- **Technical Expert**
  Ford Motor Company
- **Software Engineer**
  Forsway Scandinavia
- **Senior SW Engineer**
  GE Healthcare
- **Principal Engineer**
  General Electric
- **Open Source Program Manager**
  Google
- **Software Developer**
  Government Digital Service
- **Engineer**
  Harman
- **Software Engineer**
  Honeywell
- **Software Engineer**
  ICT Automatisering Nederland BV
- **Principle Design Engineer**
  Imagination Technologies
- **Dev Engineer**
  ING
- **System Administrator**
  Intermedia
- **Software Developer**
  Jembi Health Systems NPC
- **Embedded Systems Engineer**
  Jetter AG
- **Lead Kubernetes Engineer**
  JP Morgan
- **Head of System Engineering**
  Kapsch CarrierCom AG
PAST ATTENDEES INCLUDE:

Support engineer
Kaspersky Lab

Lead Software Engineer
Komax AG

Software Engineer
KOSTAL Industrie Elektrik GmbH

Manager
KPMG

Senior Systems Analyst
Kuwait Oil Company

Software Engineer
Legrand Home Systems

Software Developer
Leica Camera AG

Director of Engineering Enablement and Release Platforms
Manulife

Team Leader
mBank SA

Senior Technology Engineer
McKinsey & Company

DevOps Middleware
Metro Systems Romania SRL

System Administrator
Ministry of the Interior and Kingdom Relations

System Engineer
National Bank of Belgium

Senior Firmware Engineer
Nordic Semiconductor

SRE
NORTHROP GRUMMAN

Director of Engineering
Nutanix

System Software Engineer
Nvidia

Director, Linux System Definition
Open Invention Network

Senior Engineer
overstock.com

Architect
Panasonic

System Engineer
Privredna Banka Zagreb d.d.

Team Leader
Quicken Loans

System Engineer
Raiffeisenbank Austria d.d.

Digital Forensics
RCCU

Embedded Software Engineer
Rockwell Automation

Electrical Engineer
Sandia National Laboratories

Chief Development Architect
SAP SE

Asst IT System Analyst
SAUDI ARAMCO

Embedded Software Architect and Developer
Schneider Electric

Technology Director
Secretary of Culture of the Nation - Ministry of Education, Culture, Science and Technology

Software Developer
ShopKeep Ltd

Software Developer
Shutterstock

Software Architect
Siemens Healthcare GmbH

DevOps
Skoutz S.A.

Senior Engineer
Sky Betting & Gaming

Service Engineer
Skype

Technical Architect
Spire Healthcare

Cloud Architect
Standard Chartered

DevOps Engineer
Taxibeat Ltd

Software Architect
Thales Nederland BV

Senior Software Engineer
Turkish Aerospace

Software Engineer
TYCO

Open Source Program Manager
Uber

Director of Community
United Nations Foundation

Network Engineer
US Air Force

Professor
USDA-ARS

Senior Software Engineer
Vimeo / Livestream

Software Engineer
Volvo AB

Software Developer
Winterhalter Gastronom GmbH

Senior Program Manager
Workday

Enterprise Architect
Zain Kuwait

Linux Engineer
Zürcher Kantonalbank
### Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Feature</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<tbody>
<tr>
<td><strong>Editorial Interview and Article on Linux.com:</strong> Over 1M unique visitors per month. The Linux Foundation to determine final interview content and delivery date.</td>
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<tr>
<td><strong>Assistance with Press Bookings at Event:</strong> Helping you get the most out of an on-site announcement.</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>Onsite Recognition during Opening Keynote Session:</strong> By event emcee.</td>
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<tr>
<td><strong>Speaking Opportunity:</strong> All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.</td>
<td>15-minute Keynote</td>
<td>5-minute Keynote</td>
<td>Conference Session or BoF</td>
<td></td>
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<tr>
<td><strong>Social Media Promotion of Sponsorship:</strong> From The Linux Foundation Events channel.</td>
<td>3x</td>
<td>2x</td>
<td>1x</td>
<td></td>
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<td><strong>Sponsor Designation in Press Releases:</strong> Recognition as sponsor in body of release.</td>
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<tr>
<td><strong>Conference Room:</strong> For private meeting use only.</td>
<td>Private Use - 3 days</td>
<td>Private Use - 1 Day</td>
<td>Private Use - 4 Hours</td>
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<tr>
<td><strong>Collateral Distribution:</strong> Laid out in a prominent location near registration.</td>
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<td><strong>Recognition in Pre-Conference Email Marketing:</strong> Includes link to your URL.</td>
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<td><strong>Keynote Stage Branding:</strong> Logo prominently displayed on stage screens.</td>
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<td><strong>Access to Event Press/Analyst List:</strong> Contact List shared two weeks prior to event for your own outreach.</td>
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<tr>
<td><strong>Recognition on Event Website:</strong> Prominent logo display on event homepage.</td>
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<tr>
<td><strong>Recognition on Event Signage:</strong> Logo on conference signage.</td>
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<tr>
<td><strong>Exhibit Booth:</strong> Includes counter with graphic and stools. 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>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Conference Attendee Passes:</strong> Full access passes to the entire conference for your staff or customers.</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td><strong>20% Discount on Additional Conference Passes:</strong> For use by your customers, partners or colleagues.</td>
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<tr>
<td><strong>Sponsorship Cost</strong></td>
<td>$65,000</td>
<td>$45,000</td>
<td>$30,000</td>
<td>$15,000</td>
<td>$8,000</td>
</tr>
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</table>

*Start-ups may secure a Bronze Sponsorship for US$4,000 provided they: (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.

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.
Open Source Summit Speed Networking & Mentoring Session General Sponsor
$5,000 • 2 AVAILABLE
Sponsors will receive recognition in the session, the opportunity to provide collateral to distribute at session, and logo on website and signage.

Women in Open Source Lunch**
$15,000 • 1 AVAILABLE 100-150 expected attendance
Show your support of the women in our community that are helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch. Optional giveaway, provided by sponsor, must be approved by The Linux Foundation.

Lanyards $10,000 • 1 AVAILABLE
Every attendee at the event 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. Level sponsorship required.

Attendee T-Shirt $15,000 - LEVELED SPONSOR
$20,000 - NON-LEVELED SPONSOR • 1 AVAILABLE
Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.

Keynote Live Stream & Recording
$10,000 • 1 AVAILABLE
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.

Attendee Lounge** $5,000 • 3 AVAILABLE
Sponsor a themed lounge such as Linux, Embedded or Cloud. Provides the space and snacks to get attendees collaborating. Includes sponsored signage in lounge areas. Pricing includes single color logo imprint on branded items. Full color logo imprint available at an additional cost.

Onsite Happy Hour & Onsite Reception
$12,500 • 1 AVAILABLE 1,000 expected attendance
Spark conversation about your brand during our Technology Showcase Happy Hour. Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage. Level sponsorship required.

‘Better Together’ Diversity Evening Mixer
$15,000 • 1 AVAILABLE 100-150 expected attendance
Show your support of the underrepresented minorities in our community by hosting an evening mixer to allow them to meet and support each other. Includes sponsor signage and verbal recognition at mixer. Sponsorship will cover light appetizers, unlimited non-alcoholic beverages and one drink ticket per attendee.

**Promotional name of this event may change
Breakfast & Breaks $12,000 • 1 AVAILABLE
Sponsorship includes prominent branding at all breakfast & break stations. Level sponsorship required.

Attendee Evening Event $20,000 AND UP
Please contact us for customized offers. 850-1,000 expected attendance
A great opportunity to support the community, make an announcement and more. Includes verbal recognition at the event and sponsor signage throughout the venue.

Diversity Empowerment Summit Host $10,000 • 1 AVAILABLE
Sponsorship includes prominent recognition in the DES session space(s), as well as recognition on the event website, and general conference and DES-specific signage.

First-time Attendee Breakfast** $7,500 • 1 AVAILABLE 200 expected attendance
Sponsorship includes prominent recognition at the first-time attendee breakfast, opportunity to make an announcement, as well as recognition on the event website and conference signage.

Conference Session Recording $40,000 • 1 AVAILABLE
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!

Host an Evening Event $5,000
We’re offering sponsors the opportunity to host their own evening event which we’ll promote to attendees. Plan a party for 50 or 500; be as creative as you’d like. Sponsor is responsible for all coordination and fees related to the event. We’ll get the attendees there by promoting through emails and onsite announcements to attendees.
Note: A level sponsorship is required for this option.

**Promotional name of this event may change
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

- **32,000+ attendees**  
- **28% YoY Growth**

### 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>

### AUDIENCE SNAPSHOT

- More than **46%** attendees are from the US
- **7.2%** of attendees from Canada
- **6.9%** of attendees from Germany
- **5.5%** of attendees from the UK
- **3.7%** of attendees from China
- **3.7%** of attendees from Japan
- **4%** of attendees from India

*Audience Snapshot Numbers will be updated for 2019 at the end of the year.*
2018 LF EVENT AUDIENCE SNAPSHOT (CONT’)

*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

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solutions Provider / IT Consultancy</td>
<td>2%</td>
</tr>
<tr>
<td>Carriers / Telecom</td>
<td>5%</td>
</tr>
<tr>
<td>Associations / Trade Groups / Foundations</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
</tr>
<tr>
<td>Education / Research</td>
<td>4%</td>
</tr>
<tr>
<td>Software / Internet</td>
<td>48%</td>
</tr>
<tr>
<td>Hardware / Computers / Electronics</td>
<td>22%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
</tr>
<tr>
<td>Software / Internet</td>
<td>48%</td>
</tr>
<tr>
<td>Hardware / Computers / Electronics</td>
<td>22%</td>
</tr>
</tbody>
</table>

PRESS & SOCIAL MEDIA

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

- 7,500+ media clips
- 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.

www.events.linuxfoundation.org