Event Sponsorship Prospectus

June 22 – 24, 2020
JW Marriott Austin, Austin, Texas
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“The influence of developers on technology purchasing decisions is abundantly clear. Over 87% of developers with a leadership function no matter how small, as well as two thirds of the front-line coders, are somehow involved in purchase decisions.”

SlashData, Developer Economics: State of the Developer Nation Q3 2017

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@lisancao
#OSSummit has by far been the most passionately inclusive conference I have been to thus far. From washroom signs, to the abundance of diversity talks, and the people themselves- the commitment to changing the face of #tech has been unreal. I hope other conferences take note!

Rikki Endsley • @riikkiends
Open source: Come for the tech. Stay for the people. #OSSummit
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
- Gain a competitive advantage learning about new innovative open solutions & technologies
- 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 North America annually. 70% of attendees are developers.

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
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 interesting 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 OSSNA 2019 Attendees Surveyed:**

- Over 34% attend only one conference annually, while 52% attend 4 or fewer conferences a year, making OSS + ELC NA a valuable place to connect with this audience.
- 52% said they make purchasing decisions or influence purchasing decision makers
- 39% identified as developers and 65% in technical positions
- 96% said that the event was a valuable use of their time

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 Demographics

- **Industry**
  - Software / Internet: 46%
  - Computer Hardware or Consumer Electronics: 12%
  - Internet & Web Services: 6%
  - Education / Research: 5%
  - Telecommunications: 5%
  - Other: 5%
  - Aerospace / Defense: 4%
  - Media / Publishing: 3%
  - Industrial Manufacturing & Machinery: 2%
  - Government: 2%
  - Healthcare / Medical Devices / Rx: 2%
  - Automotive / Transport: 2%
  - Carriers / Telecommunications: 2%
  - Retail / E-Commerce: 1%
  - Energy: 1%
  - Transportation / Logistics / Warehousing: 1%

- **Job Function**
  - Developer: 39%
  - Architecture: 11%
  - Sales/Marketing/Business Development: 9%
  - Executive Management (VP/CxO): 8%
  - Other: 7%
  - Student: 5%
  - IT Operations - DevOps: 5%
  - Product Management: 4%
  - Program Office Leader: 4%
  - IT Operations - Sys Admin: 3%
  - Media/Analyst: 2%
  - Professor/Academic: 2%
  - Legal / Compliance: 2%

- **Interests**
  - Linux: 72%
  - Cloud & Containers: 56%
  - Security & Compliance: 45%
  - Networking: 44%
  - Automotive, Embedded & IoT: 43%
  - Blockchain & Data: 28%
  - Community & Program Office Management: 23%
  - Javascript & Web Platforms: 23%
  - Edge: 22%
  - Deep Learning: 21%
  - AI, ML, & DL: 18%
  - Energy: 10%
  - Motion Picture: 8%
  - Other: 4%

- **Job Level**
  - Individual Contributor: 46%
  - Manager: 17%
  - Director: 12%
  - Other: 9%
  - Academic: 7%
  - VP / SVP / GM: 4%
  - CXO/ED: 6%

- **Country**
  - United States: 77%
  - Canada: 4%
  - India: 3%
  - Japan: 2%
  - United Kingdom: 2%
  - Germany: 1%
  - Israel: 1%
  - France: 1%
  - South Korea: 1%
  - China: 1%
  - Mexico: 1%

- **1808 Attendees**
- **Attendees from 48 countries**
- **79% of attendees from the United States, Canada, and Mexico**
- **Women and non-binary individuals comprised nearly a quarter of attendees**
- **65% of attendees in technical roles**

- **1700+ Attendees from 46 Countries**
- **89% of Attendees from the US or Canada**
- **Nearly 800 Organizations in Attendance**

- **2018 Sponsors generated between 94 and 442 leads per booth**
- **9 out of 10 of attendees visited sponsor booths onsite**
What Attendees Said

Don’t take our word for it. See what attendees had to say about OSS + ELC NA 2019.

- VMware Open Source
  - We agree! #OSSummit 2019 was a huge success! But they ask an important question & we look forward to helping answer it with the entire community.

- Satish Suhas
  - Here’s my experience attending the Open Source Summit North America. [Link]

- Brian Rocksmond
  - Great week in San Diego at the #OSSummit with two talks about open source and the great work by the Azure team. Also great to have @SweetDee@28 with me. We found some time for fun in San Diego too!

- Suzanne Ambro
  - I’m very impressed with the work that the @linuxfoundation is doing for such a great event and to all the wonderful people we met and had great conversations with.

- Jeff O’Driscoll
  - The LinuxChix LA had a wonderful time at #OSSummit in San Diego! Thank you to the @linuxfoundation for such a great event and to all the wonderful people we met and had great conversations with.

- Jomo Basen
  - Safe travels home, #OSSummit, folks. As usual, always a wonderful time seeing you all. Thanks again to the @linuxfoundation team and the program chairs for all the hard work. Until Lynn!

- Dr. Erik Riedel
  - I had to leave a few hours early, because it meant missing planned conversations with great community friends, and unplanned meetings with lovely new folks - another excellent #OSSummit - looking forward to Lyon and Austin.

- Antón Ruiz-Chico
  - Last day of #ossummit is up and running! This was a really neat event!

- Sean Kerner
  - What an amazing event from @linuxfoundation #ossummit

- Iram Source
  - Proud of our team at #ossummit NA this week. The confidential computing consortium launched Intel’s @s3logan@8 solid technical breakout sessions, keynotes and demos. Amazing to see the culmination of work across Intel and with our industry partners!

- Dollar Alaie
  - To be inclusive at our events, I’ll borrow these ideas from #ossummit:

- Nursing Room
- Complimentary childcare
- Venue Accessibility
- Quiet Room
- All-Gender Restrooms
- Communication Stickers
- Pronoun Stickers

- Dollar Alaie
  - #Allyship #InclusionMatters

- Open Source Summit + Embedded Linux Conference North America 2020
What Attendees Said

Don’t take our word for it. See what attendees had to say about OSS + ELC NA 2019.

“It was my first time at OSS and it couldn’t have been better. I was able to network with other people interested in my work.”
- MARIA IGNACIO

The OSS was a blast! I was able to meet so many awesome people, learn about projects going on in the community, and attend several very informative talks. 10/10 would recommend!
- SAMANTHA COYLE

As a newbie in the industry, I was definitely a bit intimidated before I attended OSS, but everyone from industry experts to students who attended the conference were so enthusiastic to share their knowledge that it turned my intimidation into a motivational factor! This is a must attend for people who want to learn and grow!
- VICTOR BASU

During the “hallway track”, I go out of my way to talk to people I’ve never met because most of us are introverts. I’m always impressed by what people are doing and it fills me with optimism and new ideas. – KATHY GIORI, MOZILLA IOT

OSS NA 2019 is amazing and mind blowing. I enjoyed every minute of it from the keynotes session, k8s session, cloud sessions, expo, USS Midway and of course, Kairan Quazi keynotes
- RAMESH KUMAR

I really like the diversity in projects that are featured at the conference. It really shows how open source is changing so many industries around the world.
- ROBERT TREAT // XZILLA
PAST ATTENDEES INCLUDE:

Application Development  
Senior Analyst  
Accenture  
Senior Data Engineer  
Activision  
Senior Site Reliability Engineer  
Adobe  
Telecommunications Engineer  
Adrift  
Chief Systems Architect  
Advantage Systems Management Corp.  
Software Engineer  
Akamai Technologies  
Solutions Architect  
Albensons Companies  
DevOps Engineer  
Alea Software  
Project Manager  
Allianz Germany  
Software Developer  
Alpha Technologies Ltd.  
Software Engineer  
Altamira  
Principal Engineer  
Amadeus  
Software Development Engineer  
Amazon  
Head of Open Network Technology  
Amdocs  
Regional CEO  
American Red Cross  
Engineering Manager  
Apex Clearing  
Systems Architect  
Apple  
Junior Architect  
Arc'teryx Equipment  
Principal Software Engineer  
ARM  
Director  
AT&T  
Manager, IT Web Development  
Bank Of Canada  
Systems Administrator  
BC Housing  
Open Networking Evangelist  
Big Switch  
Executive Director  
Black Boys Code  
Executive Director  
Blockchain Ecosystem  
Software Engineer  
Bloomberg LP  
DevOps Engineer  
BRAINTREE  
Senior Training Engineer  
Brunson Education  
Developer  
BuySellAds  
Senior Developer  
Canadian Broadcasting Corp  
Lead Software Engineer  
Canonical  
Software Engineer  
Capital One  
Software Engineer  
CareCru Inc.  
Manager, Business Technology  
Central 1 Credit Union  
Chief Security Officer  
ChainSafe Systems  
Staff, UNIX Systems Administrator  
Charles Schwab & Co.  
Site Reliability Engineer  
Chewy.com  
Engineer  
China Unicom  
Senior Software Engineer  
Ciena  
Enterprise Monitoring Engineer  
Cincinnati Financial Corp  
Software Engineer  
Cisco Systems  
CTO  
Citius Health, Inc.  
Solutions Architect  
Classmethod Canada  
Infrastructure Engineer  
ClearEdge  
Software Engineer  
Cloudreach  
CTO  
Codescop  
Senior Software Engineer  
Collabara  
VP Deputy General Counsel  
Comcast  
Solutions Architect  
Commerce Bank  
Solutions Architect  
Compassion International  
FOSS Compliance Officer  
Continental Automotive Systems, Inc  
Software Developer  
Copperleaf Technologies  
Software Engineer II  
Cvent  
Research Engineer  
D. E. Shaw Research  
Manager, Infrastructure Services  
D7: Arizona Data Science Initiative  
Digital Service Expert  
Defense Digital Service  
Senior Manager  
Deloitte  
Development & Security Operations  
Deluxe Corp  
Systems Engineer  
Demonware  
Software Engineer  
DENSIO  
Engineering Manager  
Digital Ocean  
Researcher  
Digital Security Group  
Platform Architect  
Discover Financial Services  
Unix System Administrator  
Divertissements Gameloft Inc  
Software Engineer  
DoD  
Data Scientist  
Driscoll's Strawberry Assoc  
Software Engineer  
Drive.ai  
Chief Scientist  
DriveScale, Inc.  
Software Developer  
Earls Restaurants  
Software Engineer  
Excella  
Software Development Engineer  
Expedia  
Software Engineer  
Facebook  
Tech Lead  
FairVentures  
Director, Open Source Governance  
Fidelity Investments  
Global Cloud Infrastructure Architect  
Finning  
Director Lands & Government Affairs - First Nations  
First Nations Lands & Government  
Managing Partner  
Forefront  
Director of TM - Cyber Security  
Fortinet  
Managing Director  
FutureChalk Software Inc.  
Analyst  
Gartner  
Sr Software Engineer  
General Dynamics  
Founder  
GirlScript Foundation  
Systems Engineer  
GitHub  
Senior Automation Consultant  
Gladiator Automation Corp.  
Head of Open Source Strategy, GCP  
Google  
Software Developer  
Government of Canada  
Principal Engineer  
Groupon  
Engineering Manager  
HashiCorp  
Staff Engineer  
Hepito  
Senior Researcher  
Hitachi  
Research Scientist  
Honeywell International  
Senior Principal Engineer  
Hughes Network Systems  
CTO  
Hyper  
CTO Global Technology Developer Advocacy  
IBM  
Analyst  
IDC  
Production Engineer  
ILM / Disney
PAST ATTENDEES INCLUDE:

VP, Engineering Capabilities
Indeed
Chief Information Architect
ING
Chief Architect
Inspur
Firmware Engineer
Intel
VP Operations
Intelligent Systems Services Inc.
Director, Systems Engineering
IntercontinentalExchange
Robotics Software Engineer
Intuitive Surgical Inc.
Principal Design Engineer
Jabil, Inc.
Managing Director, Head of Engineering
JP Morgan Chase
Software Developer
JSonar, Inc.
Kernel Developer
Jump Trading LLC
DevOps Engineer
Jungle Scout
Director, Business Systems
Kai Tire
Data Recovery Specialist and GIS Analyst
Kano Geographical Information System
Senior Manager
KPMG
VP Segments and Strategic Initiatives
Liniaro
AI Developer
Lucent Technology Inc.
Senior Software Engineer
Lyft
UI Engineer
Macys.com
Storage Engineer
MailChimp
Principal Engineer
Mastercard
Software Developer
MediaValet
Data Scientist
Medium
Developer Advocate
Mesosphere
Director, Open Source Programs Office
Microsoft
DevOps
Monsanto
QA Community Mentor
Mozilla
IT Manager
Mr. Lube Canada
Principal Software Engineer
National Instruments
Security Researcher
National Security Research Institute
Systems Administrator
Navanik Corp.
System Analyst
NCCI Holdings, Inc.
Linux Systems Engineer
Nestle Purina
Community Developer
NoKidBehind
Senior Software Engineer
Nonzero Software
Senior Engineer
Northwestern Mutual
Software Engineer
NVIDIA
HPC System Administrator
Oak Ridge National Laboratory
Team Lead, Product
Ontario Digital Service
Senior Solutions Architect
Optum
Kernel Hacker
Oracle
Network Analyst
Pacific Blue Cross
TiKV Engineer
PingCAP
Data Engineer
Pinterest
Software Engineer
Pivotal
Senior Software Developer, Tools & Automation
Polycom
Linux Kernel Developer
Positive Technologies
Software Engineer
Puppet
Software Architect
QAware
Director, Engineering
Qualcomm
IT Director
R&O Construction
SRE
RealSelf
Ansible Community Architect
Red Hat
Principal System Architect
RingCentral Inc.
Software Engineer
Rocket Software
Senior Manager of Analytics
Rocky Mountaineer
Lead Architect and Sr. Director
Rogue Wave Software
Principal Developer, FME Server Team Lead
Safe Software Inc.
Senior Software Developer
Salesforce
Senior Software Engineer
SaltStack
Software Developer
Samsung
Director, Developer Relations
SAP
Network Architect
Sauce Labs
R&D Director
Schneider Electric
Software Engineering
Schweitzer Engineering Laboratories
Community Manager
Serverless
Principal Network Architect
Shaw Cablesystems
Chief Technology Officer
Shutterstock
Software Developer
Siemens Technology and Services Pvt Ltd
Systems Engineer
Sophos
Senior Engineer, VP
State Street Canada
VP of Operations
Storj
DevOps Engineer
StrongMind
CTO Architect
Sungard Availability Services
Director, Engineering
SUSE
Senior Vice President, Information Technology
T-Mobile
Senior Developer
Telemetry
Software Engineer
Talend
Sr. Manager – WebBroker Development
TD Bank Group
Web Programmer
TekCitadel
Solutions Architect
Telos Vancouver
Senior Technology Architect
TELUS
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th><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.</th>
<th><strong>Diamond</strong></th>
<th><strong>Platinum</strong></th>
<th><strong>Gold</strong></th>
<th><strong>Silver</strong></th>
<th><strong>Bronze</strong></th>
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<tbody>
<tr>
<td>4 AVAILABLE</td>
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<tr>
<th><strong>Assistance with Press Bookings at Event:</strong> Helping you get the most out of an on-site announcement.</th>
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<tr>
<th><strong>Pre or Post-Conference Email Blast:</strong> One time use of opt-in list to be sent by The Linux Foundation.</th>
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<tr>
<th><strong>Onsite Recognition during Opening Keynote Session:</strong> By event emcee.</th>
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<tr>
<th><strong>Speaking Opportunity:</strong> All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.</th>
<th>15-minute Keynote</th>
<th>5-minute Keynote</th>
<th>Conference Session or BoF</th>
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<tr>
<th><strong>Social Media Promotion of Sponsorship:</strong> From The Linux Foundation Events channel.</th>
<th>3x</th>
<th>2x</th>
<th>1x</th>
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<tr>
<th><strong>Sponsor Designation in Press Releases:</strong> Recognition as sponsor in body of release.</th>
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<tr>
<th><strong>Conference Room:</strong> For private meeting use only.</th>
<th>Private Use - 3 days</th>
<th>Private Use - 1 Day</th>
<th>Private Use - 4 Hours</th>
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<tr>
<th><strong>Collateral Distribution:</strong> Laid out in a prominent location near registration.</th>
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<tr>
<th><strong>Recognition in Pre-Conference Email Marketing:</strong> Includes link to your URL.</th>
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<tr>
<th><strong>Keynote Stage Branding:</strong> Logo prominently displayed on stage screens.</th>
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<tr>
<th><strong>Access to Event Press/Analyst List:</strong> Contact List shared two weeks prior to event for your own outreach.</th>
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<tr>
<th><strong>Recognition on Event Website:</strong> Prominent logo display on event homepage.</th>
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<tr>
<th><strong>Recognition on Event Signage:</strong> Logo on conference signage.</th>
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<tr>
<th><strong>Exhibit Booth:</strong> Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available)</th>
<th>20’x20’</th>
<th>15’x15’</th>
<th>10’x10’</th>
<th>10’x10’</th>
<th>6’x6’</th>
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<tr>
<th><strong>Lead Retrieval Scanners:</strong> Live scans, real time reporting and ability to take notes on captured leads.</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>1</th>
<th>1</th>
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<tr>
<th><strong>Conference Attendee Passes:</strong> Full access passes to the entire conference for your staff or customers.</th>
<th>20</th>
<th>15</th>
<th>10</th>
<th>6</th>
<th>3</th>
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<tr>
<th><strong>20% Discount on Additional Conference Passes:</strong> For use by your customers, partners or colleagues.</th>
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<tr>
<th><strong>Sponsorship Cost</strong></th>
<th>$65,000</th>
<th>$45,000</th>
<th>$30,000</th>
<th>$15,000</th>
<th>$8,000</th>
</tr>
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*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 SOLD OUT
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. Level sponsorship required.

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
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 DevOps, Containers, Cloud Native or Linux Lounge. 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
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.

‘Celebrate Diversity’ Evening Mixer $15,000
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
Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details or discuss custom options.

**Promotional name of this event may change Open Source Summit + Embedded Linux Conference North America 2020**

**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.*

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**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.

**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!*
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

<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>

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 India
4% of attendees from Japan
More than 46% attendees are from the US
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

Software Architect: 2.1%
Principal Engineer: 2.7%
Architect: 2.8%
Director: 2.9%
Project Manager: 3.1%
Principal Software Engineer: 3.4%
CTO: 3.9%
Student: 4.0%
CEO: 4.1%
DevOps Engineer: 4.4%
Engineer: 5.5%
Developer: 5.8%
Senior Developer: 6.6%
Senior Software Engineer: 8%
Software Engineer: 31.3%

AUDIENCE BY INDUSTRY

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

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.

www.events.linuxfoundation.org