Virtual Experience Sponsorship Prospectus

June 29 - July 2, 2020
Due to continuing COVID-19 safety concerns, we are transitioning Open Source Summit + Embedded Linux Conference North America to a virtual experience. As our physical event shifts to a virtual one, we are taking thoughtful actions to create an immersive digital experience for all event participants.

We’re excited to invite you to sponsor the reimagined Open Source Summit + Embedded Linux Conference North America 2020 - a virtual experience where we will continue to shape the future of open source, together.

Sponsor benefits include many of those that existed previously for the face-to-face event, as well as many new ones! In addition, a virtual event vastly expands the number of attendees you can reach around the world.

**Event Participants will be able to:**

- Attend 230 informative educational sessions and tutorials, and participate in a live speaker Q&A
- Join the ‘hallway track’ and collaborate via topic-based networking lounges in a group chat, plus connect with attendees in a 1:1 chat
- Visit the 3D virtual sponsor showcase and booths, and speak directly with company representatives, view demos, download resources, view job openings, and share contact info
- Gamify their event experience, earning points and winning prizes by attending sessions, visiting sponsor booths, answering trivia questions and more!
- Benefit from on-demand content post event, to view sponsor resources and conference sessions for a year

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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
Virtual Experience • June 29 - July 2

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 Leads
- 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.

Over 3000 Attendees are expected to join the 2020 Virtual Experience.
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

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

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

Met so many amazing people at #OSSummit this week! Thanks for all the good times and great memories! - Brian Liston
### Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Option</th>
<th>Diamond Available</th>
<th>Platinum Available</th>
<th>Gold Available</th>
<th>Silver Unlimited</th>
<th>Bronze Unlimited</th>
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<tbody>
<tr>
<td>Editorial Interview and Article on Linux.com:</td>
<td>4 available</td>
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<td>Assistance with connecting you with attending press.</td>
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<td>Pre or During Conference Email Blast:</td>
<td>Pre AND During</td>
<td>Pre OR During</td>
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<td>Onsite Recognition during Opening Keynote Session:</td>
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<td>Opportunity to reach out to attendees with a customized pop-up on-screen banner during event.</td>
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<td>1</td>
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<tr>
<td>Opportunity to add custom questions to the post event attendee survey. Follow-up reporting will be provided with survey results.</td>
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<tr>
<td>Speaking Opportunity: 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>
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<tr>
<td>Social Media Promotion of Sponsorship:</td>
<td>5x</td>
<td>4x</td>
<td>3x</td>
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<td>Sponsor Designation in Press Releases:</td>
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<td>Virtual Meeting Room for Exclusive Use.</td>
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<td>Keynote Auditorium Branding: Logo prominently displayed.</td>
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<td>Access to Event Press/Analyst List:</td>
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<tr>
<td>Conference Track Branding: Logo featured in Auditorium for one track throughout conference and post event for on-demand videos.</td>
<td>Dedicated Track of Choice (based on availability)</td>
<td>Dedicated Track of Choice (based on availability)</td>
<td>Shared Gold</td>
<td>Shared Silver</td>
<td>Shared Bronze</td>
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<td>Recognition in Pre-Conference Email Marketing: Includes link to your URL.</td>
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<td>Recognition on Event Website: Prominent logo display on event homepage.</td>
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<td>Prominent Branding throughout virtual conference.</td>
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<td>Virtual Exhibit Booth: See below for details.</td>
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<td>Ability to generate leads with attendee contact information for those that visit your booth.</td>
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<td>Ability to direct attendees from your booth to your speaking session</td>
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<td>Chat function with booth attendees (private or group options)</td>
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<td>Embedded sponsor videos on booth</td>
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<td>Ability to link to resources, social media, job postings etc.</td>
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<td>Ability to survey booth attendees</td>
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<td>Booth Visit Gamification: Attendees will earn points for visiting your booth, with points earning prizes.</td>
<td>Multiple Point Earning Options</td>
<td>Multiple Point Earning Options</td>
<td>Points for Booth Visit</td>
<td>Points for Booth Visit</td>
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<td>Attendee Trivia Participation: Provide a trivia question about your company/product/service to include in Attendee Trivia Game, where attendees can earn points for prizes.</td>
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<tr>
<td>Event Registration Passes.</td>
<td>40</td>
<td>30</td>
<td>20</td>
<td>12</td>
<td>6</td>
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<td>20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.</td>
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<tr>
<td><strong>Sponsorship Cost</strong></td>
<td><strong>$65,000</strong></td>
<td><strong>$45,000</strong></td>
<td><strong>$30,000</strong></td>
<td><strong>$15,000</strong></td>
<td><strong>$8,000</strong></td>
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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.
Booths

Live chat with staff “in booth”
Sponsor videos and demos
Customizable sponsor branding
Downloadable content and contact forms.
Customizable booth sizes and layouts. Booths will be different sizes for varying sponsorship levels.

Exhibit Hall

Lead Gen/Badge Scanning:
All Attendees will receive a pop-up notification upon entering an Exhibit Hall that lets them know that any engagement within a sponsor booth (using live chat, watching demo, or downloading resources etc) is automatically giving approval for us to share that attendee’s contact information with that sponsor. Thus, sponsors will receive all ‘booth scans’ for attendees that ‘engage’ in their booth.
Open Source Summit & Embedded Linux Conference
North America 2019 Demographics

- **Women and non-binary individuals comprised nearly a quarter of attendees**
- **65% of attendees in technical roles**

**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%

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

**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%

**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%
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 @in2cloud, @OSSummit 2019 was a huge success! But they ask an important question & we look forward to helping answer it with the entire community.

**Sathya Rallu**

One of my favorite events to see new possibilities and new industries adopting @opensource. The power of collaboration at work. Thank you @changeisatt and @OSSummit team!

**Brian Rockwood**

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 @SweetDeesOSG with me. We found some time for fun in San Diego too!

**Suzanne Ambid**

@vmwareopensource fabulous team fabulous show! @ossummit thanks @linusfoundation

**Georg J.P. Link**

I enjoyed a week of reconnecting with friends and meeting new friends at @OSSummit and @CHAOSSCon. Ethiopian dinner was a great way to put a cherry on top. Tomorrow, I fly back home to @Omaha.

**Jina Bason**

Safe travels home, @OSSummit, folks. As usual, always a wonderful time seeing you all. Thanks again to the @linusfoundation team and the program chairs for all the hard work. Until Lyon!

**Dr. Erik Reddi**

said that I had to leave a few hours early, because it meant missing planned conversation with great community friends, and unplanned meetings with lovely new folks - another excellent @OSSummit - looking forward to Lyon and Austin.

**Ether Source**

Proud of our team at @ossummit NA this week. The confidential computing consortium launched "intel\://3344983 solid technical breakout sessions, keynotes and demos. Amazing to see the culmination of work across Intel and with our industry partners!

**Regina L. Williams**

been thinking about this since joining @bitergia, in @CHAOSCon, I believe our weekly Zoom calls build trust. However, there is no serendipity. Just last week at @OSSummit, I met many interesting people in sessions - the hallway track was useful to deepen our conversations.

**Marlene Bollo**

I knew that @OSSummit is going to be fun, but THIS IS NOT WHAT I EXPECTED TO SEE. This was pure fun! 😁❤️

**Sean Kanter**

What an amazing event from @linusfoundation @ossummit

**Anton Rutnik**

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

**Dell Airless™**

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

**#Allyship #InclusionMatters**

- "Allyship is about standing with, not for, not above, not below your peers, allies, or community members. It means power sharing, the ability to learn from others, and the understanding that the process of change and growth is not linear. Allyship is an ongoing practice that requires continuous self-reflection and a commitment to challenging power structures and promoting equity."

**OSSummit + ELC 2020**

[Link to the event]

**Open Source Summit + Embedded Linux Conference Virtual Experience 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  
Albertsons Companies  

DevOps Engineer  
Alea Software  

Project Manager  
Allianz Germany  

Software Developer  
Alpha Technologies Ltd.  

Software Engineer  
Altimira  

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  
Codascop  

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  
DENSOnet  

Engineering Manager  
Digital Ocean  

Researcher  
Digital Security Group  

Platform Architect  
Discover Financial Services  

Unix System Administrator  
Diversitd Gemelos Inc  

Software Engineer  
DoD  

Data Scientist  
Driscoll's Strawberry Assoc  

Software Engineer  
Drive.ai  

Chief Scientist  
DriveScale, Inc.  

Software Developer  
Ears 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  
Haptio  

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
Kano Geographical Information System

Senior Manager
KPMG

VP Segments and Strategic Initiatives
Linaro

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
Navank Corp.

System Analyst
NCI Holdings, Inc.

Linux Systems Engineer
Nestle Purina

Community Developer
NoKidBehind

Senior Software Engineer
Nozare 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 Mountainer

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
TekCitadel

Solutions Architect
Telos Vancouver

Senior Technology Architect
TELUS
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www.events.linuxfoundation.org