ASC 2020
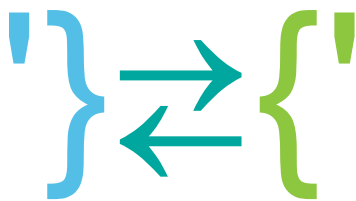
API SPECIFICATIONS CONFERENCE

September 9-10, 2020 | Virtual Experience

Conference & Sponsorship Prospectus

OPENAPI
INITIATIVE

ASC 2020
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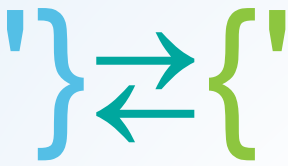## API SPECIFICATIONS CONFERENCE

ABOUT THE EVENT

The API Specifications Conference (ASC) is a place for API practitioners to come together and discuss the evolution of API technology. In its second year, ASC includes cutting edge technology keynotes and sessions that chart the future of APIs, in-depth specification and standards discussions and an extensive tutorial track. The event is designed to be highly interactive with plenty of discussion time through workshop and un-conference style sessions in order to facilitate interaction.

OpenAPI Specifications, RAML, Blueprint, gRPC, OData, JSON Schema, GraphQL, Asynch.API and other formats will all be topics at the event, enabling attendees to get familiar with these formats and discuss how to use them in practice.

The event has its origins in the API Strategy and Practice Conference (APIStrat) which ran for many years and became part of the OpenAPI Initiative in 2016. The collaborative spirit and community from APIStrat continue through the ASC event and we look forward to many of the same lively conversations and debates!

API practitioners including API developers, API Operations teams, API Designers and Enterprise Architects will attend ASC 2020. Content at the event will range from beginner introductions to API specifications all the way through best practice and cutting edge specialist topics.

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WHO ATTENDS THE API SPECIFICATIONS CONFERENCE

Attendance – Total Registration:
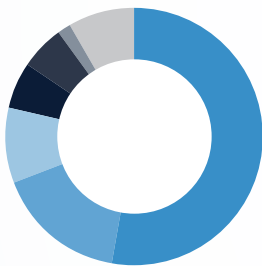
173 attendees

Attendee Demographics

Attendees from **14 countries** across **4 continents - 41%** of attendees were from the **United States**

From the United States, **66%** were from the **West, South 19%, Northeast 10%, and Midwest 5%**
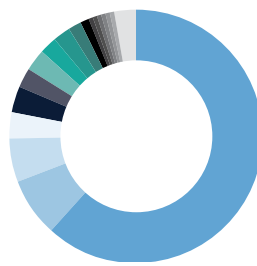
Other countries include **Canada, China, Czech Republic, France, Germany, India, Japan, Mexico, Peru, Poland, Spain, Sweden, and the UK**
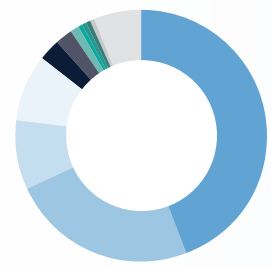
Job Level

- Individual Contributer **53.01%**
- Manager **16.39%**
- Director / GM **9.29%**
- C-Level **6.01%**
- VP **5.46%**
- Academic **1.64%**
- Other **8.20%**

Industry

- Software **61.75%**
- Finance / Banking / Insurance **7.65%**
- Internet or Web Services **5.46%**
- Consulting **3.28%**
- Education **3.28%**
- Government **2.73%**
- Transportation / Logistics / Warehousing **2.73%**
- Non Profit Organization **2.19%**
- Telecommunications **2.19%**
- Computer Hardware or Consumer Electronics **1.64%**
- Industrial Equipment / Heavy Manufacturing **1.09%**
- Aerospace / Defense **0.55%**
- Automotive / Transport **0.55%**
- Construction **0.55%**
- Healthcare **0.55%**
- Media / Advertising / Publishing **0.55%**
- Retail / Wholesale Trade **0.55%**
- Other **2.73%**

Job Function

- Developer **44.26%**
- Architect **24.04%**
- Executive **8.74%**
- Product Manager **8.74%**
- IT Operations - DevOps **2.73%**
- Sales / Marketing / Business Dev **2.19%**
- Student **1.09%**
- IT Operations - Sys Admin **0.55%**
- Legal / Compliance **0.55%**
- Media / Analyst **0.55%**
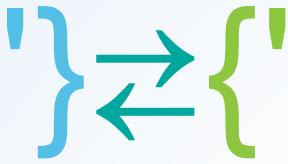- Program Office Leader **0.55%**
- Other **6.01%**

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SPONSORSHIP OPPORTUNITIES

Contact **ascsponsorships@linuxfoundation.org** to secure your sponsorship today.

Benefit	Event Partner	Event Supporter
Speaking Opportunity - 5-minute speaking slot*	•	
OAI Blog Feature - Featured news, sponsor profile, or interview on OpenAPI blog	•	
Pre-Conference Email Blast - One time use of opt-in list to be sent by event organizers.	•	
Event Email Recognition - Sponsor logos in footer of attendee email communications	•	
Collateral with Attendee Swag Shipment: Option to include datasheet (1 page) and/or sticker in attendee swag shipment	•	
Logo included on post-event Session Recordings: Logo included on post-event session recordings opening slide	•	
Social Media 'Thank You' Tweet	2 (1 pre-event, 1 post-event)	1 (post-event)
Logo Included on "Thank You to Our Sponsors" Slide During Keynote Sessions	•	•
Recognition on Event Signage: Logo on conference signage within the online platform	•	•
Virtual Exhibit Space: • Chat function with booth attendees • Embedded videos in booth • Ability to link to resources, social media, job posting, etc. • Ability to generate leads with attendee contact information for those that visit your booth	•	•
Logo and Link on Event Website	•	•
Complimentary Passes (additional passes discounted 20%)	10	4
Cost	Member **$15,000** Non-Member **$17,000**	Member **$4,000** Non-Member **$5,000**

*Session day selection made once sponsorship payment is received. If payment is not received within 30 days of the event, the event organizers will assign session date and time.

PROMOTIONAL MARKETING OPPORTUNITIES

Conference T-shirt $5,000 (1 AVAILABLE)

OpenAPI Initiative and Sponsor co-branding on conference t-shirt

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