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


Due to continuing COVID-19 safety concerns, we are transitioning Open Networking & Edge Summit 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 re-imagined Open Networking & Edge Summit 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 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
Open Networking & Edge Summit North America 2020 will be held virtually – and we look forward to your participation.

While we strongly believe in the power of face-to-face collaboration and are truly hopeful to hold the event in Los Angeles as planned, we are committed to converting Open Networking & Edge Summit North America 2020 into an immersive, virtual experience. We will bring you lead generation abilities, collaboration experiences, and brand and product exposure that you expect and deserve.

**ONES is the premier event for:**

- Open collaborative community innovation & development across enterprises, service providers/telcos and cloud providers.
- 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
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
Virtual

Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Editoria Interview and Article on Linux.com: Over 1M unique visitors per month. The Linux Foundation to determine final interview content and delivery date.</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 AVAILABLE</td>
<td>3 AVAILABLE</td>
<td>6 AVAILABLE</td>
<td>9 AVAILABLE</td>
<td>UNLIMITED</td>
</tr>
<tr>
<td>Assistance with Press Bookings</td>
<td>•</td>
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<tr>
<td>Pre or During Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation. Email option is based on sponsorship level.</td>
<td>Pre AND During</td>
<td>Pre OR During</td>
<td>•</td>
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<tr>
<td>LF Live Webinar to be held on separate date, with its own marketing and lead generation plan.</td>
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<tr>
<td>Onsite Recognition during Opening Keynote Session: By event emcee.</td>
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<td>1</td>
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<tr>
<td>Opportunity to reach out to attendees with a customized pop-up on-screen banner during event</td>
<td>2</td>
<td>1</td>
<td>•</td>
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</tr>
<tr>
<td>Opportunity to add custom questions to the post event attendee survey, Follow-up reporting will be provided with survey results.</td>
<td>2</td>
<td>1</td>
<td>•</td>
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</tr>
<tr>
<td>Keynote Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.</td>
<td>20 min Keynote</td>
<td>5 min Keynote</td>
<td>Keynote Panel Discussion Participation</td>
<td>•</td>
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</tr>
<tr>
<td>Conference Track Speaking Opportunity: Moderator, panel participant or joint session with customer. All sponsor content must be approved by Program Committee and Linux Foundation. Speaking slots based on availability.</td>
<td>3-hour Tutorial</td>
<td>1.5-hour Keynote</td>
<td>Conference Session</td>
<td>•</td>
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</tr>
<tr>
<td>Social Media Promotion of Sponsorship: From The Linux Foundation Events channel.</td>
<td>5x</td>
<td>4x</td>
<td>3x</td>
<td>•</td>
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<tr>
<td>Sponsor Designation in Press Releases: Recognition as sponsor in body of release.</td>
<td>•</td>
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<tr>
<td>Virtual Meeting Room for Exclusive Use.</td>
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<tr>
<td>Keynote Auditorium Branding: Logo prominently displayed.</td>
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<tr>
<td>Recognition in Pre-Conference Email Marketing: Includes company logo, linked to your website.</td>
<td>•</td>
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</tr>
<tr>
<td>Conference Track Branding: Logo featured in Auditorium for a 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>
</tr>
<tr>
<td>Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach.</td>
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<tr>
<td>Recognition on Event Website: Prominent logo display on event homepage.</td>
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<tr>
<td>Prominent Branding throughout conference.</td>
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<tr>
<td>Virtual Exhibit Booth: See below for details.</td>
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</tr>
<tr>
<td>Ability to direct attendees from your booth to your speaking session</td>
<td>•</td>
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<tr>
<td>Chat function with booth attendees (private or group options)</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Ability to generate leads with attendee contact information for those that visit your booth</td>
<td>•</td>
<td>•</td>
<td>•</td>
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<td>•</td>
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<tr>
<td>Embedded Sponsor Videos on Booth</td>
<td>•</td>
<td>•</td>
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<tr>
<td>Ability to link to resources, social media, job postings etc.</td>
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<td>•</td>
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</tr>
<tr>
<td>Ability to survey booth attendees</td>
<td>•</td>
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</tr>
<tr>
<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>Multiple Point Earning Options</td>
<td>Points for Booth Visit</td>
<td>Points for Booth Visit</td>
</tr>
<tr>
<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>
<td>•</td>
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<td>•</td>
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<td>•</td>
</tr>
<tr>
<td>Event Registration Passes.</td>
<td>160</td>
<td>120</td>
<td>80</td>
<td>40</td>
<td>10</td>
</tr>
<tr>
<td>20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.</td>
<td>•</td>
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</tr>
<tr>
<td>Sponsorship Cost</td>
<td>$70,000</td>
<td>$45,000</td>
<td>$25,000</td>
<td>$12,000</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

*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 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 Networking & Edge Summit North America 2020 7
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.

**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
2019 LF EVENT AUDIENCE SNAPSHOT

ATTENDANCE

42,000+ attendees
31.25% YoY Growth

REPRESENTING

12,000+ organizations
Including corporations, associations and academic institutions worldwide

FROM

141 countries

AUDIENCE BY COMPANY SIZE

<table>
<thead>
<tr>
<th>COMPANY SIZE</th>
<th>SUM OF %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 49</td>
<td>16%</td>
</tr>
<tr>
<td>50 - 499</td>
<td>21%</td>
</tr>
<tr>
<td>500 - 999</td>
<td>6%</td>
</tr>
<tr>
<td>1,000–2,999</td>
<td>10%</td>
</tr>
<tr>
<td>3,000+</td>
<td>47%</td>
</tr>
</tbody>
</table>

2% of attendees are from Australia
2.7% of attendees from Canada
6.5% of attendees from Germany
2.6% of attendees from the Netherlands
4.4% of attendees from the UK
2.9% of attendees from France
39.5% of attendees are from the US
3.6% of attendees from Japan
2.2% of attendees from South Korea
10.5% of attendees from India
2% of attendees from France
2019 LF EVENT AUDIENCE SNAPSHOT (CON’T)

AUDIENCE BY JOB FUNCTION

- Developer: 37%
- Architect: 17%
- DevOps / System Administration: 13%
- Executive Management: 9%
- Student / Professor / Academic: 6%
- Product Management: 6%
- Other: 4%
- Program Office Leader: 4%
- Legal / Compliance: 2%
- Media / Analyst: 2%

AUDIENCE BY INDUSTRY

- Software / Internet: 54%
- Hardware / Electronics: 7%
- Solutions Provider / IT Consultancy: 5%
- Education / Research: 3%
- Automotive: 2%
- Healthcare: 1%
- Other: 5%
- Finance / Banking / Insurance: 7%
- Carriers / Telecom: 6%
- Associations / Trade Groups / Foundations: 4%
- Media / Advertising / Publishing: 3%
- Retail / Wholesale Trade: 2%
- Aerospace / Defense: 1%

PRESS & SOCIAL MEDIA

Linux Foundation events are highly engaging and interactive. Our 2019 events generated:

- 30,000+ media clips
- 2,000,000,000+ potential impressions
- 90,000+ social media engagements on Facebook & Twitter
- 730,000,000+ event keyword impressions on social media
- Nearly 500 media professionals attended, representing global media outlets
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.

events.linuxfoundation.org