Virtual Experience Sponsorship Prospectus

June 29 - July 2, 2020
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“...development and the need for collaboration…...”
- SlashData, Developer Economics: State of the Developer Nation Q3 2017

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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
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>Open Source Summit + Embedded Linux Conference Virtual Experience 2020</th>
</tr>
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<tbody>
<tr>
<td><strong>DIAMOND</strong></td>
</tr>
<tr>
<td>4 AVAILABLE</td>
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</tbody>
</table>

### Editorial Interview and Article on Linux.com:
Over 1M unique visitors per month. The Linux Foundation to determine final interview content and delivery date.

### Assistance with connecting you with attending press.

### 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.

- Pre AND During
- Pre OR During

### Onsite Recognition during Opening Keynote Session:
By event emcee.

- 
- 

### Opportunity to reach out to attendees with a customized pop-up on-screen banner during event.

- 
- 

### Opportunity to add custom questions to the post event attendee survey. Follow-up reporting will be provided with survey results.

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### Speaking Opportunity:
All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.

- 15-minute Keynote
- 5-minute Keynote
- Conference Session or BoF

### Social Media Promotion of Sponsorship:
From The Linux Foundation Events channel.

- 5x
- 4x
- 3x

### Sponsor Designation in Press Releases:
Recognition as sponsor in body of release.

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### Virtual Meeting Room for Exclusive Use.

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### Keynote Auditorium Branding:
Logo prominently displayed.

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### Access to Event Press/Analyst List:
Contact List shared two weeks prior to event for your own outreach.

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### Conference Track Branding:
Logo featured in Auditorium for one track throughout conference and post event for on-demand videos.

- Dedicated Track of Choice (based on availability)
- Dedicated Track of Choice (based on availability)
- Shared Gold
- Shared Silver
- Shared Bronze

### Recognition in Pre-Conference Email Marketing:
Includes link to your URL.

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### Recognition on Event Website:
Prominent logo display on event homepage.

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### Prominent Branding throughout virtual conference.

- 
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### Virtual Exhibit Booth:
See below for details.

- L
- L
- M
- M
- S

- Ability to generate leads with attendee contact information for those that visit your booth
- Ability to direct attendees from your booth to your speaking session
- Chat function with booth attendees (private or group options)
- Embedded sponsor videos on booth
- Ability to link to resources, social media, job postings etc.
- Ability to survey booth attendees

- Multiple Point Earning Options
- Multiple Point Earning Options
- Points for Booth Visit
- Points for Booth Visit
- Points for Booth Visit

### Booth Visit Gamification:
Attendees will earn points for visiting your booth, with points earning prizes.

- Multiple Point Earning Options
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### 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.

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### Event Registration Passes.

- 40
- 30
- 20
- 12
- 6

### 20% Discount on Additional Conference Passes:
For use by your customers, partners or colleagues.

- 
- 

### Sponsorship Cost

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>$65,000</td>
<td>$45,000</td>
<td>$30,000</td>
<td>$15,000</td>
<td>$8,000</td>
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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.
Booths

- Live chat with staff “in booth”
- Customizable sponsor branding
- Sponsor videos and demos
- 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

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/Analyist 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%
- AL, 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%

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

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

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
Citrus Health, Inc.

Solutions Architect
Classmethod Canada

Infrastructure Engineer
ClearEdge

Software Engineer
Cloudreach

CTO
Codescoop

Senior Software Engineer
Collabora

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
DENSO

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
Ears Restaurants

Software Engineer
Excella

Software Development Engineer
Expediia

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
Maersk

UI Engineer
Macy’s.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
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 Mountain

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
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www.events.linuxfoundation.org