Due to continuing COVID-19 safety concerns, we are transitioning Open Networking & Edge Summit 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 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 70 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 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 (formerly Open Networking Summit) is the industry’s premier open networking event now expanded to comprehensively cover Edge Computing, Edge Cloud & IoT. Open Networking & Edge Summit (ONES) enables collaborative development and innovation across enterprises, service providers/telcos and cloud providers to shape the future of networking and edge computing.

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 and 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-user 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

Open Networking Summit North America 2019 Highlights:

928 Attendees

<table>
<thead>
<tr>
<th>Attendees from 32 countries</th>
<th>Over 60% were attending ONS for the first time</th>
<th>92% of attendees plan to attend ONES NA 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>67% from US and 9% from China</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- 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
## Open Networking & Edge Summit 2020

### Virtual Sponsorship Opportunities

<table>
<thead>
<tr>
<th></th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze Unlimited</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Keynote Speaking Opportunity:</strong></td>
<td>20 min Keynote</td>
<td>5 min Keynote</td>
<td>Keynote Panel Discussion Participation</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Speaking Opportunity with contact info of opted-in attendees provided:</strong></td>
<td>3-hour Tutorial</td>
<td>1.5-hour Tutorial</td>
<td>Conference Session</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Social Media Promotion of Sponsorship:</strong></td>
<td>5x</td>
<td>4x</td>
<td>3x</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sponsor Designation in Press Releases:</strong></td>
<td>Logo prominently displayed.</td>
<td>Logo prominently displayed.</td>
<td>Recognition as sponsor in body of release.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Keynote Auditorium Branding:</strong></td>
<td>Logo prominently displayed.</td>
<td>Logo prominently displayed.</td>
<td>Recognition in Pre-Conference Email Marketing: Includes company logo, linked to your website.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Access to Event Press/Analyst List:</strong></td>
<td>Contact List shared two weeks prior to event for your own outreach.</td>
<td>Logo displayed on all pages of event website, linking to URL of your choice.</td>
<td>Recognition on Event Website: Logo displayed on all pages of event website, linking to URL of your choice.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Prominent Branding throughout conference.</strong></td>
<td>Logo prominently displayed.</td>
<td>Logo prominently displayed.</td>
<td>Recognition on Event Website: Logo displayed on all pages of event website, linking to URL of your choice.</td>
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</tr>
</tbody>
</table>
| **Virtual Exhibit Booth:** | Below for inclusions. | Ability to generate leads with attendee contact information for those that visit your booth. | Chat function with booth attendees.
| **Sponsored Slack Channel:** | A sponsored Slack channel will be created for each sponsor to use throughout the event to post resources, host conversations and more. | Ability to link to resources, social media, job postings etc. |
| **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. | Ability to link to resources, social media, job postings etc. |
| **Virtual "Swag Bag" with contact info of opted-in attendees provided:** | Sponsors will have the opportunity to add a giveaway or raffle item on a dedicated page on the event site. Attendees will opt-in to participate. All opt-in information will be shared with the sponsor. Any physical items will be fulfilled directly by the sponsor. | Ability to link to resources, social media, job postings etc. |
| **Event Registration Passes:** | 160 | 120 | 80 | 40 | 10 |
| **Sponsorship Cost** | $70,000 | $45,000 | $25,000 | $12,000 | $8,000 |

*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.
Linux Foundation Events are where 42,000+ developers and technologists from across the globe meet to share ideas, learn and collaborate to drive innovation.

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.
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>

39.5% of attendees are from the US
2.7% of attendees from Canada
6.5% of attendees from Germany
2.9% of attendees from France
4.4% of attendees from the UK
2.6% of attendees from the Netherlands
10.5% of attendees from India
3.6% of attendees from Japan
2.2% of attendees from South Korea

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
10.5% of attendees from India
3.6% of attendees from Japan
2.2% of attendees from South Korea
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

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

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