December 2-4, 2020

2020 Sponsorship Prospectus
Due to continuing COVID-19 safety concerns, we are transitioning Open Source Summit Japan + Automotive Linux 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 reimagined Open Source Summit Japan + Automotive Linux 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 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 Source Summit is the leading conference for developers, architects and other technologists – as well as open source community and industry leaders – to collaborate, share information, learn about the latest technologies and gain a competitive advantage by using innovative open solutions.

Open Source Summit connects the open source ecosystem under one roof. It covers cornerstone open source technologies; helps ecosystem leaders to navigate open source transformation; and delves into the newest technologies and latest trends touching open source. It is an extraordinary opportunity for cross pollination between the developers, sysadmins, DevOps professionals, IT architects, and business & community leaders driving the future of technology.

Attendees join the event to:

- Learn about the latest trends in open source and automotive
- 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 Sales Leads
- Community participation in your projects and alliances & customers
- Support the important work of the open source community
1000+ Attendees from 284 organizations across 40 countries

Sponsors generated up to 213 leads in exhibit booths

96% of attendees visit exhibit booths onsite

More than 75 senior executive and C-level decision-makers joined the event

66% of attendees were in technical positions

95% of attendees found the event a valuable use of time and plan to attend again in the future

ATTENDEE DEMOGRAPHICS

**Industry**
- Software / Internet 48.35%
- Automotive / Transport 17.52%
- Internet or Web Services 10.13%
- Education / Research 3.98%
- Media / Publishing 2.84%
- Consulting 2.50%
- Non-profit 2.50%
- Telecommunications 2.28%
- Banking / Finance / Insurance 1.71%
- Carriers / Telecommunications 1.48%
- Industrial Manufacturing & Machiner 1.37%
- Government 0.57%
- Healthcare / Medical Devices / Rx 0.57%
- Transportation / Logistics / Warehousing 0.46%
- Aerospace / Defense 0.34%
- Associations / Trade Groups / Foundations 0.34%
- Energy 0.34%
- Retail / E-Commerce 0.34%
- Other 2.39%

**Job Level**
- Individual Contributor 36.57%
- Manager 21.53%
- Director 8.57%
- Academic 7.21%
- CXO / ED 5.02%
- VP / SVP / GM 2.82%
- Other 18.29%

**Job Function**
- Developer 12.96%
- Sales/Marketing/Business Development 10.97%
- Student 5.64%
- Executive Management (VP/CxO) 4.49%
- Product Management 3.87%
- IT Operations - DevOps 3.66%
- Media/Analyst 2.4%
- Legal / Compliance 2.3%
- IT Operators - Sys Admin 2.3%
- Program Office Leader 1.36%
- Professor/Academic 1.25%
- Other 6.27%

**Country**
- Japan 60.30%
- United States 8.00%
- India 6.30%
- South Korea 3.90%
- China 3.20%
- United Kingdom 2.50%
- Germany 2.20%
- Taiwan 1.10%
- France 1.00%
- Other 5.9%
From our presentation in #OSSSummit in Tokyo, thanks again for all the awesome contributions from the Japanese community to #OpenAPI #Generator 🍣 🍣 🍣 Looking forward to the next Open Source Summit. #OpenSource #AutoLinux #OSSummit

Great panel session moderated by @stevenptahn at #OSSSummit Tokyo. Very interesting to learn from end users what challenges they are facing in cloud native storage management.

Knowledge is power. Documenting knowledge encourages equity and inclusion. ❤️ #osssummit

Very much enjoyed being part of the Civil Infrastructure Platform team at #OSSummit Japan @linuxfoundation - great team, great event!

A great week in Japan for @linuxfoundation #OSSummit 2019 and @IBMJapan1 office to discuss OpenSource & @IBMDeveloper transformation. Thank you to all my community friends and @IBM colleagues! どうもうありがとうございました! @tmmoore_1 @bradtopol @wtejada223 @rvlloyd @CalforCode

Great presentation by Xing and Takei-san on building telemetry and anomaly detection for storage #opensds #OpenDataAutonomy #events #osssummit

Had the best time in Japan at @linuxfoundation #ossmit. Thanks to @code think for sending me!
BENEFITS OF SPONSORING

Generate new partnerships, alliances & customers
Increase brand awareness & recognition
Showcase your thought leadership
Demonstrate support for the Linux & open cloud communities

Take advantage of media exposure & PR announcements
Showcase products, services & technologies
Leverage highly targeted marketing opportunities
Recruit and acquire top talent
PAST ATTENDEES INCLUDE:

CTO  
Abalta Technologies

CTO  
Acer Inc.

Deputy CTO  
ACTIA Automotive SA

Engineer  
ADIT

Associate Director  
Advanced Data Controls Corp.

Engineer  
Advanced Driver Information Technology

Enterprise Architect  
Akamai Technologies

Director of Vehicle Software and Systems Architecture  
Alta Motors

Search CX Support Engineer  
Amazon Inc

CEO  
Amegumi Inc

Director  
Aquentinet

Sr. Manager, IoT Ecosystem  
Arm

Director, Innovation  
Audionic

Sr. Software Engineer  
Autodesk

Executive Director  
Automotive Grade Linux

Program Manager  
Azure

Senior Technical Evangelist  
Black Duck by Synopsys

CTO Office, Compute Architecture  
Bloomberg LP

Software Engineer  
bol.com

Developer  
Booking.com B.V.

Engineering Manager  
Bose Automotive G.K.

Senior Mgr., Software Engineering  
Bose Corporation

General Manager  
Brison Inc.

Engineer  
CANON

TEST ARCHITECT  
CERNER

Senior Systems Engineer  
Cisco Japan

CTO  
Cloud Foundry Foundation

Executive Director  
Cloud Native Computing Foundation

Software Engineer  
CloudMosa, Inc.

Chief Engineer  
CLSA

Software Developer  
Codecethink Ltd

Director  
Concurrent Nippon Corporation/ Application Engineering

System Architect  
Continental Automotive Japan

Software developer  
Credit Suisse

Software Engineer  
Cyber Trust Co., Ltd.

SRE  
CyberAgent, Inc.

Software Engineer  
Cybozu Labs, Inc.

Head of Onboard-System Architecture and IoT  
Daimler AG - Mercedes-Benz Vans

Developer  
Debian

Engineer  
DENSO

Technical Director  
DICE / E

Senior Project Manager  
Elektrobit Nippon KK

CTO Automotive & Embedded Systems  
EPAM

Architect/Tech Evangelist  
ExxonMobil

Technical Fellow  
Faraday Future

Software Engineer  
Fidelity Investments

Engineer  
FirstServer, Inc.

Founder  
Flowchain

Contributor  
Forbes

Deputy Head of Department  
Fujitsu

Software Engineer  
Furukawa Electric, Co., Ltd.

Editorial Staff  
Gijutsu Hyohon Co. Ltd.

Devops  
Goldman Sachs

Software Engineer  
Google

VP of Asia-Pacific Operations  
Green Hills Software

Founder  
HashiCorp

Sr Data Architect  
HERE Technologies

Lead Architect  
Hewlett Packard Enterprise

Group Manager  
Hitachi Solutions, Ltd.

Chief Engineer  
Honda R&D Co., Ltd. Automobile R&D Center

Director Software Engineering  
Houghton Mifflin Harcourt

Director of Storage Open Source Department  
Huawei

Research Engineer  
Hyundai Motor Company

Application Security Engineer  
Indeed

Engineer  
Industrial Technology Research Institute

Technical Director  
IoT.bzh

Computer Engineer  
iPadPlaza

Director  
IVIS

Security Analyst  
Kaspersky Labs Japan

Associate Analyst  
KDDI Research

Principal Software Engineer  
Konsulko Group

Principal Engineer  
LG Electronics

CEO  
Linaro

Technical Director  
Linxsoft

Engineer  
Macnica Solutions Corp

Research Manager  
Mazda Motor Corporation

Senior Technical Manager  
MediaTek Inc.

Open Source Senior Software Engineer  
mentor Graphics

Senior Application Engineer  
Microchip Technology

Head Researcher  
Mitsubishi Electric Corporation

R&D Architect  
Mitsui & Co., Ltd.

Application Engineer  
Monolithic Power Systems

Software Engineer  
Nanjing Fujitsu Nanda Software Technology Co., Ltd

Senior Expert  
NEC

Senior Research Engineer  
Nippon Telegraph and Telephone

Executive Director  
Nomura Securities Co., Ltd

Open Source Compliancy Officer  
OLYMPUS Corp.

CEO  
Open Invention Network

Chairman of the Board / Research Fellow  
OpenID Foundation / NRI

Developer  
Orange // SSPO

Engineer  
Osaka NDS

Engineer  
Panasonic
PAST ATTENDEES INCLUDE:

Product Manager
Pinterest

IoT Services
Plat’Home Co., Ltd.

CEO
PowerBoosterFuel

Engineer
Privater

Senior Engineer
Qualcomm CDMA Technologies

Developer
Ragnatech

Managing Director
RAL Capital Ltd

Country Manager
RealVNC

Director
Robert Bosch GmbH

Head of Software Development Center
ROHM Semiconductor GmbH

Developer Advocate
SAKURA Internet Inc.

Infrastructure Engineer
Start Today Technologies, Inc

Manager, Engineering Management DIV.
Subaru Corp.

Engineer
Suzuki Motor Corporation

SysAdmin
Swissquote

Research Scientist
Toshiba

Architect
Toyota InfoTechnology Center Co., Ltd.

Group Manager
TOYOTA MOTOR CORPORATION

Software Engineer
Trend Micro Inc.

Sr. Program Manager
Uber Technologies

Operating Officer
Ubiquitous Corporation

Software Engineer
UBS

Middleware Engineer
Witz Corporation

Engineer
Xevo K.K.

Engineer
Yahoo Japan

Big Data Reseacher
Yarch

Software Engineer
Yazaki Corporation
## Virtual Experience

### Sponsorship Opportunities

| Assistance with Press Bookings at Event: Helping you get the most out of an event announcement. | DIAMOND 4 AVAILABLE | PLATINUM 8 AVAILABLE | GOLD 10 AVAILABLE | SILVER UNLIMITED | BRONZE UNLIMITED |
| Pre or During Conference Email Blast: To be sent by The Linux Foundation to our opted-in mailing list. Email option is based on sponsorship level. | | | | Pre AND During | Pre OR During |
| Onsite Recognition during Opening Keynote Session: By event emcee. | | | | | |
| Opportunity to add custom questions to the post event attendee survey. Follow-up reporting will be provided with survey results. | 2 | 1 | | | |
| Slack Channel Takeover of the “Ask the Experts” Channel: Sponsor will have the opportunity to host their own 30 minute “Ask the Experts” session on Slack, the conference networking & collaboration virtual lounge. | | | | | |
| Speaking Opportunity with contact info of opted-in attendees provided. Sponsor recognition in the session chat with a link of the sponsors choice posted during the session. Opt-in attendee list and session metrics will be provided postevent. All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability. | 15-minute Keynote** OR 1 Hour Tutorial | 5-minute Keynote** OR 1 Hour Tutorial | Conference Session or BoF |
| Social Media Promotion of Sponsorship: From the Linux Foundation channels and the Linux Foundation Events channels via Twitter, Facebook, and Linkedin. Sponsor can provide custom content (must be approved by the Linux Foundation). | 5x | 4x | 3x | | |
| Social Media Re-share: The Linux Foundation Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined by The Linux Foundation. | | | | | |
| Sponsor Designation in Press Releases: Recognition as sponsor in body of release. | | | | | |
| Keynote Branding: Logo prominently displayed. | | | | | |
| Recognition in Pre-Conference Email Marketing: Includes company logo linked with URL of your choice. | | | | | |
| Recognition on Event Website: Logo displayed on all pages of event website, linking to URL of your choice. | | | | | |
| Prominent Branding throughout virtual conference. | | | | | |
| Virtual Exhibit Booth: See below for inclusions. | | | | | |
| Ability to generate leads with attendee contact information for those that visit your booth | | | | | |
| Chat function with booth attendees | | | | | |
| Ability to link to resources, social media, job postings etc. | | | | | |
| 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. | | | | | |
| 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. | | | | | |
| Event Registration Passes. | 50 | 40 | 30 | 20 | 10 |
| 20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues. | | | | | |

| Sponsorship Cost | DIAMOND 4 AVAILABLE $42,000 | PLATINUM 8 AVAILABLE $30,000 | GOLD 10 AVAILABLE $20,000 | SILVER UNLIMITED $15,000 | BRONZE UNLIMITED $8,000 |

*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.

**Keynote sessions are not eligible to receive the opt-in attendee contact list. Keynote sessions also do not allow for a link of sponsors choice to be provided to attendees viewing the keynote.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.
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.

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

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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.

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

ATTENDANCE 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
2.6% 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
2% of attendees from Australia
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
Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

www.events.linuxfoundation.org