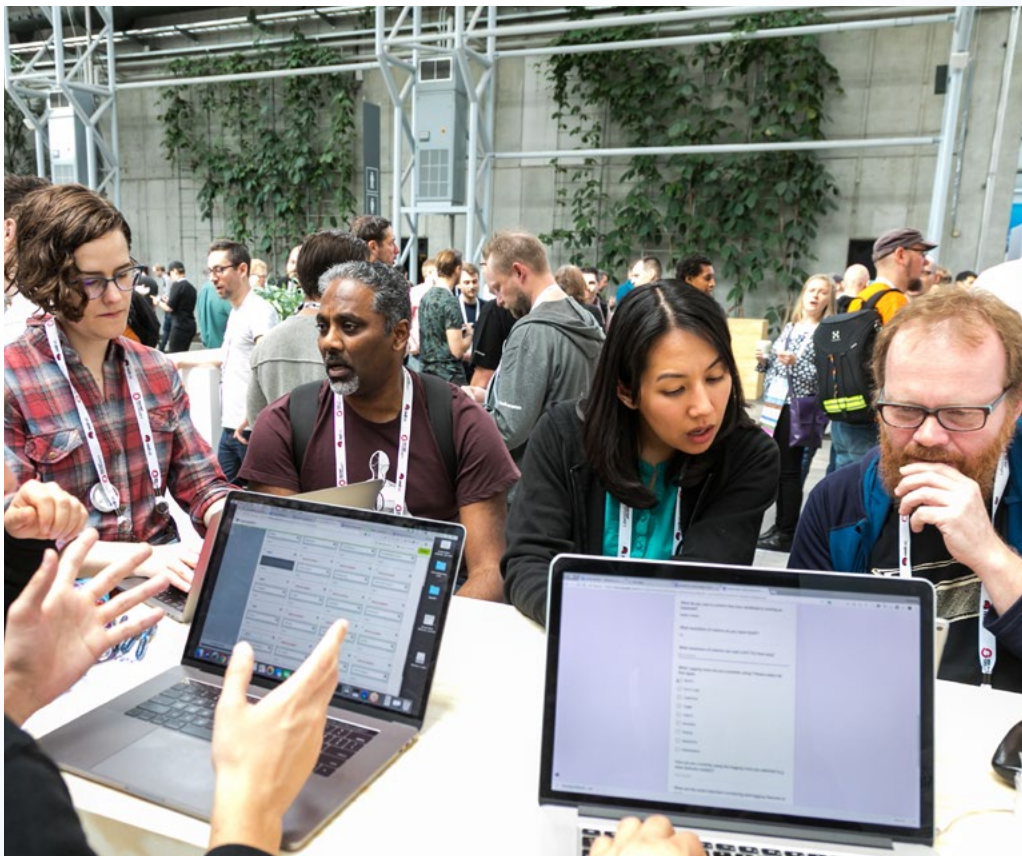
THE LINUX FOUNDATION

2020 Event Sponsorship Prospectus



THE LINUX FOUNDATION

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Additional 2020 events will be added as dates are finalized.

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LINUX FOUNDATION EVENTS

JUNE

Open Source Summit + Embedded Linux Conference North America 6
June 29 - July 2, 2020 | Virtual Experience

JUNE

Linux Security Summit North America 8
July 1-2, 2020 | Virtual Experience

AUGUST

Linux Plumbers Conference 9
August 25 - 27, 2020 | Virtual Experience

Linux Kernel Maintainer Summit 11
August 28, 2020 | Halifax, Nova Scotia

SEPTEMBER

Open Networking & Edge Summit North America 12
September 28-30 | Virtual Experience

OCTOBER

Open Source Summit + Embedded Linux Conference Europe 14
October 26-29, 2020 | Virtual Experience

KVM Forum 16
October 28-30, 2020 | Virtual Experience

Linux Security Summit Europe 18
October 29-30, 2020 | Virtual Experience

NOVEMBER

Open Source Strategy Forum 19
November 12-13, 2020 | Virtual Experience

DECEMBER

Open Compliance Summit 21
December 1, 2020 | Tokyo, Japan

Open Source Summit Japan + Automotive Linux Summit 23
December 2-4, 2020 | Virtual Experience

LINUX FOUNDATION PROJECT EVENTS

MARCH

Hyperledger Global Forum 25
March 3-6, 2020 | Phoenix, AZ

JUNE

Open JS World 27
June 23-24, 2020 | Austin, TX

Cloud Foundry Summit North America 29
June 25, 2020 | Austin, Texas

JULY

PromCon 31
July 16-17, 2020 | Vancouver, BC

AUGUST

KubeCon + CloudNativeCon Europe 2020 - Virtual 33
August 17 - 20, 2020 | Virtual Experience

SEPTEMBER

Open Mainframe Summit 35
September 16-17, 2020 | Virtual Experience

OCTOBER

Cloud Foundry Summit Europe 37
October 29, 2020 | Dublin, Ireland

NOVEMBER

KubeCon + CloudNativeCon North America 39
November 17 - 20, 2020 | Boston, MA

"The Linux Foundation events continue to stay 2 steps ahead of the leading edge in innovation and deliver technical education, networking and best practices like no other show. What I also like is the ability to connect with key people and not feel overwhelmed with crowds. Kudos on the effort to make it an inclusive and diverse conference. A must-attend conference on my open source and technology events calendar."

NITHYA A. RUFF, SENIOR DIRECTOR, OPEN SOURCE PRACTICE, COMCAST

THE LINUX FOUNDATION

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

Applications
OpenJS World, API Specifications Conference

Networking & Edge Computing
Open Networking & Edge Summit, Open Source Summit, 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, The Linux Foundation Member Summit

Open Source Governance, Community & Management
The Linux Foundation Member Summit, Open Source Summit, Open Compliance Summit, The Linux Foundation Member Legal Summit, Open Source Strategy Forum

Cloud & Cloud Native
KubeCon + CloudNativeCon, Open Source Summit, Open Source Strategy Forum, Open Networking & Edge Summit, Kubernetes Contributor Summit, Helm Summit, FoundationDB Summit, ServiceMeshCon, PromCon, KVM Forum, Xen Summit, Cloud Foundry Summit

Blockchain
Hyperledger Global Forum, Hyperledger Member Summit, Open Source Strategy Forum

Hardware
OpenPOWER Summit, RISC-V Global Forum

Invitation-Only Events
LSF-MM Summit, The Linux Foundation Member Legal Summit, Open Compliance Summit, Linux Kernel Maintainer Summit & The Linux Foundation Member Summit

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

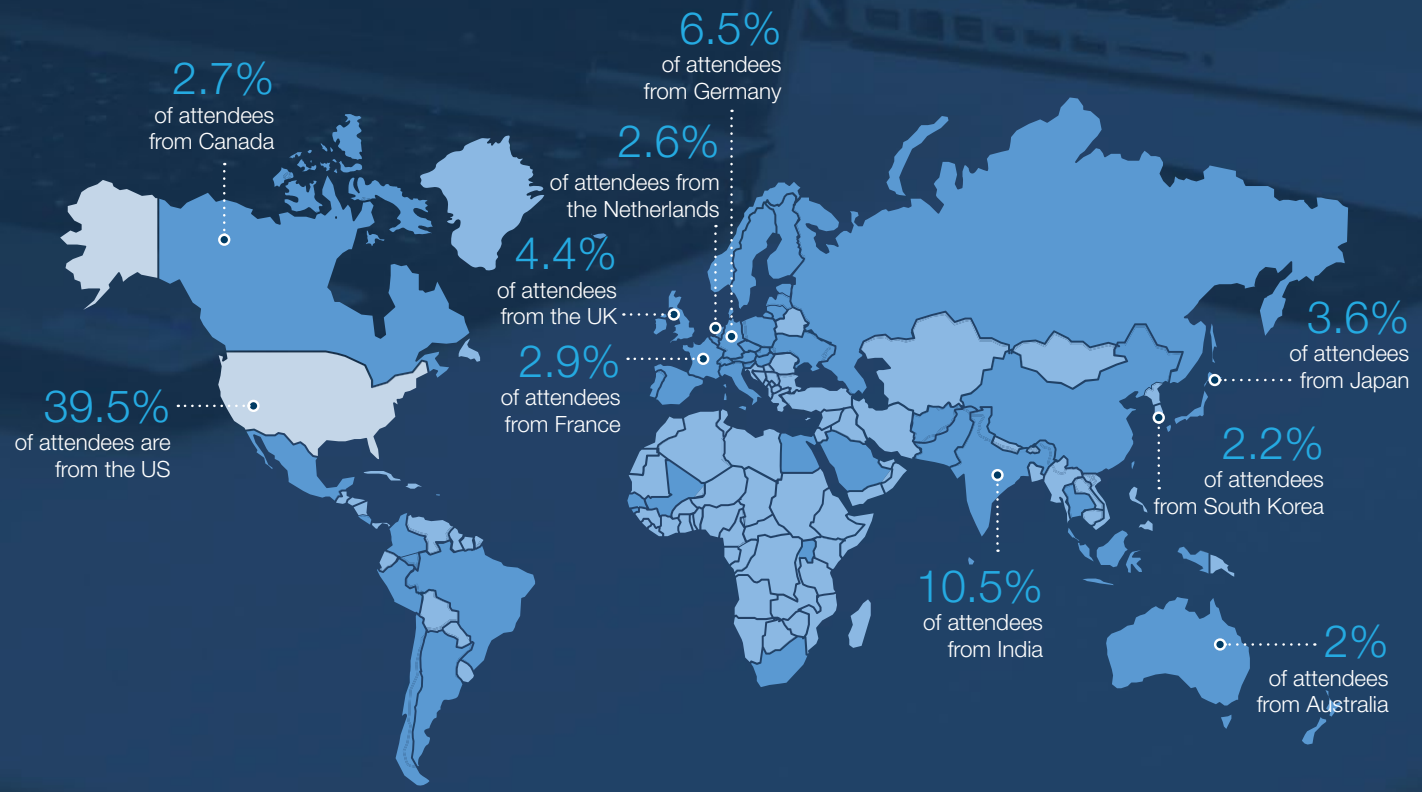
Including corporations, associations and academic institutions worldwide

FROM

141 countries

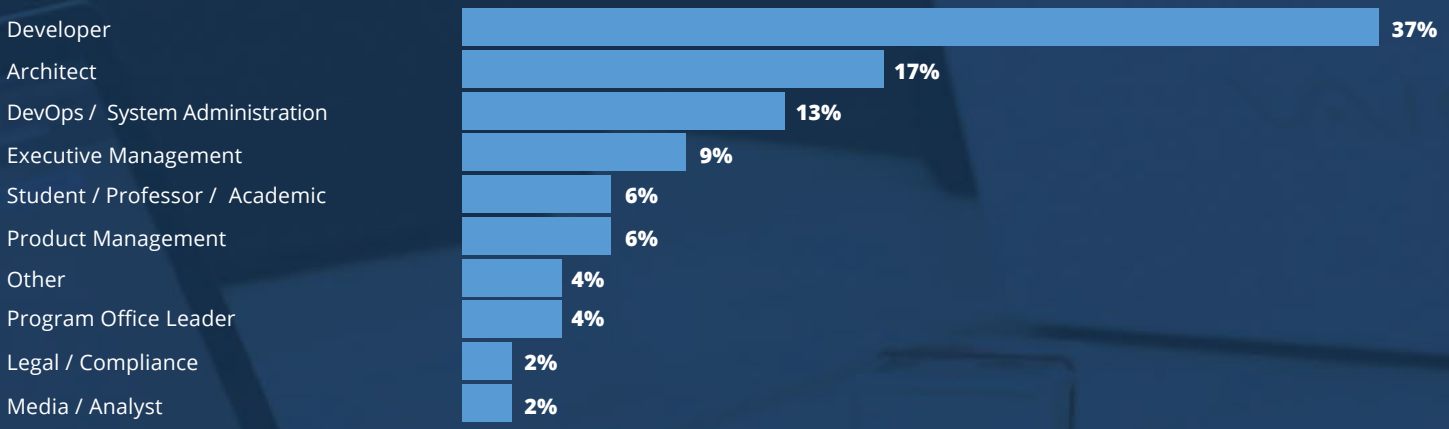
AUDIENCE BY COMPANY SIZE

COMPANY SIZE	SUM OF %
1 - 49	16%
50 - 499	21%
500 - 999	6%
1,000–2,999	10%
3,000+	47%

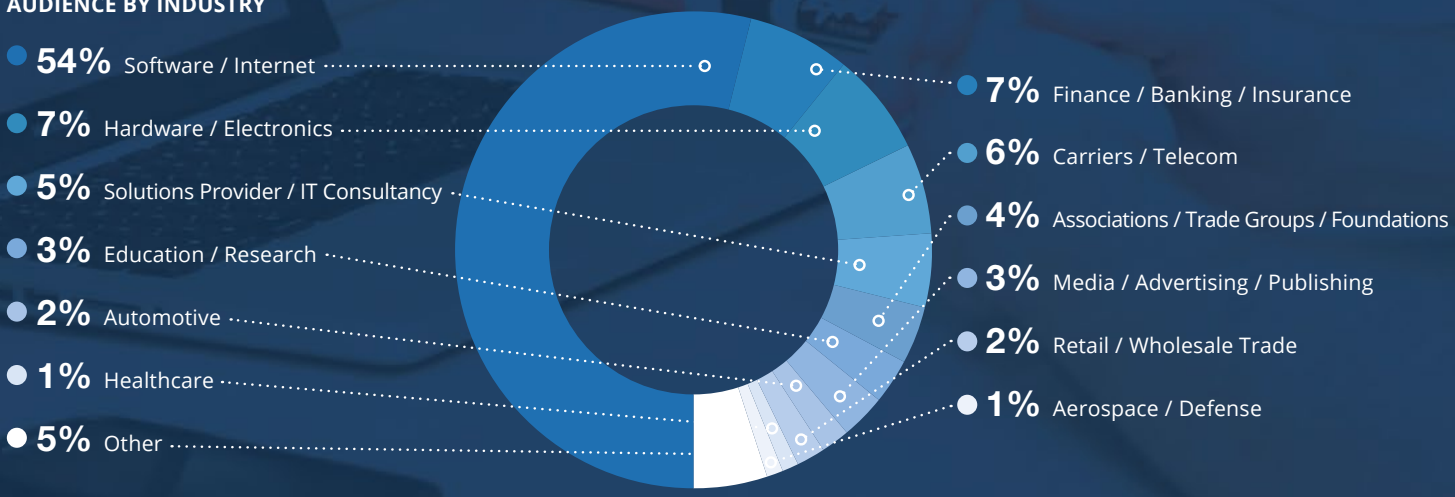


2019 LF EVENT **AUDIENCE SNAPSHOT** (CON'T)

AUDIENCE BY JOB FUNCTION



AUDIENCE BY INDUSTRY



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

THE LINUX FOUNDATION
OPEN SOURCE SUMMIT
NORTH AMERICA

Embedded Linux Conference
North America

Virtual Experience | June 29 - July 2

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.

	DIAMOND 4 AVAILABLE	PLATINUM ~~8 AVAILABLE~~ 3 AVAILABLE	GOLD ~~10 AVAILABLE~~ 8 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
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.	2	1			
Opportunity to add custom questions to the post event attendee survey. Follow-up reporting will be provided with survey results.	2	1			
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.	•	•	•		
Virtual Meeting Room for Exclusive Use.	•	•	•		
Keynote Auditorium Branding: Logo prominently displayed.	•	•	•	•	
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach.	•	•	•	•	
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.	•	•	•	•	•
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•	•
Prominent Branding throughout virtual conference.	•	•	•	•	•
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	•	•	•	•	•
Booth Visit Gamification: Attendees will earn points for visiting your booth, with points earning prizes.	Multiple Point Earning Options	Multiple Point Earning Options	Points for Booth Visit	Points for Booth Visit	Points for Booth Visit
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.	•	•	•		
Event Registration Passes.	40	30	20	12	6
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	**$65,000**	**$45,000**	**$30,000**	**$15,000**	**$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.**

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 SECURITY SUMMIT

July 1-2, 2020 | Virtual Experience

The Linux Security Summit (LSS) is a technical forum for collaboration between Linux developers, researchers, and end users with the primary aim of fostering community efforts to analyze and solve Linux security challenges.

LSS is where key Linux security community members and maintainers gather to present their work and discuss research with peers, joined by those who wish to keep up with the latest in Linux security development and who would like to provide input to the development process.

Demonstrate your support for the future of security by sponsoring the Linux Security Summit.

Host Sponsorship

1 Available • $8,000

- Logo on website with URL
- Custom banner graphic and link featured front and center on theater stage (sponsor to provide artwork and URL)
- Logo will appear on one rotation banner during virtual event
- 6 Tickets to Security Summit
- Logo included on event recordings within the virtual platform for up to one-year post-event

General Sponsorship

Unlimited • $5,000

- Logo on website with URL
- Logo will appear on one rotation banner during virtual event
- Logo featured on theater stage during event
- 2 Tickets to Security Summit

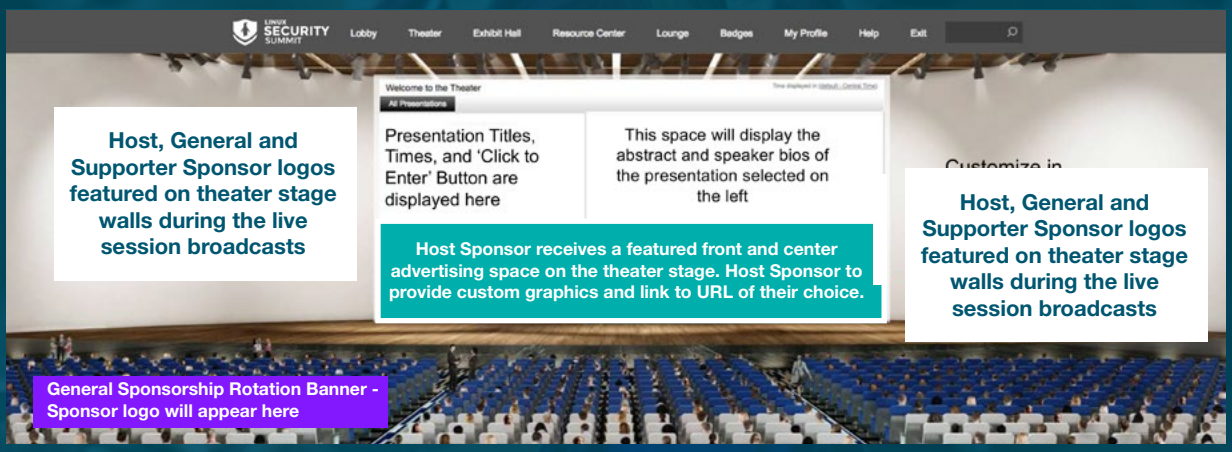
Supporter Sponsorship

Unlimited • $3,000

- Logo on website with URL
- Logo featured on theater stage during event
- 2 Tickets to Security Summit

Theater

Example of virtual event theater and sponsor logo placement.



LINUX PLUMBERS CONFERENCE

August 25 - 27, 2020 | Virtual Experience

The Linux Plumbers Conference (LPC) is a developer conference for the open source community.

LPC brings together the top developers working on the “plumbing” of Linux — kernel subsystems, core libraries, windowing systems, etc. — and gives them three days to work together on core design problems.The conference is divided into several working sessions focusing on different “plumbing” topics, as well as a general paper track.

LPC launched in 2008 at the behest of the community and continues to provide a space where developers working in subsystems can come together to solve problems real-time. 500 developers gather annually for this event; the conference is limited to this number of people for maximum collaboration opportunities.

VIRTUAL EXPERIENCE

SPONSORSHIP OPPORTUNITIES

	DIAMOND ~~1 AVAILABLE~~ SOLD OUT	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED
Virtual Meeting Room for Exclusive Use	•			
Sponsor Designation in Session Room Name	•			
Logo Prominently Displayed on Post-Event Recordings	•			
Opportunity to Add Custom Question to the Post-Event Attendee Survey Follow-up reporting will be provided with survey results	•			
Pre or During Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation	•			
Sponsor Designation in Press Releases: Recognition as a sponsor in body of release	•	•		
Recognition During Plenary Session	•	•	•	•
Opportunity to Post on a Virtual Job Board	•	•	•	•
Prominent Branding Throughout Virtual Conference	•	•	•	•
Free Attendee Passes	12	9	6	3
Sponsorship Cost	**$35,000**	**$20,000**	**$15,000**	**$10,000**

Bulk purchase of tickets is an additional option available to certain sponsor levels of Linux Plumbers Conference. This lets sponsors purchase an additional number of tickets with a purchase order.

The maximum number of additional passes available for purchase corresponds to the sponsoring level.

- **Diamond:** May purchase up to 22 additional passes
- **Platinum:** May purchase up to 15 additional passes
- **Gold:** May purchase up to 7 additional passes
- **Silver:** No bulk purchase at this level

All bulk purchases are at the regular registration rate and need to be completed with a single PO. The PO must be paid in full before the registration code will be provided.

If you are interested in purchasing bulk registration passes in addition to your sponsorship, please reach out to Megan Knight (mknight@linuxfoundation.org).

Benefits of Sponsorship:

Recruit and acquire top talent

Increase brand awareness & recognition

Generate new partnerships, alliances & customers

Showcase products, services & technologies

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details about this event or discuss additional and/or custom marketing options.

THE LINUX KERNEL MAINTAINER SUMMIT

August 28, 2020 | Halifax, Nova Scotia

The Linux Kernel Maintainer Summit brings together the world's leading kernel developers to discuss the state of the existing kernel and plan the next development cycle.

The Linux Kernel Maintainer Summit, an invitation-only gathering of Linus Torvalds and 40 of the world's leading kernel developers features in-depth discussions and decision making on the Linux kernel.

Sponsoring The Linux Kernel Maintainer Summit gets you an invitation to this exclusive gathering, and a seat at the table to be a part of these crucial decisions.

Sponsorship Opportunities

	ATTENDEE GIFT ~~1 AVAILABLE~~ SOLD OUT	DINNER RECEPTION 1 AVAILABLE	LUNCH 1 AVAILABLE	BREAKFAST AND BREAKS CO-SPONSORSHIP ~~3 AVAILABLE~~ 2 AVAILABLE
Sponsor Logo on Attendee Gift	•			
Sponsor Designation in Promotional Emails	•	•	•	•
Recognition during Opening Session	•	•	•	•
Collateral Distributed to Attendees	•	•	•	•
Logo on Conference Signage	•	•	•	•
Logo on Website	•	•	•	•
Invite-Only Maintainer Summit Attendee Pass	1	1	1	1
Sponsorship Cost	**$30,000**	**$25,000**	**$25,000**	**$20,000**

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

ONS is now the Open Networking & Edge Summit!

September 28-30, 2020

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.
- Deep focused Technical, Architectural and Business Discussions in the area of Open Networking (NFVI/SDN/NFV/VNF - enabling automated 5G deployments, Cloud Native Telecom including Kubernetes Networking and Cloud Native Network Functions) & AI/ML enabled use cases for 5G, IoT, Edge and Enterprise deployments.
- 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

Thousands of attendees will participate in the the Open Networking & Edge Summit 2020 Virtual Experience

Hosted By

THE LINUX FOUNDATION | LF NETWORKING | LF EDGE

OPEN NETWORKING & EDGE SUMMIT

Virtual

Sponsorship Opportunities

START-UP PACKAGE $5,000*

Includes:
Bronze sponsorship benefits.

	DIAMOND ~~3 AVAILABLE~~ 1 AVAILABLE	PLATINUM ~~5 AVAILABLE~~ 3 AVAILABLE	GOLD ~~6 AVAILABLE~~ 5 AVAILABLE	SILVER ~~10 AVAILABLE~~ 9 AVAILABLE	BRONZE UNLIMITED
Editorial Interview and Article on Linux.com: Over 1M unique visitors per month. The Linux Foundation to determine final interview content and delivery date.	•				
Experience Add-on: You will be the exclusive sponsor for one of the event experiences (previous examples include: Zen Zone, Digital Arcade, and Mixology Class). Experience sponsorship will be based on a first come, first served basis.	•				
Assistance with Press Bookings.	•	•			
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			
LF Live Webinar: To be held during event or on a separate date, with its own marketing and lead generation plan. (Full contact information of registrants supplied).	1	1			
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.	2	1			
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.	•	•			
Keynote Speaking Opportunity: Session metrics will be provided post-event. All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.	20 min Keynote	5 min Keynote	Keynote Panel Discussion Participation		
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. Session metrics and opt-in attendee list will be provided post-event. All sponsor content must be approved by Program Committee and Linux Foundation. Speaking slots based on availability.	3-hour Tutorial	1.5-hour Tutorial	Conference Session		
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		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Social Media Re-share: The Linux Foundation Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined the The Linux Foundation.	•	•	•		
Keynote Auditorium Branding: Logo prominently displayed.	•	•	•	•	
Recognition in Pre-Conference Email Marketing: Includes company logo, linked to your website.	•	•	•	•	•
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach.	•	•	•	•	•
Recognition on Event Website: Logo displayed on all pages of event website, linking to URL of your choice.	•	•	•	•	•
Prominent Branding throughout 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.	•	•	•	•	•
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.	•	•	•	•	
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.	160	120	80	40	10
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
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**

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THE LINUX FOUNDATION
OPEN SOURCE SUMMIT
EUROPE

Embedded Linux Conference
Europe

Virtual Experience • October 26-29, 2020

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.

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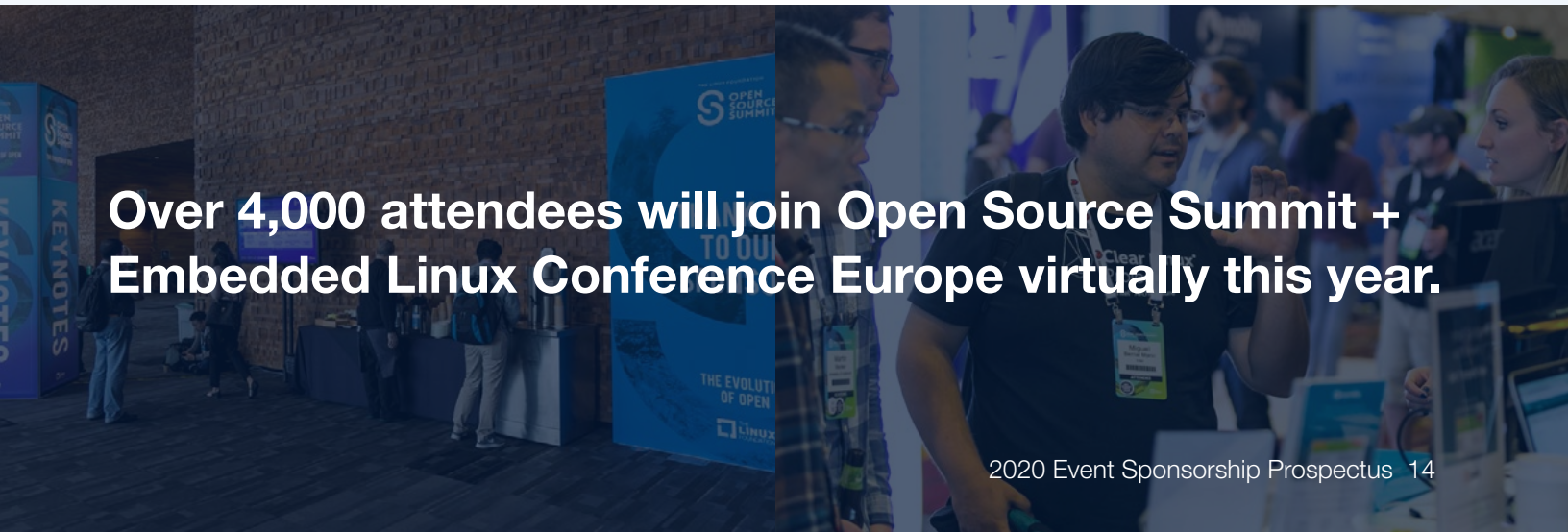
- Increase brand awareness & recognition
- Generate Sales Leads
- Thought Leadership
- Talent Recruitment
- Media Coverage
- Showcase Products & Technologies
- Create New Partnerships
- Community participation in your projects and alliances & customers
- Support the important work of the open source community



Over 4,000 attendees will join Open Source Summit + Embedded Linux Conference Europe virtually this year.

	DIAMOND 4 AVAILABLE	PLATINUM ~~8 AVAILABLE~~ 4 AVAILABLE	GOLD ~~10 AVAILABLE~~ 7 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
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Experience Add-on. You will be the exclusive sponsor for one of the event experiences (previous examples include: Zen Zone, Digital Arcade, and Mixology Class). Experience sponsorship will be based on a first come, first served basis.	•	•			
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.	•	•			
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.	2	1			
Opportunity to add custom questions to the post event attendee survey. Follow-up reporting will be provided with survey results.	2	1			
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 post-event. 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 the The Linux Foundation.	•	•	•		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Keynote Auditorium Branding: Logo prominently displayed.	•	•	•	•	
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach.	•	•	•	•	
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Recognition on Event Website: Logo displayed on all pages of event website, linking to URL of your choice.	•	•	•	•	•
Prominent branding throughout virtual conference.	•	•	•	•	•
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.	•	•	•	•	•
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.	•	•	•	•	•
Event Registration Passes.	40	30	20	12	6
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	**$65,000**	**$45,000**	**$30,000**	**$15,000**	**$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.

KVM FORUM

October 28-30, 2020 | Virtual Experience

KVM Forum is an annual event that presents a rare opportunity for developers and users to connect, discuss the state of Linux virtualization technology, and plan for the challenges ahead.

KVM Forum is a highly technical conference, bringing together the developers who drive KVM development and the users who depend on KVM as part of their offerings, or to power their data centers and clouds. We invite you to be part of this important event.

The agenda will include sessions on the state of the KVM virtualization stack, planning for the future, and many opportunities for attendees to collaborate. After more than nine years in the mainline kernel, KVM continues to be a critical part of the FOSS cloud infrastructure. Come join us in continuing to improve the KVM ecosystem.

Who Attends?

350+ C-Level, Principal, Director, and Technical Leads from prominent organizations, along with Architects, Engineers and Programmers gather annually.

- 2019 Attendees came from companies including: Alibaba, Amazon, AMD, Apple, ARM, Cisco, Citrix, Dell, Freescale, Fujitsu, Google, HP, Huawei, IBM, Igalia, Intel, Linaro, NEC, Odin, Oracle, Red Hat, Samsung, Siemens AG, SUSE, Xilinx and many more.

Benefits of Sponsorship:

- Connect with upstream contributors and maintainers from all over the world.
- Learn about the latest features in libvirt, QEMU, KVM and other kernel components related to KVM.
- Learn what other companies are doing with KVM technology.
- Collaborate with engineering managers from other companies.
- Discuss strategic partnerships with technical product managers from other companies.

Virtual Experience

Sponsorship Opportunities

	PLATINUM 3 AVAILABLE	GOLD 6 AVAILABLE	SILVER UNLIMITED
Session Speaking Opportunity: In conjunction with The Linux Foundation, develop and present a session at the event	•		
Pre- or Post-event Email Blast: One time use of opt-in list to be sent by The Linux Foundation	•		
Recognition in Pre-Conference Email Marketing: Logo included, linking to URL of your choice	•	•	
Keynote Branding: Logo prominently displayed	•	•	
Recognition during Opening Keynote Session	•	•	
Social Media Promotion of Sponsorship: From the Linux Foundation channels and the Linux Foundation Events channels via Twitter, Facebook, and LinkedIn. Sponsor to provide custom content (must be approved by the Linux Foundation).	•	•	
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.	•	•	•
Conference Attendee Passes: Full-access passes to the entire conference for your staff or customers	15	10	5
Recognition on Event Website: Logo displayed on all pages of event website, linking to URL of your choice.	•	•	•
Prominent branding throughout virtual conference.	•	•	•
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•
Sponsorship Cost	**$20,000**	**$10,000**	**$5,000**

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 SECURITY SUMMIT EUROPE

October 29-30, 2020 | Virtual Experience

The Linux Security Summit Europe (LSS EU) is a technical forum for collaboration between Linux developers, researchers, and end users with the primary aim of fostering community efforts to analyze and solve Linux security challenges.

LSS EU is where key Linux security community members and maintainers gather to present their work and discuss research with peers, joined by those who wish to keep up with the latest in Linux security development and who would like to provide input to the development process.

Demonstrate your support for the future of security by sponsoring the Linux Security Summit Europe.

Host Sponsorship

1 Available • $8,000

- Logo on website with URL
- Logo featured on theater stage during event
- 6 Tickets to Security Summit
- Logo included on event recordings
- Logo featured on eye candy slide
- Social media promotion of sponsorship: From The Linux Foundation Events channel.
- Additional branding based on the virtual platform

General Sponsorship

Unlimited • $5,000

- Logo on website with URL
- Logo featured on eye candy slide
- 2 Tickets to Security Summit
- Social media promotion of sponsorship: From The Linux Foundation Events channel
- Additional branding based on the virtual platform

Supporter Sponsorship

Unlimited • $3,000

- Logo on website with URL
- Logo featured on eye candy slide
- 2 Tickets to Security Summit

LSS EU gathers 200+ Security Engineers, Security Architects, Software Engineers, Security Developers, Kernel Developers, SysAdmins and Release Engineers.

OPEN SOURCE STRATEGY FORUM (OSSF)

PRESENTED BY

FINOS Fintech Open Source Foundation

THE LINUX FOUNDATION

2020 TOPICS & TECHNOLOGIES COVERED

Projects & Standards

Hear from, and interact with, leaders driving standards, innovation, and collaboration to meet an evolving financial services landscape and changing customer demand, including opportunities in data and data management, cloud, open standards, desktop interoperability and more.

Policy, Process & Tools

Learn how to seamlessly deliver compliant open source software through policies, processes, best practices, and technology to manage the full open source software lifecycle from evaluation to consumption to contribution. This also includes topics like DevOps, CI/CD, and licensing.

Tech & Community

A look at the languages, frameworks, pioneers, and more that are driving innovation, being developed in the open, and have the potential to change the financial services industry and its historically "closed" culture.

EVENT SUMMARY

The Open Source Strategy Forum is a conference for experts across financial services, technology and open source to deepen collaboration and drive innovation across the industry in order to deliver better code faster. Financial services firms make extensive use of open source, but few are taking full advantage of this incredible resource. By becoming strategic contributors to open source projects, companies decrease development costs, improve security, attract developers, and innovate faster. This event will showcase recent developments and the direction of open source in financial services; provide practical knowledge and guidance on best practices, tools and technologies; explore how to build a successful community; and provide unparalleled opportunities to network with the executives and individuals driving open source in financial services.

2019 BY THE NUMBERS

400+ Attendees & Participants

Almost 200% increase year to year

60% Financial Services Industry Attendee Makeup

150+ Managing Director, Global Head, C-Level Attendees

200+ Organizations Represented

100% increase year to year

55 Thought-Leading Speakers

12 Visionary Keynotes

PAST SPEAKERS

Many of the world's financial services and open source technology experts have presented in previous years. Each year the lineup is a who's who of financial services, fintech, and open source industry thought leaders delivering world-class content to attendees.

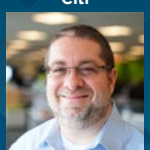
Alejandra Villagra, Citi

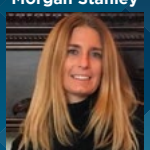
Bjarne Stroustrup, Morgan Stanley

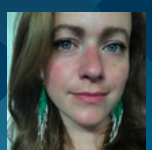
Russell Green, Deutsche Bank

Neema Raphael, Goldman Sachs

Chris Wright, Red Hat


Donald Raab, BNY Mellon


Kim Prado, Royal Bank of Canada (RBC)


Kathy Korevec, GitHub

Jim Jagielski, Apache Software Foundation & ConsenSys

Keesa Schreane, Refinitiv

OSSF SPONSORSHIP

PRESENTED BY

FINOS Fintech Open Source Foundation

THE LINUX FOUNDATION

SPONSORSHIP OPPORTUNITIES

Contact us at **sponsorships@linuxfoundation.org** today to secure your sponsorship or if you have any questions.

	Leader 2 Available	Contributor 4 Available	Community 8 Available	Start-Up Unlimited
Speaking Opportunity: Speaker & content must be approved prior to OSSF. No sales & marketing pitches allowed	**10 Minute Keynote**			
Access to opt-in attendee list (name, title, company only)	✓	✓		
Verbal recognition during opening keynote	✓	✓		
Recognition in pre-conference email marketing: Inclusion of your company logo linked to URL of your choice	✓	✓	✓	
Access to press list (available 2 weeks before the event)	✓	✓	✓	
Virtual exhibit booth: Includes booth leads (attendee contact information from those attendees that 'visit' your booth)	✓	✓	✓	
Conference attendee passes: Full access passes to the entire conference for your staff and/or clients	**10**	**6**	**4**	**2**
Prominent recognition and branding throughout the virtual event platform	✓	✓	✓	✓
Keynote branding	✓	✓	✓	✓
Recognition on event website: Company logo displayed on each page of event webiste, linking to URL of your choice	✓	✓	✓	✓
Virtual conference bag collateral distribution opportunity. Digital asset/swag for attendees with contact form generating leads for you (any physical asset will be responsibility of sponsor)	✓	✓	✓	✓
Sponsorship Cost	**$20,000**	**$10,000**	**$5,000**	**$3,000**
FINOS MEMBER Sponsorship Cost	**$14,000**	**$7,000**	**$3,500**	**$2,450**

FINOS Members receive reduced pricing as indicated above. Linux Foundation Corporate Members receive a 5% discount off Standard Pricing, or 7% when signing up for multiple events at once.

OPEN COMPLIANCE SUMMIT

December 1, 2020 | Tokyo, Japan

The Open Compliance Summit is an exclusive 2-day event for Linux Foundation members and select invitees. The summit provides a neutral environment for participants from different companies and different backgrounds to:

- Discuss and exchange compliance best practices (processes, policies, guidelines, tools, open source governance, etc.)
- Increase awareness on implementing and managing a compliance program, and managing compliance via your supply chain
- Discuss common compliance challenges and how to address them
- Increase involvement of participants in The Linux Foundation Open Compliance Program (tools, templates, SPDX, etc.)

This is the only compliance summit in the world of open source.

Attendance is limited to a maximum of 150 attendees to ensure ease of networking and collaboration.

This summit (like prior) will be held under the Chatham House Rule.

Who Should Attend

- Legal Counsels
- Compliance Officers
- Product Managers
- Engineering Managers
- Process Management
- Supply Chain

Goals of the Summit:

- Increase collaboration among the summit participants in the area of open source legal compliance via:
- Exchanging best practices
- Increasing involvement of participants in the Linux Foundation Open Compliance Program (tools, templates, SPDX, Open Chain etc.)
- Increasing awareness on implementing and managing compliance program, and managing compliance via your supply chain
- Discussing common compliance challenges and how to address them

OPEN COMPLIANCE SUMMIT

Sponsorship Opportunities

	GOLD 2 AVAILABLE	SILVER 4 AVAILABLE	BRONZE UNLIMITED	DINNER 1 AVAILABLE	LUNCH & COFFEE BREAK 1 AVAILABLE	VIDEO 1 AVAILABLE
Session Speaking Opportunity: Content must be approved by The Linux Foundation	•			•	•	•
Use of a Bookable Meeting Room	•			•	•	•
Showcase Table: 2x1 meter in the break & networking room	•	•		•		•
Recognition on Event Website: Prominent logo display on all website pages	•	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage	•	•	•	•	•	•
Recognition in Pre-Conference Email Marketing	•	•	•	•	•	•
Attendee Passes: Full-access passes to the entire conference for your staff or customers	4	2	1	2	2	2
Onsite Recognition during Opening Remarks	•	•	•	•	•	•
Keynote Stage Branding: Logo prominently displayed on stage signage	•	•	•	•	•	•
Branding on Signage in Meal Area + Napkins				•	•	
Company Logo on Entry Screen on All Video Recordings:						•
Sponsorship Cost	**$10,000**	**$5,000**	**$2,000**	**$7,000**	**$7,000**	**$7,000**

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.

THE LINUX FOUNDATION
OPEN SOURCE SUMMIT
JAPAN

AUTOMOTIVE LINUX SUMMIT

December 2-4, 2020 | Virtual Experience

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

2,000+ Attendees Are Expected to Join the 2020 Virtual Event.

Virtual Experience

Sponsorship Opportunities

	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 10 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Assistance with Press Bookings at Event: Helping you get the most out of an event announcement.	•				
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 the 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	**$42,000**	**$30,000**	**$20,000**	**$15,000**	**$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.

HYPERLEDGER GLOBAL FORUM

March 3-6, 2020 | Phoenix, AZ

Developers, vendors, enterprise end-users and enthusiasts of business blockchain technologies will converge in Phoenix, Arizona March 3-6, 2020 for the 2nd Annual Hyperledger Global Forum.

Hyperledger Global Forum will offer the unique opportunity for over 1200 users and contributors of Hyperledger projects from across the globe to meet, align, plan and hack together in-person. Open to members and non-members alike, attendees will have the chance to talk directly with Hyperledger project maintainers and the Technical Steering Committee, collaborate with other organizations on ideas that will directly impact the future of Hyperledger, and promote their work among the communities.

The Hyperledger Global Forum agenda will comprise of both a technical and enterprise track covering a range of enterprise blockchain topics, sharing roadmaps for Hyperledger projects, cross-industry keynotes and panels on use cases in development, social networking for the community to bond, and training workshops with mentors to help deliver specific pipeline features and bring developers up the learning curve.

Sponsoring this event is a unique opportunity to showcase leadership in Hyperledger, gain valuable mindshare of an elite audience of technical pioneers defining the future of business blockchain technologies and support the growth and innovation of Hyperledger projects.

Contact **sponsorships@hyperledger.org** to secure your sponsorship.

SPONSORSHIP OPPORTUNITIES

HYPERLEDGER GLOBAL FORUM

	DIAMOND* 3 AVAILABLE	PLATINUM* 6 AVAILABLE	GOLD* ~~8 AVAILABLE~~ 5 AVAILABLE	SILVER* UNLIMITED	BRONZE* UNLIMITED	START UP** UNLIMITED
Hyperledger Blog: featured profile or interview on Hyperledger blog (2500+ average page views)	•					
1-Minute Video During Keynote Provided by sponsor company	•					
Onsite Testimonial Interview Sound bites to be included in event highlight video	•					
Workshop/Training (1) Full-Day session Thursday or Friday	•					
Sponsor Message Included in Attendee Post-Conference Thank you Email	75 words max	50 words max				
Conference Email Blast Emails to opt-in list to be sent by Hyperledger	(2): 1 prior to & 1 post event	1 prior to event				
Sponsor Meeting Room	Private	Shared (2 hour blocks)	Shared (2 hour blocks)			
Keynote/Breakout Session Content to be approved by program committee	10 Minute Keynote (2 per day)*	5 Min Lightening Keynote (3 per day)*	20 Min Breakout Session*			
Press List Access 2 Weeks Prior to Event	List and Booking Assistance	List and Booking Assistance	•	•		
Sponsor Recognition/Logo in Promotional Emails and News Release	•	•	•	•		
Logo Included on "Thank You to Our Sponsors" Slide During Keynote Sessions	•	•	•	•		
Social Media Posts (61k Twitter Followers)	1 announcing sponsorship & 2 during event	1 announcing sponsorship & 2 during event	1 during event	1 during event		
10-Minute Product Presentation* Hyperledger Member Benefit Only	2X	2X	1X	1X	1X	1X
Mobile App: Logo, description and contact information	•	•	•	•	•	•
Logo Included on Printed Event Signage	•	•	•	•	•	•
Turnkey Booth in Technology Showcase***	10'x20'	10'x10'	10'x10'	8'x8'	6'x6' (Counter Only)	6'x6' (Counter Only)
Lead Retrieval Scanner	4	2	2	1	1	1
Logo & Link on Event Website	•	•	•	•	•	•
Complimentary Passes Additional passes discounted 20%	20	15	10	5	2	2
Sponsorship Cost	NON-MEMBER **$130,000** MEMBER **$104,000**	NON-MEMBER **$85,000** MEMBER **$68,000**	NON-MEMBER **$55,000** MEMBER **$44,000**	NON-MEMBER **$35,000** MEMBER **$28,000**	NON-MEMBER **$10,000** MEMBER **$8,000**	NON-MEMBER **$5,000** MEMBER **$4,000**

* No ICO/STOs/Coin offerings etc. promotions in the showcase or presentations. ** in business less than 3 years and less than $1M revenue
*** includes graphic backwall and counter, two stools, and power

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

Contact us at openjssponsorships@linuxfoundation.org
to secure your sponsorship today.

OpenJS World

June 23-24, 2020 | Austin, TX

JavaScript has become a first class enterprise development platform.

OpenJS Foundation's annual event brings together the JavaScript and web ecosystem including Node.js, Electron, AMP and more. Learn and engage with leaders deploying innovative applications at massive scale.

The program will provide content that is appealing to a broad spectrum of members of the JavaScript ecosystem including topics like Node.js, frameworks, best practices and success stories from some of the world's biggest companies deploying innovative applications at massive scale.

With an agenda full of keynotes and breakout sessions from community and industry leaders, workshops, and ample time for connecting with other like-minded individuals, OpenJS Foundation's annual event is the one JavaScript conference you can't afford to miss.

2019 Attendance – Total Registration:

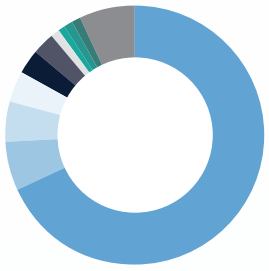
520 attendees

2019 Attendee Demographics

227 companies participated

Attendees from **25 countries**

- 44% of attendees came from the United States
- 47% of attendees came from Canada
- 2019 - 93% Americas, 1% APAC, 6% EMEA
- 2018 - 91.5% Americas, 2% APAC, 6.5% EMEA
- 2017 - 91% Americas, 1.4% APAC, 7.6% EMEA
- 2016 - 94% Americas, 1.1% APAC, 4.9% EMEA



Role

- Developer
- Architect
- Executive
- Sales / Marketing / Business Dev
- Student
- Product Manager
- Legal / Compliance
- IT Operations - Sys Admin
- IT Operations - DevOps
- Program Office Leader
- Other

OpenJS World

Contact us at openjssponsorships@linuxfoundation.org
to secure your sponsorship today.

SPONSORSHIP AT-A-GLANCE

	DIAMOND 2 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 8 AVAILABLE	SILVER ~~15~~ 13 AVAILABLE	BRONZE UNLIMITED
Blog: Featured profile or interview on OpenJS Blog.	•				
1-Minute Video During Opening Keynote: Provided by sponsor company.	•				
Conference Room: For private meeting use only.	Private	Shared 2 1-hour blocks			
Pre-Conference Email Blast: One email to opt-in list to be sent by event organizers.	•	•			
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	•	•			
Press List Access in 2 Weeks Prior to Event	•	•	•		
Keynote/Breakout Session: Content to be approved by program committee.	20 Minute Keynote on Day 1	10 Min Keynote*	20 Min Track Session*		
Sponsor Recognition in News Release	•	•	•	•	
Email Recognition: Sponsor logo in footer of email.	•	•	•	•	
Social Media 'Thank You' Tweets	5X	3X	2X	1X	
Logo Included on "Thank You to Our Sponsors" Slide During Keynote Sessions	•	•	•	•	
Recognition on Event Signage: Logo on conference signage.	•	•	•	•	•
Exhibit Booth: Includes counter with graphic and stools.	10'x10'	10'x10'	8'x6'	6'x6'	Table Top
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	4	2	2	1	1
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•	•
Complimentary Passes	40	20	15	10	5
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	NON-MEMBER **$80,000** MEMBER **$70,000**	NON-MEMBER **$55,000** MEMBER **$48,000**	NON-MEMBER **$30,000** MEMBER **$26,000**	NON-MEMBER **$12,000** MEMBER **$10,000**	NON-MEMBER **$6,000** 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.

CLOUD FOUNDRY SUMMIT

AUSTIN, TX | JUNE 25, 2020

SIMPLIFYING THE DEVELOPER EXPERIENCE

Cloud Foundry Summit is built by and for the Cloud Foundry community. Whether you're a contributor or committer building the platform, or you're using Cloud Foundry to attain your business goals, Cloud Foundry Summit is where developers, operators, CIOs and other IT professionals go to share best practices and innovate together.

Developers choose Cloud Foundry because it simplifies their workflows in an increasingly complicated cloud-native landscape. We're upgrading the developer experience and making it easy to automate, scale and manage cloud apps throughout their lifecycle, from startups to the Fortune 500.

Sponsoring Cloud Foundry Summit demonstrates your commitment to building the future of digital business. Connect with this cutting edge community in Austin and Dublin to gain valuable mindshare of an elite audience of technical pioneers.

Join other prominent and previous industry sponsors such as Dell EMC, Google, Microsoft, IBM, SAP and VMware to support the growth and innovation of Cloud Foundry, the industry-standard platform for developers building the next generation of enterprise applications.

Cloud Foundry Summits 2020 unite our tight-knit ecosystem of developers from around the world. Broad deployment of Cloud Foundry has nearly doubled in 2 years, and companies contributing to and using the platform - like Citibank, Comcast, Kaiser Permanente, The Home Depot, the United States Air Force and many more - share how Cloud Foundry has transformed their business, simplified the developer experience and led them into the cloud-native future.

SPONSORSHIP-AT-A-GLANCE

Sponsorship Deadline: May 15

Contact Devin Davis at ddavis@cloudfoundry.org to secure your sponsorship.

	DIAMOND 1 AVAILABLE	PLATINUM 1 AVAILABLE	GOLD 4 AVAILABLE	SILVER 4 AVAILABLE	BRONZE 6 AVAILABLE
Logo on Attendee T-Shirt Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt	•				
Program Committee Designate 1 person to be on the program committee	•				
Speaking Opportunity Sponsor to work directly with program committee on signoff for content of session	20 Minute Session	10 Minute Session			
Logo on Attendee Lanyards		•			
Attendee Reception Sponsor Logo on signage and recognition on the agenda			•		
Tabletop Display at Event	•	•	•		
Stage Branding Logo in Welcome Slides	•	•	•		
Recognition in Opening & Closing Remarks	•	•	•		
Breaks & Lunch Sponsor Logo on signage and recognition on the agenda				•	
Recognition in Pre-Conference Email Marketing	•	•	•	•	
Social Media Mentions	4	4	3	2	2
Pre- or Post-Event Email Blast One time use of opt-in list to be sent by Cloud Foundry Foundation	•	•			
Message in Attendee Post-Conference Email			•	•	•
Recognition on Event Website Prominent logo displayed on all website pages	•	•	•	•	•
Recognition on Event Signage Logo on on-site conference signage	•	•	•	•	•
Conference Attendee Passes Full-access passes to the event for your staff or customers	15	10	8	6	3
20% Discount on Additional Conference Passes For use by your customers, partners, or colleagues	•	•	•	•	•
Sponsorship Cost	**$40,000**	**$30,000**	**$20,000**	**$10,000**	**$5,000**

Cloud Foundry reserves the right to increase/decrease the number of available sponsorships due to changes in space availability.

PromCon

July 16 - 17, 2020 • Vancouver, Canada

~ 600 attendees

Why sponsor PromCon?

Prometheus is a leading open-source monitoring system and time series database which is used by companies of all sizes for their mission-critical monitoring.

PromCon attracts a crowd of experienced and influential infrastructure engineers, both via in-person attendance and through video recordings that are made available to the public after the conference. Featuring your name and brand in front of this audience will drive the adoption of your products and services in the infrastructure world, as well as present you with potential hiring opportunities! And of course, if your organisation is using Prometheus already, you will benefit directly from helping its community to grow and thrive.

To give you an idea of the overall buzz in the Prometheus ecosystem, in February 2020, we counted:

- **50,000+** total GitHub stars across our repositories
- **2500+** contributors
- **11,000+** pull requests (330+ open)
- **8500+** issues (1,000+ open)
- **450+** people in our IRC channel (#prometheus on freenode)
- **2200+** people on the mailing lists who have created 5700+ threads
- **600+** 3rd party integrations

There are several Fortune 500 companies using Prometheus, as well as some of the tech world's most influential movers and shakers.

You can find a small selection of companies using Prometheus on https://prometheus.io/.

PromCon

Sponsorship Deadline: Friday, June 5, 2020

July 16 - 17, 2020 • Vancouver, Canada

~ 600 attendees

Sponsorship Opportunities

LEVEL	DIAMOND 6 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 4 AVAILABLE	SILVER 4 AVAILABLE
Recognition on Event Website Logo with link to your company website displayed on all website pages	•	•	•	•
Option to distribute swag at the conference	•	•	•	•
Recognition on event signage - for all sponsor levels	•	•	•	•
Recognition on keynote stage - diamond and platinum	•	•		
Recognition in event promotional emails	•	•		
Logo in post-event blog post, with a link to your company website	•	•		
Exhibit space: Table-top display (optional)	•			
Mentioned on social media (@PrometheusIO)	•			
Conference Attendee Passes Full-access passes to PromCon	4	3	2	1
COST (USD)	**$15,000**	**$10,000**	**$5,000**	**$2,500**

Additional Sponsorships

Session Recording | $4,000 | 1 AVAILABLE

Extend your presence long after the live conference concludes with the session recording sponsorship. Benefits include:

- Introduction slide on each video will include 'Sponsored By' with your logo
- Sponsor recognition in post-event email to attendees

Lanyard | $2,000 | 1 AVAILABLE

Showcase your logo on every attendee with the lanyard sponsorship.

Logo size and placement subject to lanyard design and CNCF approval. Logo must be single color only (no gradient colors).

Social (Evening Event) | $10,000 | 2 AVAILABLE

Treat attendees to a special experience! Attendees will enjoy a fun-filled evening with activities, food, drinks and new friends. Benefits include:

- Logo on the PromCon website, with a link to your company website
- Option to distribute swag at the conference
- Logo in post-event blog post, with a link to your company website
- Logo recognition on signage during the evening event
- Mentioned in all marketing mail sent to PromCon attendees

Contact **sponsor@cncf.io**
to secure your sponsorship today.

KubeCon | CloudNativeCon

Europe 2020

Virtual

August 17 - 20, 2020

The Cloud Native Computing Foundation's flagship conference gathers top technologists from leading open source and cloud native communities in a unique virtual setting to further the education and advancement of cloud native computing.

Join our community for an immersive digital experience that provides interactive content, networking opportunities and collaboration with peers. Sponsoring this event allows you to gain valuable mindshare of a targeted audience while engaging with 20,000+ developers, architects, and technical leaders. Together we will shape the future of the rapidly evolving cloud native ecosystem.

Who Attends?

Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon Europe 2020 - Virtual.

4 days

250+ sessions and keynotes

20,000+ attendees

3,000+ participating companies

Benefits of Sponsorship:

- ✓ Expand the number of attendees you can reach by participating in a global digital event that can be accessed anytime, anywhere.
- ✓ Participate in an online sponsor showcase to present videos, demos, and other resources, capture leads, and communicate directly with attendees via live chat.
- ✓ Engage with the industry's top developers, end users, and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups.
- ✓ Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.
- ✓ Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.
- ✓ Associate your brand with one of the fastest-growing technology communities.
- ✓ Support and engage with the ecosystem and the community that is the engine driving some of the highest velocity open source projects in the industry.
- ✓ Join CNCF's hosted projects – Kubernetes, Prometheus, Envoy, CoreDNS, containerd, Fluentd, Jaeger, Vitess, TUF, Helm, OpenTracing, gRPC, CNI, Notary, NATS, Linkerd, Rook, Harbor, etcd, Open Policy Agent, CRI-O, TiKV, CloudEvents, Falco, Argo, and Dragonfly – and help bring cloud native project communities together.
- ✓ Give back to the open source community. CNCF reinvests profits from our events to directly support CNCF's hosted projects.

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by June 24, 2020.

SPONSORSHIP BENEFITS AT-A-GLANCE

KubeCon | CloudNativeCon Europe 2020 Virtual

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by June 24, 2020.

Benefit	DIAMOND ~~6 AVAILABLE~~ SOLD OUT	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP OPEN	END USER OPEN
(1) 5-minute keynote Topic subject to co-chair approval	•					
(1) 5-minute pre-event promotional video*	•					
Opportunity to provide (1) physical insert for gift bags to attendees who meet minimum event participation requirements*	•					
(2) customized pop-up messages during a session break*	•					
Opportunity to participate in media & analyst panel during the event	•					
(1) featured blog post on CNCF.io pre- or post-event*	•					
(1) customized sponsor ad between session blocks*	(1) 20-second video ad	(1) static banner ad				
Email to opt-in attendees	(1) standalone email pre- or post-event	(1) 50-word message in shared pre-event email				
Opportunity to provide (1) contributed article to key publications pre- or post-event	•	•				
Preferred placement of sponsor announcements in pre-event news package and daily news recaps for media during the event	•	•				
Sponsor recognition at media & analyst conference during event	•	•				
Recognition in pre-event promotional emails	logo and link	company name and link only				
Sponsor recognition in post-conference thank you email to attendees	logo and link	company name and link only				
(1) 15-minute technical demo in virtual exhibit hall demo theater*	•	•	•			
List of registered press/analysts (provided 3 weeks prior to event)	•	•	•			
Logo recognition on keynote screen	•	•	•			
Rotating logo banner in virtual event lobby	•	•	•			
Custom-branded virtual exhibit booth*	•	•	•	•	•	•
Recognition on rotating sponsor logo slides between session blocks	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Opportunity to include news announcements in official event news package	•	•	•	•	•	•
Twitter posts from official @KubeCon_ handle	(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event	(1) pre-event standalone tweet with social card and (1) group tweet during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Complimentary attendee passes	150	100	75	50	25	25
Virtual swag bag insert - optional download for attendees*	•	•	•	•	•	•
Post-event data and leads report*	•	•	•	•	•	•
Sponsorship Cost	**$170,000**	**$100,000**	**$65,000**	**$21,000**	**$7,000**	**$7,000**

* See ~~next page for~~ details.

**CNCF platinum members, followed by gold members, have priority in the diamond sponsorship selection process. See event website for details.

***Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees.

****Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.

CNCF reserves the right to increase/decrease the number of available sponsorships.

OPEN MAINFRAME SUMMIT

September 16-17, 2020 | Virtual Experience

The open source movement has rapidly become the way code is being developed for today's smart and agile businesses. Open Mainframe Project is at the forefront of this movement by being the project that supports and launches new open source initiatives that play an integral role in making mainframes modern to meet today's business needs.

Currently, the Open Mainframe Project has nine projects including Anomaly Detection Engine for Linux Logs (ADE), Atom language syntax highlighting for z/VM, Feilong, TerseDecompress, Zorow and Zowe with many more gearing up for launch in 2020.

The inaugural Open Mainframe Summit will bring together all of the different type of mainframers - from students to hobbyists, seasoned professionals to new engineers, developers and educators - to share best practices, discuss hot topics, learn technical insight from the best, and network with like-minded individuals who are passionate about the mainframe industry.

As an Open Mainframe Summit Sponsor:

- Show your organization's support for the open source community building the modern mainframe ecosystem and educating the next generation of mainframers.
- Enable the mainframe community to advance development work by providing the space to form connections with those evaluating and creating the open source initiatives for the mainframe.
- Leverage real experience from thought leaders and influencers from across the industry within a professionally-organized conference run by a neutral nonprofit, where content is curated by the mainframe community.

DEADLINE FOR SPONSORSHIP SALES: AUGUST 14, 2020

OPEN MAINFRAME SUMMIT

SPONSORSHIP AT-A-GLANCE

Contact cdavis@linuxfoundation.org to secure your sponsorship today.

	PLATINUM ~~4 AVAILABLE~~ 3 AVAILABLE	GOLD ~~4 AVAILABLE~~ 2 AVAILABLE	SILVER 4 AVAILABLE	ACADEMIC 4 AVAILABLE
Speaking Session: All sponsor content must be approved by Program Committee and Open Mainframe. Speaking slots based on availability.	10 minute keynote			
Session Banner Ad: Logo featured in Session.	•			
Pre or Post-Event Email Blast: One time use of opt-in list to be sent by Open Mainframe. Email option based on availability.	•			
Virtual Stage Branding: Logo displayed.	•			
Message in Attendee Post-Event Email	•	•		
Opportunity To Add Custom Questions To Post-Event Attendee Survey. Follow-up reporting will be provided with survey results.	2	1		
Recognition in Opening & Closing Remarks: By event emcee.	•	•		
Push Notifications to Attendees During Event: Opportunity to reach out to attendees with a customized pop-up on-screen banner during the event.	2	1		
Recognition on Event Platform Signage: Logo displayed.	Individual	Shared	Shared	
Virtual Exhibit Booth: See below for details.	•	•	•	•
Ability to generate leads with attendee contact information for those that visit your booth	•	•	•	•
Ability to link resources, social media, job postings, etc.	•	•	•	•
Embedded sponsor videos in booth	•	•	•	•
Ability to survey booth attendees	•	•	•	•
Chat function with booth attendees	•	•	•	•
Booth Visit Gamification: Attendees will earn points for visiting your booth, with points earning prizes.	•	•	•	•
Recognition in Pre-Event Email Marketing: Includes link to your URL.	•	•	•	•
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•
Social Media Promotion of Sponsorship: From the Open Mainframe channel.	3	2	1	1
Event Attendee Passes: Full access passes to the entire event for your staff or customers.	25	15	10	10
20% Discount on Additional Event Passes: For use by your customers, partners, or colleagues.	•	•	•	•
Sponsorship Cost	**$15,000**	**$10,000**	**$8,000**	**$2,500**
Open Mainframe Project Member Cost	**$13,500**	**$9,000**	**$7,200**	**$2,250**

DEADLINE FOR SPONSORSHIP SALES: AUGUST 14, 2020

CLOUD FOUNDRY SUMMIT

DUBLIN, IRELAND | OCTOBER 29, 2020

SIMPLIFYING THE DEVELOPER EXPERIENCE

Cloud Foundry Summit is built by and for the Cloud Foundry community. Whether you're a contributor or committer building the platform, or you're using Cloud Foundry to attain your business goals, Cloud Foundry Summit is where developers, operators, CIOs and other IT professionals go to share best practices and innovate together.

Developers choose Cloud Foundry because it simplifies their workflows in an increasingly complicated cloud-native landscape. We're upgrading the developer experience and making it easy to automate, scale and manage cloud apps throughout their lifecycle, from startups to the Fortune 500.

Sponsoring Cloud Foundry Summit demonstrates your commitment to building the future of digital business. Connect with this cutting edge community in Austin and Dublin to gain valuable mindshare of an elite audience of technical pioneers.

Join other prominent and previous industry sponsors such as Dell EMC, Google, Microsoft, IBM, SAP and VMware to support the growth and innovation of Cloud Foundry, the industry-standard platform for developers building the next generation of enterprise applications.

Cloud Foundry Summits 2020 unite our tight-knit ecosystem of developers from around the world. Broad deployment of Cloud Foundry has nearly doubled in 2 years, and companies contributing to and using the platform - like Citibank, Comcast, Kaiser Permanente, The Home Depot, the United States Air Force and many more - share how Cloud Foundry has transformed their business, simplified the developer experience and led them into the cloud-native future.

SPONSORSHIP-AT-A-GLANCE

Sponsorship Deadline: September 25

Contact Devin Davis at ddavis@cloudfoundry.org to secure your sponsorship.

	DIAMOND 1 AVAILABLE	PLATINUM 1 AVAILABLE	GOLD 4 AVAILABLE	SILVER 4 AVAILABLE	BRONZE 6 AVAILABLE
Logo on Attendee T-Shirt Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt	•				
Program Committee Designate 1 person to be on the program committee	•				
Speaking Opportunity Sponsor to work directly with AGL on signoff for content of session	20 Minute Session	10 Minute Session			
Logo on Attendee Lanyards		•			
Attendee Reception Sponsor Logo on signage and recognition on the agenda			•		
Tabletop Display at Event	•	•	•		
Stage Branding Logo in Welcome Slides	•	•	•		
Recognition in Opening & Closing Remarks	•	•	•		
Breaks & Lunch Sponsor Logo on signage and recognition on the agenda				•	
Recognition in Pre-Conference Email Marketing	•	•	•	•	
Social Media Mentions	4	4	3	2	2
Pre- or Post-Event Email Blast One time use of opt-in list to be sent by Cloud Foundry Foundation	•	•			
Message in Attendee Post-Conference Email			•	•	•
Recognition on Event Website Prominent logo displayed on all website pages	•	•	•	•	•
Recognition on Event Signage Logo on on-site conference signage	•	•	•	•	•
Conference Attendee Passes Full-access passes to the event for your staff or customers	15	10	8	6	3
20% Discount on Additional Conference Passes For use by your customers, partners, or colleagues	•	•	•	•	•
Sponsorship Cost	**$40,000**	**$30,000**	**$20,000**	**$10,000**	**$5,000**

Cloud Foundry reserves the right to increase/decrease the number of available sponsorships due to changes in space availability.

KubeCon | CloudNativeCon

North America 2020

The Cloud Native Computing Foundation's flagship conference gathers leading technologists from leading open source and cloud native communities to further the education and advancement of cloud native computing.

Kubernetes and other cloud native technologies enable higher velocity software development at a lower cost than traditional infrastructure. Cloud native – orchestrating containers as part of a microservices architecture – is a departure from traditional application design. The Cloud Native Computing Foundation is helping to build a map through this new terrain, and KubeCon + CloudNativeCon is where the community comes together to share their expertise on this formerly uncharted but increasingly popular territory.

KubeCon + CloudNativeCon North America 2020

Boston, USA

November 17 - 20, 2020

12,000+ attendees

We believe in the value of face-to-face events and are looking forward to bringing our community together. However, we are also aware that due to the unprecedented impact of the COVID-19 global pandemic, that might not be possible. Our ability to hold this event in person is contingent on being advised that it is safe to do so by the World Health Organization, Centers for Disease Control, and local authorities. If we determine that it is not safe or advisable to hold this event in-person, we will pivot to a virtual event on the same dates, with the same speakers and sessions, using an online platform that allows for interaction between all event participants, including attendee-to-speaker in keynotes and sessions, attendee-to-attendee in a virtual hallway track, and attendee-to-sponsor in a virtual sponsor showcase.

Who Attends?

Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon.

Benefits of Sponsorship:

- Engage with the industry's top developers, end users and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups
- Inform the cloud native community about your organization's products and services
- Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community
- Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world
- Associate your brand with one of the fastest growing technology communities
- Support and engage with the ecosystem behind many of the most popular open source projects
- Discuss strategic partnerships with leaders from other companies
- Join CNCF's hosted projects – Kubernetes, Prometheus, Envoy, CoreDNS, containerd, Fluentd, Jaeger, Vitess, TUF, Helm, OpenTracing, gRPC, CNI, Notary, NATS, Linkerd, Rook, Harbor, etcd, Open Policy Agent, CRI-O, TiKV, CloudEvents, Falco, Argo, and Dragonfly – and help bring cloud native project communities together.

KubeCon | CloudNativeCon
North America 2020

BOSTON AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.
Signed contracts must be received by August 28, 2020.

	DIAMOND* ~~6 AVAILABLE~~ 2 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP** OPEN	END USER*** OPEN
Five-minute keynote Topic subject to co-chair approval	•					
Emails to opt-in attendees	(1) exclusive pre- or post-conference email					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in attendee post-conference thank you email	logo and link	company name and link only				
Executive meeting room	(1) exclusive meeting room for the duration of the event	shared meeting room - bookable for (1) 2-hour meeting or (2) 1-hour meetings during event				
List of registered press/analysts (provided 2 weeks prior to event)	•	•	•			
Logo recognition on keynote screens	•	•	•			
Public acknowledgment for funding of Kubernetes Contributor Summit	•	•	•	•		
Logo on sponsor signage	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Logo recognition on mobile schedule	•	•	•	•	•	•
Social media posts	(1) pre-event standalone tweet and (1) during the event standalone tweet	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Discounted conference passes: unlimited 20% discount	•	•	•	•	•	•
Full conference attendee passes Includes access to keynotes, sessions and exhibits	20	15	12	8	5	2
Exhibit space Turnkey booth includes back wall and counter with graphics, (2) stools, (1) wastebasket, basic power and carpet	30ft (w) x 20ft (d) custom-built only	20ft (w) x 20ft (d) custom-built or turnkey	15ft (w) x 10ft (d) custom-built or turnkey	10ft (w) x 8ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only
Lead retrieval device	(3) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
Sponsorship Cost	**$190,000**	**$115,000**	**$75,000**	**$26,000**	**$7,000**	**$7,000**

*CNCF platinum members, followed by gold members, have priority in the diamond sponsorship selection process. See event website for details.
**Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees. ***Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.
CNCF reserves the right to increase/decrease the number of available sponsorships.

Promotional Marketing Opportunities

Please check with us on pricing and availability for individual events.

A number of other opportunities may be available depending on the event. Please inquire on these and customized opportunities.

*Note these opportunities require a base leveled sponsorship.

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

Lanyards* $5,000 AND UP

Every attendee will wear a name badge and lanyard, and your logo will appear across the lanyard. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.

Breakfast & Breaks $5,000 AND UP

Includes large branded signage in breakfast and break areas, as well as recognition on event website.

Women in Open Source Lunch/Diversity Social $5,000 AND UP

Show your support of the diversity in our community that is helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch.

Keynote Live Stream & Recording $7,000 AND UP

A great sponsorship opportunity for sponsors that cannot physically be at the event. Includes logo on live stream sign-up web page, as well as on the livestream itself. Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.

Attendee T-Shirt $7,500 and up

Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.

Attendee Lounge $7,500 AND UP

Sponsor a themed lounge such as Developer, Meetup, Community or Enterprise Lounge. Provides the space and snacks to get attendees collaborating. Includes sponsored signage in lounge areas. Pricing includes single color logo imprint on branded items. Full color logo imprint available at an additional cost.

Evening Event $10,000 AND UP

A great opportunity to support the community, make an announcement and more, you can be the exclusive sponsor of an onsite or offsite evening event at one of our conferences this year.

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.

Please note that LF member discounts do not extend to events run by projects or community groups.

THE LINUX FOUNDATION

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

events.linuxfoundation.org