Virtual Experience Sponsorship Prospectus

October 26-29, 2020
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Contact us at sponsorships@linuxfoundation.org to secure your sponsorship.

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Due to continuing COVID-19 safety concerns, we are transitioning Open Source Summit + Embedded Linux Conference Europe to a virtual experience. As our physical event shifts to a virtual one, we are taking thoughtful actions to create an immersive digital experience for all event participants.

We’re excited to invite you to sponsor the reimagined Open Source Summit + Embedded Linux Conference Europe 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 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
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.

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
- 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
- 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.
Who Attends:

- **Developers**
  Software Developers, Programmers, Maintainers

- **Operations**
  IT Architects, System Administrators and DevOps professionals

- **Business & Community**
  Business and Community Leaders, Academics, Students, Media and Analysts

Of OSS + ELC EU 2019 Attendees Surveyed:

- 96% said that the event was a valuable use of their time.
- 36% attend only one conference annually, while 88% attend 4 or fewer conferences a year, making OSS + ELC EU a valuable place to connect with this audience.
- 52% said they make purchasing decisions or influence purchasing decision makers.

Why They Attend:

- To learn about the newest and most innovative open technologies
- To get access to leading experts in both formal and informal settings
- To gain a competitive advantage learning the latest on innovative open solutions
- To explore career opportunities with the world’s leading technology companies

Met so many amazing people at #OSSummit this week! Thanks for all the good times and great memories! - Brian Liston
Open Source Summit & Embedded Linux Conference Europe
2019 Demographics

Job Function
- Development/Engineering: 49%
- Architecture: 13%
- Student: 7%
- Marketing / Business Dev: 6%
- Executive Management (VP/CxO): 6%
- Operations - Sys Admin: 4%
- Program Management: 3%
- Product Management: 3%
- Professor/Academic: 2%
- Legal / Compliance: 1%
- Other: 5%

Country
- United States: 15%
- Germany: 13%
- France: 12%
- India: 9%
- United Kingdom: 7%
- Switzerland: 4%
- Sweden: 4%
- Netherlands: 3%
- Japan: 2%
- Norway: 2%
- Finland: 2%
- Italy: 2%
- Other: 25%
  - Austria
  - Belgium
  - Bulgaria
  - Canada
  - China
  - Costa Rica
  - Croatia
  - Czech Republic
  - Denmark
  - Greece
  - Ireland
  - Israel
  - Poland
  - Romania
  - Russian Federation
  - South Korea
  - Spain
  - Taiwan
  - Turkey
  - Ukraine

Industry
- Software: 40%
- Computer Hardware or Consumer Electronics: 13%
- Internet or Web Services: 6%
- Education / Research: 5%
- Automotive / Transport: 5%
- Industrial Manufacturing & Machinery: 5%
- Telecommunications: 4%
- Non-Profit Organization: 3%
- Finance/Banking/Insurance: 3%
- Government: 2%
- Energy: 2%
- Media / Publishing: 1%
- Transportation / Logistics: 1%
- Warehousing
- Healthcare: 1%
- Carriers / Telecommunications: 1%
- Aerospace / Defense: 1%
- Retail / E-Commerce: 1%
- Other: 5%

- 2,172 Attendees from 67 Countries
- 1,150 Organizations represented
- 69% of Attendees in Technical Roles

- 2019 Sponsors generated as many as 521 leads per booth
- 95% of Attendees visited sponsor booths onsite
What Attendees Are Saying

Don’t take our word for it. See what attendees had to say about OSS & ELC 2019 Below:

OSS Europe is my favourite conference. I love the diverse group of people from many different countries who attend. It is a friendly conference, where I always come away with lots of new ideas and new friends.
- JEFF SHAW

The event gets your creative juices flowing. It helps provide clarity on what’s important and how to achieve it.
- ADAM J. MCPARTLAN

A highly worthwhile conference exploring many aspects of open source and bringing together a wide variety of people from many companies, organizations and countries. Intellectually stimulating and friendly. Recommended.
- CHRISTIAN PATERSON

The keynotes were spot-on interesting and inspirational. I really enjoyed the conference this year and the open source and community activism sessions.
- LIRAN TAL, SNYK

Empowering individuals and enterprises with unlimited engineering potential.
- DINESH KUMAR

The conference offered me a great opportunity to meet people from the community, follow technologies and stay up to date. It's really great to get face-to-face ideas from people I've worked on the same topic and to know that I can contact them after the conference. It was a good experience and opportunity for me.
- KÜBRA CINGILLI

Hi folks! the OSS 19’ was amazing, so many people there with a high technical level and aiming to do networking. I encourage you to attend the next time, the experience was incredible.
- JUAN MANUEL PARRILLA, SENIOR SOFTWARE ENGINEER @REDHAT

The best inclusive conference of the year. Talks, people, sponsors and project are just amazing.
- NICOLA MANICA

A great event to connect with smart people who share a passion for open source!
- KATRINA NOVAKOVIC, RED HAT

The best event in open source in Europe.
- ANTOINE THOMAS
An event filled with technical in-depth knowledge, inspiring speeches and valuable connections with a strong focus on using both the advantages and power of the open source Linux community to collectively raise standards, move forward and ultimately improve humanity as well as discovering sustainable ways to protect our planet.

- KATJA LATOUR

I managed to attend every edition of the Embedded Linux Conference Europe since the beginning. I always get back from the conference with a huuuuge list of new ideas to explore. This conference is a great way to stay up to date with the developments in open-source projects that matter in embedded, and to meet the maintainers and fellow developers.

- MICHAEL OPDENACKER, BOOTLIN

This was my first attendance to the ELCE. I have strong system skills but I only did minor developments in Linux kernel up to now so I was wondering how I would feel among all those Linux experts... My fear was not justified! I really appreciated the atmosphere of this conference, with a very good spirit and full inclusion of all attendees. Experts are essentials to animate this event but beginners are really welcome!

- GERALD BAEZA

The mood and the great power that the crowd emanates... big things can happen when all, with no discrimination nor distinction, work together to build something new and better.

- MAURO SALVINI

OSSummit from the Linux Foundation is definitely an event you want to attend at least once. Multiple presentations on plenty of topics. Furthermore, it’s the most welcome environment I’ve ever been. They take inclusion and diversity very seriously, not just words. Don’t miss it.

- FLORENT ZARA

The technical and spot on keynotes from the industry leaders were truly awesome!

- THOMAS VADAHL, NTÉ MARKED AS

Incredible passionate people coming together to discuss things that will shape the future itself.

- VEDARTH SHARMA

Warm and welcoming people at OSS & ELC EU 2019. Great networking oppprtunities and interesting keynote sessions. A big thumbs up to the event.

- TARUSHI GUPTA
Thank you @linusfoundation for including us as a community partner and for all your support at #OSSummit.

Hearing @Heen present at #OSSummit #Paris in Lyon! Learned that they track info about over 100 Million vehicles and collect 28TB of data everyday! They also have a team in and are a big presence in open source. So impressed.

A glimpse of what it takes to coordinate a keynote at #OSSummit.

#OSSummit is over! Once again, congrats to @EventsLF, @AngelAtLit, and everyone in the team for an amazing event 😊😊

From the VMware Open Source Summit EU (awesome) team to @linuxfoundation #OSSummit: Thanks for a great event! (PS: tabs - 207, spaces 246)

Again, we are so happy to be sponsor of this year #OSSummit Europe in Lyon - Thanks to all the organizers @EventsLF

@Nicolas_T_T and #OSSummit fun after a very rich and interesting #opensource conference 😊

O yay #OSSummit
**PAST ATTENDEES INCLUDE:**

<table>
<thead>
<tr>
<th>Role</th>
<th>Company/Position</th>
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<tbody>
<tr>
<td>IT Architect</td>
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<td>IT Consultant</td>
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<td>AddSmart</td>
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<tr>
<td>Infrastructure Architect</td>
<td>Adobe</td>
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<tr>
<td>Embedded Software Architect</td>
<td>Airbus Defence &amp; Space</td>
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<td>Senior Data Platform Engineer</td>
<td>Allegro</td>
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<td>Developer</td>
<td>Allianz Technology GmbH</td>
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<td>Embedded Linux Engineer</td>
<td>ALPS Electric</td>
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<tr>
<td>Technical support Engineer</td>
<td>Alrabet for Electromechanical Systems ltd Co.</td>
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<tr>
<td>Senior System Development Engineer</td>
<td>Amazon</td>
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<tr>
<td>Software Engineer</td>
<td>Analog Devices</td>
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<tr>
<td>Engineer</td>
<td>Anton Paar GmbH</td>
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<tr>
<td>Engineer</td>
<td>ASEM S.p.A.</td>
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<td>Software Developer</td>
<td>Assured Information Security</td>
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<td>Sr Tech Specialist, Software Engineering</td>
<td>AT&amp;T</td>
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<tr>
<td>Software-Architect</td>
<td>Audi AG</td>
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<tr>
<td>Machine Learning Engineer</td>
<td>Automation Logic</td>
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<tr>
<td>Software Developer</td>
<td>Bad Dinosaur</td>
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<tr>
<td>Senior Software Engineer</td>
<td>Bang &amp; Olufsen</td>
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<tr>
<td>Expert Software Engineer</td>
<td>Barco</td>
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<tr>
<td>Software Developer</td>
<td>BIOTRONIK SE &amp; Co.KG</td>
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<tr>
<td>SysAdmin</td>
<td>BlackRock</td>
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<tr>
<td>Head of Open Source Engagement</td>
<td>Bloomberg</td>
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<td>Developer Relations</td>
<td>Manager EMEA</td>
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<td>Manager</td>
<td>Bluetooth SIG</td>
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<td>Software Engineer</td>
<td>BMW Car IT</td>
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<td>Bosch IoT Embedded Developer</td>
<td>Bosch Engineering</td>
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<td>IT Administrator</td>
<td>Canon Medical Research</td>
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<td>Platform Engineer</td>
<td>Capgemini</td>
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<td>Developer</td>
<td>Carl Zeiss Meditec AG</td>
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<td>Director</td>
<td>Carlson Wagonlit Travel</td>
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<td>System Engineer</td>
<td>CERN</td>
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<td>Software Engineer</td>
<td>CloudMosa, Inc.</td>
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<td>Codentix</td>
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<td>Lead Cloud Engineer</td>
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<td>Distinguished Engineer</td>
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<td>Consulting Software Architect</td>
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<td>Software Engineer</td>
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<td>Conversocial</td>
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<td>Software Developer</td>
<td>Credit Suisse</td>
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<td>Software Engineer</td>
<td>Daimler TSS GmbH</td>
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<tr>
<td>Information Systems Architect</td>
<td>DIGIT, European Commission</td>
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<tr>
<td>Director of Business Planning</td>
<td>Digital Impact Alliance at the UN Foundation</td>
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<tr>
<td>Senior Service Desk Support / Analyst II</td>
<td>Diyar United Company</td>
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<tr>
<td>Developer</td>
<td>Dutch Ministry of Defence</td>
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<tr>
<td>Architect</td>
<td>Epiroc Rock Drills</td>
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<tr>
<td>Senior System Engineer</td>
<td>Erste Card Group Processor d.o.o.</td>
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<tr>
<td>Computational Scientist</td>
<td>ETH Zurich</td>
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<tr>
<td>Project Manager, EU-FOSSA 2 Project</td>
<td>European Commission</td>
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<tr>
<td>Software Engineer</td>
<td>European Southern Observatory</td>
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<td>Software Dev Engineer II</td>
<td>Expedia</td>
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<tr>
<td>Production Engineer</td>
<td>Facebook</td>
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<tr>
<td>Specialist, Operating System Security</td>
<td>Federal Office for Information Security</td>
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<tr>
<td>Manager Embedded Systems</td>
<td>Finesse</td>
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<tr>
<td>Technical Expert</td>
<td>Ford Motor Company</td>
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<tr>
<td>Software Engineer</td>
<td>Forsway Scandinavia</td>
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<td>Senior SW Engineer</td>
<td>GE Healthcare</td>
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<td>Principal Engineer</td>
<td>General Electric</td>
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<tr>
<td>Open Source Program Manager</td>
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<td>Software Developer</td>
<td>Government Digital Service</td>
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<td>Engineer</td>
<td>Harman</td>
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<td>Software Engineer</td>
<td>Honeywell</td>
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<tr>
<td>Software Engineer</td>
<td>ICT Automatisering Nederland BV</td>
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<tr>
<td>Principle Design Engineer</td>
<td>Imagination Technologies</td>
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<tr>
<td>Dev Engineer</td>
<td>ING</td>
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<tr>
<td>System Administrator</td>
<td>Intermedia</td>
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<tr>
<td>Software Developer</td>
<td>Jembi Health Systems NPC</td>
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<tr>
<td>Embedded Systems Engineer</td>
<td>Jetter AG</td>
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<tr>
<td>Lead Kubernetes Engineer</td>
<td>JP Morgan</td>
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<tr>
<td>Head of System Engineering</td>
<td>Kapsch CarrierCom AG</td>
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</table>
PAST ATTENDEES INCLUDE:

Support engineer
Kaspersky Lab

Lead Software Engineer
Komax AG

Software Engineer
KOSTAL Industrie Elektrik GmbH

Manager
KPMG

Senior Systems Analyst
Kuwait Oil Company

Software Engineer
Legrand Home Systems

Software Developer
Leica Camera AG

Director of Engineering Enablement and Release Platforms
Manulife

Team Leader
mBank SA

Senior Technology Engineer
McKinsey & Company

DevOps Middleware
Metro Systems Romania SRL

System Administrator
Ministry of the Interior and Kingdom Relations

System Engineer
National Bank of Belgium

Senior Firmware Engineer
Nordic Semiconductor

SRE
NORTHROP GRUMMAN

Director of Engineering
Nutanix

System Software Engineer
Nvidia

Director, Linux System Definition
Open Invention Network

Senior Engineer
overstock.com

Architect
Panasonic

System Engineer
Privredna Banka Zagreb d.d.

Team Leader
Quicken Loans

System Engineer
Raiffeisenbank Austria d.d.

Digital Forensics
RCCU

Embedded Software Engineer
Rockwell Automation

Electrical Engineer
Sandia National Laboratories

Chief Development Architect
SAP SE

Asst IT System Analyst
SAUDI ARAMCO

Embedded Software Architect and Developer
Schneider Electric

Technology Director
Secretary of Culture of the Nation - Ministry of Education, Culture, Science and Technology

Software Developer
ShopKeep Ltd

Software Developer
Shutterstock

Software Architect
Siemens Healthcare GmbH

DevOps
Skoutras S.A.

Senior Engineer
Sky Betting & Gaming

Service Engineer
Skype

Technical Architect
Spire Healthcare

Cloud Architect
Standard Chartered

DevOps Engineer
Taxibeat Ltd

Software Architect
Thales Nederland BV

Senior Software Engineer
Turkish Aerospace

Software Engineer
TYCO

Open Source Program Manager
Uber

Director of Community
United Nations Foundation

Network Engineer
US Air Force

Professor
USDA-ARS

Senior Software Engineer
Vimeo / Livestream

Software Engineer
Volvo AB

Software Developer
Winterhalter Gastronom GmbH

Senior Program Manager
Workday

Enterprise Architect
Zain Kuwait

Linux Engineer
Zürcher Kantonalbank
**Sponsorship Opportunities**

<table>
<thead>
<tr>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tr>
<td>4 Available</td>
<td>4 Available</td>
<td>7 Available</td>
<td>Unlimited</td>
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**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.**

**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).

**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.

**Takeover of the “Ask the Experts” Channel:** Sponsor will have the opportunity to host their own 30 minute “Ask the Experts” session.

**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.

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

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

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

**Speaking Opportunity with contact info of opted-in attendees provided.**

**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).

**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 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:**

**Virtual Exhibit Booth:** See below for inclusions.

**Event Registration Passes.**

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

**Sponsorship Cost**

<table>
<thead>
<tr>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tr>
<td>$65,000</td>
<td>$45,000</td>
<td>$30,000</td>
<td>$15,000</td>
<td>$8,000</td>
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*Start-ups may secure a Bronze Sponsorship for US$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than $5M in annual revenue; and (3) Have less than 30 employees at signing of contract.

**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.

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

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

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

PRESS & SOCIAL MEDIA
Linux Foundation Events are highly engaging and interactive. Our 2019 events generated:

- 30,000+ media clips
- 90,000+ social media engagements on Facebook & Twitter
- 730,000,000+ event keyword impressions on social media
- Nearly 500 media professionals attended, representing global media outlets
Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events and/or creating a custom sponsor package? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization’s individual needs.

Linux Foundation Corporate Members receive sponsorship discounts on Linux Foundation events; 5% discount or 7% when signing up for multiple events at once.

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

www.events.linuxfoundation.org