THE LINUX FOUNDATION

OPEN SOURCE SUMMIT JAPAN

AUTOMOTIVE LINUX SUMMIT

December 2-4, 2020

2020 Sponsorship Prospectus

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OPEN SOURCE SUMMIT JAPAN + AUTOMOTIVE LINUX SUMMIT 2020

IS NOW A VIRTUAL EXPERIENCE, HAPPENING **DECEMBER 2-4, 2020.**

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

We're excited to invite you to sponsor the reimagined Open Source Summit Japan + Automotive Linux Summit 2020 - a virtual experience where we will continue to shape the future of open source, together.

Sponsor benefits include many of those that existed previously for the face-to-face event, as well as many new ones! In addition, a virtual event vastly expands the number of attendees you can reach around the world.

Event Participants will be able to:

- Attend informative educational sessions and tutorials, and participate in a live speaker Q&A
- Join the 'hallway track' and collaborate via topic-based networking lounges in a group chat, plus connect with attendees in a 1:1 chat
- Visit the virtual sponsor showcase and booths, and speak directly with company representatives, view demos, download resources, view job openings, and share contact info
- Gamify their event experience, earning points and winning prizes by attending sessions, visiting sponsor booths, answering trivia questions and more!
- Benefit from on-demand content post event, to view sponsor resources and conference sessions for a year

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.

THE LINUX FOUNDATION OPEN SOURCE SUMMIT JAPAN | AUTOMOTIVE LINUX SUMMIT

2019 EVENT HIGHLIGHTS

1000+ Attendees from 284 organizations across 40 countries

Sponsors generated up to 213 leads in exhibit booths

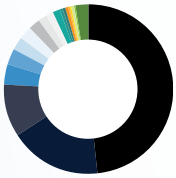
96% of attendees visit exhibit booths onsite

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

66% of attendees were in technical positions

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

ATTENDEE DEMOGRAPHICS



Industry

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

Job Level

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

Job Function

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

Country

- Japan **60.30%**
- United States **8.00%**
- India **6.30%**
- South Korea **3.90%**
- China **3.20%**
- United Kingdom **2.50%**
- Germany **2.20%**
- Taiwan **1.10%**
- France **1.00%**
- Other **5.9%**

OpenAPI Generator
@oas_generator

From our presentation in #OSSSummit in Tokyo, thanks again for all the awesome contributions from the Japanese community to #OpenAPI #Generator 👏👏👏 Looking forward to the next Open Source Summit. #OpenSource #AutoLinux #OSSummit

11:59 PM - 18 Jul 2019

Xing Yang
@2000Xyang

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

10:04 PM - 18 Jul 2019

Atibhi Agrawal
@atibhi_a

At #OSSJapan with @HarshitPrasad8 . Amazing speakers lined up and great experience. 🧡✨ #osssummit @linuxfoundation

11:27 PM - 16 Jul 2019

Naoko Takano
@naokomc

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

10:56 PM - 16 Jul 2019 from Chiyoda-ku, Tokyo

Laurence Urhegyi
@LaurenceUrhegyi

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

7:48 AM - 19 Jul 2019

Benjamin Jean
@__bjean__

@linuxfoundation Automotive Grade Linux presented as an #ecosystem, 50% of car industries is already part of it. #autolinux cc @fab_mob

6:07 PM - 16 Jul 2019

Jeffrey Borek
@jeffborek

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

12:23 AM - 22 Jul 2019

Steven Tan
@stevenphtan

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

1:48 AM - 17 Jul 2019

Shaun Mooney
@shaunmooney90

Had the best time in Japan at @linuxfoundation #ossummit. Thanks to @codethink for sending me!

5:33 PM - 20 Jul 2019

BENEFITS OF SPONSORING

Generate new partnerships, alliances & customers

Increase brand awareness & recognition

Showcase your thought leadership

Demonstrate support for the Linux & open cloud communities

Take advantage of media exposure & PR announcements

Showcase products, services & technologies

Leverage highly targeted marketing opportunities

Recruit and acquire top talent

PAST ATTENDEES INCLUDE:

CTO
Abalta Technologies

CTO
Acer Inc.

Deputy CTO
ACTIA Automotive SA

Engineer
ADIT

Associate Director
Advanced Data Controls Corp.

Engineer
Advanced Driver Information Technology

Enterprise Architect
Akamai Technologies

Director of Vehicle Software and Systems Architecture
Alta Motors

Search CX Support Engineer
Amazon Inc

CEO
Amegumi Inc

Director
Aquinetic

Sr. Manager, IoT Ecosystem
Arm

Director, Innovation
Audiokinetic

Sr. Software Engineer
Autodesk

Executive Director
Automotive Grade Linux

Program Manager
Azure

Senior Technical Evangelist
Black Duck by Synopsys

CTO Office, Compute Architecture
Bloomberg LP

Software Engineer
bol.com

Developer
Booking.com B.V.

Engineering Manager
Bose Automotive G.K.

Senior Mgr., Software Engineering
Bose Corporation

General Manager
Brison Inc.

Engineer
CANON

TEST ARCHITECT
CERNER

Senior Systems Engineer
Cisco Japan

CTO
Cloud Foundry Foundation

Executive Director
Cloud Native Computing Foundation

Software Engineer
CloudMosa, Inc.

Chief Engineer
CLSA

Software Developer
Codethink Ltd

Director Concurrent Nippon Corporation/
Application Engineering

System Architect
Continental Automotive Japan

Software developer
Credit Suisse

Software Engineer
Cyber Trust Co., Ltd.

SRE
CyberAgent, Inc.

Software Engineer
Cybozu Labs, Inc.

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

Developer
Debian

Engineer
DENSO

Technical Director
DICE / EA

Senior Project Manager
Elektrobit Nippon KK

CTO Automotive & Embedded Systems
EPAM

Architect/Tech Evangelist
ExxonMobil

Technical Fellow
Faraday Future

Software Engineer
Fidelity Investments

Engineer
FirstServer, Inc.

Founder
Flowchain

Contributor
Forbes

Deputy Head of Department
Fujitsu

Software Engineer
Furukawa Electric, Co., Ltd.

Editorial Staff
Gijutsu Hyohron Co. Ltd.

Devops
Goldman Sachs

Software Engineer
Google

VP of Asia-Pacific Operations
Green Hills Software

Founder
HashiCorp

Sr Data Architect
HERE Technologies

Lead Architect
Hewlett Packard Enterprise

Group Manager
Hitachi Solutions, Ltd.

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

Director Software Engineering
Houghton Mifflin Harcourt

Director of Storage Open Source Department
Huawei

Research Engineer
Hyundai Motor Company

Application Security Engineer
Indeed

Engineer
Industrial Technology Research Institute

CTO
IoT.bzh

Computer Engineer
iPadPlaza

Director
IVIS

Security Analyst
Kaspersky Labs Japan

Associate Analyst
KDDI Research

Principal Software Engineer
Konsulko Group

Principal Engineer
LG Electronics

CEO
Linaro

Technical Director
Luxoft

Engineer
Macnica Solutions Corp

Research Manager
Mazda Motor Corporation

Senior Technical Manager
MediaTek Inc.

Open Source Senior Software Engineer
Mentor Graphics

Senior Application Engineer
Microchip Technology

Head Researcher
Mitsubishi Electric Corporation

R&D Architect
Mitsui & Co., Ltd.

Application Engineer
Monolithic Power Systems

Software Engineer
Nanjing Fujitsu Nanda Software Technology.Co.,Ltd

Senior Expert
NEC

Senior Research Engineer
Nippon Telegraph and Telephone

Executive Director
Nomura Securities Co., Ltd.

Open Source Commpliance Officer
OLYMPUS Corp.

CEO
Open Invention Network

Chairman of the Board / Research Fellow
OpenID Foundation / NRI

Developer
Orange // SSPO

Engineer
Osaka NDS

Engineer
Panasonic

PAST ATTENDEES INCLUDE:

Product Manager
Pinterest

IoT Services
Plat'Home Co., Ltd.

CEO
PowerBoosterFuel

Engineer
Privater

Senior Engineer
Qualcomm CDMA Technologies

Developer
Ragnatech

Managing Director
RAL Capital Ltd

Country Manager
RealVNC

Director
Robert Bosch GmbH

Head of Software Development Center
ROHM Semiconductor GmbH

Developer Advocate
SAKURA Internet Inc.

Software Engineer
Salesforce

Linux Kernel Media Maintainer
Samsung

Expert Engineer
SELTECH Corporation

Senior Systems Engineer
Sharjah Economic Development Department

Manager
Shimafuji Electric Inc.

Developer
Shinhancard

Software Architect
Siemens AG

Engineer
Socionext Inc.

Technician support
Sogebank S.A

Senior Staff Software Engineer
Sony

Infrastructure Engineer
Start Today Technologies, Inc

Manager, Engineering Management DIV.
Subaru Corp.

Engineer
Suzuki Motor Corporation

SysAdmin
Swissquote

Research Scientist
Toshiba

Architect
Toyota InfoTechnology Center Co.,Ltd.

Group Manager
TOYOTA MOTOR CORPORATION

Software Engineer
Trend Micro Inc.

Sr. Program Manager
Uber Technologies

Operating Officer
Ubiquitous Corporation

Software Engineer
UBS

Middleware Engineer
Witz Corporation

Engineer
Xevo K.K.

Engineer
Yahoo Japan

Big Data Reseacher
Yarch

Software Engineer
Yazaki Corporation

Virtual Experience

Sponsorship Opportunities

	DIAMOND ~~4 AVAILABLE~~ 3 AVAILABLE	PLATINUM ~~8 AVAILABLE~~ 6 AVAILABLE	GOLD ~~10 AVAILABLE~~ 9 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			
Takeover of the "Ask the Experts" Channel: Sponsor will have the opportunity to host their own 30 minute "Ask the Experts" session.	•	•			
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.	•	•	•	•	•
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. 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.

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

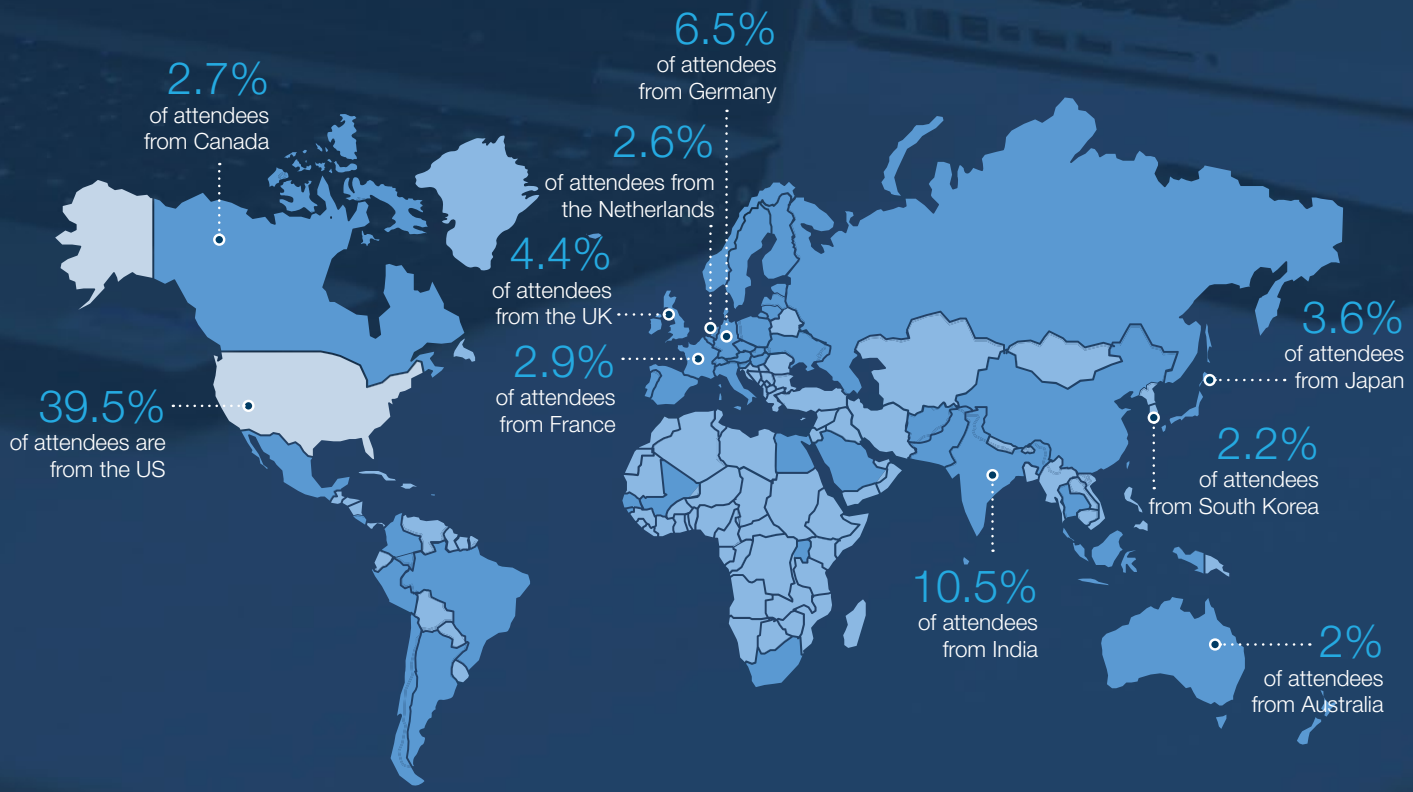
Including corporations, associations and academic institutions worldwide

FROM

141 countries

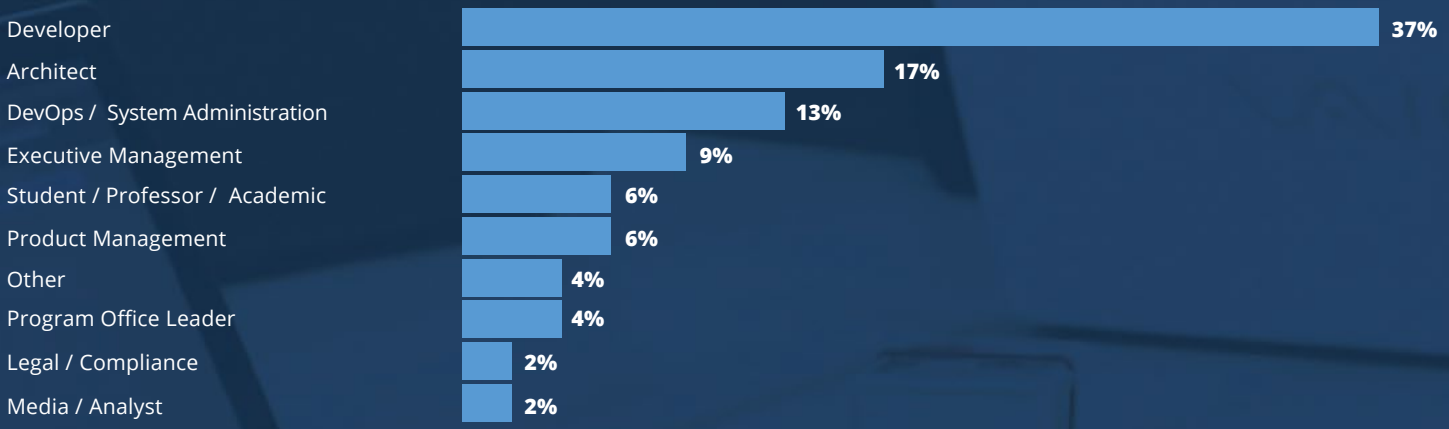
AUDIENCE BY COMPANY SIZE

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

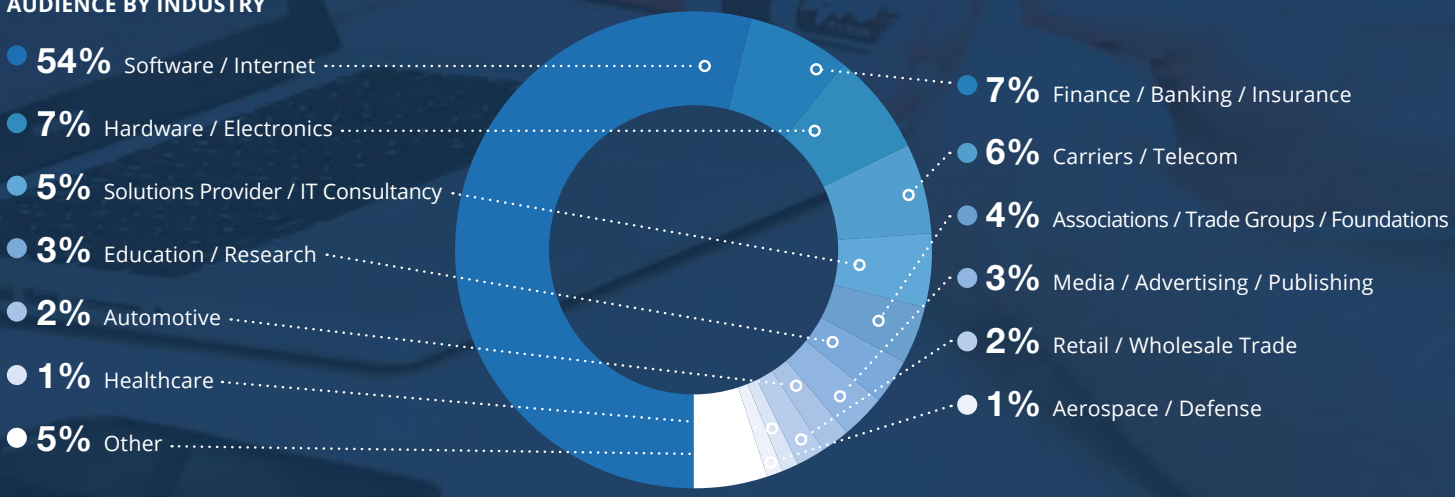


2019 LF EVENT **AUDIENCE SNAPSHOT** (CON'T)

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

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.

THE LINUX FOUNDATION

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

www.events.linuxfoundation.org