THE LINUX FOUNDATION

2021 Event Sponsorship Prospectus

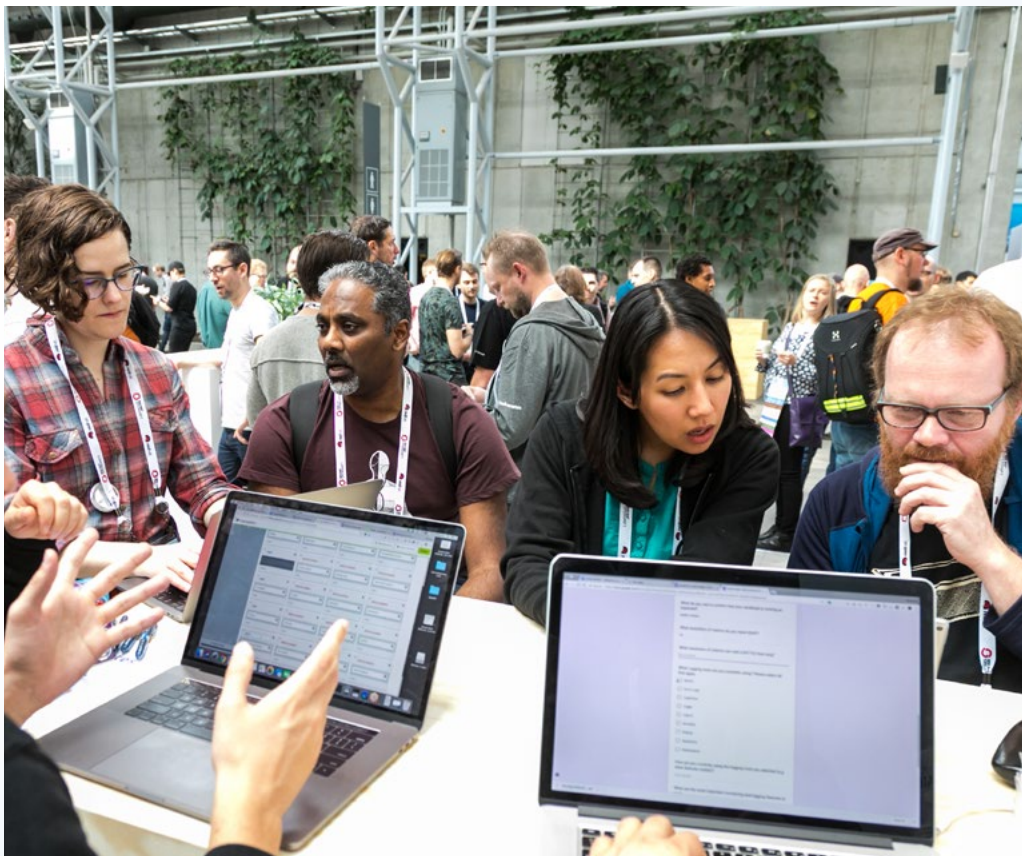


Table of Contents

Additional 2021 events will be added as dates are finalized.

About Linux Foundation Events 3
Audience Snapshot 4
Promotional Marketing Opportunities 22

LINUX FOUNDATION EVENTS

MARCH

The Linux Foundation Member Summit 6
March 9-11, 2021 | Virtual

AUGUST

KVM Forum 8
August 2-4, 2021 | Vancouver B.C.

Open Source Summit + Embedded Linux Conference North America 10
August 3-6, 2021 | Vancouver B.C.

SEPTEMBER

Linux Plumbers Conference 12
September 27-29, 2021 | Dublin, Ireland

Open Source Summit + Embedded Linux Conference Europe 13
September 28 - October 1, 2021 | Dublin, Ireland

Linux Kernel Maintainer Summit 15
September 29, 2021 | Dublin, Ireland

OCTOBER

Open Networking & Edge Summit North America 16
October 11-12, 2021 | Los Angeles, CA

TBD

Linux Security Summit North America 18
Linux Security Summit Europe 18
Linux Storage, Filesystem & MM Summit 19
Open Source Summit Japan + Automotive Linux Summit 20
Open Source Strategy Forum Information Available Shortly

LINUX FOUNDATION PROJECT EVENTS

MAY

KubeCon + CloudNativeCon Europe 22
May 4 - 7, 2021 | Virtual

JUNE

OpenJS World 24
June 9, 2021 | Virtual Experience

OCTOBER

KubeCon + CloudNativeCon North America 26
October 12-15, 2021 | Los Angeles, USA

COVID-19 & 2021 Events:

Many of our 2021 events are being planned as 'hybrid events' - an in person event with a virtual component for those that cannot attend in person. Given the fluid COVID-19 situation, this may change, and we may need to once again pivot hybrid events to virtual ones.

In the cases where this happens:

- We will make the decision and notify all participants at least 3 months in advance.
- Sponsors will, at that time, be presented with the new virtual event sponsorship pricing and benefits, and will have 14 days to choose whether to transfer their sponsorship to the virtual format, or receive a full refund.*
- For any event that takes place in person, we will take all necessary precautions to ensure the safety of those in attendance.

*Note that some LF Project events will adhere to different timelines and/or virtual event pricing and refund policies. Any event not adhering to the above will note its own policies on their individual event websites.

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, Open Source Strategy Forum, The Linux Foundation Member Summit

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

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 Summit

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 60,000+ 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 ecosystem development necessary to build, scale, and sustain critical open source projects and communities. As the home of over 400 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**

*Updated with 2020 audience snapshot at the completion of events.

ATTENDANCE

42,000+ attendees

31.25% YoY Growth

REPRESENTING

12,000+ organizations

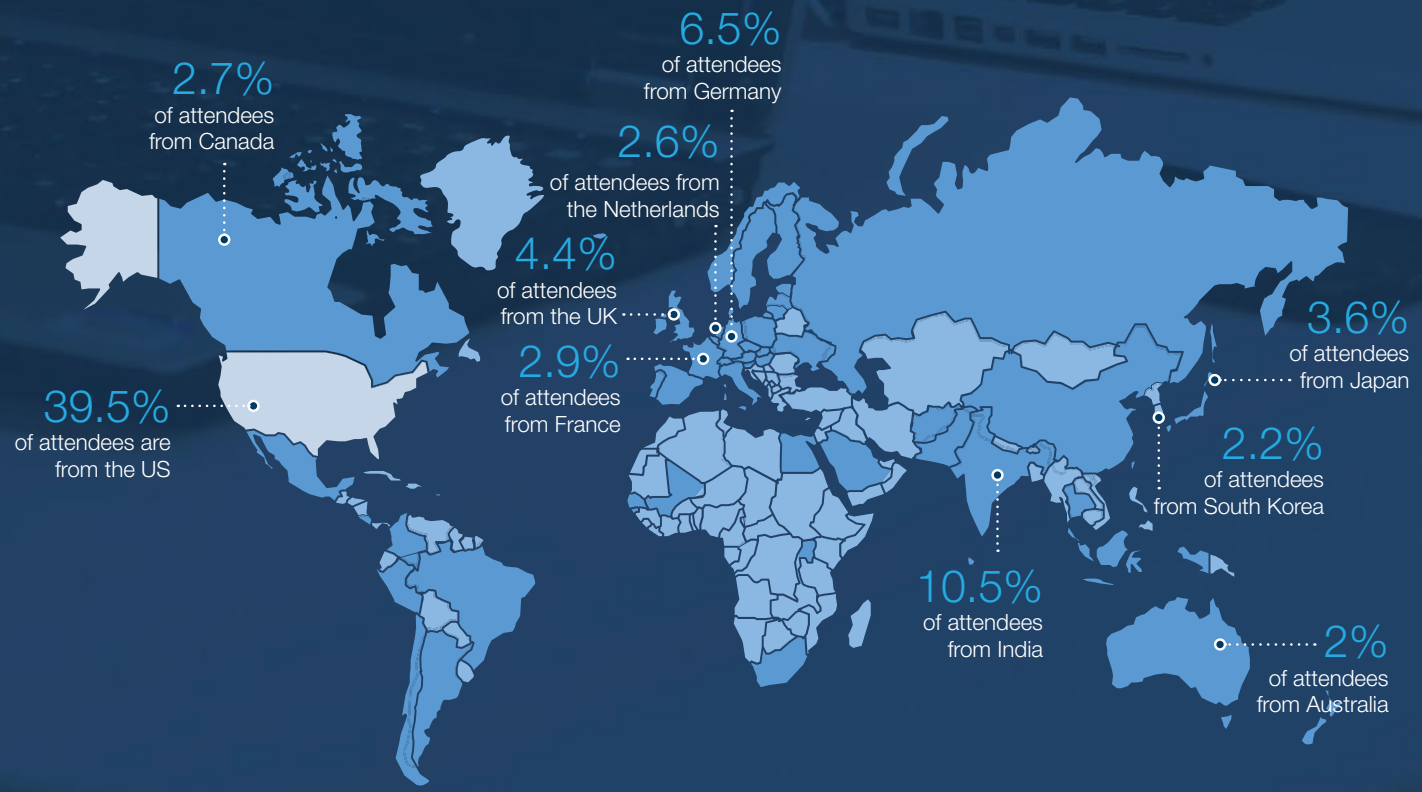
Including corporations, associations and academic institutions worldwide

FROM

141 countries

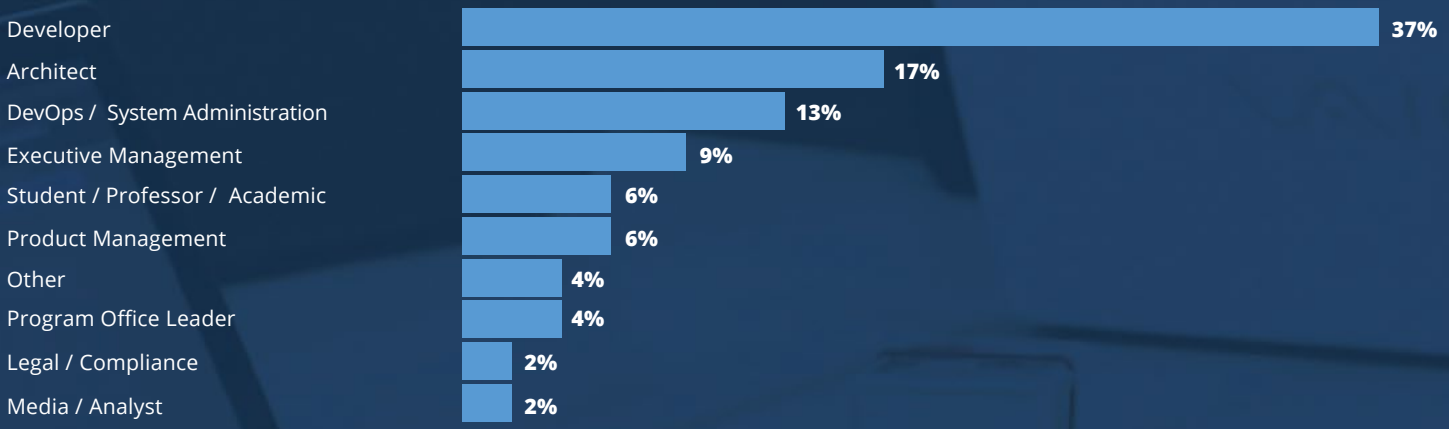
AUDIENCE BY COMPANY SIZE

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

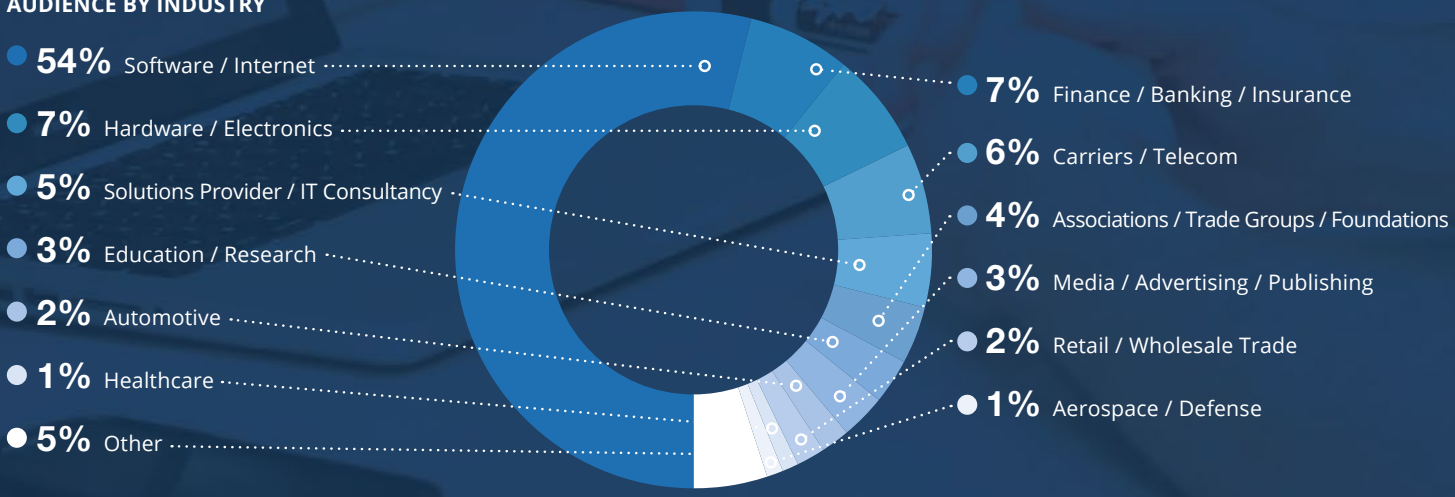


2019 LF EVENT **AUDIENCE SNAPSHOT** (CON'T)

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
MEMBER SUMMIT

For the safety of our community, we have decided to move forward with a virtual event experience for this event in 2021.

March 9-11, 2021 | Virtual

Where industry leaders convene to drive digital transformation with open source technologies and learn how to collaboratively manage the largest shared technology investment of our time.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver innovative products and services to their users and customers, companies must learn directly from the senior technologists and thought leaders who steer the most widely used and influential projects.

The Linux Foundation Member Summit (formerly Open Source Leadership Summit) is the annual gathering for Linux Foundation member organizations.

The event fosters collaboration, innovation, and partnerships among the leading projects and organizations working to drive digital transformation with open source technologies. It is a must-attend for business and technical leaders looking to advance open source strategy, implementation and investment in their organizations and learn how to collaboratively manage the largest shared technology investment of our time.

For sponsors, it is an excellent opportunity to gain access to the event and the attendees for strategic discussions and collaboration.

"The only event where I can meet all of the key leaders across the open source cloud computing projects in person. The chance to talk in person, share aspirations and wrestle with new ideas this year have already resulted in collaboration...The institutional knowledge about open source represented by the participants is inspiring. This is an event that can help us build a better software industry."

SAM RAMJI, CHIEF STRATEGY OFFICER, DATA STAX

THE LINUX FOUNDATION
MEMBER SUMMIT

Sponsorship Opportunities

Co-Host Sponsorship (2 Available) - $30,000

Sponsorship Benefits include:

- 5 Minute Keynote (Content to be approved by LF)
- Private video meeting 'room' & chat channel in virtual event platform for use throughout event
- Hosted Webinar: Linux Foundation will promote and host a webinar featuring sponsor's content and speaker. Sponsor will receive contact information for webinar registrants
- Logo prominently displayed in keynote theater
- Opportunity to provide (1) physical item for gift bags to attendees
- Recognition as a co-host of event during opening keynote
- Logo featured on virtual platform rotating sponsor banner
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event website
- 10 Conference Invitations

Premier Sponsorship (3 Available) - $20,000

Sponsorship Benefits include:

- Private video meeting 'room' & chat channel in virtual event platform for use throughout event
- Hosted Webinar: Linux Foundation will promote and host a webinar featuring sponsor's content and speaker. Sponsor will receive contact information for webinar registrants
- Logo prominently displayed in keynote theater
- Opportunity to provide (1) physical item for gift bags to attendees
- Logo featured on virtual platform rotating sponsor banner
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event website
- 6 Conference Invitations

Attendee Gift Sponsorship (2 Available) - $25,000

All attendees will be mailed a gift bag for the event which will include one branded item featuring sponsor logo exclusively alongside the conference logo. Sponsor will be given branded item options to choose from.

Additional Sponsorship Benefits include:

- Logo featured on virtual platform rotating sponsor banner
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event website
- 4 Conference Invitations

Virtual Wine Reception Sponsorship (2 Available) - $10,000

25 attendees (of sponsor's choosing) will be invited to attend a wine reception to be held at 5:30pm PST on March 9, 10 or 11. Content will be curated by sponsor who will receive contact information of all reception registered attendees.

Additional Sponsorship Benefits include:

- Opportunity to provide (1) physical item for gift bags to attendees
- Logo featured on virtual platform rotating sponsor banner
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event website
- 4 Conference Invitations

Supporter Sponsorship (Unlimited) - $5,000

Sponsorship Benefits include:

- Private video meeting 'room' & chat channel in virtual event platform for use throughout event
- Logo featured on virtual platform rotating sponsor banner
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event website
- 2 Conference Invitations

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.

KVM FORUM

August 2-4, 2021 | Vancouver BC

KVM Forum is an annual event that presents a rare opportunity for developers and users to meet, 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.

- 2020 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:

- Meet 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.

KVM FORUM

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	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens	•	•	
Onsite Recognition during Opening Keynote Session	•	•	
Conference Attendee Passes: Full-access passes to the entire conference for your staff or customers	15	10	5
Recognition on Event Website: Prominent logo display on all website pages	•	•	•
Recognition on Event Signage: Logo on conference signage	•	•	•
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•
Sponsorship Cost	**$20,000**	**$10,000**	**$5,000**

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THE LINUX FOUNDATION
OPEN SOURCE SUMMIT
NORTH AMERICA

Embedded Linux Conference
North America

This event is currently being planned as a hybrid event.

August 3-6, 2021 | Vancouver B.C.

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 16 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
- Generate 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

Open Source Summit + ELC North America 2020 gathered 4,183 attendees from 2,344 organizations in 109 countries around the globe. 58% hailed from the United States, Canada, and Mexico. 65% were in technical positions.

A huge shoutout to the @linuxfoundation and everyone involved in putting together a great event #OSSummit. Great location, amazing networking, catching up with older friends and mentors in #OpenSource and lots of learning." **-Sudheesh Singanamalla**

"Very late to the party but wanted to give a shout out to @linuxfoundation for hosting an amazing #OSSummit. Met a lot of fabulous people and got to learn about cool new technologies! Execution was excellent on all levels." **- Angela Chin**

	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 on-site announcement.	•				
Webinar: We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•			
Custom Questions in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by LF), and follow up reporting with data results.	2	1			
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. *Speaking slots based on availability. Tutorial option includes registration for 2 tutorial leaders. Sponsor would receive attendee contact information for tutorial option (opt in attendees only).*	15-minute Keynote or 1 hour Tutorial	5-minute Keynote or 1 hour Tutorial	Conference Session or BoF		
Social Media Re-Share: The LF Twitter account with re-tweet 1 post of your choosing. Timing determined by LF.	•	•	•		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Conference Room: For private meeting use only.	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Collateral Distribution: Laid out in a prominent location near registration.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Access to Event Press/Analyst List: Contact List shared one week prior to event for your own outreach.	•	•	•	•	•
Social Media Promotion of Sponsorship: From The Linux Foundation (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by LF).	5x	4x	3x	2x	1x
Recognition on Event Signage, Virtual Platform and Website: Prominent logo display on all event web pages, virtual event platform and on conference signage onsite.	•	•	•	•	•
Exhibit Booth: Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available). Sponsors will also receive a virtual 'booth' component offering: -Ability to post videos, demos, links and files -Chat directly with online attendees -Capture leads and booth traffic data for online attendees	15'x15'	10'x10'	10'X10'	6'x6'	Tabletop
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	3	2	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
Post-Event Data Report. Provides event demographics and additional details on event performance.	•	•	•	•	•
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.

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LINUX PLUMBERS CONFERENCE

This event is currently being planned as a hybrid event.

September 27-29, 2021 | Dublin, Ireland

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.

The 2021 sponsorship prospectus will be available shortly.

THE LINUX FOUNDATION
OPEN SOURCE SUMMIT
EUROPE

Embedded Linux Conference
Europe

This event is currently being planned as a hybrid event.

September 28 - October 1, 2021 | Dublin, Ireland

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

Nearly 2,500 Attendees joined Open Source Summit + Embedded Linux Conference Europe in 2020. In 2019, the event gathered 2,100 attendees from over 1,150 organizations across 67 countries with 67% of attendees in technical positions.

	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 on-site announcement.	•				
Webinar: We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Recognition during Opening Keynote Session: Sponsor Recognition by Name & Logo.	•	•			
Custom Questions in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by LF), and follow up reporting with data results.	2	1			
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. *Speaking slots based on availability. Tutorial option includes registration for 2 tutorial leaders. Sponsor would receive attendee contact information for tutorial option (opt in attendees only).*	15-minute Keynote or 1 hour Tutorial	5-minute Keynote or 1 hour Tutorial	Conference Session or BoF		
Social Media Re-Share: The LF Twitter account with re-tweet 1 post of your choosing. Timing determined by LF.	•	•	•		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Conference Room: For private meeting use only.	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Collateral Distribution: Laid out in a prominent location near registration.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Access to Event Press/Analyst List: Contact List shared one week prior to event for your own outreach.	•	•	•	•	•
Social Media Promotion of Sponsorship: From The Linux Foundation channels (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by LF).	5x	4x	3x	2x	1x
Recognition on Event Signage, Virtual Platform and Website: Prominent logo display on all event web pages, virtual event platform and on conference signage onsite.	•	•	•	•	•
Exhibit Booth: Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available). Sponsors will also receive a virtual 'booth' component offering: -Ability to post videos, demos, links and files -Chat directly with online attendees -Capture leads and booth traffic data for online attendees	15'x15'	10'x10'	10'X10'	6'x6'	Tabletop
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	3	2	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
Post-Event Data Report. Provides event demographics and additional details on event performance.	•	•	•	•	•
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.

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

THE LINUX KERNEL MAINTAINER SUMMIT

September 29, 2021 | Dublin, Ireland

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 CO-SPONSORSHIP 2 AVAILABLE	BREAKFAST AND BREAKS CO-SPONSORSHIP ~~2 AVAILABLE~~ 1 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**

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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

NORTH AMERICA

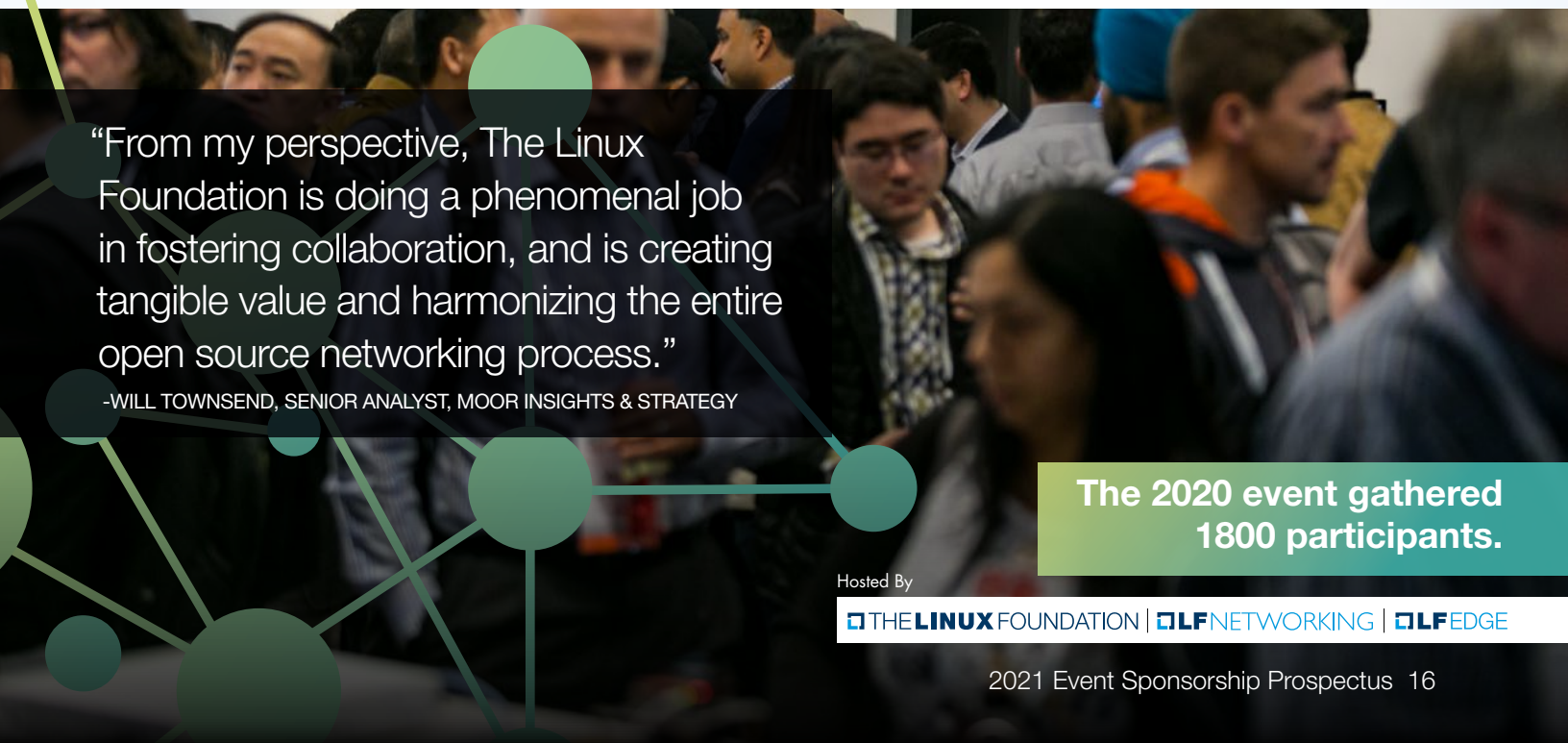
This event is currently being planned as a hybrid event.

October 11-12, 2021 | Los Angeles, CA

Open Networking & Edge Summit is the industry's premier open networking and edge computing event enabling 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

The 2020 event gathered 1800 participants.

Hosted By

THE LINUX FOUNDATION | LF NETWORKING | LF EDGE

OPEN NETWORKING & EDGE SUMMIT
NORTH AMERICA

START-UP PACKAGE

Includes:
Includes: Bronze sponsorship Benefits

$5,000

EXHIBITOR PACKAGE

Includes:
Tabletop Booth, 1 lead scanner and 2 conference passes

$8,000

Sponsorship Opportunities

	DIAMOND 3 AVAILABLE	PLATINUM 5 AVAILABLE	GOLD 6 AVAILABLE	SILVER 10 AVAILABLE	BRONZE UNLIMITED
Webinar: We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.	•				
Assistance with Press Bookings: Helping you get the most of your onsite announcements.	•				
Editorial Interview or Article on Linux.com: Over 1M unique visitors per month. Linux Foundation to approve final content and delivery date.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Complimentary Add-On Event Sponsorship: Sponsorship includes sponsor branding throughout evening event or developer lounge.	Onsite Attendee Reception Co-Sponsorship	Developer Lounge Co-Sponsor			
Sponsor Recognition by Name & Logo during Opening Keynote Session	•	•			
Custom Questions in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by LF), and follow up reporting with data results.	2	1			
Keynote Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. *Speaking slots based on availability. Required to show a demo or involve a customer in all sponsor keynotes.*	15-minute Keynote	5-minute Keynote	Keynote Panel Discussion Participation		
Social Media Re-Share: The LF Twitter account with re-tweet 1 post of your choosing. Timing determined by LF.	•	•	•		
Conference Track Speaking Opportunity: Moderator, panel participant or joint session with customer. All sponsor content must be approved by Program Committee and Linux Foundation. *Speaking slots based on availability. Registration for 2 speakers included. Additional benefits via virtual participation: Sponsor will receive contact info for opt-in attendees viewing online, online session metrics, and recognition in the session chat with a link of the sponsors choice posted.*	3-hour Tutorial	1.5-hour Tutorial	Conference Session or BoF		
Social Media Promotion of Sponsorship: From The Linux Foundation channels (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by LF).	Yes (5x)	Yes (4x)	Yes (3x)	Yes (2x)	Yes (1x)
Conference Room: For private meeting use only	Throughout Event	Throughout Event	One Day of Event	4 hours total	
Keynote Stage Branding: Logo prominently displayed on stage screens and virtual display.	•	•	•	•	
Access to Event Press/Analyst List: Contact List shared one week prior to event for your own outreach.	•	•	•	•	
Recognition in Pre- and Post- Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Exhibit Booth: Includes counter with graphic and stools. Backwall included for Diamond and Platinum sponsors. Table and chairs only for Bronze sponsors. (Upgrade options available) Sponsors will also receive a virtual 'booth' component offering: -Ability to post videos, demos, links and files -Chat directly with online attendees -Capture leads and booth traffic data for online attendees	15'x15'	10'x10'	10'x10'	6'x6'	Tabletop
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	3	2	1	1	1
Recognition on Event Signage and Website	•	•	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	40	30	20	12	6
Collateral Distribution: Laid out in prominent location onsite.	•	•	•	•	•
Post-Event Data Report. Provides event demographics and additional details on event performance.	•	•	•	•	•
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	**$95,000**	**$70,000**	**$45,000**	**$25,000**	**$12,000**

***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.**

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

North America | TBD
Europe | TBD

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

Europe 2 Available | North America 2 Available • $8,000

- Sponsorship of Video Recording for 1 Day of Event. Your logo and an approved message will be included on the splash screen for each video and viewed by thousands throughout the year. Videos are publicly available on Linux Foundation YouTube Channel.
- Logo on Website with URL
- Logo on Sponsor Signage onsite
- 6 Tickets to Security Summit

General Sponsorship

Europe 2 Available | North America 2 Available • $5,000

- Sponsorship of Coffee Breaks for 1 Day of Event. Your logo will appear on signage placed strategically in the coffee break area and on buffets for maximum exposure.
- Logo on Website with URL
- Logo on Sponsor Signage onsite
- 2 Tickets to Security Summit

Supporter Sponsorship

Unlimited • $3,000

- Logo on Website with URL
- Logo on Sponsor Signage onsite
- 2 Tickets to Security Summit

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

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

LINUX STORAGE FILESYSTEM & MM SUMMIT

Fall, Exact Dates TBD

The Linux Storage, Filesystem & Memory Management Summit gathers the foremost development and research experts and kernel subsystem maintainers...

to map out and implement improvements to the Linux filesystem, storage and memory management subsystems that will find their way into the mainline kernel and Linux distributions in the next 24-48 months.

This three-day event, underwritten and managed by The Linux Foundation, is invitation only and employs a nomination process to determine the 85 members of the community who will attend each year.

Sponsoring this event not only showcases your company's support of those developers and researchers at the forefront of important innovations in these spaces; it also offers a coveted seat at the table for a member of your organization to affect change at the ground level.

Sponsorship Opportunities

	DIAMOND 1 AVAILABLE	PLATINUM 5 AVAILABLE	GOLD UNLIMITED	SILVER UNLIMITED
Breakfast Sponsorship: Exclusive sponsor of attendee breakfast on all days of event	•			
Recognition on Event Signage: Prominent logo display on conference signage	•	•	•	•
Recognition on Event Website: Prominent logo display on all website pages	•	•	•	•
Recognition in Pre-Event Attendee Email	•	•	•	•
Summit Invitation: Invitation(s) to attend the event	3	2	1	0
Sponsorship Cost	**$35,000**	**$20,000**	**$12,500**	**$6,000**

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

This event is currently being planned as a hybrid event.

2021 Dates TBD

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.

Automotive Linux Summit gathers the most innovative minds leading and accelerating the development and adoption of a fully open software stack for the connected car from across the open source community and automotive industry for collaboration and shared learnings to drive innovation of embedded devices in the automotive arena. Attendees include automotive systems engineers, Linux experts, R&D managers, business executives, open-source licensing and compliance specialists and community developers.

Attendees join the event to:

- Learn about the latest trends in open source and automotive
- Explore career opportunities with the world's leading technology companies
- Access leading experts to learn how to navigate the complex open source environment
- Find out how others have used open source to gain efficiencies and increase innovation internally
- Gain a competitive advantage learning about new innovative open solutions & technologies
- Find out what industry-leading companies and projects are doing in the future, and where technologies are headed

Sponsorships offer a multitude of benefits:

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

1000+ Attendees Gather at Automotive Linux Summit and Open Source Summit Japan annually.

	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 on-site announcement.	•				
Webinar: We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Recognition during Opening Keynote Session: Sponsor Recognition by Name & Logo.	•	•			
Custom Questions in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by LF), and follow up reporting with data results.	2	1			
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. *Speaking slots based on availability. Tutorial option includes registration for 2 tutorial leaders. Sponsor would receive attendee contact information for tutorial option (opt in attendees only).*	15-minute Keynote or 1 hour Tutorial	5-minute Keynote or 1 hour Tutorial	Conference Session or BoF		
Social Media Re-Share: The LF Twitter account with re-tweet 1 post of your choosing. Timing determined by LF.	•	•	•		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Conference Room: For private meeting use only.	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Collateral Distribution: Laid out in a prominent location near registration.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Access to Event Press/Analyst List: Contact List shared one week prior to event for your own outreach.	•	•	•	•	•
Social Media Promotion of Sponsorship: From The Linux Foundation channels (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by LF).	5x	4x	3x	2x	1x
Recognition on Event Signage, Virtual Platform and Website: Prominent logo display on all event web pages, virtual event platform and on conference signage onsite.	•	•	•	•	•
Exhibit Booth: Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available). Sponsors will also receive a virtual 'booth' component offering: -Ability to post videos, demos, links and files -Chat directly with online attendees -Capture leads and booth traffic data for online attendees	10'w x10'd (feet)	10'w x 10' d (feet)	8'w x 6'd (feet)	8'w x 6'd (feet)	6'w x 6'd (feet)
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	3	2	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
Post-Event Data Report. Provides event demographics and additional details on event performance.	•	•	•	•	•
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.

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.

KubeCon | CloudNativeCon Europe 2021

Virtual

May 4 - 7, 2021

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 15,000+ 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 2021 - Virtual.

4 days

200+ sessions and keynotes

15,000+ attendees

5,000+ 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 – containerd, CoreDNS, Envoy, etcd, Fluentd, Harbor, Helm, Jaeger, Kubernetes, Prometheus, Rook, TiKV, TUF, Vitess, Argo, Buildpacks, CloudEvents, CNI, Contour, Cortex, CRI-O, Dragonfly, etcd, Falco, gRPC, KubeEdge, Linkerd, NATS, Notary, Open Policy Agent, OpenTracing, Operator Framework, SPIFFE, SPIRE, and Thanos – 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 March 4, 2021.

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by March 4, 2021.

KubeCon CloudNativeCon Europe 2021 Virtual

Benefit	DIAMOND* 6 AVAILABLE	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*	•					
Opportunity to participate in media & analyst panel during the event	•					
(1) featured blog post on CNCF.io pre- or post-event	•					
Speaking Opportunity	Co-located event cross-promotion OR 30-minute session	5-minute lightning talk or LF Live webinar				
(1) customized sponsor ad before and after keynotes*	(1) 20-second video ad	(1) static banner ad				
Email to opt-in attendees	(1) standalone email pre- or post-event	(1) 400-character message in shared pre-event email				
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 or tutorial in the sponsor theater	•	•	•			
List of registered press/analysts (provided 3 weeks prior to event)	•	•	•			
Custom-branded virtual exhibit space	•	•	•	•	•	•
Logo recognition on keynote screen	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Opportunity to provide (1) contributed article to key publications pre- or post-event	•	•	•	•	•	•
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
Complimentary booth staff passes	30	25	20	15	10	10
Post-event data and leads report	•	•	•	•	•	•
Sponsorship Cost	**$153,000**	**$90,000**	**$58,000**	**$21,000**	**$7,000**	**$7,000**

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.
*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.

OpenJS World

Contact us at membership@openjsf.org
to secure your sponsorship today.

June 9, 2021 | Virtual Experience

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 performance, testing, automation, CI/CD, security, development, and community building.

With an agenda full of keynotes, breakout sessions, and interactive workshops from community and industry leaders, OpenJS Foundation's annual event is the one JavaScript conference you won't want to miss.

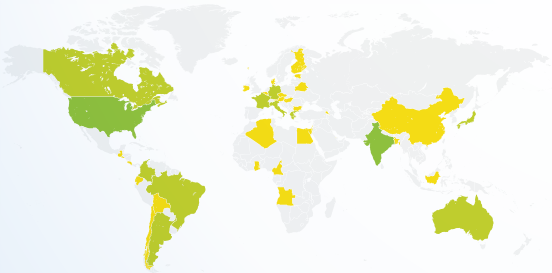
2020 Attendance – Total Registration:

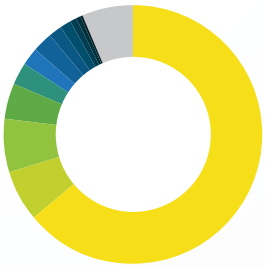
2233 attendees

2020 Attendee Demographics

1381 companies participated

Attendees from **81 countries**
Increase of 55 countries from 2019





Attendee Role

- Application Developer (Front-end/Back-end/ Mobile/Full Stack) **63.91%**
- Manager - Technical Teams **6.60%**
- Architect **6.51%**
- Student **4.43%**
- Executive Leader **2.76%**
- DevOps/SRE/Sysadmin **2.40%**
- Systems/Embedded Developer **2.40%**
- Marketing **1.72%**
- Product/Biz Dev **1.45%**
- Professor / Academic **0.68%**
- Media / Analyst **0.54%**
- DevOps/SRE/Sysadmin Architect **0.41%**
- Other **6.20%**

OpenJS World

Contact us at membership@openjsf.org
to secure your sponsorship today.

All new and existing corporate OpenJS members receive these benefits.

	PLATINUM OpenJS Member	**GOLD** OpenJS Member	**SILVER** OpenJS Member	New OpenJS Members
Keynote Platinum selects 1 Keynote OR 2 Breakouts. Gold selects 1 Keynote OR 1 Breakout.	20 minutes	10 minutes		
Breakout Platinum selects 1 Keynote OR 2 Breakouts. Gold selects 1 Keynote OR 1 Breakout.	•	•		
Logo on event website	Largest Size	Medium Size	Small Size	
Company description on event website	500 characters	300 characters	200 characters	
Embedded video on event website	•	•	•	
Logo in footer of email promotions	•	•	•	
Email to attendees (pre or post event) One email to opt-in list to be sent by event organizers.	•	•		
Slack Channel on OpenJS Foundation Workspace (2 weeks pre and post event)	•	•		
Social media thank you tweets 1x	•	•	•	
Blog on openjsf.org	Mention	Mention	Mention	Standalone
Yearly marketing benefits through Foundation (tiered by level)	•	•	•	
Community Onboarding				•

Enhance your exposure at OpenJS World by selecting an add-on package.

$40,000 USD	**$30,000 USD**	**$15,000 USD**
2-minute bumper video between keynotes: Provided by sponsor company	—	—
Full-day Workshop To be held on a separate date, with its own marketing and lead generation plan.	**Half-day Workshop** To be held on a separate date, with its own marketing and lead generation plan.	**1-hour Webinar** To be held on a separate date, with its own marketing and lead generation plan.
Email leads from Workshop registrations.	**Email leads from Workshop registrations.**	**Email leads from Webinar registrations.**
Social media thank you tweets 5x	**Social media thank you tweets** 3x	**Social media thank you tweets** 2x

KubeCon | CloudNativeCon

North America 2021

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

KubeCon + CloudNativeCon North America 2021

Los Angeles, USA

October 12-15, 2021

10,000+ attendees

KubeCon + CloudNativeCon North America 2021 is being planned as a "hybrid event" - an in person event with a virtual component for those that cannot attend in person. We will take all necessary precautions to ensure the safety of those who attend the event in person. We are evaluating virtual components and will be excited to share details as they become available.

Given the fluid COVID-19 situation, this may change, and we may need to once again pivot from a hybrid event to a virtual event.

In the event we need to pivot from a hybrid to a virtual event:

- We will make the decision and notify all participants at least 3 months in advance.

- Sponsors will, at that time, be presented with the new virtual event sponsorship pricing and benefits, and will have 14 days to choose whether to transfer their sponsorship to the virtual event, apply a credit to a future CNCF event in 2022 or receive a full refund.

CNCF reserves the right to make minor adjustments to sponsorship benefits and to increase/decrease the number of available sponsorships.

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 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.
- 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 and the community that is the engine driving some of the highest velocity open source projects in the industry.
- Join CNCF's hosted projects - containerd, CoreDNS, Envoy, etcd, Fluentd, Harbor, Helm, Jaeger, Kubernetes, Prometheus, Rook, TiKV, TUF, Vitess, Argo, Buildpacks, CloudEvents, CNI, Contour, Cortex, CRI-O, Dragonfly, Falco, gRPC, KubeEdge, Linkerd, NATS, Notary, Open Policy Agent, OpenTracing, Operator Framework, SPIFFE, SPIRE, and Thanos - 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.

KubeCon | CloudNativeCon
North America 2021

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.
Signed contracts must be received by July 22, 2021.

	DIAMOND* 6 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP** OPEN	END USER*** OPEN
Five-minute keynote Topic subject to co-chair approval	•					
Email 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				
List of registered press/analysts (provided 3 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 conference schedule	•	•	•	•	•	•
Social media posts	(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
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 reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

*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.

****As permitted per COVID-19 safety + social distancing requirements.

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 additional 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.

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