



2021 Event Sponsorship Prospectus

“We met some of the brightest and most talented attendees, and learned first-hand from industry leaders. The Linux events and sponsorship team made sure we had everything we needed for a successful event. We’re looking forward to more Linux Foundation events in the future!” -EMC

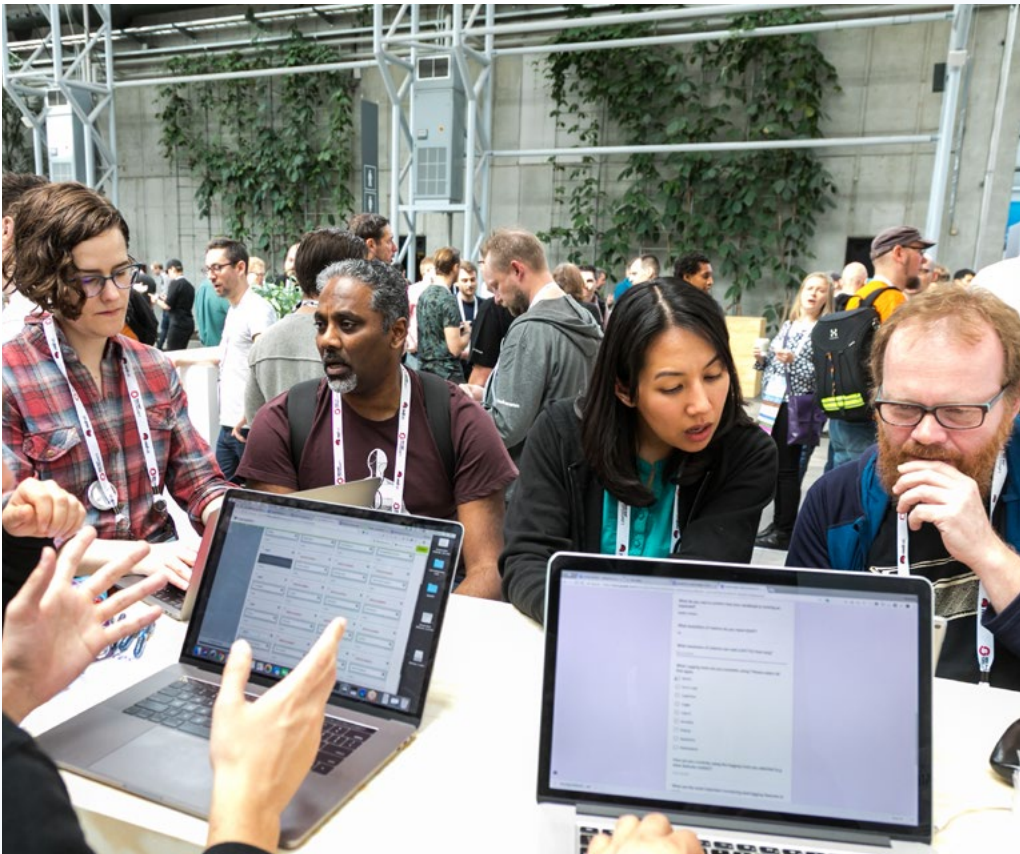


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LINUX FOUNDATION EVENTS

MARCH

Open Networking & Edge Executive Forum	6
<small>March 10-12, 2021 Virtual</small>	

AUGUST

KVM Forum.....	7
<small>August 2-4, 2021 Vancouver B.C.</small>	

SEPTEMBER

Linux Security Summit	9
<small>September 27-29, Dublin, Ireland</small>	
Linux Plumbers Conference.....	10
<small>September 27-29, 2021 Dublin, Ireland</small>	
Open Source Summit + Embedded Linux Conference	11
<small>September 28 - October 1, 2021 Dublin, Ireland</small>	
Linux Kernel Maintainer Summit.....	13
<small>September 29, 2021 Dublin, Ireland</small>	

OCTOBER

Open Networking & Edge Summit North America	14
<small>October 11-12, 2021 Los Angeles, CA</small>	

NOVEMBER

The Linux Foundation Member Summit	16
<small>November 2-4, 2021 Napa Valley, California</small>	

TBD

Linux Storage, Filesystem & MM Summit.....	18
Open Source Summit Japan + Automotive Linux Summit.....	19
Open Source Strategy Forum <small>Information Available Shortly</small>	

LINUX FOUNDATION PROJECT EVENTS

MAY

KubeCon + CloudNativeCon Europe	21
<small>May 4 - 7, 2021 Virtual</small>	

JUNE

Hyperledger Global Forum.....	23
<small>June 8-10, 2021 Virtual Experience</small>	
OpenJS World	25
<small>June 9, 2021 Virtual Experience</small>	
cdCon	27
<small>June 23-24, 2021 Virtual Experience</small>	

OCTOBER

KubeCon + CloudNativeCon North America	29
<small>October 12-15, 2021 Los Angeles, USA</small>	

DECEMBER

KubeCon + CloudNativeCon + Open Source Summit China	31
<small>Early December TBD</small>	

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.

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

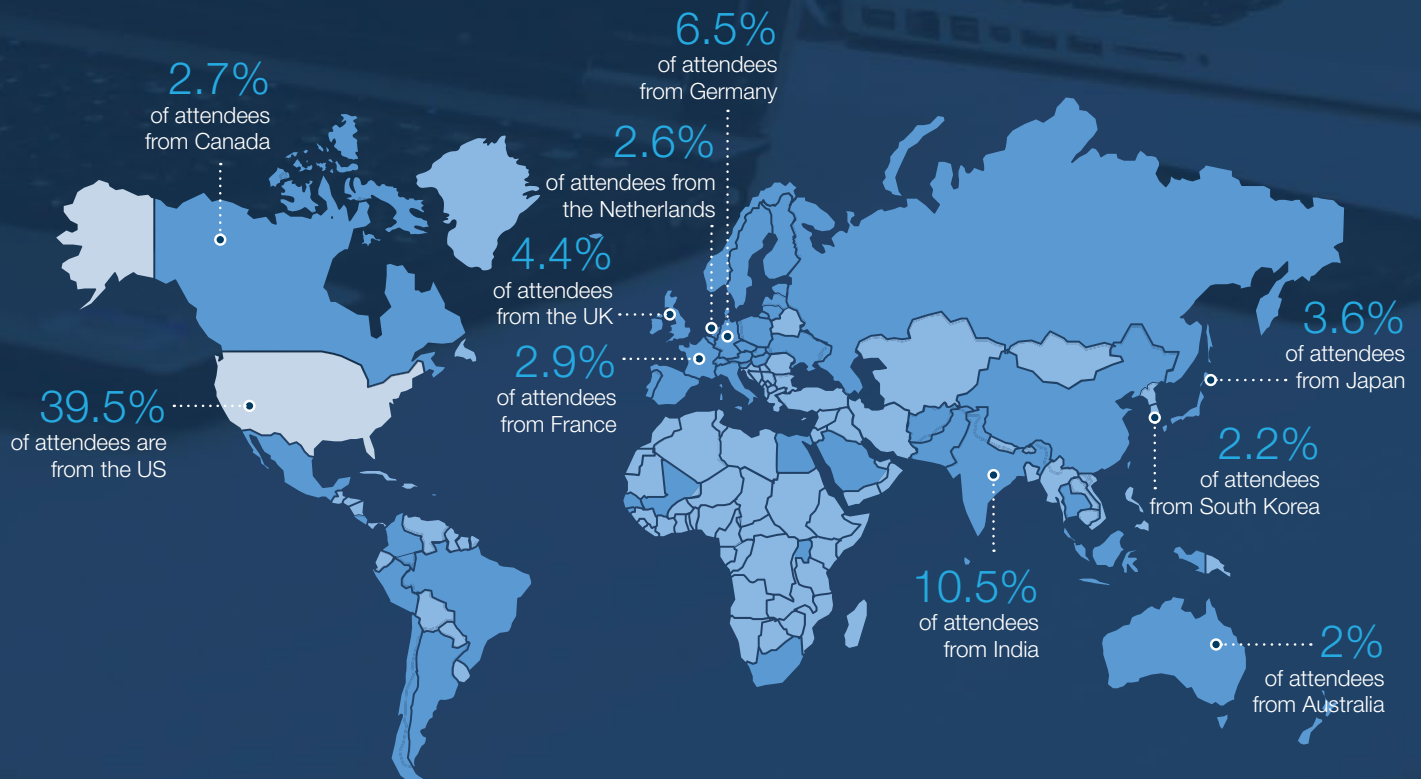
Including corporations, associations and academic institutions worldwide

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%

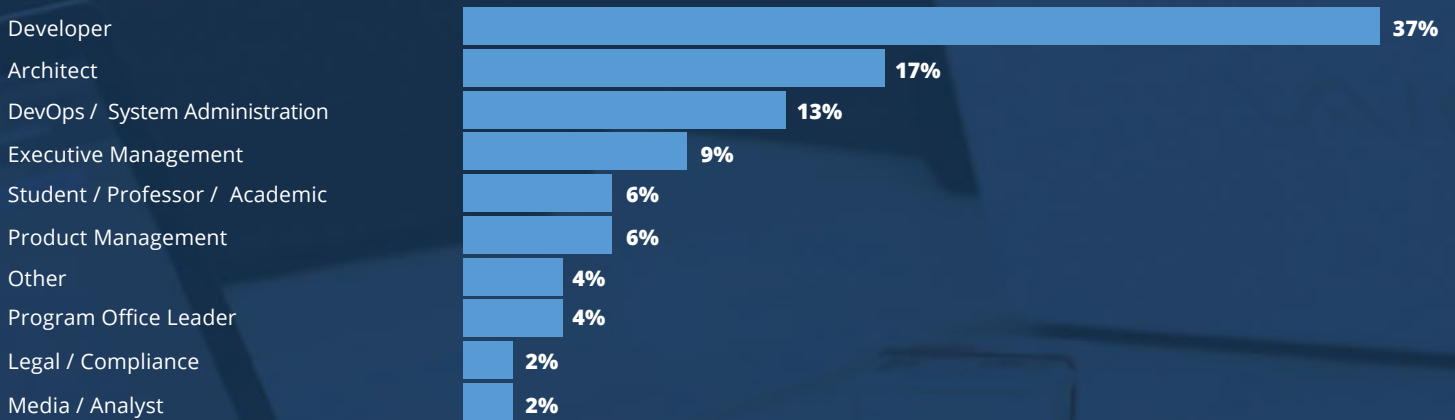
FROM

141 countries

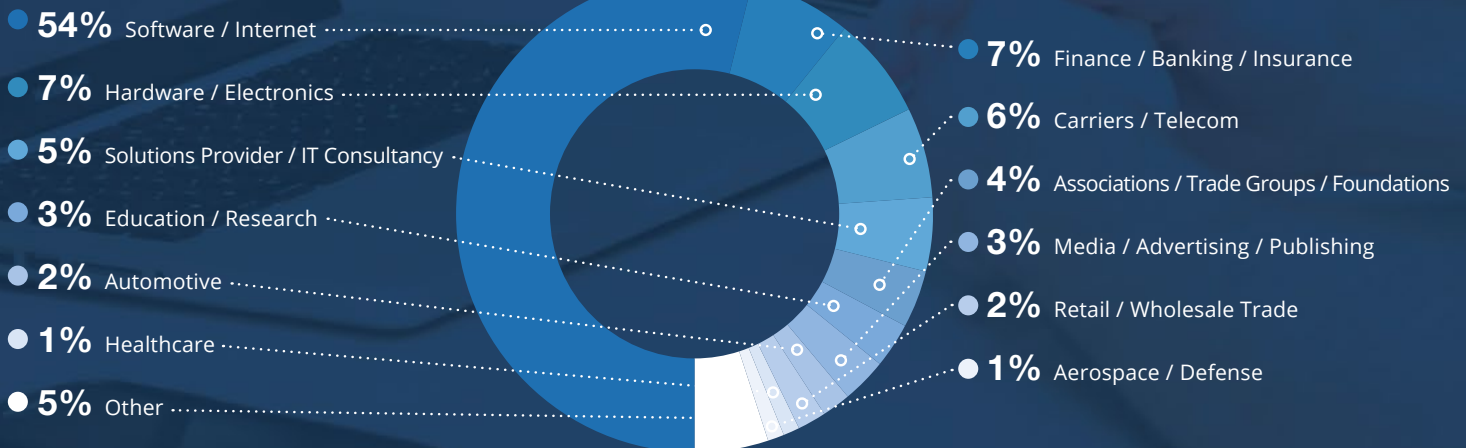


2019 LF EVENT AUDIENCE SNAPSHOT (CON'T)

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



March 10-12, 2021 | Virtual

Sponsor this special executive edition of Open Networking & Edge Summit, the industry’s premier open networking & edge computing event.

At Open Networking & Edge Executive Forum, executive leadership across the networking & edge ecosystems will share their visions with a global audience in the Telco, Cloud and Enterprise verticals. As a sponsor, you can be one of those leaders sharing your vision and thought leadership.

Presented in a virtual format across three days, this is a one track event that will be held in a different time zone each day to reach our global audience.

To sponsor, contact us at sponsorships@linuxfoundation.org.

Sponsorships-at-a-Glance

	DIAMOND 3 AVAILABLE	PLATINUM 6 AVAILABLE
Sponsored Session with Lead Generation: Attendees will be able to opt-in to a conference session you can hold on any of the event dates, either before or after the day’s programming. We will host and promote with content & speaker of your choosing. You receive contact information for opt-in registrants.	•	
Keynote Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.	15 minute keynote, must be VP level or higher	5 minute keynote, must be VP level or higher, OR host a Q&A with an end user speaker
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20 passes	10 passes
Prominent logo display on event platform.	•	•
Prominent logo display on all event web pages. Includes link to your URL.	•	•
Social Posts From The Linux Foundation (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).	5x	3x
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•
Sponsorship Cost	\$30,000	\$15,000

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Linux Foundation Corporate Members receive sponsorship discounts on Linux Foundation events; 5% discount or 7% when signing up for multiple events at once.

Hosted By

September 27-29, 2021 | Dublin, Ireland

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

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

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

Who Attends?

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

- 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:

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

Sponsorships-at-a-Glance

	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

Promotional Marketing Opportunities



Attendee T-Shirt | \$5,000 • 1 AVAILABLE

Includes sponsor logo on the KVM branded attendee t-shirt, to be distributed to all attendees. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.



Attendee Evening Event | \$5,000 • 1 AVAILABLE

Spark conversation about your brand during the attendee evening event. Includes shared branding on all food and drink stations and prominently placed signage.



Video Recording | \$15,000 • 1 AVAILABLE

Keynote and session recordings will be housed on The Linux Foundation's YouTube channel and displayed on the KVM Forum homepage. Includes:

- Company logo on the opening slide transition for every video.
- Recognition in post-event email to attendees announcing the videos are live (estimated 2 weeks after the event).
- Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.

September 27-29, 2021 | Dublin, Ireland

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.

Host Sponsorship | 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 The Linux Foundation YouTube Channel.
- Logo linked on all pages of the event website.
- Logo on sponsor signage onsite.
- 6 Attendee passes.

**LSS GATHERS 200+ SECURITY ENGINEERS,
SECURITY ARCHITECTS, SOFTWARE ENGINEERS,
SECURITY DEVELOPERS, KERNEL DEVELOPERS,
SYSADMINS AND RELEASE ENGINEERS.**

General Sponsorship | 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 linked on all pages of the event website.
- Logo on sponsor signage onsite.
- 2 Attendee passes.

Supporter Sponsorship | Unlimited • \$3,000

- Logo linked on all pages of the event website.
- Logo on sponsor signage onsite.
- 2 Attendee passes.



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.

About Open Source Summit & Embedded Linux Conference

Join us at 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 (OSS) 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.

Quick Facts

- 2021 is being planned as a hybrid event, with both in-person and virtual event components.
- 4 full days of programming, including **interactive keynotes, live Q&A, conference sessions, tutorials, collaboration opportunities** and **open source project mini-summits** delivered by some of the brightest minds across the open source ecosystem.
- 2,422 people joined the event virtually in 2020. We are expecting at least 4K attendees for our 2021 hybrid event.

Sponsorships-at-a-Glance

	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE 7 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.	•				
LF Live 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 The Linux Foundation), and follow up reporting with data results.	2	1			
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. <i>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).</i>	15-minute Keynote or 1-hour Tutorial	5-minute Keynote or 1-hour Tutorial	Conference Session or BoF		
Social Media Re-Share: The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•	•		
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 The Linux Foundation).	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.



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 <small>↑ AVAILABLE</small> SOLD OUT	DINNER RECEPTION 1 AVAILABLE	LUNCH CO-SPONSORSHIP 2 AVAILABLE	BREAKFAST AND BREAKS CO-SPONSORSHIP <small>2 AVAILABLE</small> 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

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details or discuss custom options.

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



OPEN NETWORKING & EDGE SUMMIT

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 | OLF NETWORKING | OLF EDGE

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-Sponsorship			
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. <i>Speaking slots based on availability. Required to show a demo or involve a customer in all sponsor keynotes.</i>	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. <i>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.</i>	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.

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, VP CLOUD PLATFORM, AUTODESK

Sponsorship Opportunities

Co-Host Sponsorship (2 1 Available) - \$30,000

Gain valuable mindshare as a co-host of this prestigious event.

Benefits include:

- Hosted Webinar: The Linux Foundation will promote and host a webinar featuring sponsor's content and speaker. Date and time of your choice with approval from The Linux Foundation. Sponsor will receive contact information for webinar registrants.
- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Private meeting room for duration of event
- Assistance with press bookings at event
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 10 Conference Invitations

Attendee Reception Sponsorship* (2 1 Available) - \$15,000

Benefits include:

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Logo prominently displayed at one reception
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 10 Conference Invitations

Attendee Lunch Sponsorship* (3 2 Available) - \$10,000

Benefits include:

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Logo prominently displayed at all-attendee lunch for one day
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 4 Conference Invitations

Attendee Breakfast & Breaks Sponsorship (3 1 Available) - \$10,000

Benefits include:

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Logo prominently displayed on breakfast/break buffets for one day
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 4 Conference Invitations

Supporter Sponsorship - \$5,000

Benefits include:

- Logo on event signage and on home page of event website
- 2 Conference Invitations

*Exact plans subject to change in 2021 due to COVID.

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

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details or discuss custom options.

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.

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. <i>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).</i>	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 x 10'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.

SPONSORSHIP BENEFITS AT-A-GLANCE

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

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.



HYPERLEDGER GLOBAL FORUM

JUNE 8–10, 2021 | VIRTUAL EXPERIENCE



Hyperledger Global Forum 2021 will offer the opportunity for users and contributors of Hyperledger projects from across the globe to connect, network and collaborate virtually. A community focused event, Global Forum provides an opportunity to learn and understand various aspects of the ecosystem including technical roadmaps and milestones of not only Hyperledger specific projects but the latest uses and applications of other related technologies across industries and markets. Social networking for the community to bond, and hacking activities will also be front and center at this annual event. Hyperledger Global Forum will be the premier virtual enterprise blockchain event of 2021.

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

Contact sponsorships@hyperledger.org to secure your sponsorship.

SPONSORSHIP OPPORTUNITIES

Sponsorship sales deadline **May 14, 2021**

	DIAMOND* 4 AVAILABLE	PLATINUM* UNLIMITED	SILVER* UNLIMITED
Keynote: 20 Minute Keynote Session (content to be approved by program committee)	.		
1-Minute Video During Opening Keynote: Provided by sponsor company.	.		
Blog: Featured profile or interview on Hyperledger Blog	.		
Presentation: 30 Minute Presentation + Q&A. Maximum 2 of Presenters. (content to be approved by program committee)	.	.	
Pre-Conference Email Blast: One time use of opt-in list to be sent by event organizers. Date option is based on availability.	.	.	
Press List Access 2 Weeks Prior to Event	List and Booking Assistance	List	
Sponsor Recognition in Promotional Emails and News Release	.	.	
Promotion of Events Related to Hyperledger Global Forum 2021	.	.	
Logo Included on “Thank You to Our Sponsors” Slide During Keynote Sessions	.	.	.
Social Media ‘Thank You’ Tweet	1 during event	1 post-event	1 post-event
Social Media Re-share: Hyperledger Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined by Hyperledger.	.	.	Members Only
Recognition in Pre-Event Attendee Emails: Includes logo and link to your URL.	.	.	Company Name Only
Message in Attendee Post-Event Email	200 words	100 words	Company Name Only
Recognition on Event Website: Prominent logo displayed on event homepage by tier.	.	.	.
Recognition on Event Platform: Prominent logo displayed on virtual event platform	.	.	.
Virtual Exhibit Booth: See below for details.	.	.	.
Custom-branded graphics	.	.	.
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.	.	.	.
Complimentary Passes	20	15	5
Premier Member Price	\$25,000	N/A	N/A
Hyperledger Member Price	\$30,000	\$15,000	\$2,500
Non-Member Price	\$35,000	\$18,000	\$3,500

*No ICO/STOs/Coin offerings etc. promotions in the showcase or presentations.



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

OpenJS World

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.

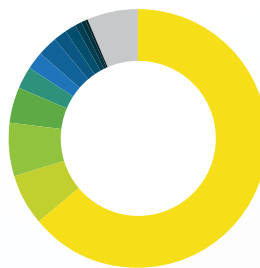
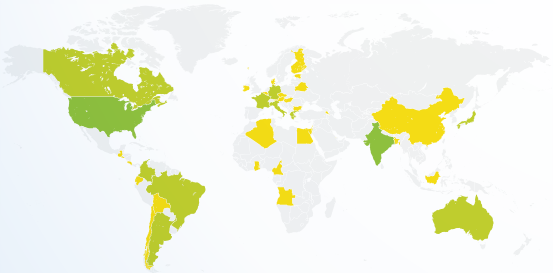
With an agenda full of keynotes, breakout sessions, and interactive workshops from community and industry leaders, OpenJS Foundation's annual event is the one JavaScript conference you won't want to miss.

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%**



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

Who Attends?

2020 cdCon Audience Snapshot

JOB FUNCTION

DevOps/SRE/Sysadmin	44%
Application Developer	14%
Architect	13%
Other	7%
Manager - Technical Teams	6%
Executive Leader	4%
Academic	3%
Systems/Embedded Developer	2%
Manager - Other	2%
Marketing	2%
Product/Biz Dev	2%
Media / Analyst	1%

About the Event

Join Continuous Delivery leaders, industry icons, practitioners, and open source developers for a two-day virtual experience as we improve the world's capacity to deliver software with security and speed. Be part of the conversation driving the future of software delivery for technology teams, enterprise leadership and open source communities.

cdCon is the annual event by the Continuous Delivery Foundation, a vendor-neutral organization that is establishing best practices of software delivery automation, propelling education and adoption of CD tools, and facilitating cross-pollination across emerging technologies. The CDF is home to many of the fastest-growing open source projects for CD, including Jenkins, Jenkins X, Tekton, and Spinnaker.

cdCon 2021 expects to host 3,000+ virtual attendees, offer 45+ sessions with 5 project-focused learning and collaboration tracks, plus engaging and inspiring keynotes on [each day](#).

Benefits of Sponsoring



Generate new partnerships, alliances & customers



Increase brand awareness & recognition



Showcase your thought Leadership



Demonstrate support for the continuous delivery community



Take advantage of media exposure & PR announcements



Showcase products, services & technologies



Leverage highly targeted marketing opportunities



Recruit and acquire top talent

Sponsorship Opportunities



Contact events@cd.foundation to secure your sponsorship today.

LEVEL	DIAMOND 2-AVAILABLE 1 AVAILABLE	PLATINUM 3-AVAILABLE 2 AVAILABLE	GOLD 5 AVAILABLE	SILVER 5 AVAILABLE	START-UP* UNLIMITED	END USER UNLIMITED
NON-MEMBER PRICING	\$30,000	\$18,000	\$9,000	\$6,000	\$3,000	\$3,000
MEMBER PRICING	\$25,000	\$15,000	\$7,500	\$5,000	\$2,500	\$2,500
(1) 15-minute demo video posted on YouTube channel	x					
15-minute keynote - Day 1 & Sponsored Breakout Session*	x					
15-minute keynote - Day 2 or Sponsored Breakout Session*		x				
Sponsored Lightning Talk			x	x		
Sponsored Birds-of-a-Feather Session	x	x				
(1) Specific call-out to attendees to visit your booth or attend your sponsored session	x					
(1) 20-second video ad before virtual event session block (sponsor to submit video)	x					
(1) 5-second slide before virtual event session block (sponsor to submit slide)		x				
Recognition on rotating sponsor logo slides between sessions	x	x				
Emails to opt-in attendees	(1) Exclusive pre- or post-event	150 word message in pre-event attendee email				
Recognition in pre-event promotional emails	logo and link	company name and link				
(1) 50-word message in (1) attendee email during event	x	x				
Recognition in attendee post-conference thank you email	logo and link	logo and link	logo and link	logo and link	logo and link	logo and link
List of registered press/analysts (provided 2 weeks prior to event)	x	x	x			
Logo recognition on keynote screen	x	x	x	x	x	x
Logo and link on conference website	x	x	x	x	x	x
Social media posts	(1) pre-event and (1) during the event standalone tweet	(1) pre-event and (1) during the event standalone tweet	(1) pre-event and (1) during the event standalone tweet	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Virtual Booth including: custom-branded graphics, looping video/demo, downloadable resources (whitepapers, collateral, etc.), chat function	x	x	x	x	x	x
Booth gamification to assist in driving booth traffic for a demo, ask the expert, or live broadcast.	x	x	x	x	x	x
Post event data including: full list of attendees that visited booth (incl. name, title, company, physical address, email), report on downloaded assets/resources, record of all group and 1:1 chats in booth	x	x	x	x	x	x
Opportunity to present in the cdCon Job Theater for 5 minutes and share information on available positions and company culture.	x	x	x	x	x	x

*Sponsored Breakout Session will include the contact info of opted-in attendees

*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.



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.



KubeCon



CloudNativeCon



OPEN SOURCE SUMMIT

China 2021

KubeCon + CloudNativeCon + Open Source Summit is the premier event to engage with the most talented developers, IT professionals, and project leaders of China's active open source and cloud native communities. Join us to share learnings, highlight innovation, collaborate with peers, discuss emerging trends, and help create more sustainable cloud native and open source ecosystems. This event covers cloud native projects and technologies, along with the open source projects and technologies that support and integrate with them, including Linux, AI, blockchain, edge computing and more.

Early December 2021

3 consecutive days

Dates to be determined

China, location to be determined

3,000 attendees

KubeCon + CloudNativeCon + Open Source Summit China 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.

The Linux Foundation and Cloud Native Computing Foundation reserve 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 + Open Source Summit.

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 innovative startups.
- Inform and educate the community about your organization's products, services, open source strategies, and cloud native direction.
- Meet with project maintainers, leading developers, and operations experts ranging from startup CTOs to corporate developers to senior technology executives.
- Associate your brand with one of the fastest-growing technology communities.
- Join The Linux Foundation and Cloud Native Computing Foundation's hosted projects such as Linux, Hyperledger, LF AI, LF Edge, Kubernetes, Prometheus, and Envoy, and help bring cloud native project communities together.
- Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.
- Give back to the open source community. Profits from our events directly support hosted projects.

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.
 Signed contracts must be received by October 1, 2021.

	STRATEGIC 1 AVAILABLE	DIAMOND 5 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP*/ END USER** OPEN
Logo on Attendee T-shirt	•					
Logo on Lanyard	•					
Executive Lunch Capacity subject to COVID-19 safety + social distancing requirements	•					
Keynote: Topic subject to co-chair approval	(1) 10-minute keynote	(1) 5-minute keynote				
Emails to opt-in attendees	(1) exclusive pre- or post-conference email	(1) exclusive pre- or post-conference email				
Recognition in event promotional emails	logo and link	logo and link	company name and link only			
Sponsor recognition in attendee post-conference thank you email	logo and link	logo and link	company name and link only			
Executive meeting room	(1) exclusive meeting room for the duration of the event	(1) exclusive meeting room for (1) conference day	(1) exclusive meeting room for half of a conference day			
20-minute demo: Your presentation in the demo theater will be listed in the main schedule***	•	•	•	•		
List of registered press/analysts (provided 2 weeks prior to event)	•	•	•	•		
Logo recognition on keynote screens	•	•	•	•		
Public acknowledgment for funding of Kubernetes Contributor Summit	•	•	•	•	•	
Logo on sponsor signage	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Logo recognition on conference schedule	•	•	•	•	•	•
Promotional posts on WeChat	(2) standalone articles	(1) standalone article	(1) standalone article	(1) shared group article	(1) shared group article	(1) shared group article
Promotional posts on Twitter from the @KubeCon_ handle	(1) pre-event standalone tweet with social card and (1) tweet during the event	(1) pre-event standalone tweet with social card and (1) tweet during the event	(1) pre-event standalone tweet with social card	(1) pre-event shared group tweet	(1) pre-event shared group tweet	(1) pre-event shared group tweet
Discounted conference passes: unlimited 20% discount	•	•	•	•	•	•
Full conference attendee passes Includes access to keynotes, sessions and exhibits	(20) VIP Passes and (100) Standard Passes	(10) VIP Passes and (50) Standard Passes	(8) VIP Passes and (30) Standard Passes	(4) VIP Passes and (20) Standard Passes	(2) VIP Passes and (15) Standard Passes	(5) Standard Passes
Exhibit space: Turnkey booth includes back wall and counter with graphics, (2) stools, (1) wastebasket, basic power and carpet***	6m (w) x 6m (d) custom-built only	6m (w) x 3m (d) custom-built or turnkey	3m (w) x 3m (d) custom-built or turnkey	2.5m (w) x 2.5m (d) turnkey only	2m (w) x 2m (d) turnkey only	2m (w) x 2m (d) turnkey only
Lead retrieval device***	(2) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
Sponsorship Cost	\$286,000	\$131,000	\$79,000	\$52,000	\$21,000	\$6,000

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

*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.



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

events.linuxfoundation.org