

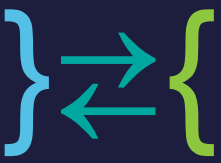
ASC 2021

API SPECIFICATIONS CONFERENCE

September 28-29, 2021 | Virtual Experience

2021 SPONSORSHIP

PROSPECTUS



About the Event

The API Specifications Conference (ASC) is a place for API practitioners to come together and discuss the evolution of API technology.

ASC includes cutting edge technology keynotes and sessions that chart the future of APIs, in-depth specification and standards discussions. The event is designed to be highly interactive with plenty of discussion time throughout the workshops and sessions.

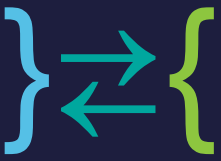
OpenAPI Specifications, RAML, Blueprint, gRPC, OData, JSON Schema, GraphQL, AsyncAPI and other formats will all be topics at the event, enabling attendees to get familiar with these formats and discuss how to use them in practice.

The event has its origins in the API Strategy and Practice Conference (APIStrat) which ran for many

years and became part of the OpenAPI Initiative in 2016. The collaborative spirit and community from APIStrat continue through the ASC event and we look forward to many of the same lively conversations and debates!

API practitioners including API developers, API Operations teams, API Designers and Enterprise Architects will attend ASC 2021. Content at the event will range from beginner introductions to API specifications all the way through best practice and cutting edge specialist topics.

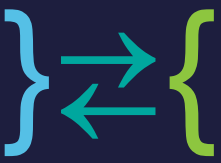




Sponsorships-at-a-Glance

	EVENT PARTNER	COMMUNITY PARTNER
Speaking Opportunity: 10-minute lightning talk*	•	
Event Website Recognition: Logo and Link on Event Website	•	•
Pre-Event Email Blast: One-time use of opt-in list to be sent by event organizers	•	
Keynote Recognition: Logo Included on “Thank You to Our Sponsors” Slide During Keynote Sessions	•	
Platform Recognition: Logo on conference branding within the online platform	•	
Virtual Exhibit Space: <ul style="list-style-type: none"> • Chat function with booth attendees • Embedded videos in booth • Ability to link to resources, social media, job posting, etc. • Ability to generate leads with attendee contact information for those that visit your booth 	•	
Post-Event Email Recognition: Logo and link in footer of email	•	
Social Media ‘Thank You’ Tweets	2 (1 pre-event, 1 post-event)	1 (pre-event)
Complimentary Passes: Additional passes discounted 20%	4	2
Member Sponsorship Cost	\$3,500	Complimentary
Non-Member Sponsorship Cost	\$4,500	\$500

*Session content must meet CFP requirements and is subject to approval by the OpenAPI Initiative. No sales or marketing pitches. Session will take place at a time determined by the event organizers. If payment is not received within 7 days of the event, the session will be removed from the schedule



Additional Opportunities

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

Event Partners receive a **25% discount** on Additional Opportunities.



Conference T-shirt **\$5,000 - 1 AVAILABLE**

OpenAPI Initiative and Sponsor co-branding on complimentary attendee conference t-shirt sent to opt-in registrants. Sponsorship must be confirmed with payment by July 31, 2021.



Selfie Booth **\$2,000 - 1 AVAILABLE**

Add some fun for attendees by sponsoring a virtual selfie booth. Benefits include:

- Branded sticker for photo booth frames
- Recognition in (1) daily event update email sent to attendees by the event organizers
- "Sponsored by" recognition within the selfie booth area of the event platform



Happy Hour **\$5,000 - 1 AVAILABLE**

Treat attendees to a fun-filled interactive experience to unwind after Day 1 of ASC. Activities may include all-time favorites such as a virtual games party, trivia night, escape room, or music performances. *If activity is organized by the sponsor, price is \$2,500, subject to committee approval. Benefits include:

- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on event schedule
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition
- Recognition in (1) daily event update email sent to attendees by the event organizers
- Prominent sponsor logo + link on virtual event platform
- Optional 2-minute welcome video or intro slide with sponsor recognition at the start of the activity



Sponsored Session **\$2,500 - 6 AVAILABLE**

Host a 45-minute Birds-of-a-Feather or Ask the Expert session to discuss a specific topic with attendees. These informal sessions are ideal to collaborate with other community members with similar interests. No sales or marketing pitches are allowed. To ensure a collaborative and intimate environment for open conversations, attendance is limited to 50 people and pre-registration is required (free of charge). Sessions will be held after the regular conference sessions each day. Time slots are assigned on a first come, first serve basis. Benefits include:

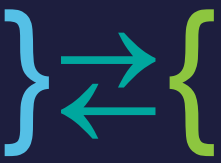
- Option to set the topic of discussion (subject to approval by the OpenAPI Initiative)
- Sponsor to nominate moderators/facilitators
- Session listed on the official event schedule
- Sponsor recognition on the event website
- Post-session leads report of opt-in attendees who attended the session incl. names, job titles, company names, physical addresses if provided, and email addresses (no phone numbers)



Promotional Video **\$2,500 - 3 AVAILABLE**

Showcase your brand to the community with a 20-second highlight video. Benefits include:

- (1) 20-second video ad to be played before opening keynote sessions each day
- Video included in keynote recording available on the OpenAPI YouTube channel following the event
- Sponsor to submit video to event organizers



Additional Opportunities

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

Event Partners receive a **25% discount** on Additional Opportunities.



Session Recordings **\$5,000 - 2 AVAILABLE**

Extend your presence long after the event concludes with the session recording sponsorship. All sessions will be recorded and made available on the OpenAPI Initiative YouTube channel. Benefits include:

- An introduction slide with the co-sponsor company logo and "Recording Sponsored By" will be shown prior to the start of each session recording
- Sponsor recognition in post-event email to attendees



Session Captioning **\$3,000 - 1 AVAILABLE**

Support ASC's Diversity & Inclusion initiatives with session captioning and downloadable transcript for keynote and breakout sessions. Benefits include:

- Recognition on the event website's Diversity & Inclusion page
- "Sponsored by" recognition within each session's details on the virtual event platform
- Logo included on "Thank You to Our Sponsors" Slide during Keynote Sessions
- Sponsor recognition in pre-event email to attendees

