



OPEN NETWORKING & EDGE SUMMIT

NORTH AMERICA

October 11-12, 2021 | Los Angeles, CA

2021 Sponsorship Prospectus



Hosted By

[THE LINUX FOUNDATION](#) | [OLFNWORKING](#) | [OLFEDGE](#)

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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.

Open Networking & Edge Summit 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

**Over 1000 people gather
annually for this event.**

Hosted By

 THE **LINUX** FOUNDATION |  **OLF** NETWORKING |  **OLF** EDGE



Sponsoring this event puts your company, products and technologies directly in front of key decision makers and business and technical leaders across a multitude of industry verticals.

Open Networking & Edge Summit 2021 is a critical forum for companies to strengthen their brand, establish thought leadership, connect with both end-user customers and partners, showcase innovative products and drive transformation across networking and edge computing.

Open Networking & Edge Summit Sponsor Benefits:



Gain valuable thought leadership and be front and center in the conversations and decisions driving enormous changes across networking and edge computing through your sponsorship.



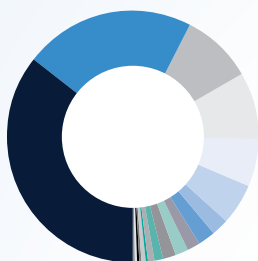
Reach potential partners and customers, recruit top talent and create positive brand awareness across the community.



Showcase products, technologies and services to industry leaders, gain critical input and feedback, and strengthen valuable relationships with telecoms, cloud providers and end users across the globe.

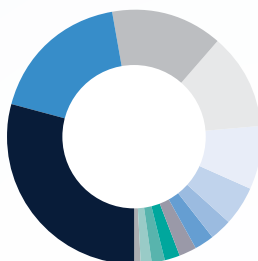
“The Linux Open Networking & Edge Summit opened my eyes to the development of distributed edge systems and latest developments in the cloud native space. I was able to build great connections from here.”

Attendee Demographics



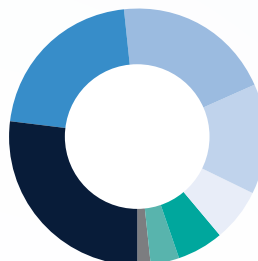
Industry

- Telecommunications **35.62%**
- Software **22.13%**
- Computer Hardware or Consumer Electronics **8.99%**
- Carriers / Telecommunications **8.76%**
- Internet or Web Services **6.15%**
- Non Profit Organization **5.09%**
- Other **2.37%**
- Consulting **2.01%**
- Education **1.89%**
- N/A **1.66%**
- Media / Advertising / Publishing **1.54%**
- Government **1.18%**
- Finance / Banking / Insurance **0.71%**
- Aerospace / Defense **0.47%**
- Retail / Wholesale Trade **0.47%**
- Transportation / Logistics / Warehousing **0.36%**
- Energy **0.24%**
- Industrial Equipment / Heavy Manufacturing **0.24%**
- Automotive / Transport **0.12%**



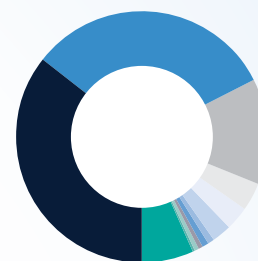
Job Function

- Architect **29.35%**
- Sales / Marketing / Business Dev **18.11%**
- Executive **14.08%**
- Developer **12.19%**
- Product Manager **8.17%**
- Other **4.85%**
- IT Operations - Sys Admin **2.72%**
- Program Office Leader **2.72%**
- Media / Analyst **2.01%**
- Student **2.01%**
- N/A **1.66%**
- IT Operations - DevOps **1.30%**
- Professor / Academic **0.83%**



Job Level

- Individual Contributor **26.98%**
- Director **21.42%**
- Manager **20.12%**
- VP / SVP / GM **13.96%**
- CXO / ED **6.63%**
- Other **5.80%**
- Academic **3.43%**
- N/A **1.66%**



Country Breakdown

- United States **67%**
- Other **13%**
- China **9%**
- Canada **4%**
- Japan **1%**
- Sweden **1%**
- Finland **1%**
- Germany **1%**
- India **1%**
- Republic of Korea **1%**
- United Kingdom **1%**

“Amazing three days at Open Networking Summit NA ‘19 in San Jose hosted by The Linux Foundation. Keynote sessions, tutorials, tech showcase, breakout sessions, and panel interviews all were just outstanding. This was my first time attending ONS, where you get a chance to network not only with great speakers and leaders but also to know their contributions towards open source.”

- Jay Shah



Sponsorship Opportunities

START-UP PACKAGE

Includes:
**Bronze sponsorship
benefits**

\$5,000

EXHIBITOR PACKAGE

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

\$8,000

	DIAMOND 3 AVAILABLE	PLATINUM 5 AVAILABLE 4 AVAILABLE	GOLD 6 AVAILABLE	SILVER 10 AVAILABLE	BRONZE UNLIMITED
LF Live Webinar: We will host and promote with content and 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. The 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 in developer lounge.	Developer Lounge Co-Sponsor	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 The Linux Foundation), 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 Linux Foundation Twitter account with re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•	•		
Conference Track Speaking Opportunity: Moderator, panel participant or joint session with customer. All sponsor content must be approved by Program Committee and The 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 The Linux Foundation).	5x	4x	3x	2x	1x
Conference Space**: 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, Virtual Platform and Website: Prominent logo display on all event web pages, virtual event platform and on conference signage onsite.	•	•	•	•	•
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. **As permitted per COVID-19 safety + social distancing requirements.

Promotional Marketing Opportunities

Contact

sponsorships@linuxfoundation.org
to secure your sponsorship today.

Have another idea on how you'd like to participate?
Contact us to create a custom package.

**Promotional name of this event may change

Each opportunity listed includes 2 conference passes for sponsoring.



Breakfast & Breaks **\$5,000 PER DAY**

Includes large branded signage in breakfast and break areas, as well as recognition on event website. **Leveled sponsorship required.**



Hallway Track Lounge** **\$5,000**

Includes co-branded signage, branded giveaways in lounge and website promotion.



Lanyards **\$6,000**

Every in-person attendee at the event 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. **Leveled sponsorship required.**



Keynote Livestream and Recording **\$10,000**

Includes logo on live stream home page and event website. Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.



Women in Networking & Edge Lunch** **\$10,000** **75-100 expected attendance.**

Show your support of the diversity in our community that is helping to create the future of networking. Includes sponsor signage and verbal recognition at lunch. Optional giveaway, provided by sponsor, must be approved by The Linux Foundation.



Wireless Access Sponsorship **\$15,000**

Conference wifi will be named after sponsor.



Attendee Gift

\$15,000 - LEVELED SPONSOR • \$20,000 - NON-LEVELED SPONSOR

Every in-person attendee at the event will receive an event gift (past gifts have been items like t-shirts, mugs, etc). Pricing includes a single color logo imprint. Full-color logo imprint available at an additional cost.



A photograph of a conference audience, with people seated and looking towards the left. The image is partially obscured by a white diagonal line that separates the top text area from the bottom image area.

Sponsorship Bundles & Custom Packages

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

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



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

events.linuxfoundation.org