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- The Overall Experience Was Amazing. I Learned a Lot About Technology From Around the World. I Even Recommended The Open Source Summit Japan + Automotive Linux Summit to All My Colleagues. 

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@lisancao

#OSSummit has by far been the most passionately inclusive conference I have been to thus far. From washroom signs, to the abundance of diversity talks, and the people themselves- the commitment to changing the face of #tech has been unreal. I hope other conferences take note!

Rikki Endsley • @rikkiends

Open source: Come for the tech. Stay for the people. #OSSummit
About Open Source Summit Japan + Automotive Linux Summit

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.

Automotive Linux Summit (ALS) gathers the most innovative minds leading and accelerating the development and adoption of a fully open software stack for the connected car. The open source community and automotive industry gather here for collaboration and shared learnings to drive innovation of embedded devices in the automotive arena.

Quick Facts

• 2021 is being planned as a hybrid event, with both in-person and virtual event components.

• 3 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.

• 1000 people have joined this event annually and are expected to attend in the 2021 hybrid event.
Who Attends The Event?
Attendees gather at Open Source Summit Japan + Automotive Linux Summit each year to:

- Learn about the latest trends in open source and open source technologies.
- Gain a competitive advantage by learning about new, innovative open solutions and technologies.
- Explore career opportunities with the world’s leading technology companies.
- Find out what industry-leading companies and projects are doing in the future, and where technologies are headed.
- 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.

“I REALLY ENJOYED BEING A PART OF THIS SUMMIT. THANKS A LOT TO LINUX FOUNDATION FOR PROVIDING ME A SCHOLARSHIP TO ATTEND THIS SUMMIT AND EXPAND MY HORIZONS AND NETWORK.”

“AN AWESOME EXPERIENCE, THIS BEING MY FIRST OSS! WAS OVERWHELMED BECAUSE I WAS INTERESTED IN ALMOST ALL THE TALKS AND DIDN’T WANT TO MISS ANYTHING. GOING TO REWATCH SOME OF THEM ON-DEMAND. THANKS TO ALL THE SPEAKERS AND THE ORGANISERS FOR THE EXPERIENCE.”
Open Source Summit Japan +
Automotive Linux Summit Demographics

(please note, this event was held virtually)

Industry
- Information Technology 59%
- Automotive / Transport 14%
- Non-profit 7%
- Telecommunications 6%
- Industrial Manufacturing & Machinery 5%
- Professional Services 4%
- Energy 2%
- Consumer Discretionary 1%
- Financials 1%
- Materials 1%

Job Level
- Other 33%
- Individual Contributor 30%
- Manager 17%
- Academic 8%
- Director 7%
- CPO / ED 4%
- VP / SVP / GM 1%

Job Function
- Systems/Embedded Developer 17%
- Other 13%
- IT Operations - DevOps 12%
- Student 9%
- Architecture 9%
- Application Developer (Front-end / Back-end / Mobile / Full Stack) 9%
- Manager - Technical Teams 7%
- Kernel/Operating Systems Developer 5%
- Marketing 4%
- Executive Management (VP/CXO) 4%
- Product Management 3%
- Manager - Other 2%
- Media/Analyst 2%
- Professor/Academic 2%
- Legal / Compliance 1%
- Manager - OSPO 1%

OPEN SOURCE SUMMIT JAPAN WAS TRULY AWESOME.
I FULLY ENJOYED THE EXPERIENCE. 
OSS Japan + ALS Demographics

Region
- Asia 68%
- North America 18%
- Europe 10%
- Africa 2%
- South America 1%
- Australia 1%

“OPEN SOURCE SUMMIT JAPAN + AUTOMOTIVE LINUX SUMMIT 2020 WAS AN AU COURANT AND SHOULD NOT BE MISSED.”

“IT WAS AWESOME TO SEE A GLIMPSE INTO THE FUTURE OF OUR SMART CITIES AND OUR DRIVING EXPERIENCE. COULDN’T BE MORE EXCITED ABOUT OUR FUTURE WITH WHAT OUR OPEN SOURCE COMMUNITY IS DOING.”
2020 by the Numbers:

925 TOTAL REGISTRANTS

ATTENDEES FROM 535 ORGANIZATIONS

65% OF ATTENDEES WERE IN TECHNICAL POSITIONS

130+ TALKS ACROSS 9 TECHNOLOGY TOPIC TRACKS

10 ASK THE EXPERT SESSIONS, 2 BIRDS OF A FEATHER (BOF) SESSIONS AND THE LF ENERGY PROJECT MINI-SUMMIT

66 DIVERSITY SCHOLARSHIPS AND 48 NEED-BASED SCHOLARSHIPS DISTRIBUTED

98% of respondents felt that participating in the event was a valuable use of their time.

98% of respondents found the conference content & sessions to be informative and useful.

100% of respondents would recommend attending Open Source Summit + Automotive Linux Summit to a friend or colleague.
Why Sponsor

Sponsorship of OSSJ + ALS offers a multitude of benefits:

- Increase brand awareness & recognition
- Showcase thought leadership
- Recruit and acquire top talent
- Generate sales leads and customers
- Leverage highly targeted marketing opportunities
- Take advantage of media exposure & PR announcements
- Display latest products, services & technologies
- Create new partnerships & alliances
- Obtain and learn valuable mindshare from developers, technologists and business leaders
- Demonstrate support for the important work of the open source community
Previous Sponsors
Companies of all sizes across diverse industries benefit from being a part of Open Source Summit Japan + Automotive Linux Summit.

Previous sponsors include:

- Automotive Grade Linux
- Civil Infrastructure Platform
- LinuC
- NTT Data NTT DATA MEC Corporation
- Red Hat
- arm
- audio/kinetic
- Cloud Native Computing Foundation
- DENSO TEN
- DIFINE
- Flexera
- Google Cloud
- BLACK DUCK by Synopsys
- igalia
- IncredidBuild
- indeed
- intel
- Azure
- DENSO
- Green Hills Software
- Renesas
- Toyota
- Linux Professional Institute
- LUXOFT Automotive
- Drimaes
- Fujitsu
- openSDS
- Panasonic
- MediaTek
- TUXERA
- NEC
- Mazda
- SUSE
- Suzuki
- VNC Automotive
- GitLab
- Yahoo! Japan
- Hitachi
### Sponsorships-at-a-Glance

<table>
<thead>
<tr>
<th>Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.</th>
<th>DIAMOND 4 AVAILABLE</th>
<th>PLATINUM 8 AVAILABLE</th>
<th>GOLD 10 AVAILABLE</th>
<th>SILVER UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
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<tbody>
<tr>
<td>LF Live Webinar: We will host and promote with content &amp; speaker of your choosing. You receive contact info for webinar registrants.</td>
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<tr>
<td>Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.</td>
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<tr>
<td>Recognition During Opening Keynote Session: Sponsor Recognition by name and logo.</td>
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<tr>
<td>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.</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>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).</td>
<td>15-minute Keynote or 1-hour Tutorial</td>
<td>5-minute Keynote or 1-hour Tutorial</td>
<td>Conference Session or BoF</td>
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<tr>
<td>Social Media Re-Share: The Linux Foundation Twitter account with re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.</td>
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<tr>
<td>Sponsor Designation in Press Releases: Recognition as sponsor in body of release.</td>
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<tr>
<td>Conference Space: For private meeting use only.</td>
<td>Private Use - 3 days</td>
<td>Private Use - 1 Day</td>
<td>Private Use - 4 Hours</td>
<td></td>
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<tr>
<td>Collateral Distribution: Laid out in a prominent location near registration.</td>
<td></td>
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<tr>
<td>Recognition in Pre-Conference Email Marketing: Includes link to your URL.</td>
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<tr>
<td>Access to Event Press/Analyst List: Contact list shared one week prior to event for your own outreach.</td>
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<tr>
<td>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).</td>
<td>5x</td>
<td>4x</td>
<td>3x</td>
<td>2x</td>
<td>1x</td>
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<tr>
<td>Recognition on Event Signage, Virtual Platform and Website: Prominent logo display on all event web pages, virtual event platform and on conference signage onsite.</td>
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<tr>
<td>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</td>
<td>10’w x10’d</td>
<td>10’w x 10’ d</td>
<td>8’w x 6’d</td>
<td>8’w x 6’d</td>
<td>Tabletop</td>
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<tr>
<td>Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Post-Event Data Report: Provides event demographics and additional details on event performance.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.</td>
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**Sponsorship Cost**

<table>
<thead>
<tr>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<tr>
<td>$42,000</td>
<td>$30,000</td>
<td>$20,000</td>
<td>$15,000</td>
<td>$8,000</td>
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*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.*
Diamond Sponsorship Detail

**Marketing and Brand Exposure:**

- **Assistance with Press Bookings at Event:** Helping you get the most out of an on-site announcement.
- **Pre or Post-Conference Email Blast:** One time use of opt-in list to be sent by The Linux Foundation.
- **Company Logo Listed on All Event Webpages and All Event Email Promotions:** Logo is linked to your URL.
- **Social Media Promotion of Sponsorship 5x:** From The Linux Foundation (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).
- **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.
- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.

**On-site Experience:**

- **Recognition on Event Signage and Virtual Platform:** Prominent logo display on virtual event platform and on conference signage onsite.
- **Recognition During Opening Keynote Session:** Sponsor recognition by name.
- **Collateral Distribution:** Laid out in a prominent location near registration.
- **10’x10” Exhibit Booth:** Includes counter with graphic and stools (upgrade options available). Sponsors will also receive a virtual ‘booth’ component offering: ability to post videos, demos, links and files, chat directly with attendees, and capture leads and booth traffic data for online attendees.
- **Private Conference Space:** Reserved for the entire event to host your VIP customers and exclusive meetings.

**Lead Generation:**

- **Custom LF Live Webinar:** We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants (averaging at least 200+ leads per session!).
- **Speaking Opportunity:** 15 minute Keynote or 1-hour Tutorial: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability. The tutorial option includes registration for two tutorial leaders and attendee contact information for opt-in attendees only.
- **3 Lead Retrieval Scanners:** Live scans, real time reporting and ability to take notes on captured leads.

**Event Access and Knowledge Share:**

- **20 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.
- **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.
- **Ability to add 2 Custom Questions in Post-Event Attendee Survey:** Follow-up reporting will be provided with data results. Questions must be approved by The Linux Foundation.
- **Post-Event Data Report:** Provides event demographics and additional details on event performance.

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All Diamond Sponsors receive an LF Live Webinar to be held at any date during the 2021 calendar year* - a $15K value!

2020 webinar participants received at least 200 - 500 leads per session.

*Dates are first come first serve and subject to availability
Platinum Sponsorship Detail

Marketing and Brand Exposure:

- **Pre or Post-Conference Email Blast:** One time use of opt-in list to be sent by The Linux Foundation.
- **Company Logo Listed on All Event Webpages and All Event Email Promotions:** Logo is linked to your URL.
- **Social Media Promotion of Sponsorship 4x:** From The Linux Foundation (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).
- **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.
- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.

On-site Experience:

- **Recognition on Event Signage and Virtual Platform:** Prominent logo display on virtual event platform and on conference signage onsite.
- **Recognition During Opening Keynote Session:** Sponsor recognition by name.
- **Collateral Distribution:** Laid out in a prominent location near registration.
- **10’x10’ Exhibit Booth:** Includes counter with graphic and stools (upgrade options available). Sponsors will also receive a virtual ‘booth’ component offering: ability to post videos, demos, links and files, chat directly with attendees, and capture leads and booth traffic data for online attendees.
- **Private Conference Space:** Reserved for 1 event day to host your VIP customers and exclusive meetings.

Lead Generation:

- **Speaking Opportunity:** 5 minute Keynote or 1-hour Tutorial: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability. The tutorial option includes registration for two tutorial leaders and attendee contact information for opt-in attendees only.
- **2 Lead Retrieval Scanners:** Live scans, real time reporting and ability to take notes on captured leads.

Event Access and Knowledge Share:

- **15 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.
- **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.
- **Ability to add 1 Custom Question in Post-Event Attendee Survey:** Follow-up reporting will be provided with data results. Questions must be approved by The Linux Foundation.
- **Post-Event Data Report:** Provides event demographics and additional details on event performance.

All Platinum Sponsors receive a speaking opportunity: 5 min Keynote or 1-hour Tutorial!

*All sponsor content must be approved by Program Committee and The Linux Foundation.*
Gold Sponsorship Detail

Marketing and Brand Exposure:

- **Company Logo Listed on All Event Webpages and All Event Email Promotions:** Logo is linked to your URL.

- **Social Media Promotion of Sponsorship 3x:** From The Linux Foundation (Twitter, FB and Linkedin). Sponsor can provide custom content (must be approved by The Linux Foundation).

- **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.

- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.

On-site Experience:

- **Recognition on Event Signage and Virtual Platform:** Prominent logo display on virtual event platform and on conference signage onsite.

- **Collateral Distribution:** Laid out in prominent location onsite.

- **8’x6’ Exhibit Booth:** Includes counter with graphic and stools (upgrade options available). Sponsors will also receive a virtual ‘booth’ component offering: ability to post videos, demos, links and files, chat directly with attendees, and capture leads and booth traffic data for online attendees.

- **Private Conference Space:** Reserved for 4 hours to host your VIP customers and exclusive meetings.

Lead Generation:

- **Speaking Opportunity:** Conference Session or BoF: 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).

- **1 Lead Retrieval Scanner:** Live scans, real time reporting and ability to take notes on captured leads.

Event Access and Knowledge Share:

- **10 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.

- **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.

- **Post-Event Data Report:** Provides event demographics and additional details on event performance.

All Gold Sponsors receive a speaking opportunity: Conference Session or BoF!

*All sponsor content must be approved by Program Committee and The Linux Foundation.*
Silver Sponsorship Detail

**Marketing and Brand Exposure:**

- **Company Logo Listed on All Event Webpages and All Event Email Promotions:** Logo is linked to your URL.

- **Social Media Promotion of Sponsorship 2x:** From The Linux Foundation (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).

- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.

**On-site Experience:**

- **Recognition on Event Signage and Virtual Platform:** Prominent logo display on virtual event platform and on conference signage onsite.

- **Collateral Distribution:** Laid out in a prominent location near registration.

- **6’x6’ Exhibit Booth:** Includes counter with graphic and stools (upgrade options available). Sponsors will also receive a virtual ‘booth’ component offering: ability to post videos, demos, links and files, chat directly with attendees, and capture leads and booth traffic data for online attendees.

**Lead Generation:**

- **1 Lead Retrieval Scanner:** Live scans, real time reporting and ability to take notes on captured leads.

**Event Access and Knowledge Share:**

- **6 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.

- **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.

- **Post-Event Data Report:** Provides event demographics and additional details on event performance.
Bronze Sponsorship Detail

Unlimited Available / $8,000

Marketing and Brand Exposure:

• **Company Logo Listed on All Event Webpages and All Event Email Promotions:** Logo is linked to your URL.

• **Social Media Promotion of Sponsorship 1x:** From The Linux Foundation (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).

• **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.

On-site Experience:

• **Recognition on Event Signage and Virtual Platform:** Prominent logo display on virtual event platform and on conference signage onsite.

• **Collateral Distribution:** Laid out in a prominent location near registration.

• **Tabletop Exhibit Booth:** Includes table and chairs (upgrade options available). Sponsors will also receive a virtual ‘booth’ component offering: ability to post videos, demos, links and files, chat directly with attendees, and capture leads and booth traffic data for online attendees.

Lead Generation:

• **1 Lead Retrieval Scanner:** Live scans, real time reporting and ability to take notes on captured leads.

Event Access and Knowledge Share:

• **3 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.

• **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.

• **Post-Event Data Report:** Provides event demographics and additional details on event performance.
Promotional Marketing Opportunities

Open Source Summit Speed Networking & Mentoring Session
$5,000 • 2 AVAILABLE
Sponsors will receive recognition in the session, the opportunity to provide collateral to distribute at session, and logo on website and signage.

Women in Open Source Lunch**
$15,000 • 1 AVAILABLE
Show your support of the women in our community that are helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch. Level sponsorship required.

Attendee T-Shirt
$15,000 - LEVELED SPONSOR
$20,000 - NON-LEVELED SPONSOR
Every in-person attendee at the event will receive an event t-shirt. 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.

Keynote Live Stream & Recording
$10,000 • 1 AVAILABLE
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.

Lanyards $10,000 • 1 AVAILABLE
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. Level sponsorship required.

Attendee Lounge** $5,000 • 3 AVAILABLE
Sponsor a themed lounge such as DevOps, Containers, Cloud Native or Linux Lounge. Provides the space and snacks to get attendees collaborating. Includes sponsored signage in lounge areas.

**Promotional name of this event may change
Promotional Marketing Opportunities

Onsite Happy Hour & Onsite Reception
$12,500 • 1 AVAILABLE
Spark conversation about your brand during our Technology Showcase Happy Hour. Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage. Level sponsorship required.

Breakfast & Breaks $12,000 • 1 AVAILABLE
Sponsorship includes prominent branding at all breakfast & break stations. Level sponsorship required.

“I really like the diversity in projects that are featured at the conference. It really shows how open source is changing so many industries around the world.”
Media Coverage
Feature your company in front of media professionals representing global media outlets.

Previous participants included:

During our 2020 event window, November 22 - December 5, 2020:

30.3M Twitter impressions for #ossummit

26.7M Twitter impressions for #autolinux
Join us at Open Source Summit Japan + Automotive Linux Summit 2021!
TBD | Tokyo, Japan

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.

www.events.linuxfoundation.org