



**DEVELOPER
SUMMIT 2021**

September 14-15 | Virtual Experience

2021 SPONSORSHIP

PROSPECTUS



September 14-15 | Virtual Experience

Join the Dronecode Foundation leaders, open source maintainers, system integrators, industry members, open-source developers, students, and researchers for a two-day virtual experience to celebrate the open-source community's achievements.

Be part of the conversation driving the future of drone hardware and application development for technology teams, industry leadership, and open source communities.

The PX4 Developer Summit is the third iteration of our annual event by the Dronecode Foundation. This vendor-neutral organization hosts open-source and open-standard projects critical to the drone industry and establishes best practices for drone application development. The DF is home to the fastest-growing open-source projects for Drone development, including the PX4 Autopilot, Pixhawk, QGroundControl, MAVLink, and MAVSDK.

The PX4 Developer Summit is expected to host 500+ virtual attendees, offer 45+ sessions with two main tracks focused on learning and collaboration, and a vast networking and career development component, plus engaging and inspiring keynotes on each day.

Who Attends?

2020 Audience Snapshot

- **Software Engineer** 32%
- **Student / Professor** 20%
- **C-Level Executive** 10%
- **Researcher** 7%
- **Director / VP / President** 5%
- **Hardware Engineer** 5%
- **Program / Product Manager** 5%
- **Other** 4%
- **Founder** 3%
- **Not Specified** 2%
- **UAV Pilot** 2%
- **Business / Sales / Success** 1%
- **Scientist** 1%
- **Engineering Intern** 1%

Registration Fees

The registration fees are designed to provide an affordable opportunity for our community to participate in our event, while giving corporate attendees the opportunity to help the underrepresented communities and members of our community who can't otherwise afford to join us.

We will offer a financial aid program, as well as an early bird discount to be announced when we launch the event.

FREE Student/Academic Rate

Sponsorship Opportunity Available.

\$100 Individual Rate

If you are paying for yourself to attend. Employees of nonprofits might also choose to register at the individual rate.

\$150 Corporate Rate

If your company is paying for you.

\$500 Patron Rate

This rate is for those corporate attendees that may have a training budget to utilize and would like to support the Dronecode Foundation.

Benefits of Sponsoring

- Generate new partnerships, alliances & customers
- Increase brand awareness & recognition
- Showcase your thought Leadership
- Demonstrate support for the Drone development community
- Take advantage of media exposure & PR announcements
- Showcase products, services & Technologies
- Leverage highly targeted marketing opportunities
- Recruit and acquire top talent



Sponsorship Opportunities

Sales deadline: **August 6**

Any sponsors that come in after this date will not be included on the attendee t-shirt

	DIAMOND <small>3 AVAILABLE</small> 2 AVAILABLE	PLATINUM <small>5 AVAILABLE</small> 2 AVAILABLE	GOLD <small>5 AVAILABLE</small> 4 AVAILABLE	SILVER <small>5 AVAILABLE</small> 3 AVAILABLE	PARTNERS* UNLIMITED
Complimentary Registration Passes	20	15	7	5	2
Includes 50% discount on a Silver Membership (for non-members)	•				
(1) 15-minute demo video posted on YouTube channel	•				
30-minute post-event hosted webinar with the Dronecode Foundation following the event (Date to be mutually agreed)	•				
30-minute - Day 1 Sponsored Session (limited availability)	•				
30-minute - Day 2 Sponsored Session (limited availability)		•			
Sponsored Lightning Talk (limited availability)			•	•	
(1) Specific call-out to attendees to visit your booth or attend your sponsored session	•	•			
Attendee list (opt-in at registration)	•	•			
Emails to opt-in attendees	(1) Exclusive pre-or post-event	(1) 150 word message in pre-event attendee email			
Participation on the program committee	•	•			
Original Blog Post Highlighting Sponsorship	•	•			
Logo on conference virtual platform welcome page	•	•	•		
Virtual Booth including: custom-branded graphics, looping video/demo, downloadable resources (whitepapers, collateral, etc.), chat function	•	•	•	•	•
Post event data including: full list of attendees that visited booth (incl. name, title, company, address, email), report on downloaded assets/resources, record of all group and 1:1 chats in booth	•	•	•	•	•
Careers Breakout: Opportunity for a 5-minute session to share information on available positions and company culture in the Virtual Job Theater.	•	•	•	•	•
25% Bulk Discount on Registrations	•	•	•	•	•
List of registered press/analysts (provided 2 weeks prior to event)	•	•	•	•	•
Logo recognition on welcome announcement	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•
Social Media Posts	(1) pre-event and (1) during the event standalone tweet			(1) pre-event group tweet	
Non-Member Pricing	\$30,000	\$15,000	\$7,500	\$5,000	\$2,500
Member Pricing	\$22,500	\$11,250	\$5,625	\$3,750	-

NOTE TO MEMBERS: The Diamond package is part of the Platinum members benefits. The Platinum package is a benefit of the Gold members. Silver members enjoy a 25% discount on all the available packages.

***PARTNERS:** This sponsorship is for our community partners, non-profits, or other open-source projects who wish to support our community. Please make sure to identify yourself correctly, as we will only accept those who meet the criteria.

Experiences Sponsorships



STUDENTS AND ACADEMIA SCHOLARSHIP

~~\$20,000~~ • 1 AVAILABLE **SOLD OUT**

The Dronecode Foundation wants to ensure that every student and full-time faculty in the community can attend the event. This grant will provide everyone with a valid ID (checked at registration), complimentary registration. Benefits Include:

- Recognition on the conference website
- Recognition as the primary sponsor for the Students and Academia Registration
- Sponsor logo on the event website
- Pre-event promotion in attendee email
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition from the @PX4Autopilot handle



DIVERSITY SCHOLARSHIP \$5,000 • 1 AVAILABLE

The Dronecode Foundation supports those from traditionally underrepresented and/or marginalized groups in the technology and/or open-source communities. Including, but not limited to: persons identifying as LGBTQ, women, persons of color, and/or persons with disabilities who may not otherwise have the opportunity to attend a DF event for financial reasons, such as those who have lost their job during the pandemic.

The Diversity and Inclusion Committee reviews the applications. The top applicants will receive a fully paid scholarship to attend the PX4 Developer Summit. Benefits Include:

- Recognition on the conference website
- Recognition as the primary sponsor of the Financial Aid program
- Sponsor logo on the event website
- Pre-event promotion in attendee email
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition from the @PX4Autopilot handle

Note: The sponsor won't be part of the Diversity and Inclusion Committee.



SESSION RECORDINGS \$5,000 • 2 AVAILABLE

Extend your presence long after the conference concludes with the session recording sponsorship. All sessions will be recorded and made available on the PX4 Autopilot YouTube channel. Benefits Include:

- An introduction slide with the co-sponsor company logo and "Recording Sponsored By" will be shown before the start of each 70+ session recording on the PX4 YouTube channel
- Sponsor recognition in post-event email to attendees



VIRTUAL JOB THEATER \$2,500 • 1 AVAILABLE

The PX4 Developer Summit is the best place to recruit roboticists and developers specialized in drone applications. Benefits Include:

- Sponsor branding on job board and job theater in the virtual event platform
- (5) featured listings on the job board
- Sponsor logo on the event website
- Pre-event promotion in attendee email
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition from the @PX4Autopilot handle



HAPPY HOUR, AFTER PARTY

~~\$2,500~~ • 2 AVAILABLE **SOLD OUT**

Treat attendees to a fun-filled interactive experience to unwind after a busy day. Activities may include all-time favorites such as a virtual games party or musical performances. We provide the entertainment - you enjoy the recognition! Benefits Include:

- Pre-event promotion on the event website
- Pre-event promotion in attendee email
- Recognition on the conference schedule
- (1) pre-event tweet and (1) tweet during the event with sponsor recognition from the @PX4Autopilot handle
- Recognition in (1) daily event update email sent to attendees by DF
- Prominent sponsor logo + link on the virtual event platform
- Optional 2-minute welcome video or intro slide with sponsor recognition

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Promotional Marketing Opportunities



SPEAKER SWAG SPONSOR

~~\$5,000~~ • 1 AVAILABLE **SOLD OUT**

The Dronecode Foundation will host an online store with merchandise for the event, and some apparel will be made specifically for the event. Speakers who speak during the virtual conference either as an individual speaker, co-speaker, or panelist will receive a gift after the event. Benefits Include:

- (1) pre-event tweet and (1) tweet during the event with sponsor recognition from the @Dronecode handle
- The sponsor provides a thank you message, and we will send it together with your logo alongside the gift to thank the speakers for their contribution to a successful event.



SPONSORED BREAKOUT ROOMS BoF

~~\$2,500~~ • 4 AVAILABLE

Host a 45-minute break-out room session Birds of a Feather style (BoF) to discuss a specific topic in a small group setting without a pre-planned agenda. Informal BoFs are ideal to meet other community members with similar interests, share ideas, or discuss common pain points. No sales or marketing pitches are allowed. Attendance to BoF sessions is limited to 50 people to ensure a collaborative and intimate environment for open conversations. Pre-registration is required (free of charge). Time slots are assigned on a first-come, first-serve basis. Benefits include:

- Option to set the topic of the BoF (subject to approval by DF Content Committee)
- Sponsor to nominate BoF moderators/facilitators
- BoF listed on the official conference schedule
- Sponsor recognition on the event website



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

www.events.linuxfoundation.org