



OPEN  
NETWORKING  
& EDGE  
SUMMIT



Kubernetes  
on EDGE DAY

October 11-12, 2021 | Los Angeles, CA

# 2021 SPONSORSHIP PROSPECTUS

Hosted By

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“THE LINUX FOUNDATION'S ONE 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.”

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### Quick Facts

- 2021 is being planned as a hybrid event, with both in-person and virtual event components.
- 2 full days of programming, featuring both business and technical sessions, created for the community, by the community, including interactive keynotes, live Q&A, conference sessions, tutorials, collaboration opportunities and more.
- We expect the 2021 hybrid event to gather over 1,700 attendees.
- The Open Networking & Edge Summit 2020 Virtual Experience gathered 1,778 live attendees from 523 organizations in 71 countries around the globe.

Open Networking & Edge Summit is the ONE Event for End to End Connectivity Solutions powered by Open Source. It enables the collaborative development necessary to shape the future of networking and edge computing. In 2021, Kubernetes on Edge Day will be hosted as part of ONE Summit.

**Open Networking & Edge Summit is the only event for the networking & edge computing industries that:**

- Crosses enterprises, government, global service providers and cloud.
- Focuses on open first. In a market now built on open source, this is critical.
- Gathers both the executives making decisions and the developers creating the code to participate, plus everyone in between.

- Is produced by the leading neutral organizations committed to innovation in networking, edge and other technology areas required for end to end solutions: LF Networking, LF Edge, CNCF, Hyperledger, ORAN, AGL, LF AI & Data, Magma, LF Energy and more.

- **Kubernetes on Edge Day** gathers developers and adopters to share their lessons learned in building, breaking, and bettering their edge infrastructure on top of Kubernetes.

In short, the event enables the collaborative development necessary to shape the future of networking and edge computing.

### EDGE AND IOT MARKET ADOPTION

 Industrial Manufacturing	 Energy (Oil, Gas Utilities)	 Commerce & Retail	 Home	 Automotive	 Fleet & Transportation	 Logistics	 Building Automation	 Cities & Government	 Healthcare
 <b>ENTERPRISE NETWORKING</b>			 <b>GOVERNMENT NA, APAC, EU</b>			 <b>Global Service Providers</b>			
1. Private 5G/LTE 2. Workloads across clouds 3. End to end visibility and monitoring			1. Built on end to end open source 5G 2. Training developing countries on 5G and edge 3. Drive global connectivity			1. Telecom, Public Cloud, CSP			

### BUILT ON END TO END OPEN SOURCE PROJECTS
















## Why Sponsor

Sponsoring ONE Summit + Kubernetes on Edge Day puts your company, products and technologies directly in front of key decision makers and business and technical leaders across a multitude of industry verticals.

This event 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.



Gain valuable  
thought  
leadership



Reach potential  
partners and  
customers



Recruit  
top talent



Create positive  
brand awareness



Showcase products,  
technologies and  
services



Strengthen valuable  
relationships

## Why The Community Attends

- To hear the latest updates, new innovations & best practices across pivotal topics in open networking & edge computing.
- To explore career opportunities with the world's leading technology companies.
- To educate themselves across a range of topics in both business and technical sessions.
- To hear straight from the developers, architects and business leaders who are creating the future of 5G, ORAN, Edge Computing, AI, Cloud Native & IoT.
- To access open networking and edge technical, business and community leaders and learn how to navigate and get involved in the community.
- To experience the latest open source innovations across networking and edge with community-driven demos in the LF Networking and LF Edge Pavilion.
- To find out what industry-leading companies and projects are doing in the future, and where technologies are headed.

# ONE Summit 2020 by the Numbers\*:

\*Please note, this event was held virtually. All demographic information is based on the live attendees at the event. Additional registrations that are occurring after the event 'ended' are not recorded here. Kubernetes on Edge Day Demographics will be added shortly.

## 1,778 TOTAL REGISTRANTS



ATTENDEES FROM  
**523**  
ORGANIZATIONS



# 71

COUNTRIES  
REPRESENTED



## 48%

 OF ATTENDEES WERE IN TECHNICAL POSITIONS

**80+** TALKS ACROSS  
**4** TOPIC TRACKS

**7** LIGHTNING TALKS / **4** SPONSORED TUTORIALS /  
**14** ASK THE EXPERT SESSIONS

**86** DIVERSITY SCHOLARSHIPS AND  
**90** NEED-BASED SCHOLARSHIPS DISTRIBUTED



THE PROGRAM COMMITTEE INCLUDED **12** MEMBERS AND WAS COMPOSED OF **50% WOMEN**. TOGETHER, THEY REVIEWED **339** CFP SUBMISSIONS, A **24%** INCREASE IN SUBMISSIONS FROM 2019.

## 95%

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

## 95%

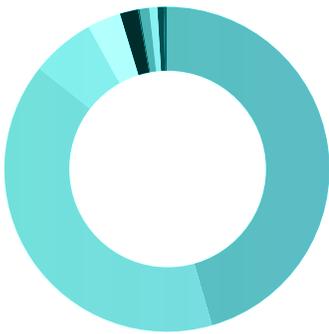
of respondents found the conference content & sessions to be informative and useful.

## 94%

of respondents would recommend attending Open Networking & Edge Summit to a friend or colleague.

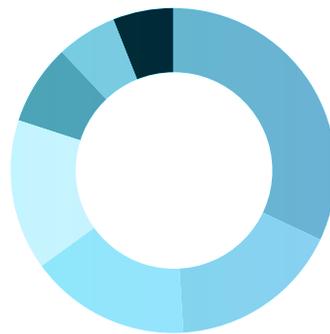
# Open Networking & Edge Summit 2020 Demographics\*

\*Please note, this event was held virtually. All demographic information is based on the live attendees at the event. Additional registrations that are occurring after the event 'ended' are not recorded here. Kubernetes on Edge Day Demographics will be added shortly.



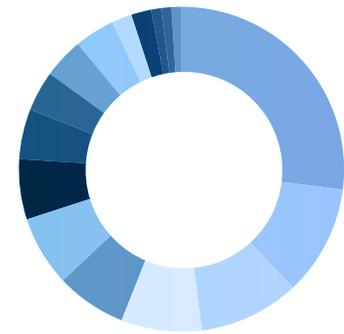
### Industry

- Information Technology **44%**
- Telecommunications **40%**
- Non Profit Organization **6%**
- Professional Services **3%**
- Industrials **2%**
- Consumer Staples **1%**
- Energy **1%**
- Financials **1%**
- Health Care **1%**
- Materials **1%**



### Job Level

- CXO / ED **6%**
- VP / SVP / GM **8%**
- Director **16%**
- Manager **15%**
- Individual Contributor **32%**
- Academic **6%**
- Other **17%**

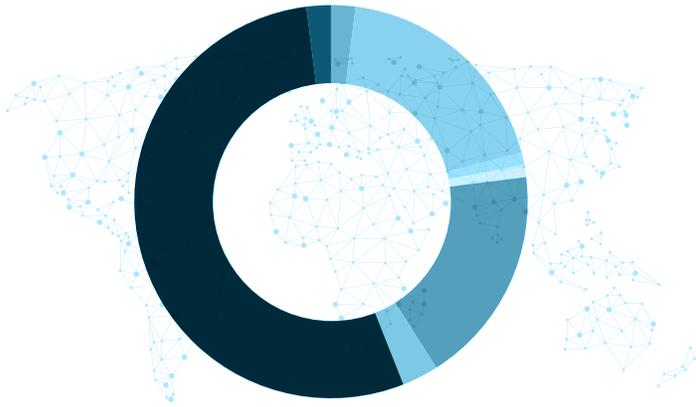


### Job Function

- Architect **27%**
- Executive Leader **11%**
- Other **10%**
- Manager - Technical Teams **8%**
- DevOps / SRE / Sysadmin **7%**
- Application Developer (Front-end/Back-end/Mobile/Full Stack) **7%**
- Product/Biz Dev **6%**
- Systems/Embedded Developer **5%**
- Marketing **4%**
- Student **4%**
- Manager - Other **4%**
- Media / Analyst **2%**
- Professor / Academic **2%**
- Kernel/Operating Systems Developer **1%**
- Manager - OSPO **1%**
- Legal / Compliance **1%**



“ I REALLY ENJOYED BEING PART OF SUCH AN EXCELLENT EVENT... AN EXPERIENCE WITHOUT A DOUBT ENRICHING, THANK YOU. ”



Country

- **North America 54%**  
Canada, Mexico, United States  
Minor Outlying Islands, USA
- **Asia 19%**  
Armenia, Bangladesh, China, Hong Kong (China), India, Indonesia, Japan, Myanmar, Nepal, Pakistan, Russian Federation, Singapore, South Korea, Taiwan (Republic of China), Thailand
- **Europe 18%**  
Austria, Belgium, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Lithuania, Malta, Netherlands, New Caledonia, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland, Ukraine, United Kingdom
- **Middle East 3%**  
Afghanistan, Iran, Israel, Oman, Saudi Arabia, Turkey, United Arab Emirates
- **Africa 2%**  
Algeria, Cameroon, Ghana, Kenya, Nigeria, South Africa, Zimbabwe
- **South America 2%**  
Argentina, Bolivia, Brazil, Chile, Colombia, Peru, Venezuela
- **Caribbean 1%**  
Cayman Islands
- **Central America 1%**  
El Salvador

“ THIS IS THE BEST CONFERENCE I HAVE EVER ATTENDED ON EDGE COMPUTING. ”

“ IT WAS AN EXCELLENT EVENT, I HOPE TO SEE MORE LIKE THIS IN THE FUTURE. ”

“ ONE SUMMIT 2020 WAS A VALUABLE EXPERIENCE FOR KNOWING MORE ABOUT NETWORKING AND ARCHITECTURAL EVOLUTION. ”



## Previous Sponsors:

Companies of all sizes across diverse industries benefit from being a part of the event.

Previous sponsors of ONE Summit + Kubernetes on Edge Day include:



START-UP PACKAGE

Includes:  
Bronze sponsorship  
benefits

\$5,000

EXHIBITOR PACKAGE

Includes:  
Tabletop, 1 lead scanner  
and 2 conference passes

\$8,000

## Sponsorships-at-a-Glance

	DIAMOND 3 AVAILABLE	PLATINUM 5 AVAILABLE 4 AVAILABLE	GOLD 6 AVAILABLE 5 AVAILABLE	SILVER 10 AVAILABLE 6 AVAILABLE	BRONZE UNLIMITED
<b>LF Live Webinar:</b> We will host and promote with content and speaker of your choosing. You receive contact info for webinar registrants.	•				
<b>Assistance with Press Bookings:</b> Helping you get the most of your onsite announcements.	•				
<b>Editorial Interview or Article on Linux.com:</b> Over 1M unique visitors per month. The Linux Foundation to approve final content and delivery date.	•				
<b>Pre or Post-Conference Email Blast:</b> One time use of opt-in list to be sent by The Linux Foundation.	•	•			
<b>Complimentary Add-On Event Sponsorship**:</b> Sponsorship includes sponsor branding in developer lounge.	Developer Lounge Co-Sponsor	Developer Lounge Co-Sponsor			
<b>Sponsor Recognition by Name &amp; Logo during Opening Keynote Session</b>	•	•			
<b>Custom Questions in Post Event Attendee Survey:</b> Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	1			
<b>Keynote Speaking Opportunity:</b> 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		
<b>Social Media Re-Share:</b> The Linux Foundation Twitter account with re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•	•		
<b>Conference Track Speaking Opportunity:</b> 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	BoF or 6'x6' Booth <sup>1</sup>	
<b>Social Media Promotion of Sponsorship:</b> From The Linux Foundation and project handle channels (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).	5x	4x	3x	2x	1x
<b>Conference Space**:</b> For private meeting use only.	Throughout Event	Throughout Event	One Day of Event	4 hours total	
<b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens and virtual display.	•	•	•	•	
<b>Access to Event Press/Analyst List:</b> Contact list shared one week prior to event for your own outreach.	•	•	•	•	
<b>Recognition in Pre- and Post- Conference Email Marketing:</b> Includes link to your URL.	•	•	•	•	•
<b>Exhibit Booth**:</b> 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' or BoF <sup>1</sup>	Tabletop
<b>Lead Retrieval Scanners**:</b> Live scans, real time reporting and ability to take notes on captured leads.	3	2	1	1 <sup>1</sup>	1
<b>Recognition on Event Signage, Virtual Platform and Website:</b> Prominent logo display on all event web pages, virtual event platform and on conference signage onsite.	•	•	•	•	•
<b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or customers.	40	30	20	12	6
<b>Collateral Distribution**:</b> Laid out in prominent location onsite.	•	•	•	•	•
<b>Post-Event Data Report.</b> Provides event demographics and additional details on event performance.	•	•	•	•	•
<b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues.	•	•	•	•	•
<b>Sponsorship Cost</b>	<b>\$95,000</b>	<b>\$70,000</b>	<b>\$45,000</b>	<b>\$25,000</b>	<b>\$12,000</b>

\*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. <sup>1</sup> Sponsorship comes with only 1 of these deliverables. You can choose either a booth space or a BoF. Lead retrieval scanner only comes with the booth space option.

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



## Diamond Sponsorship Detail

3 AVAILABLE / \$95,000

### 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.
- **Editorial Interview or Article on Linux.com:** Over 1M unique visitors per month. The Linux Foundation to approve final content and delivery date.
- **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 and project handle channels (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:

- **Keynote Stage Branding:** Logo prominently displayed on stage screens and virtual display.
- **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.
- **Complimentary Add-On Event Sponsorship\*\*:** Sponsorship includes sponsor branding in developer lounge.
- **Collateral Distribution:** Laid out in a prominent location near registration.
- **15'x15' Exhibit Booth\*\*:** Includes backwall, 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 Room\*\*:** Reserved for the entire event to host your VIP customers and exclusive meetings.

### Speaking Opportunity:

- **15 minute Keynote:** All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.

### 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 364 leads per session!).
- **Tutorial Opportunity:** 3-hour tutorial. 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 (opted-in, virtual attendees only).
- **3 Lead Retrieval Scanners:** Live scans, real time reporting and ability to take notes on captured leads.

### Event Access and Knowledge Share:

- **40 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.

All Diamond Sponsors receive an **LF Live Webinar\*** - a \$15K value!

Sponsored webinars receive an average of 364 registrations. Sponsors receive contact information for all registrants.

*\*Dates are subject to availability*

\*\*As permitted per COVID-19 safety + social distancing requirements.

## Platinum Sponsorship Detail

5 4 AVAILABLE / \$70,000

### 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 and project handle channels (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:

- **Keynote Stage Branding:** Logo prominently displayed on stage screens and virtual display.
- **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.
- **Complimentary Add-On Event Sponsorship\*\*:** Sponsorship includes sponsor branding in developer lounge.
- **Collateral Distribution:** Laid out in a prominent location near registration.
- **10'x10' Exhibit Booth\*\*:** Includes backwall, 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 Room\*\*:** Reserved for 1 event day to host your VIP customers and exclusive meetings.

### Speaking Opportunity:

- **5 minute Keynote:** All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.

### Lead Generation:

- **Tutorial Opportunity:** 1.5-hour tutorial. 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 (opted-in, virtual attendees only).
- **2 Lead Retrieval Scanners:** Live scans, real time reporting and ability to take notes on captured leads.

### Event Access and Knowledge Share:

- **30 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 AND 1.5 hour Tutorial!

*\*All sponsor content must be approved by Program Committee and The Linux Foundation.*

\*\*As permitted per COVID-19 safety + social distancing requirements.

6 5 AVAILABLE / \$45,000

## 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 and project handle channels (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:

- **Keynote Stage Branding:** Logo prominently displayed on stage screens and virtual display.
- **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.
- **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 Room\*\*:** Reserved for 1 day of the event to host your VIP customers and exclusive meetings.

### Speaking Opportunity:

- **Keynote Panel Discussion Participation:** All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.
- **Conference Session or BoF:** All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.

### Lead Generation:

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

All Gold Sponsors receive a speaking opportunity: Keynote Panel Discussion Participation

*\*All sponsor content must be approved by Program Committee and The Linux Foundation.*

“ ATTENDING ONE SUMMIT 2020 HELPED ME GET FAMILIAR WITH NEW TRENDS IN THE OPEN NETWORKING COMMUNITY TO BETTER EXTEND MY RESEARCH AS A PHD STUDENT. ”

\*\*As permitted per COVID-19 safety + social distancing requirements.

106 AVAILABLE / \$25,000

## 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 and project handle channels (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:

- **Keynote Stage Branding:** Logo prominently displayed on stage screens and virtual display.
- **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. Only provided if booth space is chosen
- **Private Conference Room\*\*:** Reserved for 4 hours to host your VIP customers and exclusive meetings.

### Lead Generation:

- **1 Lead Retrieval Scanner\*:** Live scans, real time reporting and ability to take notes on captured leads. \*Only provided if booth space is chosen

### Speaking Opportunity:

- **BoF\*:** All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability. \*Only provided if BoF is chosen

### Event Access and Knowledge Share:

- **12 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.



“ IT WAS AN EXCELLENT OPEN NETWORKING AND EDGE COMPUTING EVENT,  
I HOPE TO SEE MORE LIKE THIS IN THE FUTURE. ”

\*\*As permitted per COVID-19 safety + social distancing requirements.

## Bronze Sponsorship Detail

UNLIMITED AVAILABLE / \$12,000

### 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 and project handle channels (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).

### 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:

- **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.



\*\*As permitted per COVID-19 safety + social distancing requirements.

## Promotional Marketing Opportunities

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. **Leveled sponsorship required.**

### Lanyards **\$6,000 SOLD OUT**

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. **Leveled sponsorship required.**

### 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.

### Diversity Scholarship **\$1,500+**

Scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend events for financial reasons. Diversity and inclusion are important to The Linux Foundation and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the diversity scholarship program.

### 30 Minute BoF **2 1 Available • \$3,000**

Host a 30-minute Birds of a Feather Session (BoF) to discuss a specific topic in a small group setting without a pre-planned agenda. An informal BoF is ideal to meet other community members with similar interests, to share ideas, or to discuss common pain points. 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). Attendee contact information will not be shared and sessions will not be recorded. **Leveled sponsorship required.** Benefits include:

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

### Kubernetes on Edge Day Happy Hour and BoF **1 Available • \$7,500**

Host an hour-long Kubernetes on Edge Day Happy Hour and Birds of a Feather Session (BoF) to discuss a specific topic associated with Kubernetes on Edge in a small group setting without a pre-planned agenda. An informal BoF is ideal to meet other community members with similar interests, to share ideas, or to discuss common pain points. No sales or marketing pitches are allowed. To ensure a collaborative and intimate environment for open conversations, attendance is limited to the first 50 attendees. Attendee contact information will not be shared and sessions will not be recorded. **Leveled sponsorship required.** Benefits include:

- Option to set the topic of the BoF (associated with Kubernetes on Edge - subject to approval by Program Committee)
- Sponsor to nominate BoF moderators/facilitators (subject to approval by Program Committee)
- BoF listed on the official conference schedule

\*\*Promotional name of this event may change

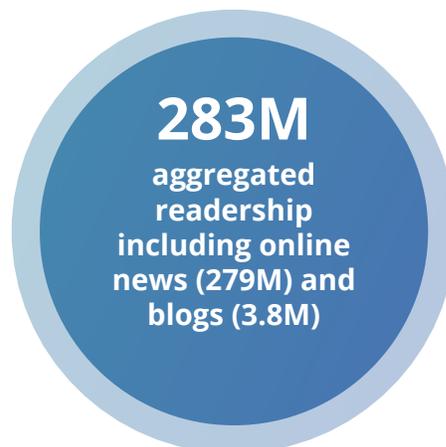
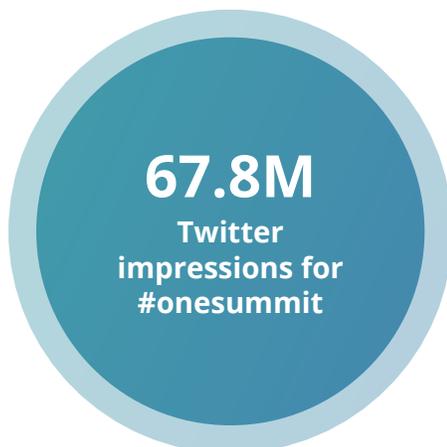
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## Join us at ONE Summit + Kubernetes on Edge Day 2021

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