October 11-12, 2021 | Virtual

2021 SPONSORSHIP PROSPECTUS
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Quick Facts

- 2021 is being planned as a virtual event, with 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 virtual 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.
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.

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.

<table>
<thead>
<tr>
<th><strong>1,778 TOTAL REGISTRANTS</strong></th>
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<tbody>
<tr>
<td>ATTENDEES FROM</td>
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<tr>
<td>523 ORGANIZATIONS</td>
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<tr>
<td>COUNTRIES REPRESENTED</td>
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<td>71</td>
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<tr>
<th><strong>48% OF ATTENDEES WERE IN TECHNICAL POSITIONS</strong></th>
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<tr>
<td>80+ TALKS ACROSS 4 TOPIC TRACKS</td>
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<tr>
<td>7 LIGHTNING TALKS / 4 SPONSORED TUTORIALS / 14 ASK THE EXPERT SESSIONS</td>
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<tr>
<th><strong>86 DIVERSITY SCHOLARSHIPS AND 90 NEED-BASED SCHOLARSHIPS DISTRIBUTED</strong></th>
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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.

THE LINUX FOUNDATION | LF NETWORKING | LF EDGE | CLOUD NATIVE COMPUTING FOUNDATION
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.

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
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:

intel
ciena
CLOUD NATIVE COMPUTING FOUNDATION
FRINX
napatech
INocybe Technologies
kaloom
lumina networks
Tech Mahindra
lumina networks
ADTRAN
NS1
IBM
AWS
PANTHEON tech
inmanta
PICA
NOKIA
Red Hat
snaproute
igalia
Fujitsu
arm
YunShan
PENSA
JUNIPER
ANTREA
DELL EMC
ERICSSON
OSF
KEYSIGHT TECHNOLOGIES
Alibaba Cloud
Hewlett Packard Enterprise
ONF
Sponsorships-at-a-Glance

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND (4 AVAILABLE)</th>
<th>PLATINUM (3 AVAILABLE)</th>
<th>GOLD (5 AVAILABLE)</th>
<th>SILVER (4 AVAILABLE)</th>
<th>BRONZE UNLIMITED</th>
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<tbody>
<tr>
<td>LF Live Webinar:</td>
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<td>Assistance with Press Bookings:</td>
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<td>Editorial Interview or Article on Linux.com:</td>
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<td>Pre or Post-Conference Email Blast:</td>
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<tr>
<td>Sponsor Recognition by Name &amp; Logo during Opening Keynote Session:</td>
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<tr>
<td>Custom Questions in Post Event Attendee Survey:</td>
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<tr>
<td>Keynote Speaking Opportunity:</td>
<td>15-minute Keynote</td>
<td>5-minute Keynote</td>
<td>Keynote Panel Discussion Participation</td>
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<tr>
<td>Social Media Re-Share:</td>
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<tr>
<td>Conference Track Speaking Opportunity:</td>
<td>3-hour Tutorial</td>
<td>1.5-hour Tutorial</td>
<td>Conference Session or BoF, 6'x6' Booth</td>
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<tr>
<td>Social Media Promotion of Sponsorship:</td>
<td>5x</td>
<td>4x</td>
<td>3x</td>
<td>2x</td>
<td>1x</td>
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<tr>
<td>Keynote Stage Branding:</td>
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<td>Access to Event Press/Analyst List:</td>
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<tr>
<td>Recognition in Pre- and Post- Conference Email Marketing:</td>
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<tr>
<td>Virtual Exhibit Booth:</td>
<td>- Ability to post videos, demos, links and titles</td>
<td>- Chat directly with online attendees</td>
<td>- Capture leads and booth traffic data for online attendees</td>
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<tr>
<td>Recognition on Virtual Platform and Website:</td>
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<td>Virtual Giveaway:</td>
<td>40</td>
<td>30</td>
<td>20</td>
<td>12</td>
<td>6</td>
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<tr>
<td>Collateral Distribution:</td>
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<td>Post-Event Data Report:</td>
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<tr>
<td>20% Discount on Additional Conference Passes:</td>
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<tr>
<td>Sponsorship Cost</td>
<td>$95,000</td>
<td>$70,000</td>
<td>$45,000</td>
<td>$25,000</td>
<td>$12,000</td>
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*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. *Sponsorship comes with only 1 of these deliverables. You can choose either a booth space or a BoF.

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

• **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.

Virtual Experience:

• **Virtual Exhibit Booth:**
  The virtual exhibit components include:
  - Ability to post videos, demos, links and files
  - Chat directly with online attendees
  - Capture leads and booth traffic data for online attendees

• **Virtual Giveaway:** An opportunity to provide a promotional item for the virtual giveaways page within the virtual event platform.

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).

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
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 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.

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).

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.

Virtual Experience:

• **Virtual Exhibit Booth**: The virtual exhibit components include:
  - Ability to post videos, demos, links and files
  - Chat directly with online attendees
  - Capture leads and booth traffic data for online attendees

• **Virtual Giveaway**: An opportunity to provide a promotional item for the virtual giveaways page within the virtual event platform.

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.
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.

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.

Virtual Experience:

- **Virtual Exhibit Booth:** The virtual exhibit components include:
  - Ability to post videos, demos, links and files
  - Chat directly with online attendees
  - Capture leads and booth traffic data for online attendees

- **Virtual Giveaway:** An opportunity to provide a promotional item for the virtual giveaways page within the virtual event platform.

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.”
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.

Virtual Experience:
• Virtual Exhibit Booth: The virtual exhibit components include:
  - Ability to post videos, demos, links and files
  - Chat directly with online attendees
  - Capture leads and booth traffic data for online attendees
• Virtual Giveaway: An opportunity to provide a promotional item for the virtual giveaways page within the virtual event platform.

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.
Bronze 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 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).

**Virtual Experience:**
- Virtual Exhibit Booth: The virtual exhibit components include:
  - Ability to post videos, demos, links and files
  - Chat directly with online attendees
  - Capture leads and booth traffic data for online attendees
- Virtual Giveaway: An opportunity to provide a promotional item for the virtual giveaways page within the virtual event platform.

**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.
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.**

**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 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**
Media Coverage

Feature your company in front of media professionals representing global media outlets.

Previous ONE Summit media participants included:

- Forbes
- 451 Research
- AvidThink
- CCS Insight
- Fierce Technology
- Light Reading
- Linux Magazine
- Moor Insights & Strategy
- Packet Pushers
- sdxcentral
- TeleSemana
- Topio Networks
- ACG Research
- InfoQ
- Informa
- IoT Evolution
- Omdia
- The New Stack
- ZDNet

During the ONE Summit 2020 event window, September 14 - October 1, 2020:

- 67.8M Twitter impressions for #onesummit
- 283M aggregated readership including online news (279M) and blogs (3.8M)
Join us at ONE Summit
+ Kubernetes on Edge Day 2021
October 11-12, 2021 | Virtual

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