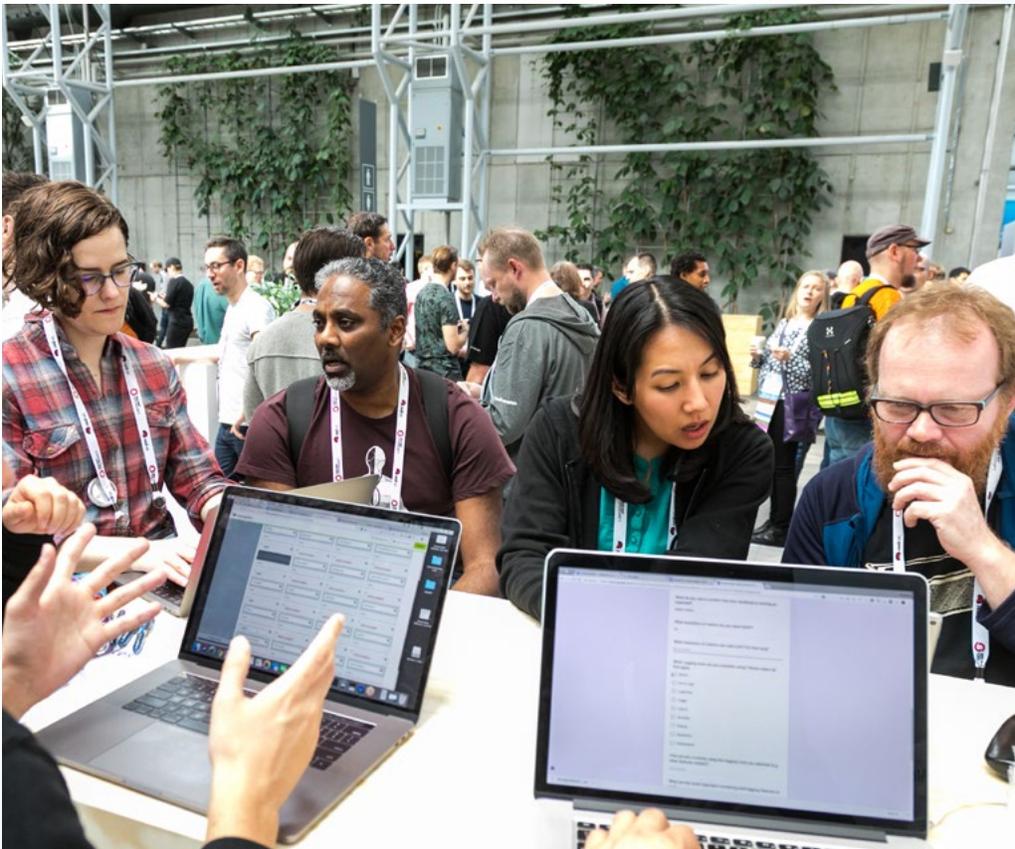




2021 Event Sponsorship Prospectus

“We met some of the brightest and most talented attendees, and learned first-hand from industry leaders. The Linux events and sponsorship team made sure we had everything we needed for a successful event. We’re looking forward to more Linux Foundation events in the future!” -EMC



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LINUX FOUNDATION EVENTS

MARCH

Open Networking & Edge Executive Forum	6
March 10-12, 2021 Virtual	

SEPTEMBER

KVM Forum	8
September 15-16, 2021 Virtual	
Linux Plumbers Conference	9
September 20-24, 2021 Virtual	
Linux Kernel Maintainer Summit	11
September 24, 2021 Virtual	
Open Source Summit + Embedded Linux Conference	12
September 27-30, 2021 Seattle, WA	
Linux Security Summit	14
September 29 - October 1, 2021 Seattle, WA	

OCTOBER

Open Source Strategy Forum	15
October 4-5, 2021 London	
OSPOCon Europe	17
October 6, 2021 London, UK	
ONE Summit + Kubernetes on Edge Day	19
October 11-12, 2021 Virtual	

NOVEMBER

The Linux Foundation Member Summit	21
November 2-4, 2021 Napa Valley, California	
Open Source Strategy Forum	15
November 9-10, 2021 New York	

DECEMBER

Open Source Summit Japan + Automotive Linux Summit	23
December 14-15, 2021 Virtual	
Open Compliance Summit	25
December 16, 2021 Virtual	

LINUX FOUNDATION PROJECT EVENTS

APRIL

LF Energy Spring Summit	27
April 14, 2021 Virtual	
RISC-V Forums	29
April 14: Security April 28: Embedded Technology Virtual	

MAY

RISC-V Forums	29
May 12: Developer Tools and Tool Chains May 26: Embedded Industry Virtual	
Xen Developer and Design Summit	30
May 25-28, 2021 Virtual	

JUNE

Hyperledger Global Forum	31
June 8-10, 2021 Virtual	
OpenJS World	33
June 9, 2021 Virtual	
cdCon	35
June 23-24, 2021 Virtual	

JULY

Cloud Foundry Summit	37
July 21-22, 2021 Virtual	

SEPTEMBER

PX4 Developer Summit	39
September 14-15, 2021 Virtual Experience	
Open Mainframe Summit	41
September 22-23, 2021 Virtual Experience	

OCTOBER

O3DECon	43
October 11-12, 2021 Los Angeles, CA	
KubeCon + CloudNativeCon North America	44
October 12-15, 2021 Los Angeles, USA	
Cloud Native Wasm Day	47
October 12, 2021 Los Angeles, USA	
FluentCon	48
October 12, 2021 Los Angeles, USA	
Kubernetes AI Day	49
October 12, 2021 Los Angeles, USA	
EnvoyCon	50
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PromCon	51
October 11, 2021 Los Angeles, USA	
ServiceMeshCon	52
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Cloud Native Security Conference	53
October 12, 2021 Los Angeles, USA	
SupplyChainSecurityCon	54
October 11, 2021 Los Angeles, USA	
Cloud Native eBPF Day	55
October 11, 2021 Los Angeles, USA	
GitOpsCon	56
October 12, 2021 Los Angeles, USA	
Cloud Native DevX Day	57
October 12, 2021 Los Angeles, USA	
Production Identity Day: SPIFFE + SPIRE	58
October 11, 2021 Los Angeles, USA	

DECEMBER

RISC-V Summit	59
December 6-8, 2021 Moscone Center, San Francisco, CA	
KubeCon + CloudNativeCon + Open Source Summit China	62
December 9 + 10, 2021 Virtual	

COVID-19 & 2021 Events:

Many of our 2021 events are being planned as 'hybrid events' - an in person event with a virtual component for those that cannot attend in person. Given the fluid COVID-19 situation, this may change, and we may need to once again pivot hybrid events to virtual ones.

In the cases where this happens:

- We will make the decision and notify all participants at least 3 months in advance.
- Sponsors will, at that time, be presented with the new virtual event sponsorship pricing and benefits, and will have 14 days to choose whether to transfer their sponsorship to the virtual format, or receive a full refund.*
- For any event that takes place in person, we will take all necessary precautions to ensure the safety of those in attendance.

*Note that some LF Project events will adhere to different timelines and/or virtual event pricing and refund policies. Any event not adhering to the above will note its own policies on their individual event websites.

Technologies Covered By Event:

Linux Systems

Open Source Summit, Embedded Linux Conference, Automotive Linux Summit, Linux Plumbers Conference, Linux Kernel Maintainer Summit, Linux Security Summit

Applications

OpenJS World, API Specifications Conference

Networking & Edge Computing

ONE Summit, Open Source Summit, DPDK Summit

IoT, Embedded & Automotive

Embedded Linux Conference, Automotive Linux Summit, Open Source Summit

Artificial Intelligence & Machine Learning

Open Source Summit, ONE Summit, Open Source Strategy Forum, The Linux Foundation Member Summit

Open Source Governance, Community & Management

The Linux Foundation Member Summit, Open Source Summit, Open Compliance Summit, Open Source Strategy Forum, The Linux Foundation Member Legal Summit

Cloud & Cloud Native

KubeCon + CloudNativeCon, Open Source Summit, Open Source Strategy Forum, ONE Summit, Kubernetes on Edge Day, Kubernetes Contributor Summit, Helm Summit, FoundationDB Summit, ServiceMeshCon, PromCon, KVM Forum, Xen Summit, Cloud Foundry Summit

Blockchain

Hyperledger Global Forum, Hyperledger Member Summit, Open Source Strategy Forum

Hardware

OpenPOWER Summit, RISC-V Summit

Invitation-Only Events

Linux Storage/Filesystem/MM & BPF Summit, The Linux Foundation Member Legal Summit, Open Compliance Summit, Linux Kernel Maintainer Summit & The Linux Foundation Member Summit

Linux Foundation Events are where 90,000+ developers and technologists from across the globe meet to share ideas, learn and collaborate to drive innovation.

Open source communities are nearly always virtual and distributed, so when they get together face to face they can make quick progress on issues big and small. In this way, events help maintain the vibrancy of global open source communities and ensure their long-term sustainability.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver the most innovative products and services to their users and customers, companies must learn directly from the technologists who steer the most widely used and influential projects.

Linux Foundation Events are the meeting place of choice for open source maintainers, developers, architects, infrastructure managers and sysadmins, as well as technologists leading open source program offices, DevRel teams and other critical leadership functions. They are:

- The best place to quickly gain visibility within the open source community and to advance open source development work by forming connections with the people evaluating and creating the next generation of technology.
- A forum to identify software trends early to inform future technology investments.
- The ripest recruiting ground in today's technology landscape.
- The ideal venue to showcase technologies and services to influential open source professionals, media, and analysts around the globe.

The Linux Foundation brings together companies and individual contributors to build the greatest shared technology in history. We provide the events, training, certification, open source best practices and ecosystem development necessary to build, scale, and sustain critical open source projects and communities. As the home of over 400 open source projects driving critical technologies, there is no organization better positioned to gather the open source community for important face to face interaction to drive innovation across open source. And, unlike for-profit event management firms, **any money generated by our events is channeled back into supporting open source communities to support their growth.**

Contact us today for more information on sponsoring at sponsorships@linuxfoundation.org.

2020 LF EVENT AUDIENCE SNAPSHOT

*Updated with 2021 audience snapshot at the completion of events.

ATTENDANCE

90,000+ attendees

114.28% YoY Growth

REPRESENTING

12,000+ organizations

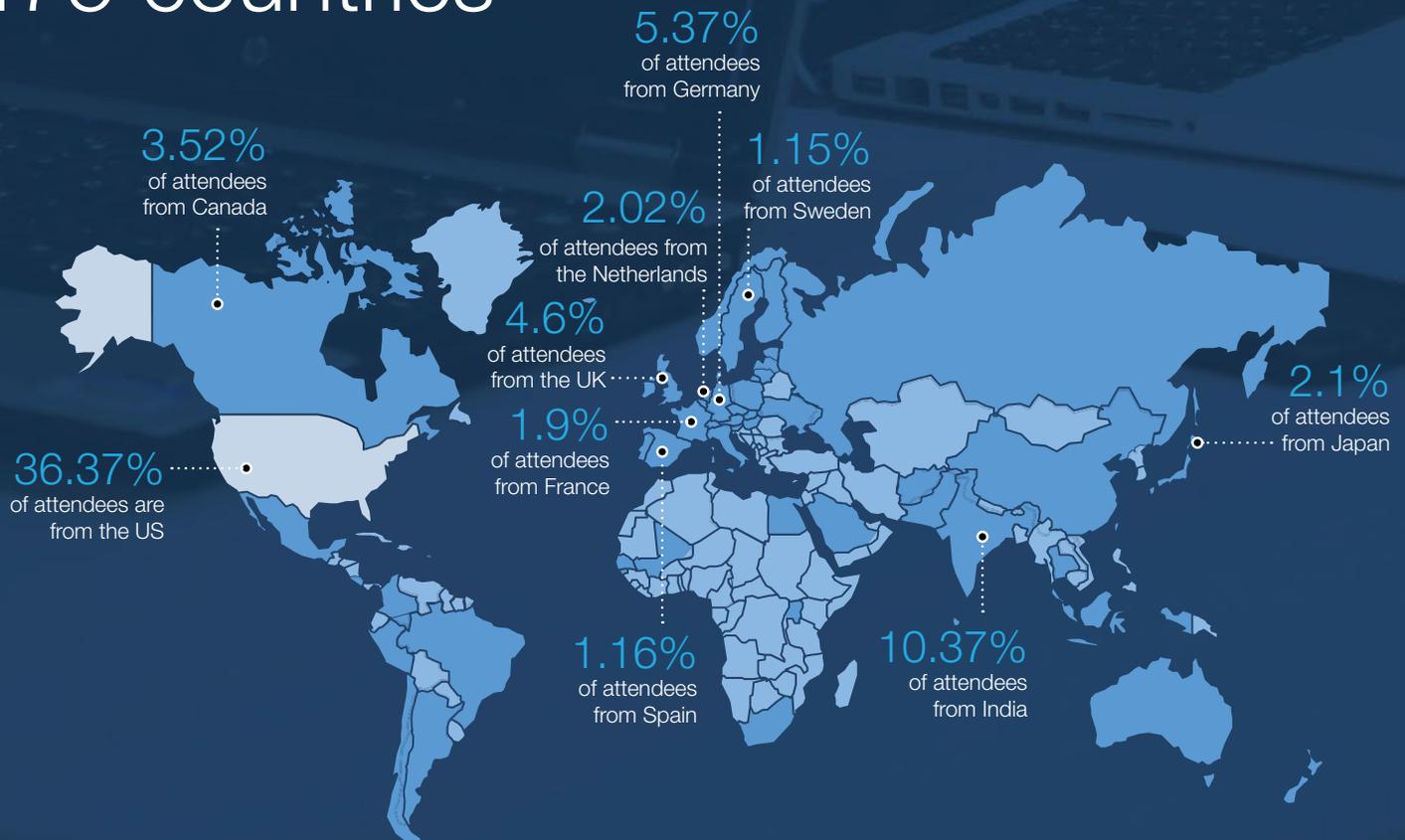
Including corporations, associations and academic institutions worldwide

AUDIENCE BY COMPANY SIZE

COMPANY SIZE	SUM OF %
 1 - 49	16%
 50 - 499	21%
 500 - 999	6%
 1,000-2,999	10%
 3,000+	47%

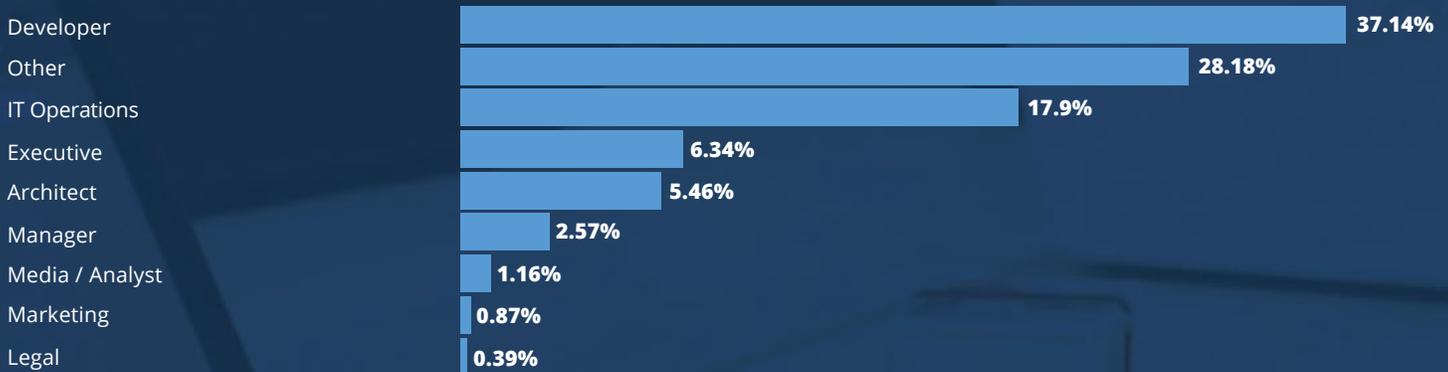
FROM

175 countries



2020 LF EVENT AUDIENCE SNAPSHOT (CON'T)

AUDIENCE BY JOB FUNCTION



AUDIENCE BY INDUSTRY



PRESS & SOCIAL MEDIA

Linux Foundation Events are highly engaging and interactive. Our 2020 events generated:

35,000+
media clips

350M+
average aggregated readership during each 2 week event window.*

200K+
average number of total impressions for posts made on LF Facebook and LinkedIn during 2 week event window.*

**event window is measured as week before event + event week.*

1B+
event hashtag impressions on Twitter

Nearly 500
media professionals participated, representing global media outlets



March 10-12, 2021 | Virtual

Sponsor this special executive edition of Open Networking & Edge Summit, the industry's premier open networking & edge computing event.

At Open Networking & Edge Executive Forum, executive leadership across the networking & edge ecosystems will share their visions with a global audience in the Telco, Cloud and Enterprise verticals. As a sponsor, you can be one of those leaders sharing your vision and thought leadership.

Presented in a virtual format across three days, this is a one track event that will be held in a different time zone each day to reach our global audience.

To sponsor, contact us at sponsorships@linuxfoundation.org.

Sponsorships-at-a-Glance

	DIAMOND 3 AVAILABLE	PLATINUM 6 AVAILABLE 5 AVAILABLE
Sponsored Session with Lead Generation: Attendees will be able to opt-in to a conference session you can hold on any of the event dates, either before or after the day's programming. We will host and promote with content & speaker of your choosing. You receive contact information for opt-in registrants.	•	
Keynote Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.	15 minute keynote, must be VP level or higher	5 minute keynote, must be VP level or higher, OR host a Q&A with an end user speaker
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20 passes	10 passes
Prominent logo display on event platform.	•	•
Prominent logo display on all event web pages. Includes link to your URL.	•	•
Social Posts From The Linux Foundation (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).	5x	3x
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•
Sponsorship Cost	\$30,000	\$15,000

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Linux Foundation Corporate Members receive sponsorship discounts on Linux Foundation events; 5% discount or 7% when signing up for multiple events at once.

Hosted By

September 15-16, 2021 | Virtual

KVM Forum is an annual event that presents a rare opportunity for developers and users to connect, discuss the state of Linux virtualization technology, and plan for the challenges ahead.

KVM Forum is a highly technical conference, bringing together the developers who drive KVM development and the users who depend on KVM as part of their offerings, or to power their data centers and clouds. We invite you to be part of this important event.

The agenda will include sessions on the state of the KVM virtualization stack, planning for the future, and many opportunities for attendees to collaborate. After more than nine years in the mainline kernel, KVM continues to be a critical part of the FOSS cloud infrastructure. Come join us in continuing to improve the KVM ecosystem.

Who Attends?

350+ C-Level, Principal, Director, and Technical Leads from prominent organizations, along with Architects, Engineers and Programmers gather annually.

- 2020 Attendees came from companies including: Alibaba, Amazon, AMD, Apple, ARM, Cisco, Citrix, Dell, Freescale, Fujitsu, Google, HP, Huawei, IBM, Igalia, Intel, Linaro, NEC, Odin, Oracle, Red Hat, Samsung, Siemens AG, SUSE, Xilinx and many more.

Benefits of Sponsorship:

- Connect with upstream contributors and maintainers from all over the world.
- Learn about the latest features in libvirt, QEMU, KVM and other kernel components related to KVM.
- Learn what other companies are doing with KVM technology.
- Collaborate with engineering managers from other companies.
- Discuss strategic partnerships with technical product managers from other companies.

Sponsorships-at-a-Glance

	PLATINUM <small>3 AVAILABLE</small> 2 AVAILABLE	GOLD 6 AVAILABLE	SILVER UNLIMITED
Session Speaking Opportunity: In conjunction with The Linux Foundation, develop and present a session at the event.	•		
Pre- or Post-Event Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•		
Recognition in Pre-Conference Email Marketing.	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	
Recognition During Opening Keynote Session.	•	•	
Social Media Promotion of Sponsorship: From the Linux Foundation channels via Twitter, Facebook, and LinkedIn. Sponsor to provide custom content (must be approved by the Linux Foundation).	•	•	
Conference Attendee Passes: Full-access passes to the entire conference for your staff or customers.	15	10	5
Virtual “Swag Bag” with contact info of opted-in attendees provided: Sponsors will have the opportunity to add a giveaway or raffle item on a dedicated page on the event site. Attendees will opt-in to participate. All opt-in information will be shared with the sponsor. Any physical items will be fulfilled directly by the sponsor.	•	•	•
Recognition on Event Website: Prominent logo display on all website pages.	•	•	•
Prominent branding throughout virtual conference.	•	•	•
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•
Sponsorship Cost	\$20,000	\$10,000	\$5,000

September 20-24, 2021 | Virtual

The Linux Plumbers Conference (LPC) is a developer conference for the open source community.

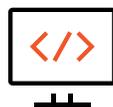
LPC brings together the top developers working on the “plumbing” of Linux — kernel subsystems, core libraries, windowing systems, etc. — and gives them three days to work together on core design problems. The conference is divided into several working sessions focusing on different “plumbing” topics, as well as a general paper track.

LPC launched in 2008 at the behest of the community and continues to provide a space where developers working in subsystems can come together to solve problems real-time. 500 developers gather annually for this event; the conference is limited to this number of people for maximum collaboration opportunities.

Benefits of Sponsorship:



Recruit and acquire top talent



Increase brand awareness & recognition



Generate new partnerships, alliances & customers



Showcase products, services & technologies





Sponsorship Opportunities

	DIAMOND <small>1 AVAILABLE SOLD OUT</small>	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED
Virtual Meeting Room for Exclusive Use	•			
Sponsor Designation in Session Room Name	•			
Logo Prominently Displayed on Post-Event Recordings (shared)	•			
Opportunity to Add Custom Question to the Post-Event Attendee Survey Follow-up reporting will be provided with survey results	•			
Pre or During Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation	•			
Social Media Promotion of Sponsorship	•	•		
Recognition During Plenary Session	•	•	•	•
Opportunity to Post on a Virtual Job Board	•	•	•	•
Prominent Branding Throughout Virtual Conference	•	•	•	•
Free Attendee Passes	12	9	6	3
Sponsorship Cost	\$35,000	\$20,000	\$15,000	\$10,000

Bulk purchase of tickets is an additional option available to certain sponsor levels of Linux Plumbers Conference. This lets sponsors purchase an additional number of tickets with a purchase order.

The maximum number of additional passes available for purchase corresponds to the sponsoring level.

- Diamond: May purchase up to 22 additional passes
- Platinum: May purchase up to 15 additional passes
- Gold: May purchase up to 7 additional passes
- Silver: No bulk purchase at this level

All bulk purchases are at the regular registration rate and need to be completed with a single PO. The PO must be paid in full before the registration code will be provided.

If you are interested in purchasing bulk registration passes in addition to your sponsorship, please reach out to Courtenay Pope (cpope@linuxfoundation.org).

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details about this event or discuss additional and/or custom marketing options.



September 24, 2021 | Virtual

The Linux Kernel Maintainer Summit brings together the world's leading kernel developers to discuss the state of the existing kernel and plan the next development cycle.

The Linux Kernel Maintainer Summit, an invitation-only gathering of Linus Torvalds and 40 of the world's leading kernel developers features in-depth discussions and decision making on the Linux kernel.

Sponsoring The Linux Kernel Maintainer Summit gets you an invitation to this exclusive gathering, and a seat at the table to be a part of these crucial decisions.

Sponsorship Opportunities

	ATTENDEE GIFT <small>1-AVAILABLE</small> SOLD OUT	GOLD <small>3 AVAILABLE</small>	SILVER <small>2-AVAILABLE</small> 1 AVAILABLE
Sponsor Logo on Attendee Gift	•		
Sponsor Designation in Promotional Emails	•	•	•
Recognition during Opening Session	•	•	•
Collateral Distributed to Attendees	•	•	•
Logo on Conference Signage	•	•	•
Logo on Website	•	•	•
Invite-Only Maintainer Summit Attendee Pass	1	1	1
Sponsorship Cost	\$30,000	\$25,000	\$20,000

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

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details or discuss custom options.

September 27-30, 2021 | Seattle, WA

About Open Source Summit + Embedded Linux Conference

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.

Embedded Linux Conference (ELC) co-located annually with Open Source Summit, has been the premier, vendor-neutral technical conference for companies and developers using Linux in embedded products for 16 years, gathering the technical experts working on embedded systems and applications for education and collaboration, paving the way for transformation in these important and far reaching areas.

Quick Facts

- 2021 is being planned as a hybrid event, with both in-person and virtual event components.
- 4 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.
- We expect this years hybrid event to gather over 4,000 attendees.
- 4,183 people joined the event virtually in 2020.

Sponsorships-at-a-Glance

	DIAMOND <small>4-AVAILABLE</small> SOLD OUT	PLATINUM <small>8-AVAILABLE</small> 4 AVAILABLE	GOLD <small>10-AVAILABLE</small> SOLD OUT	SILVER UNLIMITED	BRONZE UNLIMITED
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	•				
LF Live Webinar: We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•			
Custom Questions in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	1			
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. <i>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).</i>	15-minute Keynote or 1-hour Tutorial	5-minute Keynote or 1-hour Tutorial	Conference Session or BoF		
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.	•	•	•		
Conference Room**: For private meeting use only.	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Collateral Distribution**: Laid out in a prominent location near registration.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Access to Event Press/Analyst List: Contact List shared one week prior to event for your own outreach.	•	•	•	•	•
Social Media Promotion of Sponsorship: From The Linux Foundation (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).	5x	4x	3x	2x	1x
Recognition on Event Signage, Virtual Platform and Website: Prominent logo display on all event web pages, virtual event platform and on conference signage onsite.	•	•	•	•	•
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	15'x15'	10'x10'	10'X10'	6'x6'	Tabletop
Lead Retrieval Scanners**: Live scans, real time reporting and ability to take notes on captured leads.	3	2	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
Post-Event Data Report. Provides event demographics and additional details on event performance.	•	•	•	•	•
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	\$65,000	\$45,000	\$30,000	\$15,000	\$8,000

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

September 29 - October 1, 2021 | Seattle, WA

Linux Security Summit (LSS) is a technical forum for collaboration between Linux developers, researchers, and end users with the primary aim of fostering community efforts to analyze and solve Linux security challenges.

LSS is where key Linux security community members and maintainers gather to present their work and discuss research with peers, joined by those who wish to keep up with the latest in Linux security development and who would like to provide input to the development process.

**Host Sponsorship | 2 Available • \$8,000
SOLD OUT**

- Sponsorship of video recording for 1 day of Event. Your logo and an approved message will be included on the splash screen for each video and viewed by thousands throughout the year. Videos are publicly available on The Linux Foundation YouTube Channel.
- Logo linked on all pages of the event website.
- Logo on sponsor signage onsite.
- 6 Attendee passes.

LSS GATHERS 200+ SECURITY ENGINEERS,
SECURITY ARCHITECTS, SOFTWARE ENGINEERS,
SECURITY DEVELOPERS, KERNEL DEVELOPERS,
SYSADMINS AND RELEASE ENGINEERS.

General Sponsorship | 2 1 Available • \$5,000

- Sponsorship of coffee breaks for 1 day of Event. Your logo will appear on signage placed strategically in the coffee break area and on buffets for maximum exposure.
- Logo linked on all pages of the event website.
- Logo on sponsor signage onsite.
- 2 Attendee passes.

Supporter Sponsorship | Unlimited • \$3,000

- Logo linked on all pages of the event website.
- Logo on sponsor signage onsite.
- 2 Attendee passes.

OPEN SOURCE STRATEGY FORUM (OSSF)

October 4-5, 2021 | London • November 9-10, 2021 | New York

PRESENTED BY



Fintech
Open Source
Foundation



2021 TOPICS & TECHNOLOGIES COVERED

Projects & Standards

Hear from, and interact with, leaders driving standards, innovation, and collaboration to meet an evolving financial services landscape and changing customer demand, including opportunities in data and data management, cloud, open standards, regulation, desktop interoperability and more.

Policy, Process & Tools

Learn how to seamlessly deliver compliant open source software through policies, processes, best practices, and technology to manage the full open source software lifecycle from evaluation to consumption to contribution. This also includes topics like DevOps, CI/CD, and licensing.

Tech & Community

A look at the languages, frameworks, pioneers, and more that are driving innovation, being developed in the open, and have the potential to change the financial services industry and its historically “closed” culture.

EVENT SUMMARY

The Open Source Strategy Forum is a conference for experts across financial services, technology and open source to deepen collaboration and drive innovation across the industry in order to deliver better code faster. Financial services firms make extensive use of open source, and are now starting to take full advantage of this incredible resource. By becoming strategic contributors to open source projects, companies decrease development costs, improve security, attract developers, and innovate faster. This event will showcase recent developments and the direction of open source in financial services; provide practical knowledge and guidance on best practices, tools and technologies; explore how to build a successful community; and provide unparalleled opportunities to network with the executives and individuals driving open source in financial services.

LAST IN-PERSON EVENT BY THE NUMBERS

400+
Attendees & Participants
Almost 200% increase year to year

60%
Financial Services Industry Attendee Makeup

150+
Managing Director, Global Head, C-Level Attendees

200+
Organizations Represented
100% increase year to year

55 **Thought-Leading Speakers**

12 **Visionary Keynotes**

PAST SPEAKERS

Many of the world’s financial services and open source technology experts have presented in previous years. Each year the lineup is a who’s who of financial services, fintech, and open source industry thought leaders delivering world-class content to attendees. 2021 will undoubtedly maintain that tradition in both London and New York.



Alejandra Villagra, Citi



Bjarne Stroustrup, Morgan Stanley



Russell Green, Deutsche Bank



Neema Raphael, Goldman Sachs



Chris Wright, Red Hat



Vanessa Fernandes, Itau Unibanco



Kim Prado, Royal Bank of Canada (RBC)



Tracy Miranda, Continuous Delivery Foundation



Justin Rackliffe, Fidelity Investments



Keesa Schreane, Refinitiv

OSSF SPONSORSHIP



Fintech
Open Source
Foundation



SPONSORSHIP OPPORTUNITIES

Contact us at sponsorships@linuxfoundation.org today to secure your sponsorship or if you have any questions.

	Leader		Contributor		Community		Start-Up
	London: 2 Available	New York: SOLD OUT	London: 3 Available	New York: 1	London: 7 Available	New York: 4	
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation prior to the event. Speaking slots based on availability.	10 Minute Keynote						Unlimited
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.	2x		1x				
Social Media Re-Share: The Linux Foundation Twitter account will retweet 1 post of your choosing. Timing determined by The Linux Foundation.	•		•				
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•		•				
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•		•				
Access to Event Press/Analyst List: Contact List shared one week prior to event for your own outreach.	•		•		•		
Exhibit Table*: Includes (1) tabletop and (2) chairs.	•		•		•		
Lead Retrieval Scanners*: Live scans, real time reporting and ability to take notes on captured leads.	2		1		1		
Social Media Promotion of Sponsorship: From The Linux Foundation and FINOS (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).	4x		3x		2x		1x
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	10		6		5		2
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•		•		•		•
Recognition on Event Signage: Prominent logo display on conference signage.	•		•		•		•
Keynote Stage Branding: Logo prominently displayed on stage screens.	•		•		•		•
Post-Event Data Report. Provides event demographics and additional details on event performance.	•		•		•		•
Recognition on Event Website: Prominent logo display on all event web pages. Includes link to your URL.	•		•		•		•
Collateral Distribution*: Laid out in a prominent location near registration.	•		•		•		•
Sponsorship Cost	\$40,000		\$20,000		\$10,000		\$5,000
FINOS Member Sponsorship Cost	\$28,000		\$14,000		\$7,000		\$3,500

Receive an additional 7% discount when signing up for multiple events at once.

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

October 6, 2021 | London, UK

OSPOCon Europe is the event for those working to create a center of competency for open source in their organizations to join together to overcome these challenges through sharing experiences, best practices, and tooling.

An open source program office (OSPO) is the center of gravity for an organization's open source operations and structure. This can include training developers, ensuring legal compliance, engaging with and building communities, and defining policies that govern code usage, distribution, selection, auditing and more.

These programs face many challenges, such as ensuring high-quality and frequent releases, engaging with developer communities, and contributing back to other projects effectively.

As open source program offices have spread, there has been increased interest in applying this best practice in non-corporate contexts. Cities, universities, and other non-corporate organizations are starting to see the benefits of creating a center of competency for open source.

Join OSPOCon Europe to learn and share best practices and experiences to help create better, more efficient open source ecosystems.

Sponsorships-at-a-Glance

	PLATINUM 3 AVAILABLE	LEADER UNLIMITED	SUPPORTER UNLIMITED
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.	15-Minute Session		
Exhibit Table*: Includes (1) tabletop and (2) chairs.	•		
Recognition During Opening Keynote Session: Sponsor recognition by Name.	•	•	
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•
Recognition on Event Signage and Website: Prominent logo display on all event web pages, and on conference signage onsite.	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	10	6	2
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•
Sponsorship Cost	\$15,000	\$5,000	\$2,500

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

October 11-12, 2021 | Virtual

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
 ENTERPRISE NETWORKING			 GOVERNMENT NA, APAC, EU			 Global Service Providers			
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
















Sponsorships-at-a-Glance

	DIAMOND 3-AVAILABLE 1 AVAILABLE	PLATINUM 5-AVAILABLE 1 AVAILABLE	GOLD 6-AVAILABLE 5 AVAILABLE	SILVER 10-AVAILABLE 6 AVAILABLE	BRONZE UNLIMITED
LF Live Webinar: We will host and promote with content and speaker of your choosing. You receive contact info for webinar registrants.	•				
Assistance with Press Bookings: Helping you get the most of your onsite announcements.	•				
Editorial Interview or Article on Linux.com: Over 1M unique visitors per month. The Linux Foundation to approve final content and delivery date.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Sponsor Recognition by Name & Logo during Opening Keynote Session	•	•			
Custom Questions in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	1			
Keynote Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. <i>Speaking slots based on availability. Required to show a demo or involve a customer in all sponsor keynotes.</i>	15-minute Keynote	5-minute Keynote	Keynote Panel Discussion Participation		
Social Media Re-Share: The Linux Foundation Twitter account with re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•	•		
Conference Track Speaking Opportunity: Moderator, panel participant or joint session with customer. All sponsor content must be approved by Program Committee and The Linux Foundation. <i>Speaking slots based on availability. Registration for 2 speakers included. Additional benefits via virtual participation: Sponsor will receive contact info for opt-in attendees viewing online, online session metrics, and recognition in the session chat with a link of the sponsors choice posted.</i>	3-hour Tutorial	1.5-hour Tutorial	Conference Session or BoF	BoF or 6'x6' Booth ¹	
Social Media Promotion of Sponsorship: 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
Keynote Stage Branding: Logo prominently displayed on stage screens and virtual display.	•	•	•	•	
Access to Event Press/Analyst List: Contact list shared one week prior to event for your own outreach.	•	•	•	•	
Recognition in Pre- and Post- Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Virtual Exhibit Booth: The virtual 'booth' components include: -Ability to post videos, demos, links and files -Chat directly with online attendees -Capture leads and booth traffic data for online attendees	•	•	•	•	•
Recognition on Virtual Platform and Website: Prominent logo display on all event web pages, virtual event platform and on conference signage onsite.	•	•	•	•	•
Virtual Giveaway: An opportunity to provide a promotional item for the virtual giveaways page within the virtual event platform.	40	30	20	12	6
Collateral Distribution: Laid out in prominent location onsite.	•	•	•	•	•
Post-Event Data Report. Provides event demographics and additional details on event performance.	•	•	•	•	•
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	\$95,000	\$70,000	\$45,000	\$25,000	\$12,000

*Start-ups must: (1) Have been in business less than 3 years; (2) Have less than \$5M in annual revenue; and (3) Have less than 30 employees at signing of contract. ¹ 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.

Where industry leaders convene to drive digital transformation with open source technologies and learn how to collaboratively manage the largest shared technology investment of our time.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver innovative products and services to their users and customers, companies must learn directly from the senior technologists and thought leaders who steer the most widely used and influential projects.

The Linux Foundation Member Summit (formerly Open Source Leadership Summit) is the annual gathering for Linux Foundation member organizations.

The event fosters collaboration, innovation, and partnerships among the leading projects and

organizations working to drive digital transformation with open source technologies. It is a must-attend for business and technical leaders looking to advance open source strategy, implementation and investment in their organizations and learn how to collaboratively manage the largest shared technology investment of our time.

For sponsors, it is an excellent opportunity to gain access to the event and the attendees for strategic discussions and collaboration.

“ THE ONLY EVENT WHERE I CAN MEET ALL OF THE KEY LEADERS ACROSS THE OPEN SOURCE CLOUD COMPUTING PROJECTS IN PERSON. THE CHANCE TO TALK IN PERSON, SHARE ASPIRATIONS AND WRESTLE WITH NEW IDEAS THIS YEAR HAVE ALREADY RESULTED IN COLLABORATION...THE INSTITUTIONAL KNOWLEDGE ABOUT OPEN SOURCE REPRESENTED BY THE PARTICIPANTS IS INSPIRING. THIS IS AN EVENT THAT CAN HELP US BUILD A BETTER SOFTWARE INDUSTRY. ” - SAM RAMJI, VP CLOUD PLATFORM, AUTODESK

Sponsorship Opportunities

Co-Host Sponsorship

(2 Available) – \$30,000 **SOLD OUT**

Gain valuable mindshare as a co-host of this prestigious event.

Benefits include:

- LF Live Webinar: The Linux Foundation will promote and host a webinar featuring sponsor's content and speaker. Date and time of your choice with approval from The Linux Foundation. Sponsor will receive contact information for webinar registrants.
- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Private meeting room for duration of event
- Assistance with press bookings at event
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 10 Conference Invitations

Attendee Reception Sponsorship*

(2 1 Available) - \$15,000

Benefits include:

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Logo prominently displayed at one reception
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 10 Conference Invitations

Attendee Lunch Sponsorship*

(3 Available) – \$10,000 **SOLD OUT**

Benefits include:

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Logo prominently displayed at all-attendee lunch for one day
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 4 Conference Invitations

Attendee Breakfast & Breaks Sponsorship

(3 Available) – \$10,000 **SOLD OUT**

Benefits include:

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Logo prominently displayed on breakfast/break buffets for one day
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 4 Conference Invitations

Supporter Sponsorship - \$5,000

Benefits include:

- Logo on event signage and on home page of event website
- 2 Conference Invitations

*Exact plans subject to change in 2021 due to COVID.

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

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details or discuss custom options.

December 14-15, 2021 | Virtual

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 virtual event.
- 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 virtual event.

Sponsorships-at-a-Glance

	DIAMOND <small>4 AVAILABLE</small> 3 AVAILABLE	PLATINUM <small>8 AVAILABLE</small> 6 AVAILABLE	GOLD <small>10 AVAILABLE</small> 5 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
LF Live Webinar: We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.	•				
Assistance with Press Bookings at Event: Helping you get the most out of an event announcement.	•				
Pre or Post Conference Email Blast: To be sent by The Linux Foundation to our opted-in mailing list.	•	•			
Recognition during Opening Keynote Session: By event emcee.	•	•			
Opportunity to add custom questions to the post event attendee survey. Follow-up reporting will be provided with survey results.	2	1			
Speaking Opportunity with contact info of opted-in attendees provided. Sponsor recognition in the session chat with a link of the sponsors choice posted during the session. Opt-in attendee list and session metrics will be provided postevent. All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.	15-minute Keynote** OR 1 Hour Tutorial	5-minute Keynote** OR 1 Hour Tutorial	Conference Session or BoF		
Social Media Promotion of Sponsorship: From the Linux Foundation channels and the Linux Foundation Events channels via Twitter, Facebook, and LinkedIn. Sponsor can provide custom content (must be approved by the Linux Foundation).	5x	4x	3x		
Social Media Re-share: The Linux Foundation Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined the The Linux Foundation.	•	•	•		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Keynote Branding: Logo prominently displayed.	•	•	•	•	
Recognition in Pre-Conference Email Marketing: Includes company logo linked with URL of your choice.	•	•	•	•	•
Recognition on Event Website: Logo displayed on all pages of event website, linking to URL of your choice.	•	•	•	•	•
Prominent branding throughout virtual conference.	•	•	•	•	•
Virtual Exhibit Booth: See below for inclusions.	•	•	•	•	•
Ability to generate leads with attendee contact information for those that visit your booth	•	•	•	•	•
Chat function with booth attendees	•	•	•	•	•
Ability to link to resources, social media, job postings etc.	•	•	•	•	•
Sponsored Slack Channel: A sponsored Slack channel will be created for each sponsor to use throughout the event to post resources, host conversations and more.	•	•	•	•	•
Virtual "Swag Bag" with contact info of opted-in attendees provided: Sponsors will have the opportunity to add a giveaway or raffle item on a dedicated page on the event site. Any physical items will be fulfilled directly by the sponsor.	•	•	•	•	•
Event Registration Passes.	50	40	30	20	10
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.	•	•	•	•	•
Sponsorship Cost	\$42,000	\$30,000	\$20,000	\$15,000	\$8,000

*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. **Keynote sessions are not eligible to receive the opt-in attendee contact list. Keynote sessions also do not allow for a link of sponsors choice to be provided to attendees viewing the keynote.

December 16, 2021 | Virtual

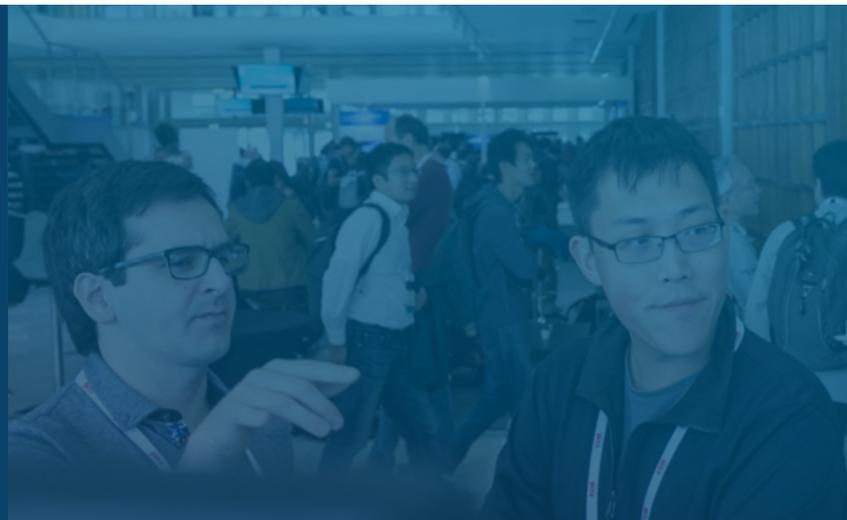
About Open Compliance Summit

The Open Compliance Summit is an exclusive event for Linux Foundation members and select invitees. The summit provides a neutral environment for participants from different companies and different backgrounds to:

- Discuss and exchange compliance best practices (processes, policies, guidelines, tools, open source governance, etc.).
- Increase awareness on implementing and managing a compliance program, and managing compliance via your supply chain.
- Discuss common compliance challenges and how to address them.
- Increase involvement of participants in The Linux Foundation Open Compliance Program (tools, templates, SPDX, etc.).

This is the ONLY event focused solely on compliance in the world of open source.

Attendance is limited to ensure intimate conversations and ease of networking and collaboration. This summit (like prior) will be held under the **Chatham House Rule**.



Sponsorship Opportunities

	GOLD <small>2 AVAILABLE</small> 1 AVAILABLE	SILVER <small>4 AVAILABLE</small> 3 AVAILABLE	BRONZE <small>UNLIMITED</small>
Session Speaking Opportunity: Content must be approved by The Linux Foundation.	•		
Social Media Re-share: The Linux Foundation Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined the The Linux Foundation.	•	•	
Social Media Promotion of Sponsorship: From the Linux Foundation channels and the Linux Foundation Events channels via Twitter, Facebook, and LinkedIn. Sponsor can provide custom content (must be approved by the Linux Foundation).	•	•	
Virtual Exhibit Booth: See below for inclusions.	•	•	•
Ability to generate leads with attendee contact information for those that visit your booth.	•	•	•
Chat function with booth attendees.	•	•	•
Ability to link to resources, social media, job postings etc.	•	•	•
Recognition on Event Website: Logo displayed on all pages of event website, linking to URL of your choice.	•	•	•
Prominent branding throughout virtual conference.	•	•	•
Recognition in Pre-Conference Email Marketing: Includes company logo linking to URL of your choice.	•	•	•
Attendee Passes: Full-access passes to the entire conference for your staff or customers.	4	2	1
Recognition during Opening Remarks.	•	•	•
Keynote Branding: Logo prominently displayed.	•	•	•
Virtual “Swag Bag” with contact info of opted-in attendees provided: Sponsors will have the opportunity to add a giveaway or raffle item on a dedicated page on the event site. Any physical items will be fulfilled directly by the sponsor.	•	•	•
Sponsorship Cost	\$10,000	\$5,000	\$2,000

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

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details or discuss custom options.

April 14, 2021 | Virtual Experience

Leading the energy transition through global open source collaboration.

Join LF Energy for a one-day event supporting the global collaboration of utilities, OEMs, suppliers, and significant energy users. Together we will learn, participate, build community and fundamentally reimagine software investments – whether spent on commercial, in-house, or by joining us to leverage an open source development model.

LF Energy is an open source foundation focused on the power systems sector, hosted within The Linux Foundation. LF Energy provides a neutral, collaborative community to build the shared digital investments that will transform the world's relationship to energy.

Benefits of Sponsorship:



Generate new partnerships & alliances



Showcase your thought leadership



Demonstrate support for the LF Energy community



Develop brand awareness to support programs of importance to you



Showcase products, services & technologies



Network with business and technical leaders

Event Partnership	\$5,000 USD
Speaking Opportunity	5-minute speaking slot, content reviewed by Program Committee
Pre-Event Email Blast	One-time use of the opt-in list to be sent by event organizers
Post-Event Email Recognition	Logo in footer of email
Social Media "Thank You" Tweet	2 total (1 pre-event, 1 post-event) posted by @LFE_Foundation
Keynote Recognition	Logo included on "Thank You to Our Sponsors" slide during keynote sessions
Event Website Recognition	Logo and link on event website
Event Announcement	1 specific call-out to attendees to visit your booth or attend your sponsored session
Virtual Booth	Custom-branded graphics*, looping video/demo*, downloadable resources*, chat function (*provided by sponsor)
Post-Event Attendee Data	Full list of attendees that visited booth (incl. name, title, company, physical address, email), report on downloaded assets/resources, record of all group and 1:1 chats in booth
Complimentary Passes	5 complimentary registrations

Contact Shuli Goodman, sgoodman@lfeenergy.org, to secure your sponsorship today.

Previous Event Sponsors



RISC-V Forum short-form virtual events provide deep exploration into a single-topic that is important and timely to the RISC-V Community. By bringing together the community and RISC-V experts for deep-dive presentations, hands-on learning, and networking with technical enthusiasts, the Forums are a unique opportunity to connect with the RISC-V community.

Four events, each on a specific topic, with one sponsor. Sponsor one or multiple events and even partner with another RISC-V member, and gain visibility with your target audience.

Who attends:

Chip designers and manufactures, cloud / hyperscale companies, solution and testing providers in the area of chip management, CIOs, CTOs, and end users.

Why Sponsor?

- **Educate the community** on your work in the specific Forum topic area and meet the attendees who are interested in that topic.
- **Take advantage** of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.
- **Associate your brand** with one of the fastest-growing open source hardware technologies.
- **Support and engage** with the RISC-V ecosystem and community.
- **Sponsors receive the leads** from the event. RISC-V does not. Check out the other sponsor items!

2021 Opportunities *1 Sponsor Per Forum	Security APRIL 14 † AVAILABLE SOLD OUT	Developer Tools & Tool Chains JUNE 2 † AVAILABLE SOLD OUT	Embedded Technology JULY 31 † AVAILABLE SOLD OUT	Vector & Machine Learning SEPTEMBER 15 \$5,000 USD † AVAILABLE SOLD OUT
Speaking Opportunity (1) 20-minute presentation - 15 minute session with 5 minutes Q&A <i>* NEEDS TO BE COMMUNITY FOCUSED, NOT PRODUCT FOCUSED</i>	X	X	X	X
Recognition in Pre-event email marketing	X	X	X	X
Recognition on Event Website: Prominent logo displayed on website	X	X	X	X
Recognition in Opening & Closing Remarks: By event emcee	X	X	X	X
Lead Generation: Full contact information of registrants supplied	X	X	X	X
Message in Attendee Post-Event Email	X	X	X	X

Contact sponsor@riscv.org to secure your sponsorship.

Sponsorship Deadline: August 27, 2021

May 25-28, 2021 | Virtual Experience

The Xen Project creates an industry leading open source hypervisor that is powering some of the largest clouds in production today.

During 15 years of development, the Xen Project enabled many different use cases covering datacenter and server virtualization, cloud computing, desktop virtualization, security for desktop computing and within hardware appliances.

The Xen Project has also started to expand into new markets covering NFV, mobile virtualization, embedded virtualization and automotive.

The Xen Project Developer and Design Summit brings together the Xen Project’s community of developers and power users for their annual developer conference. The conference is about sharing ideas and the latest developments, sharing experience, planning, collaboration and above all to have fun and to meet the community that defines the Xen Project.

Sponsorships-at-a-Glance

Sponsorship Sales Deadline: **May 7, 2021**

	PLATINUM	GOLD
Speaking Session	•	
Logo and Weblink on Event Website	•	•
Recognition in Opening Session	•	•
Message in Attendee Post-Event Email	•	•
Recognition in Marketing Emails	•	•
Logo Placement in Hallway Track	•	•
Free Passes to Event	10	6
Sponsorship Cost	\$2,000	\$750



HYPERLEDGER GLOBAL FORUM

JUNE 8–10, 2021 | VIRTUAL EXPERIENCE



Hyperledger Global Forum 2021 will offer the opportunity for users and contributors of Hyperledger projects from across the globe to connect, network and collaborate virtually. A community focused event, Global Forum provides an opportunity to learn and understand various aspects of the ecosystem including technical roadmaps and milestones of not only Hyperledger specific projects but the latest uses and applications of other related technologies across industries and markets. Social networking for the community to bond, and hacking activities will also be front and center at this annual event. Hyperledger Global Forum will be the premier virtual enterprise blockchain event of 2021.

Sponsoring this event is a unique opportunity to showcase leadership in this cutting-edge technology, gain valuable mindshare of an elite audience of technical pioneers defining the future of business blockchain technologies and support the growth and innovation of Hyperledger projects.

Contact sponsorships@hyperledger.org to secure your sponsorship.

SPONSORSHIP OPPORTUNITIES

Sponsorship sales deadline **May 14, 2021**

	DIAMOND* <small>4-AVAILABLE</small> 2 AVAILABLE	PLATINUM* UNLIMITED	SILVER* UNLIMITED
Keynote: 20 Minute Keynote Session (content to be approved by program committee)	.		
1-Minute Video During Opening Keynote: Provided by sponsor company.	.		
Blog: Featured profile or interview on Hyperledger Blog	.		
Presentation: 30 Minute Presentation + Q&A. Maximum 2 of Presenters. (content to be approved by program committee)	.	.	
Pre-Conference Email Blast: One time use of opt-in list to be sent by event organizers. Date option is based on availability.	.	.	
Press List Access 2 Weeks Prior to Event	List and Booking Assistance	List	
Sponsor Recognition in Promotional Emails and News Release	.	.	
Promotion of Events Related to Hyperledger Global Forum 2021	.	.	
Logo Included on “Thank You to Our Sponsors” Slide During Keynote Sessions	.	.	.
Social Media ‘Thank You’ Tweet	1 during event	1 post-event	1 post-event
Social Media Re-share: Hyperledger Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined by Hyperledger.	.	.	Members Only
Recognition in Pre-Event Attendee Emails: Includes logo and link to your URL.	.	.	Company Name Only
Message in Attendee Post-Event Email	200 words	100 words	Company Name Only
Recognition on Event Website: Prominent logo displayed on event homepage by tier.	.	.	.
Recognition on Event Platform: Prominent logo displayed on virtual event platform	.	.	.
Virtual Exhibit Booth: See below for details.	.	.	.
Custom-branded graphics	.	.	.
Ability to generate leads with attendee contact information for those that visit your booth	.	.	.
Chat function with booth attendees	.	.	.
Ability to link to resources, social media, job postings, etc.	.	.	.
Complimentary Passes	20	15	5
Premier Member Price	\$25,000	N/A	N/A
Hyperledger Member Price	\$30,000	\$15,000	\$2,500
Non-Member Price	\$35,000	\$18,000	\$3,500

*No ICO/STOs/Coin offerings etc. promotions in the showcase or presentations.



Contact us at membership@openjsf.org to secure your sponsorship today.

OpenJS World

June 9, 2021 | Virtual Experience

JavaScript has become a first class enterprise development platform.

OpenJS Foundation’s annual event brings together the JavaScript and web ecosystem including Node.js, Electron, AMP and more.

Learn and engage with leaders deploying innovative applications at massive scale. The program will provide content that is appealing to a broad spectrum of members of the JavaScript ecosystem including performance, testing, automation, CI/CD, security, development, and community building.

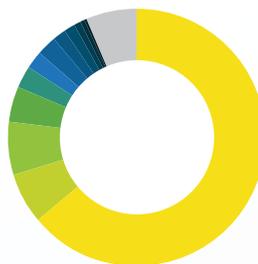
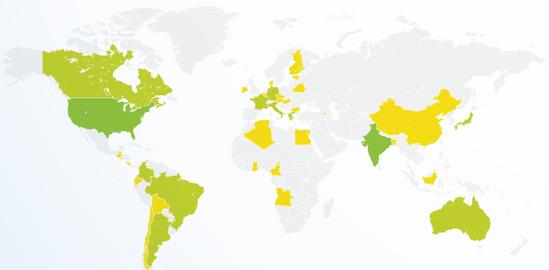
With an agenda full of keynotes, breakout sessions, and interactive workshops from community and industry leaders, OpenJS Foundation’s annual event is the one JavaScript conference you won’t want to miss.

2020 Attendance - Total Registration:

 2233 attendees

2020 Attendee Demographics

-  1381 companies participated
-  Attendees from **81 countries**
Increase of 55 countries from 2019



Attendee Role

- Application Developer (Front-end/Back-end/Mobile/Full Stack) **63.91%**
- Manager - Technical Teams **6.60%**
- Architect **6.51%**
- Student **4.43%**
- Executive Leader **2.76%**
- DevOps/SRE/Sysadmin **2.40%**
- Systems/Embedded Developer **2.40%**
- Marketing **1.72%**
- Product/Biz Dev **1.45%**
- Professor / Academic **0.68%**
- Media / Analyst **0.54%**
- DevOps/SRE/Sysadmin Architect **0.41%**
- Other **6.20%**



All new and existing corporate OpenJS members receive these benefits.

	PLATINUM OpenJS Member	GOLD OpenJS Member	SILVER OpenJS Member	New OpenJS Members
Keynote Platinum selects 1 Keynote OR 2 Breakouts. Gold selects 1 Keynote OR 1 Breakout.	20 minutes	10 minutes		
Breakout Platinum selects 1 Keynote OR 2 Breakouts. Gold selects 1 Keynote OR 1 Breakout.	•	•		
Logo on event website	Largest Size	Medium Size	Small Size	
Company description on event website	500 characters	300 characters	200 characters	
Embedded video on event website	•	•	•	
Logo in footer of email promotions	•	•	•	
Email to attendees (pre or post event) One email to opt-in list to be sent by event organizers.	•	•		
Slack Channel on OpenJS Foundation Workspace (2 weeks pre and post event)	•	•		
Social media thank you tweets 1x	•	•	•	
Blog on openjsf.org	Mention	Mention	Mention	Standalone
Yearly marketing benefits through Foundation (tiered by level)	•	•	•	
Community Onboarding				•

Enhance your exposure at OpenJS World by selecting an add-on package.

\$40,000 USD	\$30,000 USD	\$15,000 USD
2-minute bumper video between keynotes: Provided by sponsor company	—	—
Full-day Workshop To be held on a separate date, with its own marketing and lead generation plan.	Half-day Workshop To be held on a separate date, with its own marketing and lead generation plan.	1-hour Webinar To be held on a separate date, with its own marketing and lead generation plan.
Email leads from Workshop registrations.	Email leads from Workshop registrations.	Email leads from Webinar registrations.
Social media thank you tweets 5x	Social media thank you tweets 3x	Social media thank you tweets 2x

Who Attends?

2020 cdCon Audience Snapshot

JOB FUNCTION

DevOps/SRE/Sysadmin	44%
Application Developer	14%
Architect	13%
Other	7%
Manager - Technical Teams	6%
Executive Leader	4%
Academic	3%
Systems/Embedded Developer	2%
Manager - Other	2%
Marketing	2%
Product/Biz Dev	2%
Media / Analyst	1%

About the Event

Join Continuous Delivery leaders, industry icons, practitioners, and open source developers for a two-day virtual experience as we improve the world's capacity to deliver software with security and speed. Be part of the conversation driving the future of software delivery for technology teams, enterprise leadership and open source communities.

cdCon is the annual event by the Continuous Delivery Foundation, a vendor-neutral organization that is establishing best practices of software delivery automation, propelling education and adoption of CD tools, and facilitating cross-pollination across emerging technologies. The CDF is home to many of the fastest-growing open source projects for CD, including Jenkins, Jenkins X, Tekton, and Spinnaker.

cdCon 2021 expects to host 3,000+ virtual attendees, offer 45+ sessions with 5 project-focused learning and collaboration tracks, plus engaging and inspiring keynotes on [each day](#).

Benefits of Sponsoring



Generate new partnerships, alliances & customers



Increase brand awareness & recognition



Showcase your thought Leadership



Demonstrate support for the continuous delivery community



Take advantage of media exposure & PR announcements



Showcase products, services & technologies



Leverage highly targeted marketing opportunities



Recruit and acquire top talent

Sponsorship Opportunities



Contact events@cd.foundation to secure your sponsorship today.

LEVEL	DIAMOND 2-AVAILABLE SOLD OUT	PLATINUM 3-AVAILABLE 1 AVAILABLE	GOLD 5 AVAILABLE	SILVER 5-AVAILABLE 3 AVAILABLE	START-UP* UNLIMITED	END USER UNLIMITED
NON-MEMBER PRICING	\$30,000	\$18,000	\$9,000	\$6,000	\$3,000	\$3,000
MEMBER PRICING	\$25,000	\$15,000	\$7,500	\$5,000	\$2,500	\$2,500
(1) 15-minute demo video posted on YouTube channel	x					
15-minute keynote - Day 1 & Sponsored Breakout Session*	x					
15-minute keynote - Day 2 or Sponsored Breakout Session*		x				
Sponsored Lightning Talk			x	x		
Sponsored Birds-of-a-Feather Session	x	x				
(1) Specific call-out to attendees to visit your booth or attend your sponsored session	x					
(1) 20-second video ad before virtual event session block (sponsor to submit video)	x					
(1) 5-second slide before virtual event session block (sponsor to submit slide)		x				
Recognition on rotating sponsor logo slides between sessions	x	x				
Emails to opt-in attendees	(1) Exclusive pre- or post-event	150 word message in pre-event attendee email				
Recognition in pre-event promotional emails	logo and link	company name and link				
(1) 50-word message in (1) attendee email during event	x	x				
Recognition in attendee post-conference thank you email	logo and link	logo and link	logo and link	logo and link	logo and link	logo and link
List of registered press/analysts (provided 2 weeks prior to event)	x	x	x			
Logo recognition on keynote screen	x	x	x	x	x	x
Logo and link on conference website	x	x	x	x	x	x
Social media posts	(1) pre-event and (1) during the event standalone tweet	(1) pre-event and (1) during the event standalone tweet	(1) pre-event and (1) during the event standalone tweet	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Virtual Booth including: custom-branded graphics, looping video/demo, downloadable resources (whitepapers, collateral, etc.), chat function	x	x	x	x	x	x
Booth gamification to assist in driving booth traffic for a demo, ask the expert, or live broadcast.	x	x	x	x	x	x
Post event data including: full list of attendees that visited booth (incl. name, title, company, physical address, email), report on downloaded assets/resources, record of all group and 1:1 chats in booth	x	x	x	x	x	x
Opportunity to present in the cdCon Job Theater for 5 minutes and share information on available positions and company culture.	x	x	x	x	x	x

*Sponsored Breakout Session will include the contact info of opted-in attendees

*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.



July 21-22, 2021 | Virtual

More than half the Fortune 500, and hundreds of billions of dollars in global commerce, rely on Cloud Foundry technologies to unlock their developers' productivity and realize business returns on their technology investments. Cloud Foundry Summit is where the ecosystem comes together to innovate, collaborate and diversify.

Developers choose Cloud Foundry because it simplifies their workflows in an increasingly complicated cloud-native landscape—and because Cloud Foundry is the proven developer experience for Kubernetes, the next generation of infrastructure.

Sponsoring Cloud Foundry Summit demonstrates your commitment to building the future of digital business. Connect with this global community to gain valuable mindshare of an elite audience of technical pioneers.

Join other prominent and previous industry sponsors such as Google, IBM, SAP, SUSE and VMware to support the growth and innovation of Cloud Foundry, the world-class developer experience for teams building the next generation of enterprise applications.

SPONSORSHIP-AT-A-GLANCE

Sponsorship Deadline: June 25, 2021

Contact Chip Childers at cchilders@cloudfoundry.org to secure your sponsorship



	PLATINUM	GOLD	BRONZE
Speaking Opportunity All sponsor content must be approved by Program Committee and Cloud Foundry. Speaking slots based on availability.	15 Minute Session		
30-second Video Ad during Keynotes Provided by sponsor company	•		
Sponsor Designation in Press Releases	•		
Access to Event Press/Analyst List Contact list shared one week prior to event for your own outreach	•		
Pre or Post Event Email Blast One time use of opt-in list to be sent by Cloud Foundry Foundation. Date option is based on availability.	•		
Virtual Exhibit Booth Static page with the ability to link resources and social media, and embed sponsor videos.	•	•	
Push Notifications to Attendees During Event Opportunity to reach out to attendees with a customized pop-up on-screen banner during the event.	3	2	
Custom Questions in Post Event Attendee Survey Opportunity to add question(s) of your choice (must be approved by Cloud Foundry), and follow up reporting with data results.	2	1	
Recognition in Opening & Closing Remarks Sponsor recognition by name.	•	•	•
Social Media Promotion of Sponsorship From Cloud Foundry Twitter account. Sponsor can provide custom content (must be approved by Cloud Foundry).	4	3	2
Social Media Re-share Cloud Foundry Twitter account will re-tweet 1 post of the sponsors choosing. Timing will be determined by Cloud Foundry.	•	•	•
Recognition in Pre-Event Email Marketing Includes link to your URL.	•	•	•
Recognition on Event Website Prominent logo displayed on event homepage.	•	•	•
Message in Attendee Day-Of Email	200 words	150 words	100 words
Recognition on Virtual Platform Logo on virtual event home page.	Individual	Shared	Shared
Virtual Stage Branding Logo featured in Sessions	Individual	Shared	Shared
Blog Post on CloudFoundry.org Reach the core CF community with a blog post that drives traffic to your site, teases your Summit talks and/or shares updates from your team.	•	•	•
Post-Event Data Report Provides event demographics and additional details on event performance.	•	•	•
Event Attendee Passes Full access passes to the entire event for your staff or customers	20	15	5
Sponsorship Cost	\$12,000	\$7,000	\$2,500



September 14-15, 2021 | 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%



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> SOLD OUT	GOLD <small>5 AVAILABLE</small> 4 AVAILABLE	SILVER <small>5 AVAILABLE</small> 2 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.



OPEN MAINFRAME SUMMIT

September 22-23, 2021 | Virtual Experience

The open source movement has rapidly become the way code is being developed for today's smart and agile businesses. Open Mainframe Project is at the forefront of this movement by being the project that supports and launches new open source initiatives that play an integral role in making mainframes modern to meet today's business needs.

Currently, Open Mainframe Project hosts 18 projects and working groups, with focuses in COBOL, Linux on Z, and z/OS with Zowe, as well as education, training and mentorships.

The Open Mainframe Summit brings together all of the different type of mainframers - from students to hobbyists, seasoned professionals to new engineers, developers and educators - to share best practices, discuss hot topics, learn technical insight from the best, and network with like-minded individuals who are passionate about the mainframe industry.

As an Open Mainframe Summit Sponsor:

- Show your organization's support for the open source community building the modern mainframe ecosystem and educating the next generation of mainframers.
- Enable the mainframe community to advance development work by providing the space to form connections with those evaluating and creating the open source initiatives for the mainframe.
- Leverage real experience from thought leaders and influencers from across the industry within a professionally-organized conference run by a neutral nonprofit, where content is curated by the mainframe community.

DEADLINE FOR SPONSORSHIP SALES: AUGUST 27, 2021

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

	PLATINUM <small>4 AVAILABLE</small> SOLD OUT	GOLD <small>4 AVAILABLE</small> 2 AVAILABLE	SILVER 4 AVAILABLE	BRONZE 4 AVAILABLE	ACADEMIC <small>4 AVAILABLE</small> 2 AVAILABLE
Speaking Session: All sponsor content must be approved by Program Committee and Open Mainframe. Speaking slots based on availability.	10 minute keynote				
Session Banner Ad: Logo featured in Session.	•				
Pre or Post-Event Email Blast: One time use of opt-in list to be sent by Open Mainframe. Email option based on availability.	•				
Virtual Stage Branding: Logo displayed.	•				
Message in Attendee Post-Event Email	•	•			
Opportunity To Add Custom Questions To Post-Event Attendee Survey. Follow-up reporting will be provided with survey results.	2	1			
Recognition in Opening & Closing Remarks: By event emcee.	•	•			
Push Notifications to Attendees During Event: Opportunity to reach out to attendees with a customized pop-up on-screen banner during the event.	2	1			
Recognition on Event Platform Signage: Logo displayed.	Individual	Shared	Shared	Shared	
Virtual Exhibit Booth: See below for details.	•	•	•		•
Ability to generate leads with attendee contact information for those that visit your booth	•	•	•		•
Ability to link resources, social media, job postings, etc.	•	•	•		•
Embedded sponsor videos in booth	•	•	•		•
Ability to survey booth attendees	•	•	•		•
Chat function with booth attendees	•	•	•		•
Recognition in Pre-Event Email Marketing: Includes link to your URL.	•	•	•	•	•
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•	•
Social Media Promotion of Sponsorship: From the Open Mainframe channel.	3	2	1	1	1
Event Attendee Passes: Full access passes to the entire event for your staff or customers.	25	15	10	8	10
20% Discount on Additional Event Passes: For use by your customers, partners, or colleagues.	•	•	•	•	•
Sponsorship Cost	\$15,000	\$10,000	\$8,000	\$4,000	\$2,500
Open Mainframe Project Member Cost	\$13,500	\$9,000	\$7,200	\$3,600	\$2,250

October 11–12, 2021 | Los Angeles, CA

O3DECon gathers the developers and community leaders working to make an open source, fully-featured, high-fidelity, realtime 3D engine for building games, simulations and more available to every industry!



Session Recording \$5,000 • 1 AVAILABLE

Extend your presence long after the live event concludes with the session recording sponsorship. Sponsor Receives:

- Sponsor logo on all session recordings when added to YouTube
- Recognition on event website



Attendee T-Shirts \$7,000 • 1 AVAILABLE

Showcase your logo on every attendee with the t-shirt sponsorship. O3DECon creative services will provide the design and sponsor logo will be placed prominently. Logo must be single color only (no gradient colors).



Lanyard \$2,500 • 1 AVAILABLE SOLD OUT

The opportunity for all O3DECon attendees to wear your logo. Logo size and placement subject to lanyard design. Logo must be single color only (no gradient colors).



Diversity Scholarship \$1,500 Minimum • Unlimited

O3D Foundation scholarship program provides support to the traditionally underrepresented and/or marginalized group in the technology and/or open source communities including, but not limited to: persons identifying as LGBTQIA+, women, persons of color, and/or persons with dis/abilities, who may not otherwise have the opportunity to attend O3DECon for financial reasons. Equal access and diversity are important to O3D 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. Sponsors Receive:

- Recognition during the opening session
- Signage onsite at the event
- Recognition in pre-event email marketing



Closed Captioning \$5,000 • 1 AVAILABLE

Improve our event's accessibility by providing real time captioning for all sessions. Sponsorship includes recognition on event website, pre-event email, and during the opening session.

Contact us at O3DECon@linuxfoundation.org to secure your sponsorship.



KubeCon



CloudNativeCon

North America 2021

The Cloud Native Computing Foundation's flagship conference gathers top technologists from leading open source and cloud native communities to further the education and advancement of cloud native computing.

KubeCon + CloudNativeCon North America 2021

Location:

Los Angeles Convention Center,
Los Angeles, CA + Online

Event Dates:

October 11 - 12: Pre-Event Programming
October 13 - 15: Main Conference

Estimated Number of Attendees:

6,000+ Onsite
15,000+ Virtual

KubeCon + CloudNativeCon North America 2021 is being planned as a "hybrid event" - an in-person event at the Los Angeles Convention Center with a virtual component for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend the event in person.

Sponsorship packages include onsite and virtual benefits to maximize the reach and visibility of each participating organization. All benefits are optional. Given the fluid COVID-19 situation, CNCF reserves the right to make minor adjustments to sponsorship benefits and to increase/decrease the number of available sponsorships.

Who Attends?

Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon.

Benefits of Sponsorship:

- Engage with the industry's top developers, end users, and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups.
- Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.
- Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.
- Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world.
- Associate your brand with one of the fastest-growing technology communities.
- Support and engage with the ecosystem and the community that is the engine driving some of the highest velocity open source projects in the industry.
- Join CNCF's hosted projects - containerd, CoreDNS, Envoy, etcd, Fluentd, Harbor, Helm, Jaeger, Kubernetes, Prometheus, Rook, TiKV, TUF, Vitess, Argo, Buildpacks, CloudEvents, CNI, Contour, Cortex, CRI-O, Dragonfly, Falco, gRPC, KubeEdge, Linkerd, NATS, Notary, Open Policy Agent, OpenTracing, Operator Framework, SPIFFE, SPIRE, and Thanos - and help bring cloud native project communities together.
- Give back to the open source community. CNCF reinvests profits from our events to directly support CNCF's hosted projects.



KubeCon



CloudNativeCon

North America 2021

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.

Signed contracts must be received by July 22, 2021.

	DIAMOND* 6 AVAILABLE SOLD OUT	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP** OPEN	END USER*** OPEN
Five-minute keynote Topic subject to co-chair approval	•					
Email to opt-in attendees	(1) exclusive pre- or post-conference email					
Opportunity to participate in media & analyst panel during the event	•					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in attendee post-conference thank you email	logo and link	company name and link only				
Preferred placement of sponsor announcements in official event news package	•	•				
Logo recognition on virtual event platform dashboard	•	•				
List of registered press/analysts (provided 3 weeks prior to event)	•	•	•			
Optional custom emoji for CNCF Slack workspace for the duration of the event	•	•	•			
Public acknowledgment for funding of Kubernetes Contributor Summit	•	•	•	•		
Logo recognition on keynote screen	•	•	•	•	•	•
Logo on onsite sponsor signage	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Logo recognition on conference schedule	•	•	•	•	•	•
Optional dedicated channel in CNCF Slack workspace for the duration of the event	•	•	•	•	•	•
Opportunity to provide (1) virtual swag item for optional download	•	•	•	•	•	•
Opportunity to provide (1) contributed article to key publications pre- or post-event	•	•	•	•	•	•
Opportunity to include news announcements in official event news package	•	•	•	•	•	•
Twitter posts from official @KubeCon_ handle	(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event	(1) pre-event standalone tweet with social card and (1) group tweet during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Complimentary onsite attendee passes Includes access to keynotes, sessions, and exhibits onsite as well as to virtual event platform	20	15	12	8	5	2
Unlimited 20% discount on additional onsite attendee passes	•	•	•	•	•	•
Onsite exhibit space Turnkey booth includes back wall, counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet	30ft (w) x 20ft (d) custom-built only	20ft (w) x 20ft (d) custom-built or turnkey	15ft (w) x 10ft (d) custom-built or turnkey	10ft (w) x 8ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only
Physical lead retrieval device(s) for onsite use	(3) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
Virtual exhibit space Includes option to present on-demand videos, documents, special offers, and limited number of live sessions	•	•	•	•	•	•
Real-time lead report for virtual exhibit space	•	•	•	•	•	•
Complimentary virtual only attendee passes Includes access to keynotes, sessions and virtual exhibits within the virtual event platform	150	100	75	50	25	25
Complimentary virtual only booth staff passes Includes access to keynotes, sessions and virtual exhibits within the virtual event platform	30	25	20	15	10	10
Sponsorship Cost	\$190,000	\$115,000	\$75,000	\$26,000	\$7,000	\$7,000

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

*CNCF platinum members, followed by gold members, have priority in the diamond sponsorship selection process. See event website for details.

**Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.

***Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.

KubeCon + CloudNativeCon North America 2021

Sponsor-Hosted In-Person Co-Located Event Packages - October 11 + 12, 2021

The opportunity to co-locate your event in the same venue as KubeCon + CloudNativeCon North America 2021 can help you effectively reach the cloud native community. Sponsor-hosted co-located event packages are solely available to level sponsors of KubeCon + CloudNativeCon North America 2021. We have four set package options listed below. All packages will include access to the meeting room the day prior (either Sunday, October 10 from 4:00 PM to 6:00 PM or Monday, October 11 from 6:00 PM - 8:00 PM) for set up and day-of from 8:00 AM - 5:00 PM. Please select the package that best suits your needs, keeping in mind that we will not be able to accommodate package changes at a later date.

All co-located event space requests must be submitted by completing the [request form](#) on the [co-located events page](#) of the event website. Space will be assigned on a first come, first served basis with priority given to diamond and platinum sponsors who submit a request within five business days of the request form opening. The remaining requests will be followed in the order submissions were received.

Deadline to submit a request for off-site cross-promotion MPO (Package D): Thursday, July 29 at 11:59 PM PDT

Deadline to submit a request for on-site co-located event (Packages A-C): Thursday, August 5 at 11:59 PM PDT (if not sold out prior)

Proof of full COVID-19 vaccination will be required to host and attend any co-located event in-person. [Visit our website](#) for full details.

KUBECON + CLOUDNATIVECON NORTH AMERICA 2021

PACKAGE INCLUDES	PACKAGE A	PACKAGE B	PACKAGE C	PACKAGE D
CAPACITY	50 classroom	100 classroom	200 classroom	Cross-promotion only
Room Rental + Set-up	•	•	•	
Collect Registration Fees On Your Behalf	•	•	•	• <i>(optional)</i>
Access to Existing Conference Wi-Fi	•	•	•	
Power for Presenter + AV	•	•	•	
Audio Visual (AV) Services	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones	(1) projector, (1) screen, wireless presenter, basic audio, (2) microphones	
In-room AV Technician All Day	•	•	•	
Meeting Room + Wayfinding Signage	•	•	•	
On-Site Event Support	•	•	•	
Featured Placement on Website + Registration Form + Schedule	•	•	•	•
(1) Standard In-Person KubeCon Pass for Presenter	•	•	•	
(1) Session Scanner	•	•	•	
All Day Coffee/Tea + Water	•	•	•	
TOTAL	\$29,000	\$33,700	\$40,500	\$6,000

SPONSORSHIP BENEFITS AT-A-GLANCE

This event is being planned as a “hybrid event” - an in-person event at the Los Angeles Convention Center with a virtual component for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend the event in person. The event will take place on October 12, 2021. Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by August 5, 2021, 11:59 PDT.



Proof of full COVID-19 vaccination will be required to host and attend any co-located event in-person. Visit our website for full details.

Benefit	DIAMOND 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
10-minute Keynote <small>*Content subject to program committee approval</small>	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Shared pre-event attendee email blast (to opt-in attendees only)	250 words		
Message in post-event attendee email	150 words	100 words	Company Name + Link
(1) Social media mention from project handle or @KubeCon_ handle	•	Group mention	Group mention
Logo on sponsor signage	•	•	•
Logo on event schedule	•	•	•
Linked logo on event website	•	•	•
Logo on event platform	•	•	•
(1) customized pop-up message in event platform	200 characters	200 characters	
Complimentary IN-PERSON passes to co-located event <small>*Does NOT include KubeCon + CloudNativeCon NA In-Person pass</small>	5	3	2
Complimentary VIRTUAL-ONLY attendee passes to co-located event <small>*Includes KubeCon + CloudNativeCon NA Virtual pass</small>	20	15	10
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event <small>*CNCF Approval Required</small>	•	•	•
Sponsorship Cost	\$30,000	\$15,000	\$7,500

MARKETING PROMOTIONAL OPPORTUNITIES

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

CNCF’s 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 CNCF events for financial reasons. Diversity and inclusion are important to CNCF 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.

Benefits Include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in scholarship acceptance notifications

Session Recording **\$3,500** **1 AVAILABLE**
SOLD OUT

Extend your presence long after the live event concludes with the session recording sponsorship.

Benefits include:

- Introduction slide on each video will include ‘Sponsored By’ with your logo (recordings will be added to the CNCF YouTube Channel)
- Sponsor recognition in post-event email to attendees
- Logo on the event website

Lunch Sponsor **\$4,500** **1 AVAILABLE**

Provide lunch to co-located event attendees.

Benefits include:

- Lunch listed on the official event schedule
- Logo on the event website
- Branded signage during lunch
- Sponsor recognition in post-event email to attendees

SPONSORSHIP BENEFITS AT-A-GLANCE



This event is being planned as a “hybrid event” - an in-person event at the Los Angeles Convention Center with a virtual component for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend the event in person. The event will take place on October 12, 2021. Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by August 5, 2021, 11:59 PDT.

Proof of full COVID-19 vaccination will be required to host and attend any co-located event in-person. Visit our website for full details.

Benefit	DIAMOND	PLATINUM	GOLD
	2 AVAILABLE 1 AVAILABLE	UNLIMITED	UNLIMITED
10-minute Keynote <small>*Content subject to program committee approval</small>	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Shared pre-event attendee email blast (to opt-in attendees only)	250 words		
Message in post-event attendee email	150 words	100 words	Company Name + Link
(1) Social media mention from project handle or @KubeCon_ handle	•	Group mention	Group mention
Logo on sponsor signage	•	•	•
Logo on event schedule	•	•	•
Linked logo on event website	•	•	•
Logo on event platform	•	•	•
(1) customized pop-up message in event platform	200 characters	200 characters	
Complimentary IN-PERSON passes to co-located event <small>*Does NOT include KubeCon + CloudNativeCon NA In-Person pass</small>	5	3	2
Complimentary VIRTUAL-ONLY attendee passes to co-located event <small>*Includes KubeCon + CloudNativeCon NA Virtual pass</small>	20	15	10
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event <small>*CNCF Approval Required</small>	•	•	•
Sponsorship Cost	\$30,000	\$15,000	\$7,500

MARKETING PROMOTIONAL OPPORTUNITIES

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

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Benefits Include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in scholarship acceptance notifications

Session Recording **\$3,500** **1 AVAILABLE**

SOLD OUT

Extend your presence long after the live event concludes with the session recording sponsorship.

Benefits include:

- Introduction slide on each video will include ‘Sponsored By’ with your logo (recordings will be added to the CNCF YouTube Channel)
- Sponsor recognition in post-event email to attendees
- Logo on the event website

Lunch Sponsor **\$4,500** **1 AVAILABLE**

Provide lunch to co-located event attendees.

Benefits include:

- Lunch listed on the official event schedule
- Logo on the event website
- Branded signage during lunch
- Sponsor recognition in post-event email to attendees

SPONSORSHIP BENEFITS AT-A-GLANCE



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Proof of full COVID-19 vaccination will be required to host and attend any co-located event in-person. Visit our website for full details.

Benefit	DIAMOND 2-AVAILABLE SOLD OUT	PLATINUM UNLIMITED	GOLD UNLIMITED
10-minute Keynote <small>*Content subject to program committee approval</small>	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Shared pre-event attendee email blast (to opt-in attendees only)	250 words		
Message in post-event attendee email	150 words	100 words	Company Name + Link
(1) Social media mention from project handle or @KubeCon_ handle	•	Group mention	Group mention
Logo on sponsor signage	•	•	•
Logo on event schedule	•	•	•
Linked logo on event website	•	•	•
Logo on event platform	•	•	•
(1) customized pop-up message in event platform	200 characters	200 characters	
Complimentary IN-PERSON passes to co-located event <small>*Does NOT include KubeCon + CloudNativeCon NA In-Person pass</small>	5	3	2
Complimentary VIRTUAL-ONLY attendee passes to co-located event <small>*Includes KubeCon + CloudNativeCon NA Virtual pass</small>	20	15	10
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event <small>*CNCF Approval Required</small>	•	•	•
Sponsorship Cost	\$30,000	\$15,000	\$7,500

MARKETING PROMOTIONAL OPPORTUNITIES

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

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Benefits Include:

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- Sponsor recognition in scholarship acceptance notifications

Session Recording **\$3,500** **1-AVAILABLE SOLD OUT**

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Benefits include:

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Lunch Sponsor **\$4,500** **1 AVAILABLE**

Provide lunch to co-located event attendees.

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Benefit	DIAMOND 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
10-minute Keynote <small>*Content subject to program committee approval</small>	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Shared pre-event attendee email blast (to opt-in attendees only)	250 words		
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(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event <small>*CNCF Approval Required</small>	•	•	•
Sponsorship Cost	\$30,000	\$15,000	\$7,500

MARKETING PROMOTIONAL OPPORTUNITIES

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- Logo on the event website

Lunch Sponsor **\$4,500** **1 AVAILABLE**

Provide lunch to co-located event attendees.

Benefits include:

- Lunch listed on the official event schedule
- Logo on the event website
- Branded signage during lunch
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SPONSORSHIP BENEFITS AT-A-GLANCE

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PromCon
North America 2021

Benefit	DIAMOND 2-AVAILABLE SOLD OUT	PLATINUM UNLIMITED	GOLD UNLIMITED
10-minute Keynote <small>*Content subject to program committee approval</small>	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Shared pre-event attendee email blast (to opt-in attendees only)	250 words		
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(1) Social media mention from project handle or @KubeCon_ handle	•	Group mention	Group mention
Logo on sponsor signage	•	•	•
Logo on event schedule	•	•	•
Linked logo on event website	•	•	•
Logo on event platform	•	•	•
(1) customized pop-up message in event platform	200 characters	200 characters	
Complimentary IN-PERSON passes to co-located event <small>*Does NOT include KubeCon + CloudNativeCon NA In-Person pass</small>	5	3	2
Complimentary VIRTUAL-ONLY attendee passes to co-located event <small>*Includes KubeCon + CloudNativeCon NA Virtual pass</small>	20	15	10
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event <small>*CNCF Approval Required</small>	•	•	•
Sponsorship Cost	\$30,000	\$15,000	\$7,500

MARKETING PROMOTIONAL OPPORTUNITIES

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

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- Logo on sponsor signage
- Sponsor recognition in scholarship acceptance notifications

Session Recording **\$3,500** **1-AVAILABLE**
SOLD OUT

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Benefits include:

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- Sponsor recognition in post-event email to attendees
- Logo on the event website

Lunch Sponsor **\$4,500** **1 AVAILABLE**

Provide lunch to co-located event attendees.

Benefits include:

- Lunch listed on the official event schedule
- Logo on the event website
- Branded signage during lunch
- Sponsor recognition in post-event email to attendees

SPONSORSHIP BENEFITS AT-A-GLANCE



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Benefit	DIAMOND 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
10-minute Keynote <small>*Content subject to program committee approval</small>	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Shared pre-event attendee email blast (to opt-in attendees only)	250 words		
Message in post-event attendee email	150 words	100 words	Company Name + Link
(1) Social media mention from project handle or @KubeCon_ handle	•	Group mention	Group mention
Logo on sponsor signage	•	•	•
Logo on event schedule	•	•	•
Linked logo on event website	•	•	•
Logo on event platform	•	•	•
(1) customized pop-up message in event platform	200 characters	200 characters	
Complimentary IN-PERSON passes to co-located event <small>*Does NOT include KubeCon + CloudNativeCon NA In-Person pass</small>	5	3	2
Complimentary VIRTUAL-ONLY attendee passes to co-located event <small>*Includes KubeCon + CloudNativeCon NA Virtual pass</small>	20	15	10
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event <small>*CNCF Approval Required</small>	•	•	•
Sponsorship Cost	\$30,000	\$15,000	\$7,500

MARKETING PROMOTIONAL OPPORTUNITIES

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Session Recording **\$3,500** **1 AVAILABLE**

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- Logo on the event website

Lunch Sponsor **\$4,500** **1 AVAILABLE**

Provide lunch to co-located event attendees.

Benefits include:

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- Logo on the event website
- Branded signage during lunch
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SPONSORSHIP BENEFITS AT-A-GLANCE



Cloud Native Security
CONFERENCE
NORTH AMERICA

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Benefit	DIAMOND	PLATINUM	GOLD
	2 AVAILABLE 1 AVAILABLE	UNLIMITED	UNLIMITED
10-minute Keynote <small>*Content subject to program committee approval</small>	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Shared pre-event attendee email blast (to opt-in attendees only)	250 words		
Message in post-event attendee email	150 words	100 words	Company Name + Link
(1) Social media mention from project handle or @KubeCon_ handle	•	Group mention	Group mention
Logo on sponsor signage	•	•	•
Logo on event schedule	•	•	•
Linked logo on event website	•	•	•
Logo on event platform	•	•	•
(1) customized pop-up message in event platform	200 characters	200 characters	
Complimentary IN-PERSON passes to co-located event <small>*Does NOT include KubeCon + CloudNativeCon NA In-Person pass</small>	5	3	2
Complimentary VIRTUAL-ONLY attendee passes to co-located event <small>*Includes KubeCon + CloudNativeCon NA Virtual pass</small>	20	15	10
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event <small>*CNCF Approval Required</small>	•	•	•
Sponsorship Cost	\$30,000	\$15,000	\$7,500

MARKETING PROMOTIONAL OPPORTUNITIES

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- Logo on sponsor signage
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- Logo on the event website

Lunch Sponsor **\$4,500** **1 AVAILABLE**

Provide lunch to co-located event attendees.

Benefits include:

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Benefit	DIAMOND 2 AVAILABLE SOLD OUT	PLATINUM UNLIMITED	GOLD UNLIMITED
10-minute Keynote <small>*Content subject to program committee approval</small>	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Shared pre-event attendee email blast (to opt-in attendees only)	250 words		
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(1) Social media mention from project handle or @KubeCon_ handle	•	Group mention	Group mention
Logo on sponsor signage	•	•	•
Logo on event schedule	•	•	•
Linked logo on event website	•	•	•
Logo on event platform	•	•	•
(1) customized pop-up message in event platform	200 characters	200 characters	
Complimentary IN-PERSON passes to co-located event <small>*Does NOT include KubeCon + CloudNativeCon NA In-Person pass</small>	5	3	2
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(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event <small>*CNCF Approval Required</small>	•	•	•
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Provide lunch to co-located event attendees.

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10-minute Keynote <small>*Content subject to program committee approval</small>	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Shared pre-event attendee email blast (to opt-in attendees only)	250 words		
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Logo on event platform	•	•	•
(1) customized pop-up message in event platform	200 characters	200 characters	
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Provide attendee giveaway during in-person event <small>*CNCF Approval Required</small>	•	•	•
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	2 AVAILABLE	1 AVAILABLE	UNLIMITED	UNLIMITED
10-minute Keynote <small>*Content subject to program committee approval</small>		•		
Recognition during opening session		•	•	
Recognition in pre-event attendee email	Logo + Link		Logo + Link	Company Name + Link
(1) Shared pre-event attendee email blast (to opt-in attendees only)	250 words			
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Logo on sponsor signage	•		•	•
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Linked logo on event website	•		•	•
Logo on event platform	•		•	•
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Provide attendee giveaway during in-person event <small>*CNCF Approval Required</small>	•		•	•
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Benefits Include:

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- Logo on sponsor signage
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Session Recording \$3,500 1 AVAILABLE

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Benefit	DIAMOND 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
10-minute Keynote <small>*Content subject to program committee approval</small>	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Shared pre-event attendee email blast (to opt-in attendees only)	250 words		
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(1) customized pop-up message in event platform	200 characters	200 characters	
Complimentary IN-PERSON passes to co-located event <small>*Does NOT include KubeCon + CloudNativeCon NA In-Person pass</small>	5	3	2
Complimentary VIRTUAL-ONLY attendee passes to co-located event <small>*Includes KubeCon + CloudNativeCon NA Virtual pass</small>	20	15	10
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event <small>*CNCF Approval Required</small>	•	•	•
Sponsorship Cost	\$30,000	\$15,000	\$7,500

MARKETING PROMOTIONAL OPPORTUNITIES

Diversity Scholarship \$1,500 + UNLIMITED

CNCF’s 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 CNCF events for financial reasons. Diversity and inclusion are important to CNCF 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.

Benefits Include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in scholarship acceptance notifications

Session Recording \$3,500 1 AVAILABLE

Extend your presence long after the live event concludes with the session recording sponsorship.

Benefits include:

- Introduction slide on each video will include ‘Sponsored By’ with your logo (recordings will be added to the CNCF YouTube Channel)
- Sponsor recognition in post-event email to attendees
- Logo on the event website

Lunch Sponsor \$4,500 1 AVAILABLE

Provide lunch to co-located event attendees.

Benefits include:

- Lunch listed on the official event schedule
- Logo on the event website
- Branded signage during lunch
- Sponsor recognition in post-event email to attendees

SPONSORSHIP BENEFITS AT-A-GLANCE

This event is being planned as a “hybrid event” - an in-person event at the Los Angeles Convention Center with a virtual component for those that cannot attend onsite. We will take all necessary precautions to ensure the safety of those who attend the event in person. The event will take place on October 11, 2021. Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by August 5, 2021, 11:59 PDT.



Proof of full COVID-19 vaccination will be required to host and attend any co-located event in-person. Visit our website for full details.

Benefit	DIAMOND 2 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED
10-minute Keynote <small>*Content subject to program committee approval</small>	•		
Recognition during opening session	•	•	
Recognition in pre-event attendee email	Logo + Link	Logo + Link	Company Name + Link
(1) Shared pre-event attendee email blast (to opt-in attendees only)	250 words		
Message in post-event attendee email	150 words	100 words	Company Name + Link
(1) Social media mention from project handle or @KubeCon_ handle	•	Group mention	Group mention
Logo on sponsor signage	•	•	•
Logo on event schedule	•	•	•
Linked logo on event website	•	•	•
Logo on event platform	•	•	•
(1) customized pop-up message in event platform	200 characters	200 characters	
Complimentary IN-PERSON passes to co-located event <small>*Does NOT include KubeCon + CloudNativeCon NA In-Person pass</small>	5	3	2
Complimentary VIRTUAL-ONLY attendee passes to co-located event <small>*Includes KubeCon + CloudNativeCon NA Virtual pass</small>	20	15	10
(1) Message in event networking channel	50 words	50 words	50 words
Provide attendee giveaway during in-person event <small>*CNCF Approval Required</small>	•	•	•
Sponsorship Cost	\$30,000	\$15,000	\$7,500

MARKETING PROMOTIONAL OPPORTUNITIES

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

CNCF’s 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 CNCF events for financial reasons. Diversity and inclusion are important to CNCF 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.

Benefits Include:

- Logo on the event website
- Logo on sponsor signage
- Sponsor recognition in scholarship acceptance notifications

Session Recording **\$3,500** **1 AVAILABLE**

Extend your presence long after the live event concludes with the session recording sponsorship.

Benefits include:

- Introduction slide on each video will include ‘Sponsored By’ with your logo (recordings will be added to the CNCF YouTube Channel)
- Sponsor recognition in post-event email to attendees
- Logo on the event website

Lunch Sponsor **\$4,500** **1 AVAILABLE**

Provide lunch to co-located event attendees.

Benefits include:

- Lunch listed on the official event schedule
- Logo on the event website
- Branded signage during lunch
- Sponsor recognition in post-event email to attendees



RISC-V Summit brings together the community to show the power of open collaboration. Sponsor RISC-V Summit 2021 to be part of the exciting growth of RISC-V, showcase your role in the community, and tell the story of how your products and services have contributed to the exponential growth of RISC-V.

Whether your organization is in the embedded area, security, or one of the many industries where RISC-V is gaining fast acceptance, sponsoring will demonstrate your leadership, gain valuable mindshare of a targeted audience, and show your support for the open RISC-V ISA.

Together we are shaping the Open era of computing.

RISC-V Summit 2021 is co-locating with the Design Automation Conference. As a sponsor, your booth will be on the same exhibition floor as DAC. This broadens your audience to a larger technical community.

- **Inform and educate the RISC-V community** about your organization's products, services, open collaboration strategies, and RISC-V direction.
- **Meet with community enthusiasts** ranging from startups to multi-nationals, from developers to luminaries, from technology creators to C-Suite decision makers across the broad range of industries where RISC-V technologies are used.
- **Associate your brand** with one of the fastest-growing open source hardware technologies.
- **Support and engage with the RISC-V ecosystem**, community, and the industry's top developers, end users, research and academic organizations, and vendors.
- **Give back to the open source RISC-V community.** RISC-V strives to keep our events cost-neutral. Any profits from the event are reinvested to support RISC-V community and technical activities.
- **Take advantage** of a professionally-organized conference run by a neutral nonprofit with content curated by the community.

Contact sponsor@riscv.org to secure your sponsorship!

Contact sponsor@riscv.org to secure your sponsorship! Sponsorship Deadline: November 4, 2021

While RISC-V Summit and DAC are co-locating together this year, all deliverables below refer specifically to RISC-V Summit only unless otherwise noted.

RISC-V International Members receive a 3% discount on all exhibitor packages.

Sponsorship Opportunities	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	STARTUP* & UNIVERSITY	DAC EXHIBITORS**
	\$85,000 2 1 AVAILABLE	\$65,000 6 3 AVAILABLE	\$50,000 6 3 AVAILABLE	\$35,000 8 6 AVAILABLE	\$15,000 UNLIMITED	\$5,000 UNLIMITED	\$10,000 UNLIMITED
Pre or Post-Event Email Blast: One time use of opt-in list to be sent by RISC-V. Content to be provided by sponsor	(1) exclusive pre- and post-event email	(1) exclusive pre- or post-event email					
Collateral Distribution: Laid out in a prominent location near registration	X	X					
Recognition During Opening Keynote Session: Sponsor Recognition by Name	X	X	X				
Speaking Opportunity: All sponsor content must be approved by Program Committee and RISC-V. <i>Speaking slots based on availability.</i>	(20) minute keynote	(10) Minute Keynote	(30) Minute Breakout Session				
Demo Theater: Located in the sponsorship showcase + streamed to virtual event	(1) 20-Minute Demo or (2) 10-Minute Demos	(1) 10-Minute Demo	(1) 10-Minute Demo				
Executive Meeting Room: Located on the show floor. For private meeting use only	Exclusive use for duration of event	Bookable for (1) 2-hour meeting or (2) 1-hour meetings during event	Bookable for (2) 30-minute meetings during event	Bookable for (1) 30-minute meeting during event			
Social Media Promotion of Sponsorship: From RISC-V (Twitter and LinkedIn). Sponsor can provide custom content (must be approved by RISC-V)	4 posts	3 posts	2 posts	1 post			
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	3	2	1	1			

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* Start-up exhibitors must be RISC-V members, must be in business for less than 3 years, must have less than \$1M in revenue, and less than 50 employees.

** DAC Exhibitors must have a signed exhibitor contract with DAC for space within the DAC showfloor. Primary focus of DAC exhibitors is visibility within the RISC-V Summit area of the show floor.

Contact sponsor@riscv.org to secure your sponsorship! Sponsorship Deadline: November 4, 2021

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	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	STARTUP* & UNIVERSITY	DAC EXHIBITORS**
Exhibit Booth***: The expo hall is the hub of the event, providing excellent mindshare for exhibitors. Exhibitors will also receive a virtual 'booth' component offering: <ul style="list-style-type: none"> • Ability to post videos, demos, links and files • Chat directly with online attendees • Capture leads and booth traffic data from online attendees 	20'x 20' space includes backwall, 6' counter, 2 stools, carpet, and wifi	20'x 10' space includes backwall, 6' counter, 2 stools, carpet, and wifi	20'x 10' space includes backwall, 6' counter, 2 stools, carpet, and wifi	10'x 10' space includes backwall, 4' counter, 1 stool, carpet, and wifi	8' high display kiosk with ID sign, 1 stool, carpet, and wifi	8' high display kiosk with ID sign, 1 stool, carpet, and wifi	8' high display kiosk with ID sign, 1 stool, carpet, and wifi
Recognition in Pre-Event Email Marketing: Includes link to your URL	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Company Name & Link	Company Name & Link	Company Name & Link
Sponsor Message in Attendee Day-Of Email	150 word max	100 word max	75 word max	50 word max	Company Name & Link	Company Name & Link	Company Name & Link
DAC and RISC-V Event Press and Analyst List: Contact list shared 2 weeks prior to event for your own outreach	X	X	X	X	x	X	X
Recognition on Event Signage, Virtual Platform, and Website: Prominent logo display on all event web pages, virtual event platform, conference schedule, and sponsor signage onsite	X	X	X	X	X	X	X
Post-Event Data Report: Provides event demographics and additional details on event performance	X	X	X	X	X	X	X
RISC-V Summit Attendee Passes: Includes access to RISC-V Summit, Exhibits, & Virtual Platform, DAC Exhibits, Keynotes, SKYTalks, & Tech Talks, and SEMICON West Exhibits	20	15	10	5	3	3	3
RISC-V Summit Exhibitor Staff Passes: For booth staff to access expo hall during setup/teardown, and when the show floor is closed. Includes access to RISC-V Summit, Exhibits, & Virtual Platform, DAC Exhibits, Keynotes, SKY-Talks, & Tech Talks, and SEMICON West Exhibits	10	8	6	4	2	2	2
Discounted RISC-V Summit Passes: Unlimited 20% discount for use by your customers, partners, or colleagues	X	X	X	X	X	X	X

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** DAC Exhibitors must have a signed exhibitor contract with DAC for space within the DAC showfloor. Primary focus of DAC exhibitors is visibility within the RISC-V Summit area of the show floor.

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

Due to the nature of the exhibitor benefits at each level, pavilions or sponsorships shared with multiple companies/entities are not allowed.

For any Diamond, Platinum, Gold, or Silver exhibitor unable to attend in-person, the exhibit booth opportunity may be traded for a kiosk with monitor where event staff will upload content from exhibitor company to play for the duration of the event, along with placing out 1 marketing material on kiosk counter, provided by exhibitor company.



KubeCon



CloudNativeCon



OPEN SOURCE SUMMIT

China 2021

Virtual

KubeCon + CloudNativeCon + Open Source Summit - Virtual is the premier event to engage with the most talented developers, IT professionals, and project leaders of China's active open source and cloud native communities. Join us for an immersive digital experience to share learnings, highlight innovation, collaborate with peers, discuss emerging trends, and help create more sustainable cloud native and open source ecosystems. This event covers cloud native projects and technologies, along with the open source projects and technologies that support and integrate with them, including Linux, AI, blockchain, edge computing and more.

December 9 - 10, 2021

China Standard Time (UTC +8)

5,000+ attendees

1,000+ attending companies

100+ sessions

Who Attends?

Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon + Open Source Summit.

Benefits of Sponsorship:

- Expand the number of attendees you can reach by participating in a global digital event that can be accessed anytime, anywhere.
- Participate in an online sponsor showcase to present live sessions, videos and other resources, capture leads, and communicate directly with attendees via live chat.
- Engage with the industry's top developers, end users, and vendors – including the world's largest public cloud and enterprise software companies as well as innovative startups.
- Inform and educate the community about your organization's products, services, open source strategies, and cloud native direction.
- Meet with project maintainers, leading developers, and operations experts ranging from startup CTOs to corporate developers to senior technology executives.
- Associate your brand with one of the fastest-growing technology communities.
- Join The Linux Foundation and Cloud Native Computing Foundation's hosted projects such as Linux, Hyperledger, LF AI, LF Edge, Kubernetes, Prometheus, and Envoy, and help bring open source communities together.
- Take advantage of a professionally-organized conference run by a neutral nonprofit organization where content is curated by the community.
- Give back to the open source community. Profits from our events directly support hosted projects.

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.
Signed contracts must be received by October 1, 2021.

	STRATEGIC 1 AVAILABLE SOLD OUT	DIAMOND 3 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP**/ END USER*** OPEN
Keynote Topic subject to co-chair approval	(2) 10-minute keynotes (1) on each day of the event	(1) 10-minute keynote				
LF Live Webinar*	•					
Live broadcasting rights* Option to restream keynotes and conference sessions on sponsor's own website	•	•				
Customized pop-up message in the event platform during session breaks*	(2) pop-up messages	(1) pop-up message				
(1) featured blog post on CNCF.io pre- or post-event*	•	•				
Complimentary virtual VIP attendee passes	15	10	5			
Preferred placement of sponsor announcements in pre-event news package*	•	•	•			
Rotating logo banner on dashboard of virtual event platform*	•	•	•			
(1) customized sponsor ad before and after keynotes*	(1) 30-second video ad	(1) 20-second video ad	(1) static banner ad			
Email to opt-in attendees	(1) exclusive pre- or post-conference email	(1) exclusive pre- or post-conference email	(1) 400-character message in shared pre-event email			
Recognition in pre-event promotional emails	logo and link	logo and link	company name and link only			
Sponsor recognition in post-conference thank you email to attendees	logo and link	logo and link	company name and link only			
PR articles (Chinese publications only)*	(5) articles	(3) articles	(2) articles	(1) article		
Compilation of post-conference promotional articles (Chinese publications only)	•	•	•	•		
(1) on-demand 15-minute sponsored session in virtual sponsor theater*	•	•	•	•		
List of registered press/analysts (provided 3 weeks prior to event)	•	•	•	•		
Logo recognition on keynote screen	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Logo recognition on conference schedule	•	•	•	•	•	•
Custom-branded virtual exhibit space*	•	•	•	•	•	•
30-minute live sessions within the exhibit space*	8	7	6	5	4	4
Opportunity to provide (1) virtual giveaway for optional download*	•	•	•	•	•	•
Opportunity to include news announcements in official event news package	•	•	•	•	•	•
Twitter posts from official @KubeCon_ handle	(1) pre-event standalone tweet with social card	(1) pre-event standalone tweet with social card	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
WeChat Posts*	(10) standalone posts	(5) standalone posts	(3) standalone posts	(1) standalone post	(1) group post	(1) group post
WeChat Slogan Posts*	(2) standalone posts	(1) standalone post	(1) group post	(1) group post	(1) group post	(1) group post
Complimentary virtual attendee passes	250	150	100	75	50	25
Complimentary virtual booth staff passes	35	30	25	20	15	10
Real-time lead report for virtual exhibit space*	•	•	•	•	•	•
Sponsorship Cost	\$286,000	\$131,000	\$79,000	\$52,000	\$21,000	\$6,000

** Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.

*** Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting. CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

Promotional Marketing Opportunities

Please check with us on pricing and availability for individual events.

A number of other opportunities may be available depending on the event. Please inquire on these and additional customized opportunities.

*Note these opportunities require a base leveled sponsorship.

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



Lanyards* **\$5,000 AND UP**

Every attendee 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.



Breakfast & Breaks **\$5,000 AND UP**

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



Women in Open Source Lunch/Diversity Social **\$5,000 AND UP**

Show your support of the diversity in our community that is helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch.



Attendee T-Shirt **\$7,500 and up**

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.



Attendee Lounge **\$7,500 AND UP**

Sponsor a themed lounge such as Developer, Meetup, Community or Enterprise Lounge. Provides the space and snacks to get attendees collaborating. Includes sponsored signage in lounge areas. Pricing includes single color logo imprint on branded items. Full color logo imprint available at an additional cost.



Evening Event **\$10,000 AND UP**

A great opportunity to support the community, make an announcement and more, you can be the exclusive sponsor of an onsite or offsite evening event at one of our conferences this year.





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.

Please note that LF member discounts do not extend to events run by projects or community groups.



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

events.linuxfoundation.org