



# 2022 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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| Promotional Marketing Opportunities..... | 22 |

## LINUX FOUNDATION EVENTS

### MARCH

|   |   |
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| Automotive Grade Linux All Member Meeting Spring..... | 7 |
|---|---|

March 9-10, 2022 | Berlin, Germany

### MAY

|   |   |
|---|---|
| Linux Storage, Filesystem, Memory Management<br>& BPF Summit..... | 8 |
|---|---|

May 2-4, 2022 | Palm Springs, California

### JUNE

|  |    |
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| Open Source Summit + Embedded Linux Conference<br>+ OSPOCon North America..... | 9  |
| Linux Security Summit.....   | 11 |

June 21-24, 2022 | Austin, TX

June 23-24, 2022 | Austin, TX

### SEPTEMBER

|  |    |
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| The Linux Kernel Maintainer Summit.....                                | 12 |
| KVM Forum.....   | 13 |
| Open Source Summit + Embedded Linux Conference<br>+OSPOCon Europe..... | 15 |
| Linux Security Summit.....   | 11 |

September 2022 | Dublin, Ireland

September 12-14, 2022 | Dublin, Ireland

September 13-16, 2022 | Dublin, Ireland

June 23-24, 2022 | Austin, TX

### NOVEMBER

|   |    |
|---|----|
| The Linux Foundation Member Summit..... | 17 |
|---|----|

November 8-10, 2022 | Lake Tahoe, CA

### DECEMBER

|  |    |
|--|----|
| Open Source Summit Japan +<br>Automotive Linux Summit..... | 19 |
| Open Compliance Summit.....                                | 21 |

December 5-6, 2022 | Yokohama, Japan

December 6, 2022 | Yokohama, Japan

## COMING SOON

API Specifications Conference  
cdCon  
Cephalocon  
Dronecode  
KubeCon + CloudNativeCon Europe  
KubeCon + CloudNativeCon North America  
Linux Plumbers Conference  
OpenJS World  
Open Mainframe Summit  
Open Source Strategy Forum  
Reactive Summit  
RISC-V Summit North America and China  
Xen Summit  
Zephyr Developer Summit

## COVID-19 & 2022 Events:

Many of our 2022 events are being planned as in person. Given the fluid COVID-19 situation, this may change, and we may need to once again pivot to virtual events.

In the cases where this happens:

- We will make the decision and notify all participants as early as possible.
- 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.

Sponsorship of Linux Foundation events offers a multitude of benefits:



Increase brand awareness & recognition



Showcase thought leadership



Recruit and acquire top talent



Generate sales leads and customers



Leverage highly targeted marketing opportunities



Take advantage of media exposure & PR announcements



Display latest products, services & technologies



Create new partnerships & alliances



Obtain and learn valuable mindshare from developers, technologists and business leaders



Demonstrate support for the important work of the open source community

## 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](mailto: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

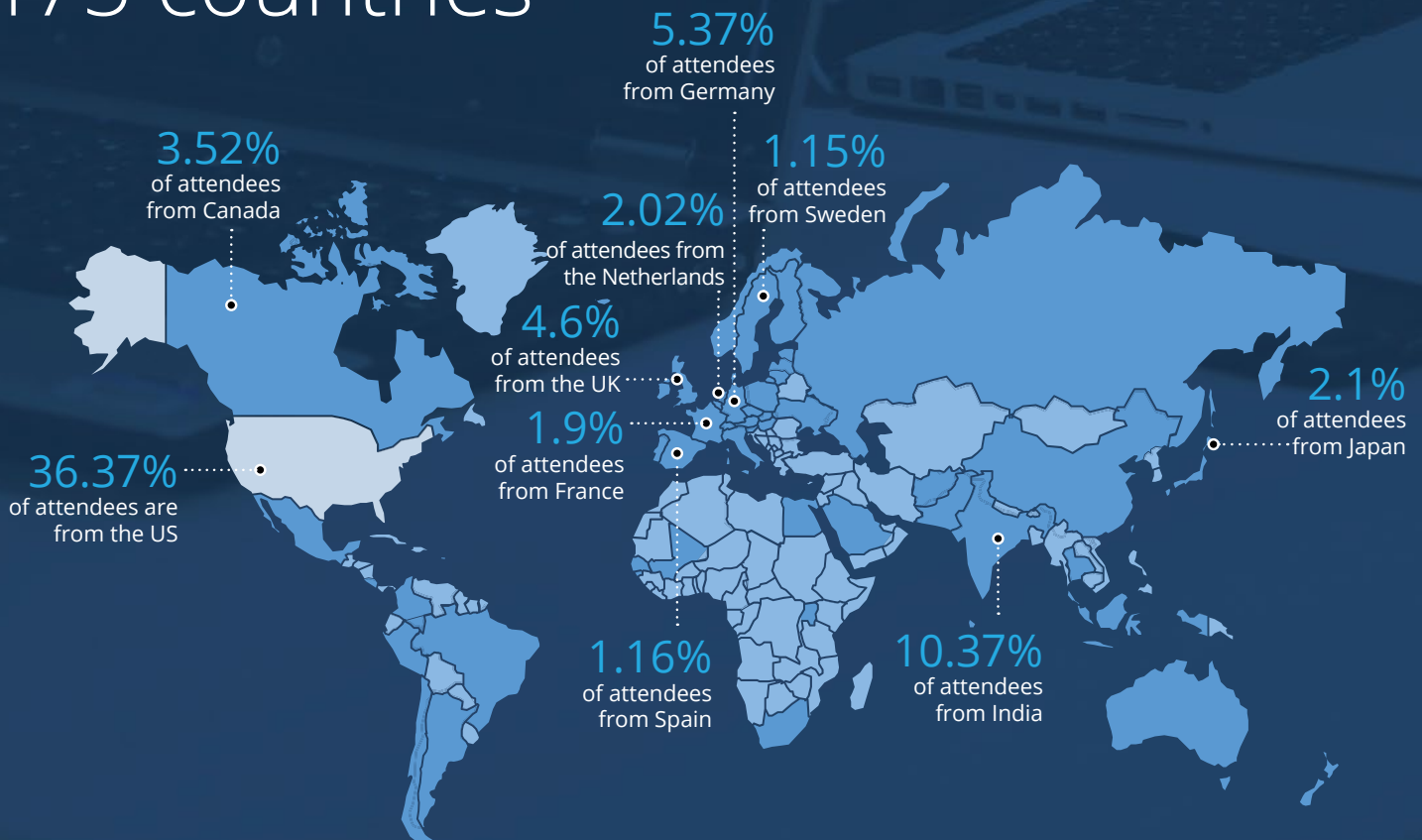
Including corporations, associations and academic institutions worldwide

## 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%      |

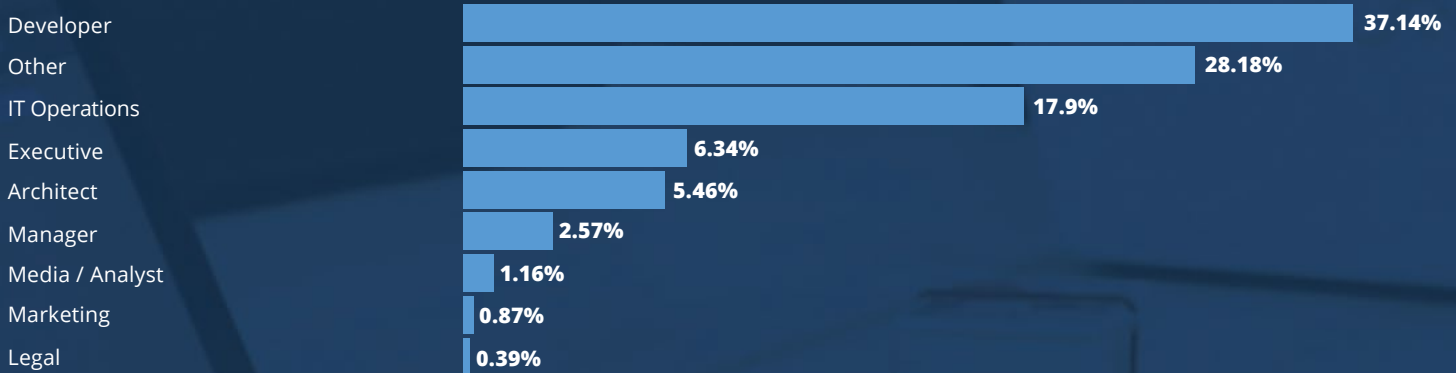
## FROM

# 175 countries

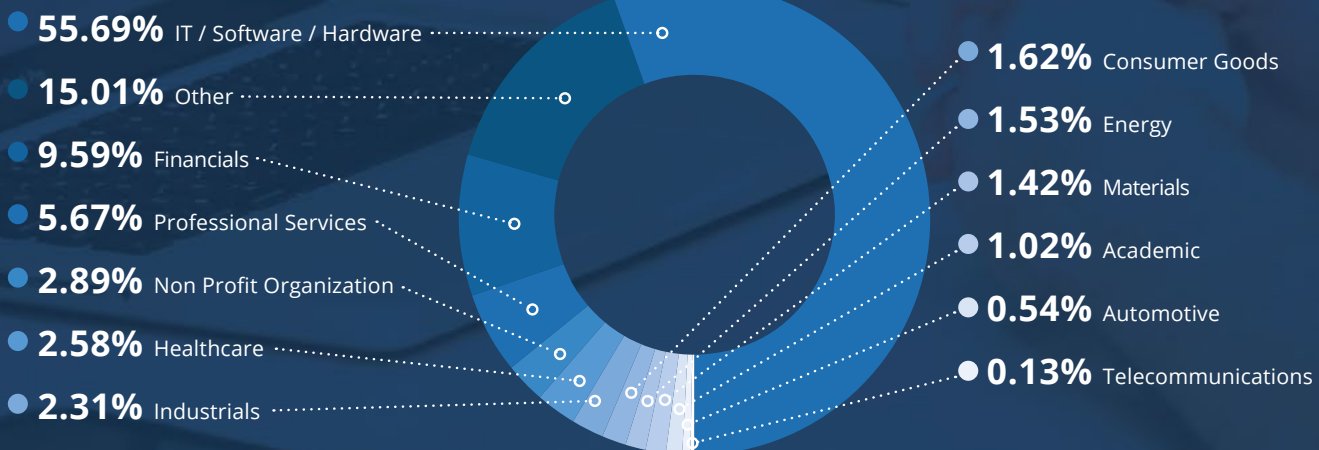


# 2020 LF EVENT AUDIENCE SNAPSHOT (CON'T)

## 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 9–10, 2022 | Berlin, Germany**

The Automotive Grade Linux All-Member Meetings take place bi-annually and are the meeting place for the Automotive Grade Linux (AGL), a Collaborative Project of The Linux Foundation, which is dedicated to creating open source software solutions for automotive applications.

**Sponsorship Deadline:** February 4, 2022

Contact [cdavis@linuxfoundation.org](mailto:cdavis@linuxfoundation.org) to secure your sponsorship today.

## Sponsorships-at-a-Glance

|  | DIAMOND<br>\$20,000<br>1 AVAILABLE | PLATINUM<br>\$15,000<br>1 AVAILABLE | GOLD<br>\$10,000<br>3 AVAILABLE | SILVER<br>\$5,000<br>6 AVAILABLE |
|--|------------------------------------|-------------------------------------|---------------------------------|----------------------------------|
| <b>Collateral at Registration:</b> Ability to provide a piece of collateral or give-away for attendees                                 | •                                  |                                     |                                 |                                  |
| <b>Speaking Opportunity:</b> Sponsor to work directly with AGL on signoff for content of session                                       | Keynote, Day 1<br>(20 minutes)     | Keynote, Day 1<br>(15 minutes)      | Keynote<br>(15 minutes)         |                                  |
| <b>Recognition in Pre-Conference Email Marketing</b>   | •                                  | •                                   | •                               |                                  |
| <b>Keynote Stage Branding:</b> Logo in Welcome slides  | •                                  | •                                   | •                               |                                  |
| <b>Recognition in Opening &amp; Closing Keynotes</b>   | •                                  | •                                   | •                               |                                  |
| <b>Recognition on Event Website:</b> Prominent logo displayed on website   | •                                  | •                                   | •                               | •                                |
| <b>Recognition on Event Signage:</b> Logo on onsite conference signage   | •                                  | •                                   | •                               | •                                |
| <b>Exhibit Space:</b> The Demo Showcase is the hub of the event, providing excellent mindshare for sponsors. Includes tabletop display | •                                  | •                                   | •                               | •                                |
| <b>All Attendee Access at Demo Showcase Reception</b>  | •                                  | •                                   | •                               | •                                |

## Add-On Opportunities

### Lunch Sponsor

**\$2,000 • 2 AVAILABLE**

Logo on signage and event website, as well as ability to make a brief announcement to attendees during lunch.

### Evening Reception Sponsor

**\$10,000 • 1 AVAILABLE**

Logo on reception signage, cocktail napkins, and event website. Recognition in keynote stage opening and closing remarks.

**May 2-4, 2022 | Palm Springs, CA**

Contact us at [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

## Linux Storage, Filesystem, Memory Management & BPF Summit gathers the foremost development and research experts and kernel subsystem maintainers...

to map out and implement improvements to the Linux filesystem, storage and memory management subsystems that will find their way into the mainline kernel and Linux distributions in the next 24-48 months.

This three-day event, underwritten and managed by The Linux Foundation, is invitation only and employs a nomination process to determine the 85 members of the community who will attend each year.

Sponsoring this event not only showcases your company's support of those developers and researchers at the forefront of important innovations in these spaces; it also offers a coveted seat at the table for a member of your organization to affect change at the ground level.

### Sponsorships-at-a-Glance

|  | DIAMOND<br><small>1 AVAILABLE<br/>SOLD OUT</small> | PLATINUM<br><small>5 AVAILABLE<br/>3 AVAILABLE</small> | GOLD<br><small>UNLIMITED</small> | SILVER<br><small>UNLIMITED</small> |
|--|--|--|----------------------------------|------------------------------------|
| <b>Breakfast Sponsorship:</b> Exclusive sponsor of attendee breakfast on all days of the event                                       | •  |  |                                  |                                    |
| <b>Recognition on Event Signage and Website:</b><br>Prominent logo display on all event web pages, and on conference signage onsite. | •  | •  | •                                | •                                  |
| <b>Recognition in Pre-Conference Email Marketing:</b><br>Includes link to your URL.  | •  | •  | •                                | •                                  |
| <b>Conference Attendee Invitations:</b><br>Full access invitations to the entire conference for your staff or customers.             | 3  | 2  | 1                                | 0                                  |
| <b>Sponsorship Cost</b>  | \$35,000   | \$20,000   | \$12,500                         | \$6,000                            |



**June 21-24, 2022 | Austin, TX**

## About Open Source Summit + Embedded Linux Conference + OSPOCon

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 17 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.

**OSPOCon**, launched in 2021, is an event for those working in open source program offices in organizations that rely on open source technologies to learn and share best practices, experiences and tooling to overcome challenges they face.

### Quick Facts

- 4 full days of programming, including **interactive keynotes, live Q&A, conference sessions, tutorials, collaboration opportunities and open source project mini-summits.**
- Over 2,000 attendees are expected to join in 2022.

## Sponsorships-at-a-Glance

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

|   | DIAMOND<br>4 AVAILABLE | PLATINUM<br>8 AVAILABLE | GOLD<br>10 AVAILABLE      | SILVER<br>UNLIMITED | BRONZE<br>UNLIMITED |
|---|------------------------|-------------------------|---------------------------|---------------------|---------------------|
| <b>Assistance with Press Bookings at Event:</b> Helping you get the most out of an on-site announcement.  | .                      |                         |                           |                     |                     |
| <b>Pre or Post-Conference Email Blast:</b> One time use of opt-in list to be sent by The Linux Foundation.  | .                      | .                       |                           |                     |                     |
| <b>Recognition During Opening Keynote Session:</b> Sponsor Recognition by Name.   | .                      | .                       |                           |                     |                     |
| <b>Custom Question in Post Event Attendee Survey:</b> Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results. | 2                      | 1                       |                           |                     |                     |
| <b>Speaking Opportunity:</b> All sponsor content must be approved by the Program Committee and The Linux Foundation. <i>Speaking slots based on availability.</i>                       | 15-minute Keynote      | 5-minute Keynote        | Conference Session or BoF |                     |                     |
| <b>Social Media Re-Share:</b> The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.                                    | .                      | .                       | .                         |                     |                     |
| <b>Sponsor Designation in Press Releases:</b> Recognition as sponsor in body of release.  | .                      | .                       | .                         |                     |                     |
| <b>Conference Room**:</b> For private meeting use only.   | Private Use - 3 days   | Private Use - 1 Day     | Private Use - 4 Hours     |                     |                     |
| <b>Social Media Promotion of Sponsorship:</b> From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).                         | 3                      | 2                       | 1 (shared post)           |                     |                     |
| <b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens and virtual display  | .                      | .                       | .                         | .                   |                     |
| <b>Collateral Distribution**:</b> Laid out in a prominent location near registration.   | .                      | .                       | .                         | .                   | .                   |
| <b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.  | .                      | .                       | .                         | .                   | .                   |
| <b>Access to Event Press/Analyst List:</b> Contact List shared one week prior to the event for your own outreach.   | .                      | .                       | .                         | .                   | .                   |
| <b>Recognition on Event Signage and Website:</b> Prominent logo display on all the event web pages, and on conference signage.  | .                      | .                       | .                         | .                   | .                   |
| <b>Exhibit Booth**:</b> Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available).   | 20'x20'                | 15'x15'                 | 10'X10'                   | 10'x10'             | Tabletop            |
| <b>Lead Retrieval Scanners**:</b> Live scans, real time reporting and ability to take notes on captured leads.  | 3                      | 2                       | 1                         | 1                   | 1                   |
| <b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or customers.   | 20                     | 15                      | 10                        | 6                   | 3                   |
| <b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues.   | .                      | .                       | .                         | .                   | .                   |
| <b>Post-Event Data Report.</b> Provides event demographics and additional details on event performance.   | .                      | .                       | .                         | .                   | .                   |
| <b>Sponsorship Cost</b>   | <b>\$70,000</b>        | <b>\$45,000</b>         | <b>\$30,000</b>           | <b>\$15,000</b>     | <b>\$8,000</b>      |

\*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.



**June 23-24, 2022 | Austin, TX | September 14-16, 2022 | Dublin, Ireland**

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship

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.

**Conference Recordings Sponsorship | Europe 3 Available | North America 2 Available • \$8,000**

- 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.
- Recognition on Event Signage and Website: Prominent logo display on all the event web pages, and on conference signage.
- 6 Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.

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

**Breakfast & Breaks Sponsorship | Europe 3 Available | North America 2 Available • \$5,000**

- Breakfast & 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.
- Recognition on Event Signage and Website: Prominent logo display on all the event web pages, and on conference signage.
- 2 Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.

**Supporter Sponsorship | Unlimited • \$3,000**

- Recognition on Event Signage and Website: Prominent logo display on all the event web pages, and on conference signage.
- 2 Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.



## September 2022 | Dublin, Ireland

Contact us at [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship.

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<br>GIFT<br>1 AVAILABLE | DINNER<br>RECEPTION<br>1 AVAILABLE | LUNCH<br>CO-SPONSORSHIP<br>2 AVAILABLE | BREAKFAST AND BREAKS<br>CO-SPONSORSHIP<br>2 AVAILABLE |
|---|---------------------------------|------------------------------------|--|---|
| Sponsor Logo on Attendee Gift   | •                               |                                    |  |   |
| Recognition in Pre-Conference Email Marketing: Includes link to your URL.   | •                               | •                                  | •                                      | •   |
| Recognition During Opening Keynote Session: Sponsor Recognition by Name.  | •                               | •                                  | •                                      | •   |
| Collateral Distributed to Attendees   | •                               | •                                  | •                                      | •   |
| Recognition on Event Signage and Website: Prominent logo display on all the event web pages, and on conference signage. | •                               | •                                  | •                                      | •   |
| Invite-Only Maintainer Summit Attendee Pass   | 1                               | 1                                  | 1                                      | 1   |
| Sponsorship Cost  | \$30,000                        | \$25,000                           | \$25,000                               | \$20,000  |

**September 12-14, 2022 | Dublin, Ireland**

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.

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### Who Attends?

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

- 2021 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

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|   | PLATINUM<br>4 AVAILABLE | GOLD<br>6 AVAILABLE | SILVER<br>UNLIMITED |
|---|-------------------------|---------------------|---------------------|
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| <b>Pre or Post-Conference Email Blast:</b> One time use of opt-in list to be sent by The Linux Foundation.  | •                       |                     |                     |
| <b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.  | •                       | •                   |                     |
| <b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens.   | •                       | •                   |                     |
| <b>Recognition During Opening Keynote Session:</b><br>Sponsor Recognition by Name.  | •                       | •                   |                     |
| <b>Social Media Promotion of Sponsorship:</b> From the Linux Foundation channels via Twitter. Sponsor to provide custom content (must be approved by the Linux Foundation). | 2                       | 1<br>(shared post)  |                     |
| <b>Conference Attendee Passes:</b> Full-access passes to the entire conference for your staff or customers.   | 15                      | 10                  | 5                   |
| <b>Collateral Distribution*:</b> Laid out in a prominent location near registration.  | •                       | •                   | •                   |
| <b>Recognition on Event Signage and Website:</b> Prominent logo display on all the event web pages and on the conference signage.   | •                       | •                   | •                   |
| <b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues.   | •                       | •                   | •                   |
| <b>Sponsorship Cost</b><br><small>*Sponsorships subject to COVID-19 safety + social distancing requirements.</small>  | <b>\$20,000</b>         | <b>\$10,000</b>     | <b>\$5,000</b>      |

**September 13-16, 2022 | Dublin, Ireland**

## About Open Source Summit + Embedded Linux Conference + OSPOCon

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|---|------------------------|-------------------------|---------------------------|---------------------|---------------------|
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| <b>Social Media Re-Share:</b> The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.                                    | .                      | .                       | .                         |                     |                     |
| <b>Sponsor Designation in Press Releases:</b> Recognition as sponsor in body of release.  | .                      | .                       | .                         |                     |                     |
| <b>Conference Room**:</b> For private meeting use only.   | Private Use - 3 days   | Private Use - 1 Day     | Private Use - 4 Hours     |                     |                     |
| <b>Social Media Promotion of Sponsorship:</b> From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).                         | 3                      | 2                       | 1 (shared post)           |                     |                     |
| <b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens and virtual display  | .                      | .                       | .                         | .                   |                     |
| <b>Collateral Distribution**:</b> Laid out in a prominent location near registration.   | .                      | .                       | .                         | .                   | .                   |
| <b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.  | .                      | .                       | .                         | .                   | .                   |
| <b>Access to Event Press/Analyst List:</b> Contact List shared one week prior to the event for your own outreach.   | .                      | .                       | .                         | .                   | .                   |
| <b>Recognition on Event Signage and Website:</b> Prominent logo display on all the event web pages, and on conference signage.  | .                      | .                       | .                         | .                   | .                   |
| <b>Exhibit Booth**:</b> Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available).   | 20'x20'                | 15'x15'                 | 10'X10'                   | 10'x10'             | Tabletop            |
| <b>Lead Retrieval Scanners**:</b> Live scans, real time reporting and ability to take notes on captured leads.  | 3                      | 2                       | 1                         | 1                   | 1                   |
| <b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or customers.   | 20                     | 15                      | 10                        | 6                   | 3                   |
| <b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues.   | .                      | .                       | .                         | .                   | .                   |
| <b>Post-Event Data Report.</b> Provides event demographics and additional details on event performance.   | .                      | .                       | .                         | .                   | .                   |
| <b>Sponsorship Cost</b>   | <b>\$70,000</b>        | <b>\$45,000</b>         | <b>\$30,000</b>           | <b>\$15,000</b>     | <b>\$8,000</b>      |

\*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.

**November 8-10, 2022 | Lake Tahoe, CA**

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.

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**“ 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, CHIEF STRATEGY OFFICER, DATASTAX**

## Sponsorships-at-a-Glance

|   | DIAMOND<br>3 AVAILABLE    | PLATINUM<br>3 AVAILABLE    | GOLD<br>3 AVAILABLE        | SILVER<br>4 AVAILABLE | BRONZE<br>4 AVAILABLE |
|---|---------------------------|----------------------------|----------------------------|-----------------------|-----------------------|
| <b>Conference Room**:</b> For private meeting use only.   | •                         |                            |                            |                       |                       |
| <b>LF Live Webinar:</b> We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.                     | •                         |                            |                            |                       |                       |
| <b>Speaking Opportunity:</b> All sponsor content must be approved by the Program Committee and The Linux Foundation. Speaking slots based on availability.      | 15-minute Keynote         | 5-minute Keynote + Session | Session                    |                       |                       |
| <b>Inclusion in Onsite Press News Package:</b> Announcements you'd like to make onsite will be included in the daily news package sent to media covering event. | •                         | •                          | •                          |                       |                       |
| <b>Recognition During Opening Keynote Session:</b> Sponsor recognition by name.   | •                         | •                          | •                          |                       |                       |
| <b>Exclusive Sponsorship of 1 Attendee Social Function:</b> Includes branding throughout the social function.   | Evening Reception (1 day) | Lunch (1 day)              | Breakfast & Breaks (1 day) |                       |                       |
| <b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens and virtual display.   | •                         | •                          | •                          | •                     |                       |
| <b>Access to Event Press List</b>   | •                         | •                          | •                          | •                     | •                     |
| <b>Member Summit Invitations:</b> Full access passes to the entire conference for your staff or customers.  | 10                        | 8                          | 6                          | 4                     | 2                     |
| <b>Recognition on Event Signage and Event Website:</b> Prominent logo display on all event web pages and on the conference signage.                             | •                         | •                          | •                          | •                     | •                     |
| <b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.  | •                         | •                          | •                          | •                     | •                     |
| <b>Sponsor Designation in Press Releases:</b> Recognition as sponsor in the body of the release.  | •                         | •                          | •                          | •                     | •                     |
| <b>Sponsorship Cost</b>   | <b>\$65,000</b>           | <b>\$35,000</b>            | <b>\$20,000</b>            | <b>\$10,000</b>       | <b>\$8,000</b>        |

\*The Linux Foundation reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships. Exact plans subject to change in 2022 due to COVID.

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



**December 5-6, 2022 | Yokohama, Japan**

Contact us at [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

## 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

- 2 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 the 2022 event.

## Sponsorships-at-a-Glance

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

|  | DIAMOND<br>4 AVAILABLE | PLATINUM<br>8 AVAILABLE                | GOLD<br>10 AVAILABLE      | SILVER<br>UNLIMITED | BRONZE<br>UNLIMITED |
|--|------------------------|--|---------------------------|---------------------|---------------------|
| <b>Assistance with Press Bookings at Event:</b> Helping you get the most out of an on-site announcement.   | .                      |  |                           |                     |                     |
| <b>Pre or Post-Conference Email Blast:</b> One time use of opt-in list to be sent by The Linux Foundation.   | .                      | .                                      |                           |                     |                     |
| <b>Recognition During Opening Keynote Session:</b> Sponsor Recognition by Name.  | .                      | .                                      |                           |                     |                     |
| <b>Custom Questions in Post Event Attendee Survey:</b> Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results. | 2                      | 1                                      |                           |                     |                     |
| <b>Speaking Opportunity:</b> All sponsor content must be approved by Program Committee and The Linux Foundation. <i>Speaking slots based on availability.</i>                            | 15-minute Keynote      | 5-minute Keynote or Conference Session | Conference Session or BoF |                     |                     |
| <b>Social Media Re-Share:</b> The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.                                     | .                      | .                                      | .                         |                     |                     |
| <b>Sponsor Designation in Press Releases:</b> Recognition as sponsor in body of release.   | .                      | .                                      | .                         |                     |                     |
| <b>Conference Room**:</b> For private meeting use only.  | Private Use - 3 days   | Private Use - 1 day                    | Private Use - 4 hours     |                     |                     |
| <b>Social Media Promotion of Sponsorship:</b> From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).                          | 3                      | 2                                      | 1 (shared post)           |                     |                     |
| <b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens and virtual display   | .                      | .                                      | .                         | .                   |                     |
| <b>Collateral Distribution**:</b> Laid out in a prominent location near registration.  | .                      | .                                      | .                         | .                   |                     |
| <b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.   | .                      | .                                      | .                         | .                   | .                   |
| <b>Access to Event Press/Analyst List:</b> Contact List shared one week prior to the event for your own outreach.  | .                      | .                                      | .                         | .                   | .                   |
| <b>Recognition on Event Signage and Website:</b> Prominent logo display on all the event web pages and on conference signage onsite.   | .                      | .                                      | .                         | .                   | .                   |
| <b>Exhibit Booth**:</b> Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available).  | 10'x10'                | 10'x10'                                | 8'x8'                     | 8'x8'               | Tabletop            |
| <b>Lead Retrieval Scanners**:</b> Live scans, real time reporting and ability to take notes on captured leads.   | 2                      | 1                                      | 1                         | 1                   | 1                   |
| <b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or customers.  | 30                     | 20                                     | 15                        | 10                  | 5                   |
| <b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues.  | .                      | .                                      | .                         | .                   | .                   |
| <b>Post-Event Data Report.</b> Provides event demographics and additional details on event performance.  | .                      | .                                      | .                         | .                   | .                   |
| <b>Sponsorship Cost</b>  | <b>\$50,000</b>        | <b>\$35,000</b>                        | <b>\$22,500</b>           | <b>\$15,000</b>     | <b>\$8,000</b>      |

\*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.

December 6, 2022 | Yokohama, Japan

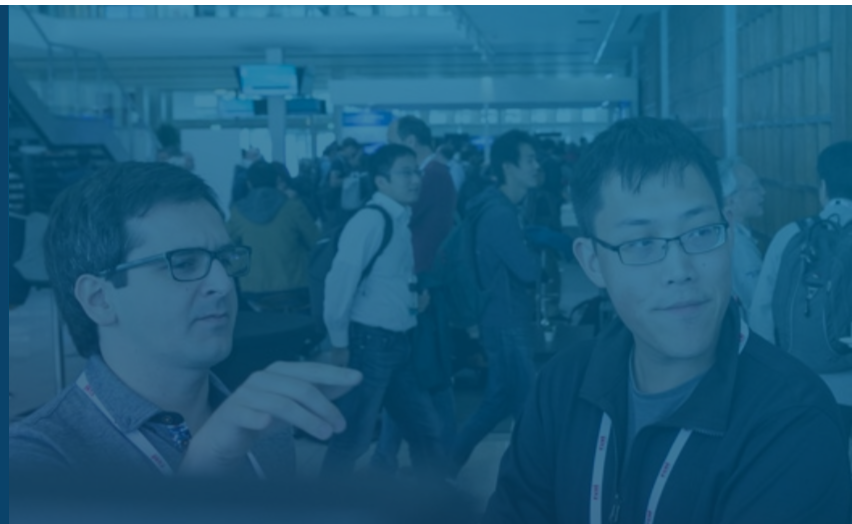
## About Open Compliance Summit

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**.



## Sponsorships-at-a-Glance

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

|  | <b>GOLD</b><br>4 AVAILABLE | <b>SILVER</b><br>4 AVAILABLE | <b>BRONZE</b><br>UNLIMITED |
|--|----------------------------|------------------------------|----------------------------|
| <b>Shared Bookable Meeting Room**:</b><br>For private meeting use only.  | .                          |                              |                            |
| <b>Speaking Opportunity:</b> All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability. | 10-Minute<br>Keynote       | 5-Minute<br>Keynote          |                            |
| <b>Exhibit Booth**:</b> Includes (1) table and (2) chairs  | .                          | .                            | .                          |
| <b>Recognition on Event Signage and Website:</b><br>Prominent logo display on all event web pages and on conference signage.                           | .                          | .                            | .                          |
| <b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.   | .                          | .                            | .                          |
| <b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or customers.  | 6                          | 4                            | 2                          |
| <b>Recognition During Opening Keynote Session:</b><br>Sponsor Recognition by Name.   | .                          | .                            | .                          |
| <b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens or signage.   | .                          | .                            | .                          |
| <b>Shared Branding on Signage in Meal Area</b>   | .                          |                              |                            |
| <b>Sponsorship Cost</b>  | <b>\$15,000</b>            | <b>\$10,000</b>              | <b>\$7,000</b>             |

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



## Diversity + Need-Based Scholarships **\$3,000 AND UP**

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



## Lanyards\* **\$7,500 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.

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](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.



### Looking to create something custom?

We are happy to work with you to create a customized option to meet your organization's individual needs or goals.



## 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.

 THE **LINUX** FOUNDATION

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

[events.linuxfoundation.org](https://events.linuxfoundation.org)