



**August 23 & 24, 2022 | Virtual**

# **2022 SPONSORSHIP PROSPECTUS**

## Table of Contents

“ ATTENDING THIS EVENT WAS A GREAT WAY TO SEE THAT FANTASTIC IMPROVEMENTS ARE HAPPENING IN OUR INDUSTRY. ”

“ OPEN SOURCE SUMMIT IS A FUNDAMENTAL GATHERING PLACE FOR EXCHANGING IDEAS ACROSS PROJECTS AND MEETING ALL OF THE PEOPLE WHO MAKE OPEN SOURCE COMMUNITIES WORK. ”

About Open Source Summit.....	3
Why Sponsor .....	4
Who Attends Open Source Summit.....	5
Why Attend Open Source Summit.....	5
Attendee Demographics .....	6
Sponsorships-at-a-Glance.....	7
‘Micro’ Conference Sponsorship Opportunities.....	13
Previous Sponsors .....	14
Hear What Our Previous Attendees Have Said! .....	15
Sponsorship Bundles & Custom Packages .....	16

“ THIS SUMMIT SUPERSEDED MY EXPECTATIONS. THE VIRTUAL PLATFORM WAS EASY TO USE AND SEAMLESS. ALL THE TALKS I ATTENDED HAD SOMETHING IMPORTANT TO TAKE AWAY FOR ME AND HELPED ME LEARN A LOT OF NEW THINGS. THE BEST PART IS THAT THE TALKS I COULDN’T ATTEND DUE TO TIME ZONE DIFFERENCES CAN BE VIEWED ON DEMAND, SO THAT ONE DOESN’T MISS OUT. I HAD A GREAT NETWORKING EXPERIENCE TOO. OVERALL IT WAS A PLEASURE TO BE A PART OF THIS EVENT AND I’D LOVE TO ATTEND MORE IN THE FUTURE. ”

## About Open Source Summit

August 23 & 24, 2022 | Virtual

Open Source Summit is coming to Latin America! We are excited to bring the premier event for open source developers, technologists and community leaders direct to the Latin America audience, providing them the opportunity to collaborate, share information, solve problems and gain knowledge with other Latin America community members as well as those from across the globe, furthering open source innovation and ensuring a sustainable open source ecosystem. **It is *THE* gathering place for open source code and community contributors in Latin America.**

**OPEN SOURCE SUMMIT IS A CONFERENCE UMBRELLA, COMPOSED OF A COLLECTION OF EVENTS COVERING THE MOST IMPORTANT TECHNOLOGIES, TOPICS AND ISSUES AFFECTING OPEN SOURCE TODAY.**

Events Under the OS Summit Latin America 2022 Conference Umbrella include:



LINUXCON



CLOUDOPEN



CONTAINERCON



COMMUNITY  
LEADERSHIP  
CONFERENCE



EMERGING  
OS FORUM



EMBEDDED  
IOT SUMMIT



DIVERSITY  
EMPOWERMENT  
SUMMIT



OPEN  
AI + DATA  
FORUM



OPEN  
SOURCE  
ON-RAMP

## Why Sponsor

Sponsoring Open Source Summit gives you the opportunity to reach a diverse and multi-faceted audience of open source practitioners, in one place.

Many organizations are engaged in a number of the technology areas covered at Open Source Summit, making this the one conference providing you the opportunity to connect with many communities at one event.



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 products, services & technologies



Create new partnerships & alliances



Gain valuable mindshare from developers, technologists and business leaders



Demonstrate support for the important work of the open source community

“ WE MET SOME OF THE BRIGHTEST AND MOST TALENTED ATTENDEES, AND LEARNED FIRST-HAND FROM INDUSTRY LEADERS. THE 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! ”

## Who Attends Open Source Summit:

### Developers

Systems, Embedded, Applications,  
Kernel & Operating Systems

### Operations

Architects, SRE, System Administrators  
and DevOps

### Community & Leadership

Technical Managers, Community Managers,  
Executive Leaders, Legal & Compliance, OSPO Teams

### Academic/Media/Other

Professors, Students, Media, Analysts,  
Product, Biz Dev, Marketing

## Why Attend Open Source Summit?

**Thousands of attendees attend Open Source Summit events each year to:**

- Meet for problem-solving, discussions and collaboration
- Learn about the latest trends in open source and open technologies
- Access leading experts to learn how to navigate the complex open source environment
- Find out how others have used open source projects to gain efficiencies
- Gain a competitive advantage by learning about the latest in innovative open solutions
- Find out what industry-leading companies and projects are doing in the future, and where technologies are headed
- Explore career opportunities with the world's leading technology companies

## 2021 Attendee Survey Results\*

- **98%** found the conference content and sessions to be informative and useful
- **96%** would recommend attending the event to a friend or colleague
- **95%** felt that participating in the event was a valuable use of their time
- **88%** said they are likely to join the event in-person in the future

\*Note these are survey results from Open Source Summit North America 2021

## Quick Facts

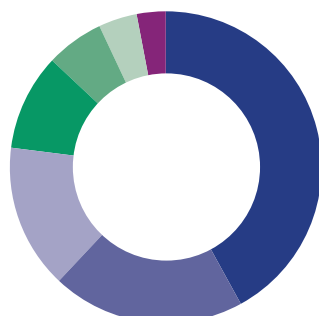
- Anticipated 2022 Attendance: **3,000 Virtual Attendees**
- At the all-virtual Open Source Summit North America 2020, **3,026** attendees visited the sponsor showcase to learn about the latest projects and products and interact with other community members. Sponsors collected an average of **407** badge scans, with one sponsor collecting **2,117** individual scans.
- Talks will be presented in **Portuguese, Spanish** and **English** - and all will be translated - in order to best serve the Latin America audience.

## Attendee Demographics



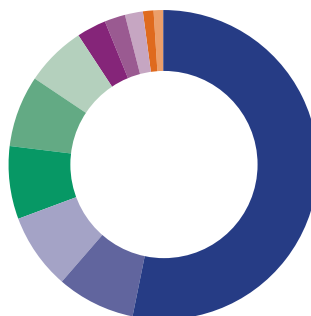
### Job Function

- Systems/Embedded Developer **24%**
- Other **16%**
- Architect **7%**
- Application Developer (Front-end/Back-end/Mobile/Full Stack) **7%**
- Kernel/Operating Systems Developer **7%**
- Executive Leader **7%**
- DevOps/SRE/Sysadmin **5%**
- Manager - Technical Teams **5%**
- Marketing **5%**
- Manager - OSPO **4%**
- Student **3%**
- Product/Biz Dev **3%**
- Manager - Other **3%**
- Professor/Academic **2%**
- Media/Analyst **1%**
- Legal/Compliance **1%**



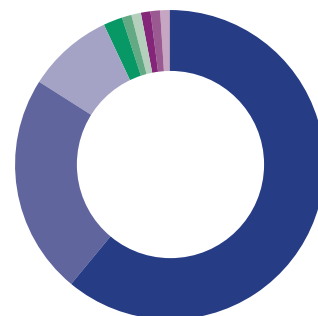
### Job Level

- Individual Contributor **42%**
- Other **20%**
- Manager **15%**
- Director **10%**
- CXO/ED **6%**
- Academic **4%**
- VP / SVP / GM **3%**



### Industry

- Information Technology **54%**
- Non Profit Organization **8%**
- Industrials **8%**
- Automotive **8%**
- Telecommunications **7%**
- Professional Services **6%**
- Consumer Goods **3%**
- Health Care **2%**
- Financials **2%**
- Energy **1%**
- Materials **1%**



### Country

- North America **61%**  
Canada, Mexico, USA
- Europe **23%**  
Austria, Belarus, Belgium, Bolivia, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Kosovo, Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Slovakia, Spain, Sweden, Switzerland, Ukraine, United Kingdom
- Asia **9%**  
Bangladesh, China, Hong Kong (SAR China), India, Japan, Kazakhstan, Nepal, Philippines, Republic of Korea, Russian Federation, Singapore, Taiwan (Province of China)
- Middle East **2%**  
Iraq, Israel, Pakistan, Saudi Arabia, Turkey, United Arab Emirates
- Africa **1%**  
Cambodia, Cameroon, Egypt, Kenya, Morocco, Nigeria, South Africa
- Caribbean **1%**  
Jamaica, Sint Maarten
- Central America **1%**  
Costa Rica, Ecuador, El Salvador
- Oceania **1%**  
Australia, New Zealand
- South America **1%**  
Brazil, Chile, Colombia, Peru

“**LINUXCON ATTENDEES ARE TECHNICAL AND SAVVY. WE HAD MANY IN-DEPTH TECHNICAL CONVERSATIONS ABOUT REDIS USAGE. YOU JUST DON'T GET THAT KIND OF ENGAGEMENT VERY OFTEN.**”

\*Demographics are from the Open Source Summit North America 2021.



## Sponsorships-at-a-Glance

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

	DIAMOND 2 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 6 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
<b>Hosted co-located event with registration add-on:</b> Includes leads for registrants.	•				
<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	2	1		
<b>Speaking Opportunity:</b> In-person + recorded/streamed on virtual platform. Content must be approved by PC and the LF. <i>Based on availability.</i>	10-minute Keynote	5-minute Keynote	Conference Session		
<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>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	1 (shared post)	
<b>Access to Event Press/Analyst List:</b> Contact List shared one week prior to the event for your own outreach.	•	•	•	•	
<b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.	•	•	•	•	•
<b>Recognition on Virtual Platform and Website:</b> Prominent logo display on event web pages, and virtual platform.	•	•	•	•	•
<b>Virtual Exhibit Booth:</b> 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.	•	•	•	•	•
<b>Virtual Conference Attendee Passes:</b> Full access virtual passes to the entire conference for your staff or customers.	50	40	30	20	12
<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>\$45,000</b>	<b>\$30,000</b>	<b>\$22,500</b>	<b>\$10,000</b>	<b>\$5,000</b>

## Diamond Sponsorship Detail

2 AVAILABLE / \$45,000

### Marketing and Brand Exposure:

- **Pre or Post-Conference Email Blast:** One time use of opt-in list to be sent by The Linux Foundation.
- **Company logo listed on all event webpages and all event email promotions:** Logo is linked to your URL.
- **Social Media Promotion of Sponsorship (3x):** From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).
- **Social Media Re-Share:** The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.
- **Sponsor Designation in Press Releases:** Recognition as sponsor in body of release.
- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.

### On-site Experience:

- **Recognition on Virtual Platform:** Prominent logo display on virtual event platform.
- **Recognition During Opening Keynote Session:** Sponsor recognition by name.
- **Virtual Exhibit Booth:** Includes the ability to generate leads with attendee contact information for those that visit your booth. Chat functionality with booth attendees and the ability to link to resources, social media, job postings, etc.

### Speaking Opportunity:

- **10 minute Keynote:** Content must be approved by PC and the LF. *Based on availability.*

### Lead Generation:

- **Hosted co-located event with registration add-on:** includes leads for registrants
- **Virtual Exhibit Lead Retrieval:** Ability to generate leads with attendee contact information for those that visit your booth.

### Event Access and Knowledge Share:

- **50 Complimentary virtual only attendee passes:** Full access virtual passes to the entire conference for your staff or customers.
- **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.
- **Ability to add 2 Custom Questions in Post-Event Attendee Survey:** Follow-up reporting will be provided with data results. Questions must be approved by The Linux Foundation.
- **Post-Event Data Report:** Provides event demographics and additional details on event performance.

All Diamond Sponsors receive a **speaking opportunity: 10 min Keynote!**\*

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



## Platinum Sponsorship Detail

**8 AVAILABLE / \$45,000**

### Marketing and Brand Exposure:

- **Pre or Post-Conference Email Blast:** One time use of opt-in list to be sent by The Linux Foundation.
- **Company logo listed on all event webpages and all event email promotions:** Logo is linked to your URL.
- **Social Media Promotion of Sponsorship (2x):** From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).
- **Social Media Re-Share:** The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.
- **Sponsor Designation in Press Releases:** Recognition as sponsor in body of release.
- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.

### On-site Experience:

- **Recognition on Virtual Platform:** Prominent logo display on virtual event platform.
- **Recognition During Opening Keynote Session:** Sponsor recognition by name.
- **Virtual Exhibit Booth:** Includes the ability to generate leads with attendee contact information for those that visit your booth. Chat functionality with booth attendees and the ability to link to resources, social media, job postings, etc.

### Speaking Opportunity:

- **5 minute Keynote:** Content must be approved by PC and the LF. *Based on availability.*

### Lead Generation:

- **Virtual Exhibit Lead Retrieval:** Ability to generate leads with attendee contact information for those that visit your booth.

### Event Access and Knowledge Share:

- **40 Complimentary virtual only attendee passes:** Full access virtual passes to the entire conference for your staff or customers.
- **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.
- **Ability to add 2 Custom Questions in Post-Event Attendee Survey:** Follow-up reporting will be provided with data results. Questions must be approved by The Linux Foundation.
- **Post-Event Data Report:** Provides event demographics and additional details on event performance.

All Platinum Sponsors receive a **speaking opportunity: 5 min Keynote!**

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

## Gold Sponsorship Detail

6 AVAILABLE / \$30,000

### Marketing and Brand Exposure:

- **Pre or Post-Conference Email Blast:** One time use of opt-in list to be sent by The Linux Foundation.
- **Company logo listed on all event webpages and all event email promotions:** Logo is linked to your URL.
- **Social Media Promotion of Sponsorship (1x):** From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).
- **Social Media Re-Share:** The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.
- **Sponsor Designation in Press Releases:** Recognition as sponsor in body of release.
- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.

### On-site Experience:

- **Recognition on Virtual Platform:** Prominent logo display on virtual event platform.
- **Recognition During Opening Keynote Session:** Sponsor recognition by name.
- **Virtual Exhibit Booth:** Includes the ability to generate leads with attendee contact information for those that visit your booth. Chat functionality with booth attendees and the ability to link to resources, social media, job postings, etc.

### Speaking Opportunity:

- **Conference Session:** Content must be approved by PC and the LF. *Based on availability.*

### Lead Generation:

- **Virtual Exhibit Lead Retrieval:** Ability to generate leads with attendee contact information for those that visit your booth.

### Event Access and Knowledge Share:

- **30 Complimentary virtual only attendee passes:** Full access virtual passes to the entire conference for your staff or customers.
- **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.
- **Ability to add 1 Custom Question in Post-Event Attendee Survey:** Follow-up reporting will be provided with data results. Questions must be approved by The Linux Foundation.
- **Post-Event Data Report:** Provides event demographics and additional details on event performance.

All Gold Sponsors receive a **speaking opportunity: Conference Session!**

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

## Silver Sponsorship Detail

**UNLIMITED AVAILABLE / \$15,000**

### Marketing and Brand Exposure:

- **Company logo listed on all event webpages and all event email promotions:** Logo is linked to your URL.
- **Social Media Promotion of Sponsorship (1 shared):** From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).
- **Social Media Re-Share:** The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.
- **Sponsor Designation in Press Releases:** Recognition as sponsor in body of release.
- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.

### On-site Experience:

- **Recognition on Virtual Platform:** Prominent logo display on virtual event platform.
- **Virtual Exhibit Booth:** Includes the ability to generate leads with attendee contact information for those that visit your booth. Chat functionality with booth attendees and the ability to link to resources, social media, job postings, etc

### Lead Generation:

- **Virtual Exhibit Lead Retrieval:** Ability to generate leads with attendee contact information for those that visit your booth.

### Event Access and Knowledge Share:

- **20 Complimentary virtual only attendee passes:** Full access virtual passes to the entire conference for your staff or customers.
- **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.
- **Post-Event Data Report:** Provides event demographics and additional details on event performance.

## Bronze Sponsorship Detail

**UNLIMITED AVAILABLE / \$8,000**

### Marketing and Brand Exposure:

- **Company logo listed on all event webpages and all event email promotions:** Logo is linked to your URL.

### On-site Experience:

- **Recognition on and Virtual Platform:** Prominent logo display on virtual event platform.
- **Virtual Exhibit Booth:** Includes the ability to generate leads with attendee contact information for those that visit your booth. Chat functionality with booth attendees and the ability to link to resources, social media, job postings, etc

### Lead Generation:

- **Virtual Exhibit Lead Retrieval:** Ability to generate leads with attendee contact information for those that visit your booth.

### Event Access and Knowledge Share:

- **12 Complimentary virtual only attendee passes:** Full access virtual passes to the entire conference for your staff or customers.
- **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.
- **Post-Event Data Report:** Provides event demographics and additional details on event performance.

## Open Source Summit 'Micro' Conference Sponsorship Opportunities

In addition to a leveled Open Source Summit sponsorship - or in lieu of - you can also show your support for a specific subject matter area by sponsoring one of the micro-conferences within Open Source Summit.



LINUXCON



CLOUDOPEN



CONTAINERCON



COMMUNITY  
LEADERSHIP  
CONFERENCE



EMERGING  
OS FORUM



EMBEDDED  
IOT SUMMIT



DIVERSITY  
EMPOWERMENT  
SUMMIT



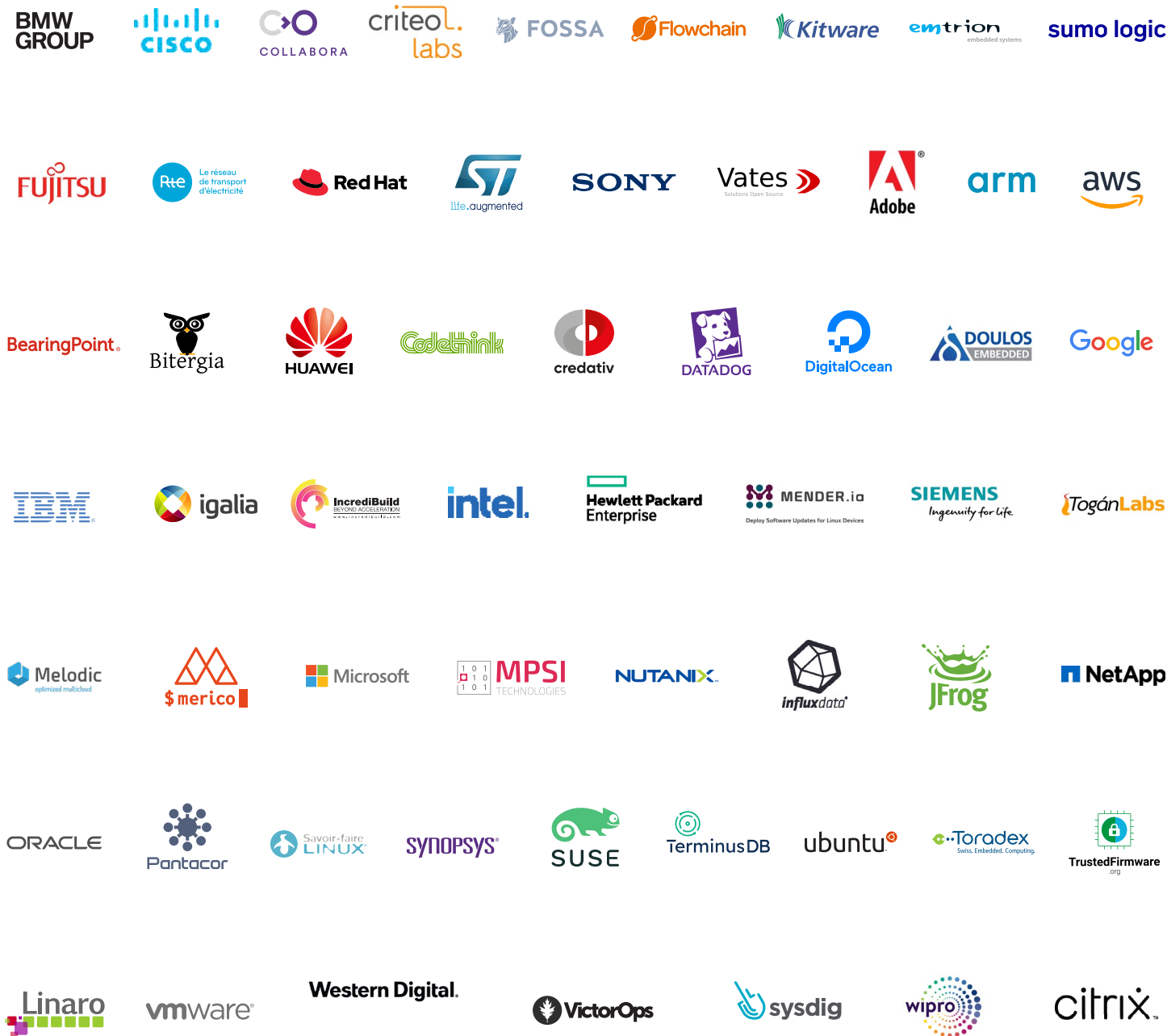
OPEN  
AI + DATA  
FORUM



OPEN  
SOURCE  
ON-RAMP

PRINCIPAL 3 AVAILABLE PER MICRO CONFERENCE	SUPPORTER 8 AVAILABLE PER MICRO CONFERENCE
<ul style="list-style-type: none"> <li>Large logo on branded signage outside conference room(s) specific to the micro-conference of your choosing</li> </ul>	<ul style="list-style-type: none"> <li>Medium logo on branded signage outside conference room(s) specific to the micro-conference of your choosing</li> </ul>
<ul style="list-style-type: none"> <li>Logo on micro-conference webpage and in event promotional materials</li> </ul>	<ul style="list-style-type: none"> <li>Logo on micro-conference webpage and in event promotional materials</li> </ul>
<ul style="list-style-type: none"> <li><b>Branding on Conference Video Recordings:</b> Your logo will be included on the opening title slide of all recordings from your chosen micro-conference. Videos are publicly available on The Linux Foundation YouTube Channel and viewed by thousands</li> </ul>	<ul style="list-style-type: none"> <li>2 Open Source Summit Conference Passes</li> </ul>
<ul style="list-style-type: none"> <li><b>Social Media Promotion:</b> 1 Tweet from the LF Twitter account promoting your sponsorship. Sponsor can provide custom content (must be approved by The Linux Foundation)</li> </ul>	
<ul style="list-style-type: none"> <li>3 Open Source Summit Conference Passes</li> </ul>	
<b>\$10,000</b>	<b>\$5,000</b>

## Previous Sponsors





## Hear what our previous attendees have said!

 I REALLY ENJOYED BEING PART OF SUCH AN EXCELLENT EVENT. THIS WAS WITHOUT A DOUBT AN EXTREMELY ENRICHING EXPERIENCE. THANK YOU.


OSS GETS YOUR CREATIVE JUICES FLOWING. IT HELPS PROVIDE CLARITY ON WHAT'S IMPORTANT AND HOW TO ACHIEVE IT.



 IF YOU WANT TO LEARN, OSS IS THE PLACE TO BE. THE PRESENTATIONS ABSOLUTELY ADDED TO MY KNOWLEDGE BASE.

OPEN SOURCE SUMMIT & ELC IS A GREAT EVENT THAT ENABLES ME TO LEARN AND EXPAND MY NETWORKING WITH OTHER OPEN SOURCE ENTHUSIASTS AROUND THE WORLD.



 LINUXCON PROVIDES A UNIQUE OPPORTUNITY TO LEARN ABOUT A RANGE OF OSS PROJECTS/TECHNOLOGIES, MEET WITH DEVELOPERS AND VENDORS, MAKE IMPORTANT CONTACTS, AND HAVE FUN AT THE SOCIAL EVENTS. I HIGHLY RECOMMEND LINUXCON (AND OTHER LF EVENTS) FOR ANYONE WANTING TO EXPAND THEIR UNDERSTANDING OF THE PEOPLE, CULTURE, AND MACHINERY BEHIND LINUX AND OSS.

OSS IS AMAZING. SO MANY PEOPLE GATHERED WITH A HIGH TECHNICAL LEVEL - ALL AIMING TO LEARN AND NETWORK. I ENCOURAGE YOU TO ATTEND THE NEXT TIME, THE EXPERIENCE WAS INCREDIBLE.



 THE BEST INCLUSIVE CONFERENCE OF THE YEAR. TALKS, PEOPLE, SPONSORS AND PROJECTS ARE JUST AMAZING.

A GREAT EVENT TO CONNECT WITH SMART PEOPLE WHO SHARE A PASSION FOR OPEN SOURCE!



 THE BEST OPEN SOURCE EVENT.

I MANAGED TO ATTEND EVERY EDITION OF THE EMBEDDED LINUX CONFERENCE SINCE THE BEGINNING. I ALWAYS GET BACK FROM THE CONFERENCE WITH A HUUUUGE LIST OF NEW IDEAS TO EXPLORE. THIS CONFERENCE IS A GREAT WAY TO STAY UP TO DATE WITH THE DEVELOPMENTS IN OPEN-SOURCE PROJECTS THAT MATTER IN EMBEDDED, AND TO MEET THE



## Participate in all 2022 Open Source Summit Events!

**North America** | June 21-24, 2022 | Austin, TX + Virtual  
**Latin America** | August 23-24, 2022 | Virtual  
**Europe** | September 13-16, 2022 | Dublin, IE + Virtual  
**Japan** | December 5-6, 2022 | Yokohama, JP + Virtual  
**China** | December TBD

### 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.

