THE LINUX FOUNDATION

OPEN SOURCE SUMMIT
NORTH AMERICA

June 21-24, 2022 | Austin, TX

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

June 21-24, 2022 | Austin, TX

Join us at the premier event for open source developers, technologists and community leaders to collaborate, share information, solve problems and gain knowledge, furthering open source innovation and ensuring a sustainable open source ecosystem. **It is *THE* gathering place for open source code and community contributors.**

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 North America 2022 Conference Umbrella include:

LINUXCON   EMBEDDED LINUX CONFERENCE   CLOUDOPEN   CONTAINERCON   OSPO-CON

SUPPLYCHAIN SECURITYCON   GLOBAL SECURITY VULNERABILITY SUMMIT   CRITICAL SOFTWARE SUMMIT   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

THE LINUX FOUNDATION
OPEN SOURCE SUMMIT
NORTH AMERICA

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 North America each year to:

• Meet face-to-face 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

Quick Facts

• Anticipated 2022 Attendance: **2,000 In-Person** Attendees & **2,000 Virtual Attendees**

• Open Source Summit North America 2021 was held as a hybrid event, gathering **1,900+** attendees from **760** organizations across **68** countries. Our last fully in-person event in 2019 gathered more than **1800** attendees in-person from nearly **900** organizations in **48** countries around the globe.

• Highest sponsor booth leads generated in 2021 - **116** with an average of **43.**

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%**
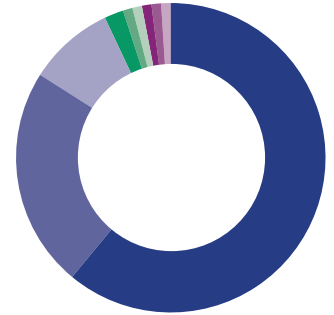- Legal/Compliance **1%**
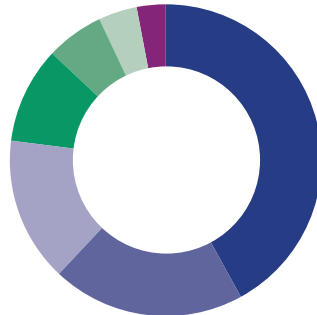
Job Level

- Individual Contributer **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%**
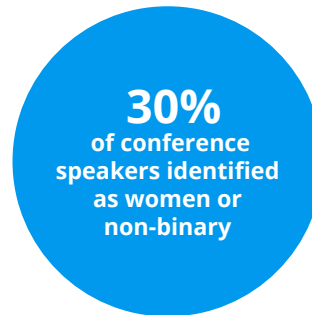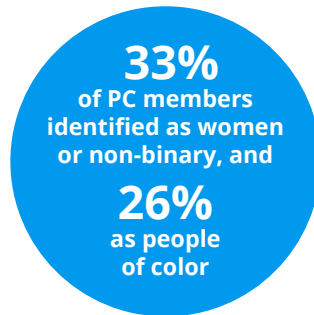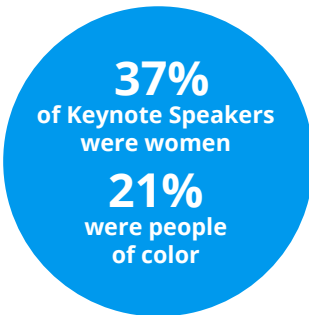 Brazil, Chile, Colombia, Peru

> **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.**

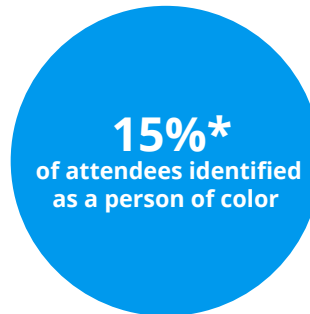*Demographics are from the Open Source Summit 2021.

Diversity & Inclusion

We want to help make the open source community a more diverse and inclusive community, and feel that events are one of the ways to help further that goal. Thus creating the diversity & inclusivity we want to see in the community is paramount to a successful Open Source Summit, including on stage and in the audience.

In 2021

37%
of Keynote Speakers were women
21%
were people of color

33%
of PC members identified as women or non-binary, and
26%
as people of color

30%
of conference speakers identified as women or non-binary

❝ I AM THRILLED TO SEE THE DIVERSITY AND INCLUSION INITIATIVES! ❞

An estimated
31%
of conference speakers were people of color

23%*
of attendees identified as women and non-binary

15%*
of attendees identified as a person of color
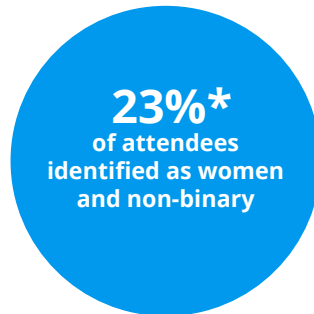
❝ THE IMPORTANCE OF DIVERSITY AND INCLUSION WERE EVIDENT IN WORDS AND PRACTICE. WELL DONE! ❞

*These are optional questions on our registration form that also include 'prefer not to answer' as an option, or can be skipped entirely, thus these numbers may be higher than reflected here.

On-Site Health + Safety

The health and safety of all event participants is of the utmost importance to us. Again this year, we will have health + safety protocols in place at events to best ensure to safety and well being of our attendees, including vaccine requirements and mask mandates. Please visit our website for the most up-to-date information on the protocols for this event.

Sponsorships-at-a-Glance

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

	DIAMOND ~~4 AVAILABLE~~ **1 AVAILABLE**	PLATINUM ~~8 AVAILABLE~~ **4 AVAILABLE**	GOLD ~~12 AVAILABLE~~ **2 AVAILABLE**	SILVER UNLIMITED	BRONZE UNLIMITED
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•			
Custom Question 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: In-person + recorded/streamed on virtual platform. Content must be approved by PC and the LF. *Based on availability.*	15-Minute Keynote	5-Minute Keynote	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.	•	•	•		
Meeting Room**: For private meeting use only.	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Social Media Promotion of Sponsorship: From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).	3	2	1 (shared post)		
Keynote Stage Branding: Logo prominently displayed on stage screens and virtual display	•	•	•	•	
Collateral Distribution**: Laid out in a prominent location near registration onsite and on virtual platform.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	•	•	•	•	•
Recognition on Event Signage, Virtual Platform and Website: Prominent logo display on event web pages, onsite conference signage, and virtual platform.	•	•	•	•	•
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	20'x20'	15'x15'	10'X10'	10'x10'	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
Virtual Conference Attendee Passes: Full access virtual passes to the entire conference for your staff or customers.	40	30	20	12	6
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	**$70,000**	**$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.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2022 due to COVID.

Diamond Sponsorship Detail

4 2 AVAILABLE / $70,000

Marketing and Brand Exposure:

- **Assistance with Press Bookings at Event:** Helping you get the most out of an on-site announcement.

- **Pre or Post-Conference Email Blast:** One time use of opt-in list to be sent by The Linux Foundation.

- **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 Event Signage and Virtual Platform:** Prominent logo display on virtual event platform and on conference signage onsite.

- **Recognition During Opening Keynote Session:** Sponsor recognition by name.

- **Collateral Distribution:** Laid out in a prominent location near registration onsite and on virtual platform.

- **20'x20' Exhibit Booth:** Includes counter with graphic and stools (upgrade options available). Sponsors will also receive a virtual 'booth' component offering: ability to post videos, demos, links and files, chat directly with attendees, and capture leads and booth traffic data for online attendees.

- **Private Meeting Room:** Reserved for the entire event to host your VIP customers and exclusive meetings.

Speaking Opportunity:

- **15 minute Keynote:** In-person + recorded/streamed on virtual platform. Content must be approved by PC and the LF. *Based on availability.*

Lead Generation:

- **3 Lead Retrieval Scanners:** Live scans, real time reporting and ability to take notes on captured leads.

Event Access and Knowledge Share:

- **20 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.

- **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 Diamond Sponsors receive a **speaking opportunity: 15 min Keynote**!*

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

Platinum Sponsorship Detail

8 5 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 Event Signage and Virtual Platform:** Prominent logo display on virtual event platform and on conference signage onsite.

• **Recognition During Opening Keynote Session:** Sponsor recognition by name.

• **Collateral Distribution:** Laid out in a prominent location near registration onsite and on virtual platform.

• **15'x15' Exhibit Booth:** Includes counter with graphic and stools (upgrade options available). Sponsors will also receive a virtual 'booth' component offering: ability to post videos, demos, links and files, chat directly with attendees, and capture leads and booth traffic data for online attendees.

• **Private Meeting Room:** Reserved for 1 event day to host your VIP customers and exclusive meetings.

Speaking Opportunity:

• **5 minute Keynote:** In-person + recorded/streamed on virtual platform. Content must be approved by PC and the LF. *Based on availability*.

Lead Generation:

• **2 Lead Retrieval Scanners:** Live scans, real time reporting and ability to take notes on captured leads.

Event Access and Knowledge Share:

• **15 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.

• **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 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

~~12~~ **3 AVAILABLE / $30,000**

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 Event Signage and Virtual Platform:** Prominent logo display on virtual event platform and on conference signage onsite.

- **Collateral Distribution:** Laid out in a prominent location near registration onsite and on virtual platform.

- **10'x10' Exhibit Booth:** Includes counter with graphic and stools (upgrade options available). Sponsors will also receive a virtual 'booth' component offering: ability to post videos, demos, links and files, chat directly with attendees, and capture leads and booth traffic data for online attendees.

- **Private Conference Room:** Reserved for 4 hours to host your VIP customers and exclusive meetings.

Speaking Opportunity:

- **Conference Session or BoF:** In-person + recorded/streamed on virtual platform. Content must be approved by PC and the LF. *Based on availability*.

Lead Generation:

- **1 Lead Retrieval Scanner:** Live scans, real time reporting and ability to take notes on captured leads.

Event Access and Knowledge Share:

- **10 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.

- **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.

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

* 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.

- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.

On-site Experience:

- **Recognition on Event Signage and Virtual Platform:** Prominent logo display on virtual event platform and on conference signage onsite.

- **Collateral Distribution:** Laid out in a prominent location near registration onsite and on virtual platform.

- **10'x10' Exhibit Booth:** Includes counter with graphic and stools (upgrade options available). Sponsors will also receive a virtual 'booth' component offering: ability to post videos, demos, links and files, chat directly with attendees, and capture leads and booth traffic data for online attendees.

Lead Generation:

- **1 Lead Retrieval Scanner:** Live scans, real time reporting and ability to take notes on captured leads.

Event Access and Knowledge Share:

- **6 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.

- **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.

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.

- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.

On-site Experience:

- **Recognition on Event Signage and Virtual Platform:** Prominent logo display on virtual event platform and on conference signage onsite.

- **Collateral Distribution:** Laid out in a prominent location near registration onsite and on virtual platform.

- **Tabletop Exhibit Booth:** Includes table and chairs (upgrade options available). Sponsors will also receive a virtual 'booth' component offering: ability to post videos, demos, links and files, chat directly with attendees, and capture leads and booth traffic data for online attendees.

Lead Generation:

- **1 Lead Retrieval Scanner:** Live scans, real time reporting and ability to take notes on captured leads.

Event Access and Knowledge Share:

- **3 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.

- **6 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.

	PRINCIPAL • $10,000 3 AVAILABLE PER MICRO CONFERENCE	SUPPORTER • $5,000 8 AVAILABLE PER MICRO CONFERENCE
CloudOpen	3 REMAINING	8 REMAINING
Community Leadership Conference	3 REMAINING	8 REMAINING
ContainerCon	3 REMAINING	8 REMAINING
Critical Software Summit	3 REMAINING	8 REMAINING
Diversity Empowerment Summit	SOLD OUT	SOLD OUT
Embedded Linux Conference	2 REMAINING	8 REMAINING
Embedded IOT Summit	3 REMAINING	8 REMAINING
Emerging OS Forum	3 REMAINING	8 REMAINING
Global Security Vulnerability Summit	~~3~~ 2 REMAINING	~~8~~ 7 REMAINING
LinuxCon	3 REMAINING	8 REMAINING
Open AI + Data Forum	3 REMAINING	8 REMAINING
Open Source On-Ramp	3 REMAINING	8 REMAINING
OSPOCon	3 REMAINING	8 REMAINING
SupplyChainSecurityCon	SOLD OUT	~~8~~ 2 REMAINING

Sponsorship Levels

PRINCIPAL $10,000

- Large logo on branded signage outside conference room(s) specific to the micro-conference of your choosing
- Logo on micro-conference webpage and in event promotional materials
- **Branding on Conference Video Recordings:** 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
- **Social Media Promotion:** 1 Tweet from the LF Twitter account promoting your sponsorship. Sponsor can provide custom content (must be approved by The Linux Foundation)
- **3 Open Source Summit Conference Passes**

SUPPORTER $5,000

- Medium logo on branded signage outside conference room(s) specific to the micro-conference of your choosing
- Logo on micro-conference webpage and in event promotional materials
- **2 Open Source Summit Conference Passes**

Promotional Marketing Opportunities

Open Source Summit Speed Networking & Mentoring Session $5,000 • 1 Available

Sponsors will receive recognition in the session, the opportunity to provide collateral to distribute at session, and logo on website and signage.

Women in Open Source Lunch** $15,000 • 1 Available SOLD OUT

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

Lanyards $10,000 • 1 Available SOLD OUT

Every in-person attendee at the event will wear a name badge and lanyard and your logo will appear across the lanyard. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost. Level sponsorship required.

Attendee T-Shirt $15,000 - Leveled sponsor $20,000 - Non-leveled sponsor

Every in-person attendee at the event will receive an event t-shirt. 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.

Keynote Live Stream & Recording $10,000 • 1 Available

Includes logo on live stream home page and event website. Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.

Attendee Lounge** $5,000 Per Lounge

Sponsor a themed lounge such as DevOps, Containers, Cloud Native or Linux Lounge. Provides the space and snacks to get attendees collaborating. Includes sponsored signage in lounge areas.

Onsite Happy Hour & Onsite Reception $12,500 • 1 Available

Spark conversation about your brand during our Technology Showcase Happy Hour. Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage. Level sponsorship required.

Breakfast & Breaks $12,000 • 4 Available

Sponsorship includes prominent branding at all breakfast & break stations. Level sponsorship required.

Attendee Evening Event $20,000 and up

Please contact us for customized offers. A great opportunity to support the community, make an announcement and more. Includes verbal recognition at the event and sponsor signage throughout the venue.

First-time Attendee Breakfast** $7,500 • 1 Available (200 expected attendance.)

Sponsorship includes prominent recognition at the first-time attendee breakfast, opportunity to make an announcement, as well as recognition on the event website and conference signage.

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

Promotional Marketing Opportunities

Allyship Workshop $10,000 • 1 Available

Position your company as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community. Sponsors have the opportunity to create a unique and customized program focusing on actively promoting and aspiring to advance the culture of inclusion through intentional, positive and conscious efforts that benefit people as a whole. Benefits include:

- Set the topic and create content for the workshop (subject to approval by The Linux Foundation).
- Nominate presenter(s)/facilitator(s) for the workshop (subject to approval by The Linux Foundation).
- Recognition on the conference website.
- Workshop listed on the official conference schedule.
- Sponsor logo recognition during the workshop.

Wireless Access Sponsorship
$15,000 • 1 Available

Conference wifi will be named after sponsor. Leveled sponsorship required.

Diversity Scholarships
$2,500 minimum • Unlimited

Scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend events for financial reasons. Showcase your organization's support by sponsoring the diversity scholarship program. Benefits include:

- Logo and link on conference website.
- Logo recognition on rotating slides before and after keynotes.
- Sponsor recognition in scholarship acceptance notifications.

'Celebrate Diversity' Evening Mixer $15,000

Show your support of the underrepresented minorities in our community by hosting an evening mixer to allow them to meet and support each other. Includes sponsor signage and verbal recognition at mixer. Sponsorship will cover light appetizers, unlimited non-alcoholic beverages and one drink ticket per attendee.

Kids Day $7,500

Support our next generation of OS developers! Kids Day provides local children the opportunity to get hands on experience coding. Your logo will be featured on room signage and on the applicable web page. A social post recognizing your support will also be sent from Linux Foundation channels.

Attendee Experience Station $5,000

Get your company branding on onsite attendee experience stations, like photo booths, charging stations or an experience of your choosing! Sponsorship includes prominent logo branding at experience station, on experience webpage, and on experience giveaway as applicable.

Cross-Promotion of Pre-Approved Community Events $7,500 Each • Unlimited

Organizing an event for attendees? The Linux Foundation would be happy to help promote your event to our attendees. Only confirmed sponsors of Open Source Summit North America 2022 are eligible for cross-promotion. Events may not overlap with the conference program on June 21 - 24. Benefits include:

- Event listed on the conference website • Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the Open Source Summit NA registration form for attendees to add it to their conference registration. A 2.9% credit card processing fee per registrant will be charged if a registration fee is required.

Previous Sponsors

BMW GROUP · CISCO · COLLABORA · criteo labs · FOSSA · Flowchain · Kitware · emtrion embedded systems · sumo logic

FUJITSU · Rte Le réseau de transport d'électricité · Red Hat · ST life.augmented · SONY · Vates Solutions Open Source · Adobe · arm · aws

BearingPoint · Bitergia · HUAWEI · Codethink · credativ · DATADOG · DigitalOcean · DOULOS EMBEDDED · Google

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Linaro · vmware · Western Digital · VictorOps · sysdig · wipro · citrix

Media Coverage

Share Announcements and News with global media outlets covering the event.

Previous participants included:

ComputerWeekly | DATACENTER INSIDER | FOSSBYTES | heise online | Komputer Świat | LINUXINSIDER

ROOT.CZ_ | Silicon.es | THENEWSTACK | cnBeta.COM | COMPUTABLE | IT'S FOSS

techradar. | IRISH TECH NEWS | LINUX MAGAZIN ONLINE | LeMagIT | LEMONDE INFORMATIQUE | Neowin

During our OSS + ELC North America 2021 event window, Sept 23 - October 4, 2021:

67M
Twitter impressions #ossummit

310K
Facebook impressions

486k
LinkedIn impressions

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

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