



**LF**  
NETWORKING

LFN Developer & Testing Forum

ONE Summit  
**November 15-16, 2022 | Seattle, WA**

LFN Developer & Testing Forum  
**November 17-18, 2022 | Seattle, WA**

# 2022 SPONSORSHIP PROSPECTUS

LF Networking events bring together technical decision makers and implementers across the Networking and Edge ecosystems to advance the state of open source networking across Access, Edge, and Cloud. With a focus on operational best practices, collaboration across all aspects of 5G and enterprise networking, and technical innovation, these events provide a forum for hands-on and interactive activities. LFN Developer & Testing Forum will be hosted following ONE Summit, November 17-18, 2022. Registration and sponsorships are available for both events.

Hosted By

 THE **LINUX** FOUNDATION |  **LF** NETWORKING |  **LF** EDGE

**ONE Summit | November 15-16, 2022 | Seattle, WA**

## Bringing the hallway track in

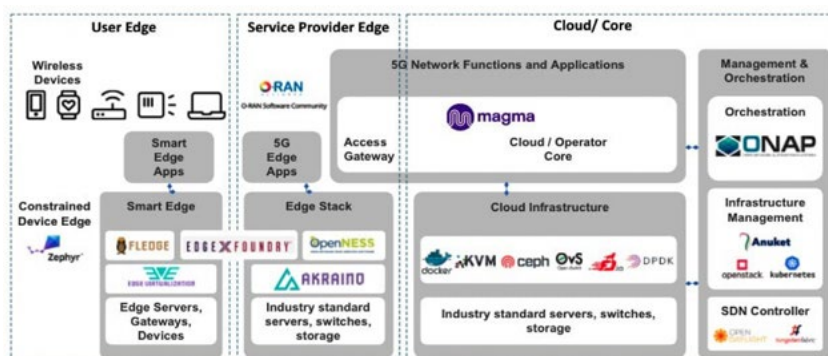
ONE Summit is the **only** industry event bringing together technical and business decision makers for in-depth, interactive conversations around potential of cutting-edge innovations and the operational support necessary to leverage them.

Newly revamped post-pandemic, ONE Summit's focus will be on enabling interactive, real-world conversations on the evolution of networking and edge advancements and the relevant reaggregation of these technologies to solve business needs. Inspired by the impact of integration efforts like 5G Super Blueprint, ONE Summit will foster collaborative discussion required to truly scale software for 5G, IoT, the enterprise, and beyond. With sessions geared toward both Communications

Service Providers and enterprise verticals requiring advanced networking capabilities through Core, Access, and Edge. Attendees will learn how to leverage open source ecosystems and gain new insights for digital transformation.

## ONE Summit:

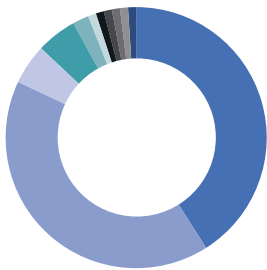
- Crosses enterprises, government, global service providers and cloud.
- Focuses on open first. In a market now built on open source, this is critical.
- Gathers networking decision makers across both architectural and technical issues and addresses business use case needs.
- Is produced by the leading neutral organizations committed to innovation in networking, edge and other technology areas. Building on the successes of LF Networking and LF Edge, projects, collaboration with O-RAN SC, Magma, CNCF, LF AI & Data will enable attendees to visualize and build their new networking stacks.
- In short, the event enables technical and business collaboration necessary to shape the future of networking and edge computing.



### Who Attends?

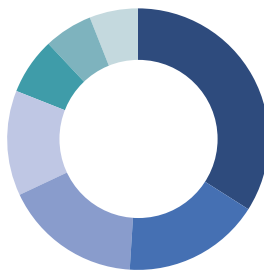
Open Networking & Edge Summit 2021 Virtual Experience (hosted with Kubernetes on Edge Day 2021) gathered 717 attendees from 292 organizations in 48 countries around the globe. 57% hailed from the United States, Canada, and Mexico. The event attrition rate was low, with 76% of registered attendees attending the event live. Returning to in-person interaction will only increase the value of collaboration for both attendees and sponsors.

- Attendees represented a range of industry sectors, including **Energy, Health Care, Financial, Industrials, Consumer Staples,** and of course **Telecommunications** and **Software**. Over 42% of attendees were from Telecommunications companies.
- Attendee job functions included **Architect, Developer, Executive Leader, Management, Legal/Compliance, DevOps, Product, Business Development**. 42% of attendees were in technical positions.



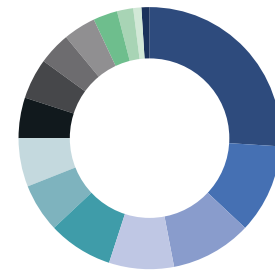
#### Industry

- Information Technology **41%**
- Telecommunications **41%**
- Non Profit Organization **5%**
- Professional Services **5%**
- Industrials **2%**
- Automotive **1%**
- Consumer Goods **1%**
- Financials **1%**
- Energy **1%**
- Health Care **1%**
- Materials **1%**



#### Job Level

- Individual Contributor **34%**
- Director **17%**
- Manager **17%**
- Other **13%**
- VP / SVP / GM **7%**
- Academic **6%**
- CXO / ED **6%**



#### Job Function

- Architect **26%**
- Executive Leader **11%**
- Manager Technical Teams **10%**
- Application Developer (Front-end/Back-end/Mobile/Full Stack) **8%**
- Other **8%**
- Systems/Embedded Developer **6%**
- DevOps/SRE/Sysadmin **6%**
- Student **5%**
- Product/Biz Dev **5%**
- Marketing **4%**
- Manager - Other **4%**
- Professor / Academic **3%**
- Media / Analyst **2%**
- Manager - OSPO **1%**
- Kernel/Operating Systems Developer **1%**

**2021 Sponsors:**

## DIAMOND



## PLATINUM



## GOLD



## SILVER



## BRONZE

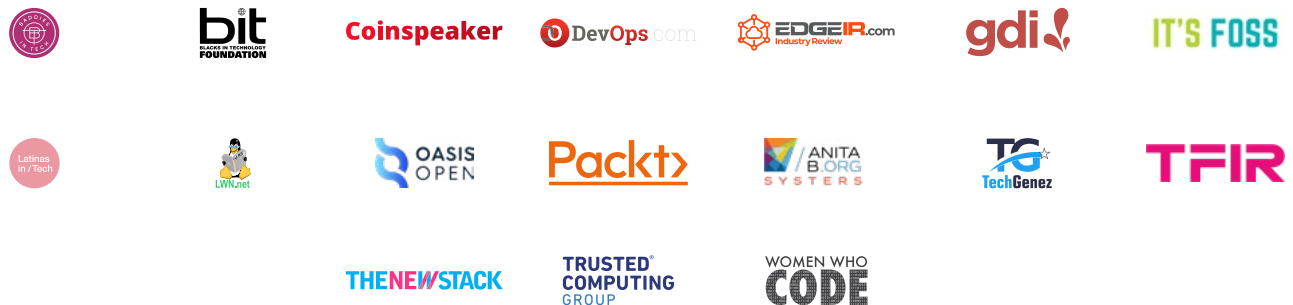


## 2021 Sponsors:

### SUPPORTED BY



### PARTNERS



## Sponsorships-at-a-Glance

CATEGORIES	DELIVERABLES	DIAMOND 4 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 6 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
<b>SPEAKING OPPORTUNITY</b>	<b>Keynote Presentation:</b> Content to be approved by program committee	10-minute Keynote	5-minute Keynote			
	<b>Breakout session:</b> Content to be approved by program committee <i>Final breakout session types TBD</i>	Conference Session	Conference Session	Lightning Talk		
<b>ONSITE EXPERIENCE</b>	<b>Recognition on Event Signage:</b> Sponsor logo on conference signage	•	•	•	•	•
	<b>Collateral Distribution:</b> Laid out in a prominent location near registration	•	•	•	•	
	<b>1-minute video during opening keynote</b> - provided by sponsor company	•	•			
	<b>Keynote Stage Branding:</b> Logo prominently displayed on "Thank you to our Sponsors" slide	•	•	•	•	•
	<b>Exhibit Booth:</b> Includes counter with graphic and stools. Table and chairs only for Bronze. Upgrade options available for all	20'x20'	15'x15'	10'x10'	10'x10'	6' Tabletop
	<b>Lead retrieval device:</b> Live scans, real time reporting and ability to take notes	2	2	1	1	1
	<b>Conference Room:</b> For private meeting use only	Private	Shared	Shared		
<b>MARKETING/ BRAND EXPOSURE</b>	<b>Blog Post:</b> Featured profile or interview on project blog	•	•			
	<b>Assistance with press bookings at event:</b> Helping you get the most out of an on-site announcement	•	•			
	<b>Sponsor recognition in news release about event</b>	•	•	•		
	<b>Recognition on Event Website:</b> Prominent logo display on event homepage	•	•	•	•	•
	<b>Social Media Recognition:</b> Pre-determined number of "Thank you" tweets	(1) pre and (1) during	(1) pre and (1) during	(1) pre event	Group Post	
	<b>Webinar:</b> LFN will host and promote a post-event webinar with content & speaker of Sponsor's choosing, subject to approval. Sponsor will receive contact info for webinar registrants	•	•			
<b>EMAIL PROMOTION</b>	<b>Pre-Conference Email Blast:</b> 1 exclusive email to opt-in list to be sent by event organizers	•	•			
	<b>Post-Event Email Recognition:</b> Sponsor logo in footer of post-event attendee email	•	•	•	•	Name Only
<b>POST-EVENT</b>	<b>Opportunity to add pre-approved custom question to the post-event attendee survey:</b> Follow up reporting will be provided with survey results	•	•	•		
	<b>Post-Event Data Report:</b> Provides event demographics and additional details on event performance. Sponsor logo to be included	•	•	•	•	•
<b>MISC.</b>	<b>Conference Attendee Passes:</b> Full access passes to the entire conference for your customers, partners, or colleagues.	40	30	20	10	5
	<b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
<b>Member Cost</b>		<b>\$90,000</b>	<b>\$67,000</b>	<b>\$27,000</b>	<b>\$15,000</b>	<b>\$9,000</b>
<b>Non-Member Cost</b>		<b>\$100,000</b>	<b>\$75,000</b>	<b>\$30,000</b>	<b>\$17,000</b>	<b>\$10,000</b>

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

## ONE Summit | Add-On Opportunities



### Offsite Attendee Party Unlimited • \$20,000 + Up

Opportunity to sponsor the offsite event as part of the official event schedule. All attendees will be invited to the event. Please contact us for customized offers. A great opportunity to support the community. **Contact us for custom options. Ex. General sponsor, custom drink, entertainment, etc.**

- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on conference schedule
- Signage at event



### Offsite Attendee Party Specialty Drink 1 Available • \$5,000

Treat attendees to a special experience! Attendees participating onsite will enjoy a fun-filled evening with live entertainment, food, drinks and new friends.

- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on conference schedule
- Signage at event
- Drink named after sponsors
- Logo on drink napkins



### Speed Networking & Mentoring Session 2 Available • \$5,000

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



### Private Meeting Room 2 Available • \$15,000

- Minimum capacity 10 people per room
- Access to meeting room during official event hours on main conference days
- Includes 1 table, 10 chairs, 1 5amp power drop with power strip
- Additional furniture and AV at sponsor's expense
- Sponsor logo sign on room door

*\*The meeting room is intended for small group meetings only and may not be used for workshops, sessions, or other programs that may conflict with the conference schedule.*



### Reception in Sponsor Showcase 2 Available • \$10,000

Sponsor can host this evening with branding on all food and drink stations and prominently placed signage.



### Table Topics Unlimited • \$5,000

The community collectively has an immense depth of knowledge and expertise which attendees can explore and learn from at this collaborative event - whether they are new, or not so new to the community. Participants have the chance to meet with other attendees to discuss industry topics. Benefits Include:

- Sponsor may add (1) table topic specific to their company OR propose a new table topic to the original structure (subject to approval by program committee)
- Nominate presenter(s)/facilitator(s) for the table
- Sponsor logo recognition during the Table Topics



### Keynote Livestream 1 Available • \$10,000

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



### Session Recording Sponsor 2 Available • \$10,000

Includes logo on post-event recordings.



### Wireless Access 1 Available • \$7,500

Conference Wi-Fi Network name or password will be named after Sponsor, based on venue capabilities. *Benefit extends through Developer & Testing Forum.*

## ONE Summit Co-Located Events

Co-located events are available to projects and sponsors to host alongside ONE Summit and Developer & Testing Forum in Seattle, WA on November 15-16.

### Packages for ONE Summit include:

- Meeting space in classroom or theater setup for up to 100 attendees.
- Access to Conference Wi-Fi + Dedicated Hardline to Lectern
- Power for presenter at podium
- Audio Visual (AV) Services: (1) projector, (1) screen, (1) wireless presentation advancer, basic audio, (4) microphones
- In-room AV technician for the duration of your event
- Meeting room + wayfinding signage
- Contact information of registered attendees (including first name, last name, company, title, country, dietary restrictions, and email address)
- (1) Registration table and (2) chairs outside of your room for attendee check-in
- (1) Session scanner for managing onsite check-in
- Water/coffee/tea
- Onsite event support
- Marketing and promotion
- Featured placement on ONE Summit website, registration form, and schedule
- Managed event registration and fee collection (less 2.9% credit card processing fees)

### Pricing for Half-Day Event:

- **Up to 50 attendees in classroom seating**
  - Linux Foundation Projects: \$30,000
  - Other Projects or Sponsors: \$40,000
- **Up to 100 attendees in classroom seating**
  - Linux Foundation Projects: \$35,000
  - Other Projects or Sponsors: \$45,000

### Additional Needs:

The following items are available to be ordered and paid for directly with the onsite service provider. Ordering information will be available after the contract is fully executed.

- Additional AV equipment: Additional screens, projectors, monitors, microphones, etc.
- Dedicated internet: if more than 1 hardline is needed
- Video recording: Session recording and/or live streaming
- Catering: Breakfast, lunch, and break options



**LFN Developer & Testing Forum**  
**November 17-18, 2022 | Seattle, WA**

LFN Developer & Testing Forum is the primary technical event for the LFN project communities. During these collaborative events, community members converge via sessions, workshops, tutorials, and demos to further project releases; discuss project architecture, direction, and integration points; and further innovate through the open source networking stack. The best way to learn about open source is through participation and newcomers are welcome! In 2022, the LFN Developer & Testing Forum will be hosted immediately following ONE Summit, November 17-18, 2022.

**Who Attends?**

- LF Networking community members from across the open networking ecosystem.
- Project representation from LFN Projects **Anuket, EMCO, FD.io, L3AF, ODIM, ONAP, OpenDaylight, Tungsten Fabric, XGVela**, and special initiatives like the **5G Super Blueprint** and **End User Advisory Group**.
- Attendees represent a range of industry sectors, including **Telecommunications, Networking, Retail, Government, IT, Cloud, Non-Profit, and Software**.
- Attendee job functions include **Architect, Engineer, Developer, Program/Project Manager, Researcher, and Executive**.

**Why Sponsor?**

- LFN Developer & Testing Forum is where the work gets done – sponsorship is a signal of your support for these integral communities.
- These events are produced free of charge for attendees, enabling an accessible and supportive forum for crucial LF Networking project development.
- Roughly a third of attendees are from network operators, creating a unique and valuable environment for working side-by-side collaboration across the ecosystem.
- **Attendees report a 90%+ satisfaction rating.**

## LFN Developer & Testing Forum | Sponsorships at a Glance



### Principal Event Partner Unlimited • \$15,000

- Top tier logo on website and signage
- Call-out during opening keynote
- 5-minute speaking opportunity
- Logo on Event planning Wiki



### Community Partner Unlimited • \$5,000

- Logo on event website and signage
- Call-out during opening keynote



### Breaks Partner 1 Available • \$2,500

- Logo on event website and signage



### Developer Fuel Varies by location. Please contact us.

Provide lunch or happy hour during the event for our hard-working technical community.



### Sponsored Session 4 Available • \$7,500

Ability to present one sponsored information session. Topic subject to Programming Committee approval.



### Demo Partner \$7,500 • Availability varies by location

Table-top space, power, and signage for duration of event (showcase during breaks and lunch).



### Multi-Event 10% off both event prices

## LFN Developer & Testing Forum | Add-On Opportunities



### Attendee Giveaway 1 Available • \$7,000

Every in-person attendee will receive event swag. The design will include your logo.



### Developer Lounge 1 Available • \$7,500

Features comfy seating areas, bean bags and more. Includes sponsored signage.



### Breaks 2 Available (1 Per Day) • \$5,000

Signage on all break stations in common areas.



### Lanyards 1 Available • \$5,000

Sponsor logo, one color, will appear across the lanyard. Benefit extends through Developer & Testing Forum.



### Sponsored Tutorial 2 Available • \$10,000

Ability to offer in-depth technical tutorial on topic relevant to networking and edge audience. Subject to programming committee



### Attendee Experience Sponsorship 2 Available • \$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.