



2023 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

Additional 2023 events will be added as dates are finalized.

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LINUX FOUNDATION EVENTS

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The Linux Foundation Member Summit	22
October 24-26, 2023 Monterey, CA	
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Fall, 2023 TBA	
Open Compliance Summit	27
Fall, 2023 TBA	
Open Source in Finance Forum	28
TBA London, UK	
Fall, 2023 New York, NY	

LINUX FOUNDATION PROJECT EVENTS

Linux Foundation Project Events Coming Soon

CNCF EVENTS

CloudNative SecurityCon	32
February 1-2, 2023 Seattle, WA	
KubeCon + CloudNativeCon Europe	33
April 19-21 Amsterdam, The Netherlands + Online	
KubeCon + CloudNativeCon North America	35
November 8-10 Chicago, IL + Online	

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 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

Technologies Covered by Event:

Linux Systems

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

Applications

- API Specifications Conference

Networking & Edge Computing

- ONE Summit
- Open Source Summit
- DPDK Summit

IoT, Embedded & Automotive

- Embedded Open Source Summit
- Automotive Linux Summit
- Open Source Summit

Artificial Intelligence &

Machine Learning

- Open Source Summit
- ONE Summit
- The Linux Foundation Member Summit

Open Source Governance, Community & Management

- The Linux Foundation Member Summit
- Open Source Summit
- Open Compliance Summit
- The Linux Foundation Member Legal Summit

Blockchain

- Hyperledger Member Summit

Hardware

- RISC-V Summit

Cloud & Cloud Native

- KubeCon + CloudNativeCon
- Open Source Summit
- ONE Summit
- Kubernetes on Edge Day
- Kubernetes Contributor Summit
- Helm Summit
- FoundationDB Summit
- ServiceMeshCon
- CloudNativeSecurityCon
- KVM Forum
- Xen 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.

LF EVENT AUDIENCE SNAPSHOT

*Updated with 2022 audience snapshot at the completion of events.

ATTENDANCE

90,000+ attendees

REPRESENTING






12,000+ organizations

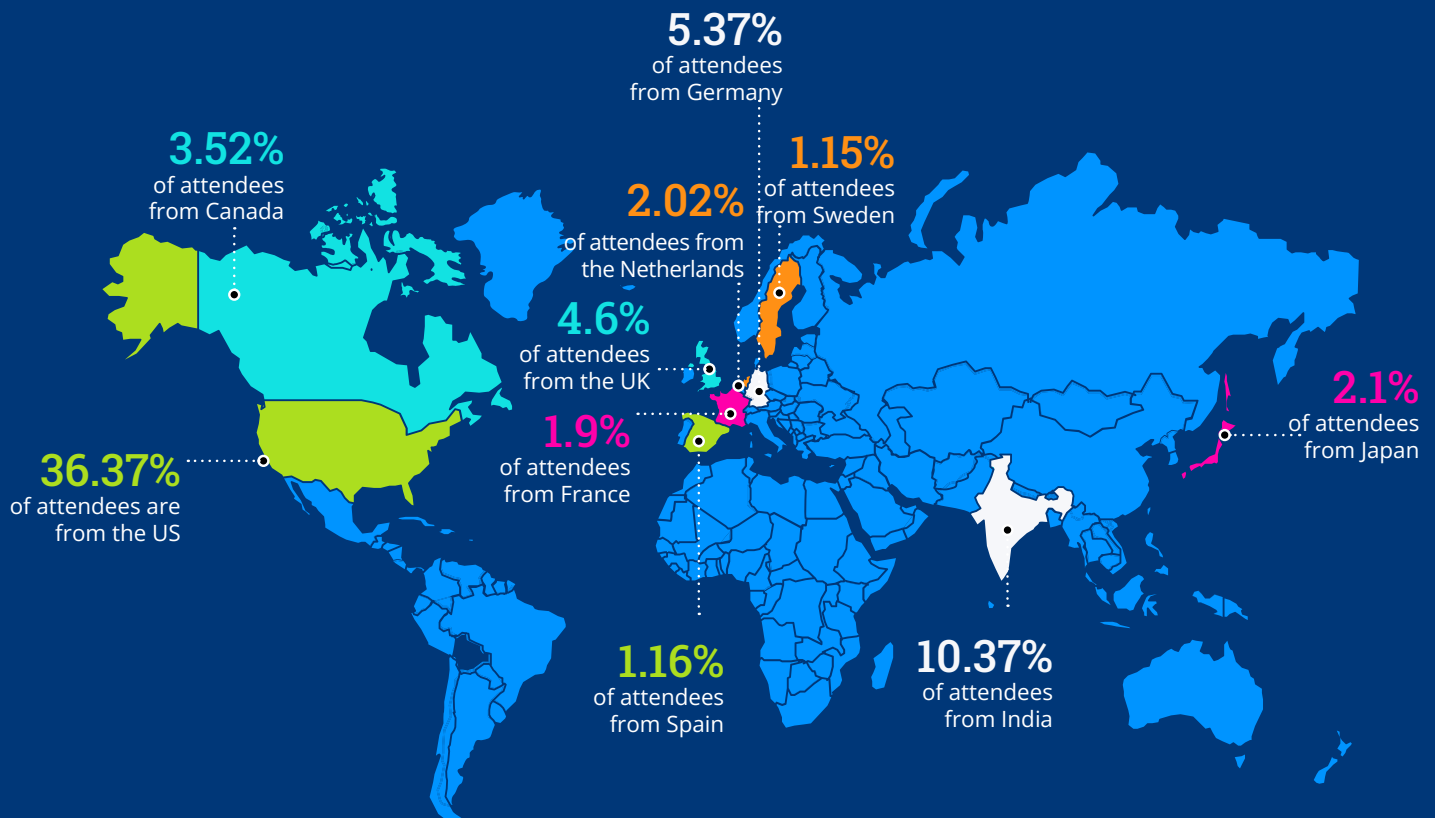
Including corporations, associations and academic institutions worldwide

FROM

175 countries

AUDIENCE BY COMPANY SIZE

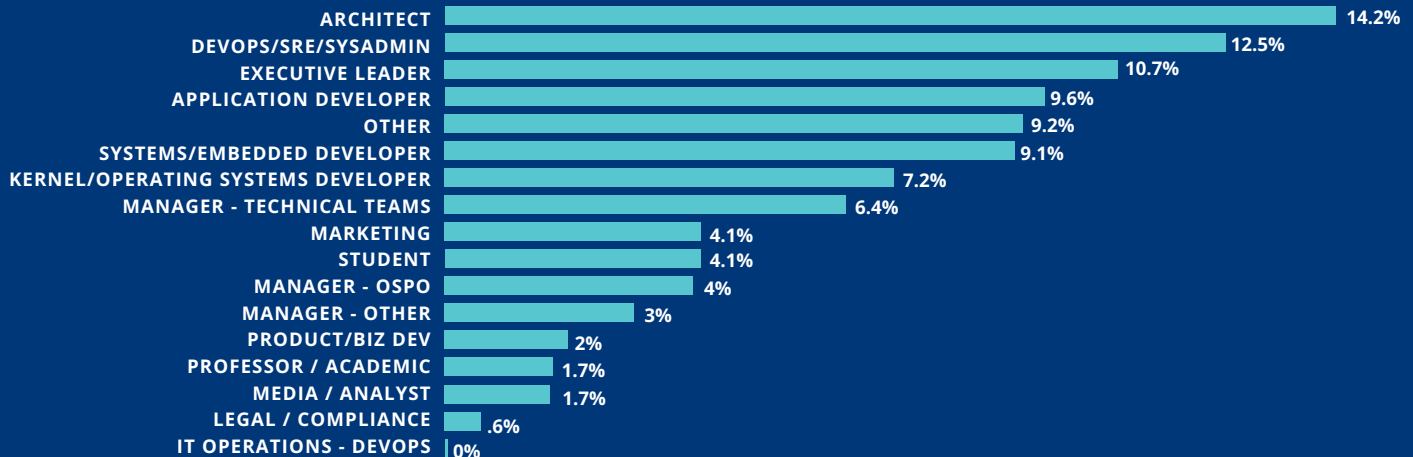
COMPANY SIZE		SUM OF %
	1 - 49	16%
	50 - 499	21%
	500 - 999	6%
	1,000-2,999	10%
	3,000+	47%



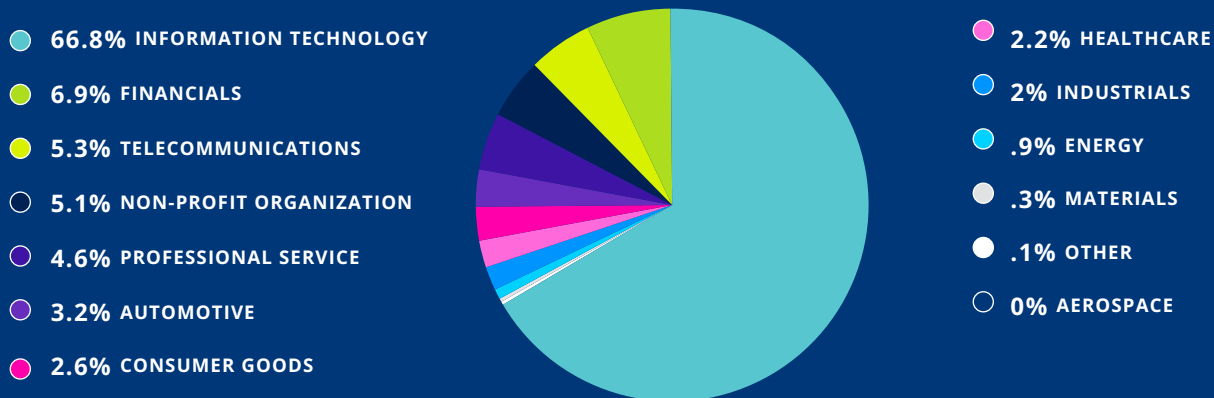
LF EVENT AUDIENCE SNAPSHOT

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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 read-
ership 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



PART 1

Linux Foundation Events





About Cassandra Summit

March 13-14, 2023 | San Jose, CA

It's time for the Apache Cassandra® community to gather again! Since a small group of distributed systems engineers gathered for the first Cassandra Summit, Apache Cassandra has grown into a worldwide phenomenon that powers critical workloads. The project's velocity is up, and its most exciting years are ahead. It's time to show how organizations everywhere are bridging Cassandra to the future, at Cassandra Summit 2023.

Cassandra Summit is a two-day, vendor neutral event where the industry will connect to share best practices and use cases, celebrate makers and users, forge critical relationships, and learn about advancements in the Apache Cassandra ecosystem.

The event will feature keynotes, hands-on labs, sessions, and the popular hallway track. There will also be many places to make community memories in a festival-like atmosphere with experiential, interactive exhibits and entertainment breaks.

Apache Cassandra is in use at organizations of all sizes like Ably, Apple, Backblaze, Bloomberg Engineering, Flant, Home Depot, Instana, Liquibase, Netflix, Target, Yelp, and thousands of other companies that have large, active data sets.

Cassandra Summit 2023 Topics

- Developing applications with Cassandra
- Cloud-native deployments and strategies
- Ecosystem tools that leverage Cassandra
- What's coming for future Cassandra versions
- Use cases and sharing about best practices



Sponsorships-at-a-Glance

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

	DIAMOND 1-AVAILABLE SOLD OUT	PLATINUM 4 AVAILABLE	GOLD 6 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
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			
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	•	•			
Speaking Opportunity: Content must be approved by PC and The Linux Foundation. Based on availability.	15-Minute Keynote & Conference Session	10-Minute Keynote	Conference Session		
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•	•		
Meeting Room: For private meeting use only.	Private Use - 2 Days	Private Use - 1 Day	Private Use - 2 Hours		
Social Media Promotion of Sponsorship: Sponsor can provide custom content (must be approved by The Linux Foundation).	3	2	1 (shared post)		
Social Media Re-Share: We will retweet 1 post of your choosing. Timing determined by The Linux Foundation	•	•	•	•	
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Collateral Distribution: Laid out in a prominent location near the registration desk onsite.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Recognition on Event Signage and Website: Prominent logo display on event web pages and onsite conference signage.	•	•	•	•	•
Exhibit Space: Includes counter with graphic and stools. Table and chairs only for Silver and Bronze sponsors. (Upgrade options available).	20'x20'	10'x10'	10'x10'	Table	Table
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	3	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	30	15	10	6	4
Exhibit Hall Passes: Exhibit hall passes will only provide access to the exhibit hall, not entire conference.	30	25	20	10	4
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	\$40,000	\$25,000	\$12,000	\$7,000

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About Linux Storage, Filesystem, MM & BPF Summit

May 8-9, 2023 | Vancouver, BC

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

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

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

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About Linux Security Summit

May 8-9, 2023 | Vancouver, BC | September 18-19, 2023 | Bilbao, Spain

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.

Sponsorships-at-a-Glance

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	PLATINUM	GOLD	SILVER
NORTH AMERICA	2 AVAILABLE	UNLIMITED	UNLIMITED
EUROPE	2 AVAILABLE	UNLIMITED	UNLIMITED
Video Recording: Your logo and an approved message will be included on the splash screen for each video. Videos are publicly available on The Linux Foundation YouTube Channel.	1 Day of Event		
Breakfast & Breaks : Your logo will appear on signage placed strategically in the coffee break area and on buffets for maximum exposure.		•	
Recognition in opening session	•	•	•
Recognition on Event Signage and Website: Prominent logo display on all the event web pages and on conference signage.	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	6	2	2
Sponsorship Cost	\$8,000	\$5,000	\$3,000

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About KVM Forum

May 8-10, 2023 | Vancouver, BC

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

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

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

Who Attends?

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

• **2022 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	GOLD	SILVER
	4 AVAILABLE	6 AVAILABLE	UNLIMITED
Session Speaking Opportunity: All sponsor content must be approved by the Program Committee and The Linux Foundation. Speaking slots based on availability.	•		
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•		
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•	
Social Media Promotion of Sponsorship: From the Linux Foundation channels via Twitter. Sponsor to provide custom content (must be approved by the Linux Foundation).	2	1 (shared post)	
Conference Attendee Passes: Full-access passes to the entire conference for your staff or customers.	15	10	5
Collateral Distribution: Laid out in a prominent location near registration.	•	•	•
Recognition on Event Signage and Website: Prominent logo display on all the event web pages and on the conference signage.	•	•	•
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•
Sponsorship Cost	\$20,000	\$10,000	\$5,000

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About Open Source Summit

May 10-12, 2023 | Vancouver, BC

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 2023 Conference Umbrella include:



LINUXCON



CLOUDOPEN



CONTAINERCON



SUPPLYCHAIN
SECURITYCON



CRITICAL
SOFTWARE
SUMMIT



COMMUNITY
LEADERSHIP
CONFERENCE



EMERGING
OS FORUM



DIVERSITY
EMPOWERMENT
SUMMIT



OPEN
AI + DATA
FORUM



OPEN
SOURCE
ON-RAMP

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

2022 Attendee Survey Results

- **97%** found the conference content and sessions to be informative and useful.
- **95%** would recommend attending the event to a friend or colleague.
- **93%** felt they had the right amount of time for networking/collaboration.
- **93%** said they are likely to join the event in-person in the future.

Quick Facts

- Anticipated 2023 Attendance: **2,000 In-Person** Attendees
- Open Source Summit North America 2022 was held as a hybrid event, gathering **2,770+** attendees from **1,041** organizations across **68** countries.
- Highest sponsor booth leads generated in 2022 — **423** with an average of **90**.

Sponsorships-at-a-Glance

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

	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 10 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: Content must be approved by PC and the LF. <i>Based on availability.</i>	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.	•	•	•	•	
Collateral Distribution**: Laid out in a prominent location near registration onsite.	•	•	•	•	•
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 and Website: Prominent logo display on event web pages, onsite conference signage.	•	•	•	•	•
Exhibit Booth**: 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
Lead Retrieval**: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
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.

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Embedded Open Source Summit

June 27-30, 2023 | Prague, Czech Republic

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	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 10 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Blog Post: Featured profile or interview on project or LF blog.	•	•			
Pre-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Pre or Post Event Email Recognition: 50-word entry in attendee email.	•	•			
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement	•	•			
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•			
Meeting Room: For private meeting use only.	Private Use - 2 days	Private Use - 1 day			
Speaking Opportunity: Content must be approved by PC and The Linux Foundation. Based on availability.	15-Minute Keynote or 4-Hour Tutorial	5-Minute Keynote or 2-Hour Tutorial	Conference Session or BoF		
Keynote Stage Branding: Logo prominently displayed on stage.	•	•	•	•	
Social Media Recognition: Pre-determined number of "Thank you" tweets.	2	1	1	Shared Post	
Recognition on Event Signage and Website: Prominent logo display on event web pages, and onsite conference signage.	•	•	•	•	•
Post-Event Email Recognition: Sponsor logo in footer of post-event email.	•	•	•	Name Only	Name Only
Exhibit Space: Includes table and chairs.	2 Tables	2 Tables	1 Table	1 Table	1 Table
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	14	8	6	4	2
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	\$40,000	\$25,000	\$15,000	\$7,500	\$5,000

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Breakfast & Breaks : Your logo will appear on signage placed strategically in the coffee break area and on buffets for maximum exposure.		•	
Recognition in opening session	•	•	•
Recognition on Event Signage and Website: Prominent logo display on all the event web pages and on conference signage.	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	6	2	2
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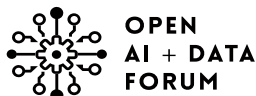
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Events Under the OS Summit Europe 2023 Conference Umbrella include:



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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

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2022 Attendee Survey Results

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- **94%** would recommend attending the event to a friend or colleague.
- **98%** felt they had the right amount of time for networking/collaboration.
- **91%** said they are likely to join the event in-person in the future.

Quick Facts

- Anticipated 2023 Attendance: **2,000 In-Person** Attendees
- Open Source Summit Europe 2022 was held as a hybrid event, gathering **2,400+** attendees from **1,271** organizations across **75** countries.
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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: Content must be approved by PC and the LF. <i>Based on availability.</i>	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.	•	•	•	•	
Collateral Distribution**: Laid out in a prominent location near registration onsite.	•	•	•	•	•
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 and Website: Prominent logo display on event web pages, onsite conference signage.	•	•	•	•	•
Exhibit Booth**: 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
Lead Retrieval**: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
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 2023 due to COVID.



About The Linux Foundation Member Summit

October 24-26, 2023 | Monterey, 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.

“ 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

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

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

*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 2023 due to COVID.

About Open Source Summit Japan

Fall, 2023 | TBA

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 Japan 2023 Conference Umbrella include:



LINUXCON



**AUTOMOTIVE
LINUX SUMMIT**



CLOUDOPEN



CONTAINERCON



**CRITICAL
SOFTWARE
SUMMIT**



**COMMUNITY
LEADERSHIP
CONFERENCE**



**EMERGING
OS FORUM**



**OPEN
AI + DATA
FORUM**

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 Japan 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 they had the right amount of time for networking/collaboration.
- **88%** said they are likely to join the event in-person in the future.

Quick Facts

- Anticipated 2023 Attendance: **1,000 In-Person** Attendees
- Our 2019 in-person Open Source Japan 2019 gathered **1000+** attendees from **284** organizations across **40** countries.
- Highest in-person sponsor booth leads generated in 2019 - **214** with an average of 67 and virtually in 2021 — **66** with an average of **36**.

Sponsorships-at-a-Glance

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

	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 10 AVAILABLE	SILVER UNLIMITED	BRONZE 4 AVAILABLE
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: Content must be approved by PC and the LF. <i>Based on availability.</i>	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 - 2 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.	•	•	•	•	
Collateral Distribution**: Laid out in a prominent location near the registration desk onsite.	•	•	•	•	•
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 and Website: Prominent logo display on event web pages, onsite conference signage.	•	•	•	•	•
Exhibit Booth**: Includes table and chairs.	2 Tabletops	2 Tabletops	Tabletop	Tabletop	Tabletop
Lead Retrieval**: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	30	20	15	10	5
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	\$50,000	\$35,000	\$22,500	\$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.

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About Open Compliance Summit

Fall, 2023 | TBA

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.).
- Discuss common compliance challenges and how to address them.
- Increase awareness on implementing and managing a compliance program, and managing compliance via your supply chain.
- 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 to secure your sponsorship today.

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

*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 2023 due to COVID.

About Open Source in Finance Forum

TBA | London, UK | Fall, 2023 | New York, NY

The Open Source in Finance Forum is a conference for experts across financial services, technology and open source to deepen collaboration and drive innovation across the industry in order to deliver better code faster.

Financial services firms make extensive use of open source, and are now starting to take full advantage of this incredible resource. By becoming strategic contributors to open source projects, companies decrease development costs, improve security, attract developers, and innovate faster. This event will showcase recent developments and the direction of open source in financial services; provide practical knowledge and guidance on best practices, tools and technologies; explore how to build a successful community; and provide unparalleled opportunities to network with the executives and individuals driving open source in financial services.

2023 Event Topics

OSS Projects & Standards

- Including opportunities in data and data management, cloud, open standards, regulation, desktop interoperability and more.

Secure Open Source

- Secure and Collaborative Innovation using Tooling and Processes for Identifying Vulnerabilities
- How to Build a Robust Community around Software Projects to Maximize Eyeballs on Issues, as well as Solutions

Solving Industry Challenges

- Using OSS to Deliver Business and/or Tech Value to Your Organization & Consumer
- Open Source Collaboration to Tackle Pervasive Challenges or New Opportunities;
- Application Interoperability including Regulatory Interpretation and Compliance, Open Data, Leveraging Industry Standards like ISDA CDM

Delivering Business and/or Tech Value

- Specific Examples of How OSS has Delivered Business and/or Tech Value to Your Organization & Consumers in areas including Operations, Interoperability and Commercial OSS
- Leveraging Commercial Open Source; OSS ROI and Speed to Market (with Newest Tools)

Developing Open Source Maturity in an Organization

- Developing and Delivering Open Source Tooling, Training & Best Practices
- Addressing Open Source Legal, Compliance, and Policy Concerns
- Leveraging OSS to Attract and Retain Talent
- Upskilling and Becoming More Employable for Contributors
- The Journey through Open Source Readiness for Financial Institutions
- Innersource

Building Successful & Sustainable OSS Communities

- Tools, Advice and Approaches for Creating Diverse and Equitable (DEI) Communities
- Building and Sustaining OSS Communities in a Highly Regulated Industry
- Attracting and Rewarding Contributors

Hot Topics for OSS in Finance

- ESG, CBDC, Blockchain, NFTs, AI, Machine Learning, Automation, Banking in the Cloud, Credit, Identity Management; Governments and OS



PRESENTED BY



2023 SPONSORSHIP PROSPECTUS

Sponsorships-at-a-Glance		LEADER	CONTRIBUTOR	COMMUNITY	START-UP
Contact sponsorships@linuxfoundation.org to secure your sponsorship today.	LONDON	3 AVAILABLE	4 AVAILABLE	8 AVAILABLE	UNLIMITED
	NEW YORK	3 AVAILABLE	4 AVAILABLE	8 AVAILABLE	UNLIMITED
Speaking Opportunity: All sponsor content must be approved by Program Committee and LF/FINOS prior to the event. Speaking slots based on availability.		10 Minute Keynote			
Custom Questions in Post-Event Attendee Survey: Opportunity to add question of your choice (must be approved by LF/FINOS), and follow up reporting with data results.		2x	1x		
Social Media Re-Share: The Linux Foundation Twitter account will retweet 1 post of your choosing. Timing determined by The Linux Foundation.		•	•		
Recognition in Pre-Conference Email Marketing: Includes link to your URL.		•	•		
Recognition During Opening Keynote Session: Sponsor recognition by name.		•	•		
Access to Event Press/Analyst List: Contact List shared one week prior to event for your own outreach.		•	•	•	
Exhibit Table*: Includes table with chairs and 1 tabletop sign with your logo.		•	•	•	
Lead Retrieval*: Live scans, real time reporting and ability to take notes on captured leads.		2	1	1	
Social Media Promotion of Sponsorship: From The Linux Foundation and FINOS (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by The Linux Foundation).		4x	3x	2x	1x
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.		10	6	5	2
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.		•	•	•	•
Recognition on Event Signage: Prominent logo display on conference signage.		•	•	•	•
Keynote Stage Branding: Logo prominently displayed on stage screens.		•	•	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.		•	•	•	•
Recognition on Event Website: Prominent logo display on all event web pages. Includes link to your URL.		•	•	•	•
Collateral Distribution*: Laid out in a prominent location near the registration desk onsite.		•	•	•	•
Sponsorship Cost		\$45,000	\$20,000	\$10,000	\$5,000
FINOS Member Sponsorship Cost		\$31,500	\$14,000	\$7,000	\$3,500

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

Linux Foundation Members receive a 5% discount (or 7% when signing up to sponsor multiple events at once). Note that membership discounts may not be combined.

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 2023 due to COVID.



PART 2

Linux Foundation Project Events

**Linux Foundation Project
Events Coming Soon**





CLOUD NATIVE
COMPUTING FOUNDATION

PART 3

CNCF Events





CloudNativeSecurityCon is a two-day event designed to foster collaboration, discussion and knowledge sharing of developer first cloud native security practices. The goal is to bring application developers and modern security experts together to not just propose solutions that incrementally improve what has come before, but to give room to cutting edge projects and advances in modern security approaches. Topics of sessions and lightning talks presented by expert practitioners include architecture and policy, secure software development, supply chain security, identity and access, forensics, and more.

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for level sponsorships must be received by **December 8, 2022**.



Event Dates:
February 1-2, 2023



Location: Seattle Convention Center,
Seattle, WA



Estimated Number of Attendees:
1000+



Who Attends?
CloudNativeSecurityCon is a developer first cloud native security conference. Attendees include (but are not limited to):

- Application Developers
- IT Operations
- Technical Management
- Executive Leadership
- Students
- Hobbyists
- Researchers
- Academia

SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 6 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	START-UP* LIMITED AVAILABILITY
Five-minute keynote <i>*Topic subject to program committee approval</i>	✓			
Logo recognition on keynote screen	✓	✓		
Email to opt-in attendees <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email	(1) pre-conference group email		
Sponsor recognition in pre- and post-conference email to attendees	logo	logo		
Sponsor recognition in pre-event promotional emails	logo and link	company name and link only		
Twitter posts from official @CloudNativeFdn handle	(1) pre-event standalone tweet with social card	(1) pre-event group tweet	(1) pre-event group tweet	
Logo on onsite sponsor signage	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓
Complimentary onsite attendee passes <i>To be used for onsite booth staff, attendees and guests; Includes access to keynotes, sessions, and exhibits</i>	6	4	3	2
Onsite exhibit space <i>Includes counter or table, (2) stools or chairs, wastebasket, basic power</i>	10' x 10' exhibit space with branded 2m wide counter	8' x 8' exhibit space with draped 6' table	6' x 4' exhibit space with draped 6' table	6' x 4' exhibit space with draped 6' table
Physical lead retrieval device(s) <i>To be used for lead capture within onsite exhibit space only</i>	(2) devices	(1) device	(1) device	(1) device
SPONSORSHIP COST	\$75,000	\$40,000	\$15,000	\$5,000



KubeCon



CloudNativeCon

Europe 2023

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

Benefits of Sponsorship:

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



Event Dates:

April 17 - 18: Pre-Event Programming
April 19 - 21: Main Conference



Location: RAI, Amsterdam,
The Netherlands + Online



Estimated Number of Attendees*:

8,000+ Onsite | 6,000+ Virtual



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



2 co-located event days

3 main conference days



**200+ sessions and
keynotes**



**5,000+ participating
companies**



Given the continuing fluidity of COVID-19, the format of the event is subject to change. If this should happen, sponsors will be notified of said changes and



KubeCon



CloudNativeCon

Europe 2023

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by **January 26, 2023**.

Diamond sponsors are selected by random lottery drawing. CNCF platinum members, followed by gold members, have priority in the diamond sponsorship lottery. Signed diamond sponsorship contracts must be received by December 8, 11:59 PM Pacific Time to be included in the lottery.

	DIAMOND 7 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START- UP* OPEN	END USER** OPEN
Speaking opportunity <i>Content must meet CFP criteria and is subject to program committee approval</i>	Choice of (1) 5-minute keynote or (1) 35-minute breakout session					
Email to opt-in attendees <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email					
Opportunity to participate in media + analyst panel during the event	✓					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in pre- and post-conference email to attendees	logo	logo				
Preferred placement of sponsor announcements in official event news package	✓	✓				
Logo recognition in post-event transparency report	✓	✓				
List of registered press/analysts <i>(provided 3 weeks prior to event)</i>	✓	✓	✓			
Logo recognition on keynote screen	✓	✓	✓			
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓		
Logo on onsite sponsor signage	✓	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓	✓	✓
Optional dedicated channel in CNCF Slack workspace for the duration of the event	✓	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	✓	✓	✓	✓	✓	✓
Twitter posts from official @KubeCon_ handle	(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event	(2) pre-event group tweets and (1) group tweet during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Complimentary onsite attendee passes <i>To be used for onsite booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits onsite as well as to virtual event platform</i>	20	15	12	8	5	5
Unlimited 20% discount on additional onsite attendee passes	✓	✓	✓	✓	✓	✓
Onsite exhibit space <i>Turnkey booth includes back wall, counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet</i>	9m (w) x 6m (d) raw exhibit space	6m (w) x 6m (d) raw exhibit space or turnkey	4.5m (w) x 3m (d) raw exhibit space or turnkey	3m (w) x 2.5m (d) turnkey only	2.5m (w) x 2m (d) turnkey only	2.5m (w) x 2m (d) turnkey only
Physical lead retrieval device(s) for onsite use	(3) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
SPONSORSHIP COST	\$155,000	\$92,000	\$60,000	\$23,000	\$8,000	\$8,000



KubeCon



CloudNativeCon

North America 2023

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

Benefits of Sponsorship:

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



Event Dates:

November 6-7: Pre-Event Programming
November 8-10: Main Conference



Location: McCormick Place, Chicago, Illinois + Online



Estimated Number of Attendees*:

8,000+ Onsite | 6,000+ Virtual



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



2 co-located event days
3 main conference days



200+ sessions and
keynotes



5,000+ participating
companies



Given the continuing fluidity of COVID-19, the format of the event is subject to change. If this should happen, sponsors will be notified of said changes and options available to them as early as possible.

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts must be received by **August 10, 2023**.



KubeCon



CloudNativeCon

North America 2023

Diamond sponsors are selected by random lottery drawing. CNCF platinum members, followed by gold members, have priority in the diamond sponsorship lottery. Signed diamond sponsorship contracts must be received by December 8, 11:59 PM Pacific Time to be included in the first lottery for the first (5) slots and by June 8, 11:59 PM Pacific Time to be included in the second lottery for the final (2) slots.

	DIAMOND 7 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START- UP* OPEN	END USER** OPEN
Speaking opportunity <i>Content must meet CFP criteria and is subject to program committee approval</i>	Choice of (1) 5-minute keynote or (1) 35-minute breakout session					
Email to opt-in attendees <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email					
Opportunity to participate in media + analyst panel during the event	✓					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in pre- and post-conference email to attendees	logo	logo				
Preferred placement of sponsor announcements in official event news package	✓	✓				
Logo recognition in post-event transparency report	✓	✓				
List of registered press/analysts <i>(provided 3 weeks prior to event)</i>	✓	✓	✓			
Logo recognition on keynote screen	✓	✓	✓			
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓		
Logo on onsite sponsor signage	✓	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓	✓	✓
Optional dedicated channel in CNCF Slack workspace for the duration of the event	✓	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	✓	✓	✓	✓	✓	✓
Twitter posts from official @KubeCon_ handle	(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event	(2) pre-event group tweets and (1) group tweet during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Complimentary onsite attendee passes <i>To be used for onsite booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits onsite as well as to virtual event platform</i>	20	15	12	8	5	5
Unlimited 20% discount on additional onsite attendee passes	✓	✓	✓	✓	✓	✓
Onsite exhibit space <i>Turnkey booth includes back wall, counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet</i>	30ft (w) x 20ft (d) raw exhibit space	20ft (w) x 20ft (d) raw exhibit space or turnkey	15ft (w) x 10ft (d) raw exhibit space or turnkey	10ft (w) x 8ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only
Physical lead retrieval device(s) for onsite use	(3) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
SPONSORSHIP COST	\$195,000	\$120,000	\$80,000	\$28,000	\$8,000	\$8,000

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.



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

events.linuxfoundation.org