

December 5-6, 2023 | Tokyo, Japan

2023 SPONSORSHIP Prospectus

THE LINUX FOUNDATION



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THE OVERALL EXPERIENCE WAS AMAZING. I LEARNED A LOT ABOUT TECHNOLOGY FROM AROUND THE WORLD. I EVEN RECOMMENDED THE OPEN SOURCE SUMMIT JAPAN + AUTOMOTIVE LINUX SUMMIT TO ALL MY COLLEAGUES. 77

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About Open Source Summit Japan

December 5-6, 2023 | Tokyo, Japan

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:





LINUX SUMMIT







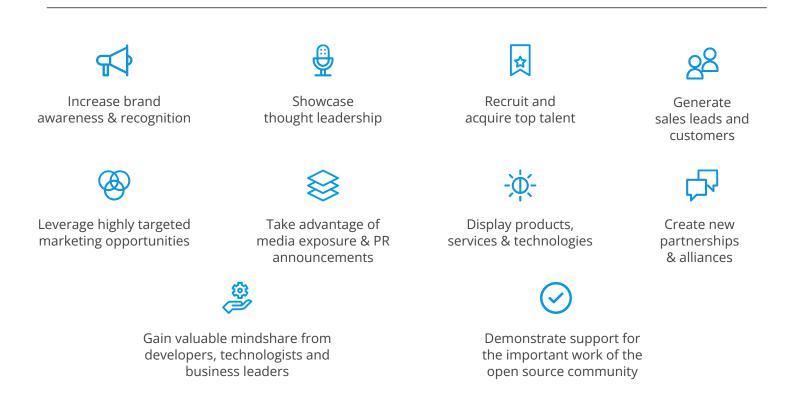




Why Sponsor

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.



4 WE MET SOME OF THE BRIGHTEST AND MOST TALENTED ATTENDEES, AND LEARNED FIRST-HAND FROM INDUSTRY LEADERS. THE EVENTS AND SPONSORSHIP TEAM MADE SURE WE HAD EVERYTHING WE NEEDED FOR A SUCCESSFUL EVENT. WE'RE LOOKING FORWARD TO MORE LINUX FOUNDATION EVENTS IN THE FUTURE! **77**



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

Quick Facts

- Anticipated 2023 Attendance: 1,000 In-Person Attendees
- Our 2022 in-person Open Source Japan gathered 800+ attendees from 300 organizations across 33 countries.
- In 2022 over **550** sponsor leads were generated.



Attendee Demographics





Job Function

- Systems/Embedded 18%
- Application Developer 10%
- Architect 10%
- Manager-Technical Teams
 10%
- Kernel/Operating Developer
 9%
- Other **7%**
- DevOps/SRE/Sysadmin 7%
- Executive Leader 6%
- Marketing 5%
- Manager-OSPO 4%
- Product/Biz Dev 4%
- Manager-Other 3%
- Legal Compliance 2%
- Media Analyst 2%
- Student 2%
- Professor/Academic 1%

Job Level

- Individual 30%
- Other **28%**
- Manager 22%
- Director 8%
- CXO / ED 5%
- Academic 4%
- VP/SVP/GM 3%

Industry

- Information Technology 52%
- Automotive 12%
 - Industrials 11%
 - Non Profit 7%
 - Telecommunications 5%
 - Financials 4%
 - Consumer Goods 3%
 - Professional Services 3%
 - Healthcare 1%
 - Materials 1%
 - Energy 1%

Country

- Europe **81%**
- North America 11%
- Asia **7%**
- Australia and Oceania .4%
- Africa .3%
- South America .1%

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. 77

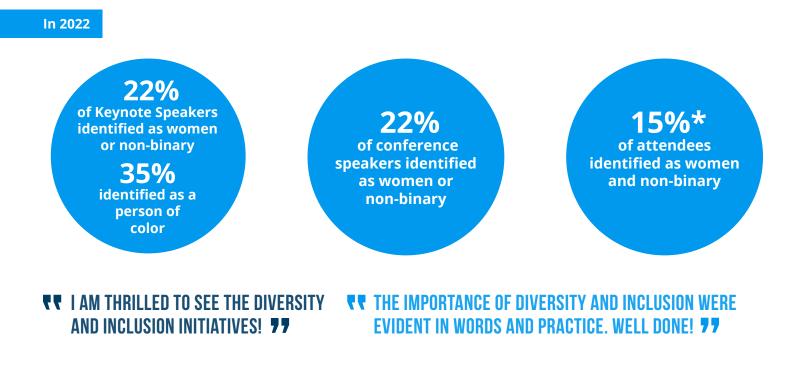
*Demographics are from the last in-person Open Source Summit Japan held in 2019.

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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.



*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. Please visit our website for the most up-to-date information on the protocols for this event.

THE LINUX FOUNDATION OPEN SOURCE SUMMIT

2023 SPONSORSHIP PROSPECTUS

Sponsorships-at-a-Glance

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

	DIAMOND 4 available 3 available	PLATINUM 8 available 5 available	GOLD 10 available 9 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. 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 - 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.	•	•	•	٠	•
Recognition in Pre-Conference Email Marketing	•	•	•	•	•
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. 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.



Diamond Sponsorship Detail

4 3 AVAILABLE / \$50,000

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.
- Recognition in Pre-Conference Email Marketing: Includes link 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, Virtual Platform and Website: Prominent logo display on all the event web pages and on conference signage onsite.
- **Recognition During Opening Keynote Session:** Sponsor recognition by name.
- Keynote Stage Branding: Logo prominently displayed
- **Collateral Distribution:** Laid out in a prominent location near registration onsite and on virtual platform.
- **10x10 Exhibit Booth:** Includes 2 tabletops and chairs. Virtual booths not available in 2023.
- **Private Meeting Room:** Reserved for the entire event to host your VIP customers and exclusive meetings.

Speaking Opportunity:

• **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:

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

Event Access and Knowledge Share:

- **30 Conference Attendee Passes:** Full access 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 / \$35,000

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.
- Recognition in Pre-Conference Email Marketing: Includes link 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, Virtual Platform and Website: Prominent logo display on all the event web pages and on conference signage onsite.
- **Recognition During Opening Keynote Session:** Sponsor recognition by name.
- Keynote Stage Branding: Logo prominently displayed
- **Collateral Distribution:** Laid out in a prominent location near registration onsite and on virtual platform.
- **10x10 Exhibit Booth:** Includes 2 tabletops and chairs. Virtual booths not available in 2023.
- **Private Meeting Room:** Reserved for one day of the event to host your VIP customers and exclusive meetings.

Speaking Opportunity:

• **Speaking Opportunity:** 5 minute Keynote or conference session: 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:

- 20 Conference Attendee Passes: Full access 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 Questions in Post-Event Attendee Survey: Follow-up reporting will be provided with data results. Questions must be approved by The Linux Foundation.
- **Post-Event Data Report:** Provides event demographics and additional details on event performance.

All Platinum Sponsors receive a speaking opportunity: **5 min Keynote or Conference Session**

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



Gold Sponsorship Detail

10 9 AVAILABLE / \$22,500

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 1x (shared post): 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.
- Recognition in Pre-Conference Email Marketing: Includes link 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, Virtual Platform and Website: Prominent logo display on all the event web pages and on conference signage onsite.
- **Recognition During Opening Keynote Session:** Sponsor recognition by name.
- Keynote Stage Branding: Logo prominently displayed
- **Collateral Distribution:** Laid out in a prominent location near registration onsite and on virtual platform.
- **8x8 Exhibit Booth:** Includes 1 tabletop and chairs. Virtual booths not available in 2023.
- **Shared Meeting Room:** Reserved for 4 hours of the event to host your VIP customers and exclusive meetings.

Speaking Opportunity:

• **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:

- **15 Conference Attendee Passes:** Full access 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

Marketing and Brand Exposure:

- Company Logo Listed on All Event Webpages and All Event Email Promotions: Logo is linked to your URL.
- Recognition in Pre-Conference Email Marketing: Includes link 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, Virtual Platform and Website: Prominent logo display on all the event web pages and on conference signage onsite.
- Keynote Stage Branding: Logo prominently displayed
- **Collateral Distribution:** Laid out in a prominent location near registration onsite and on virtual platform.
- **8x8 Exhibit Booth:** Includes 1 tabletop and chairs. Virtual booths not available in 2023.

UNLIMITED AVAILABLE / \$15,000

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% 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

Marketing and Brand Exposure:

- Company Logo Listed on All Event Webpages and All Event Email Promotions: Logo is linked to your URL.
- Recognition in Pre-Conference Email Marketing: Includes link 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, Virtual Platform and Website: Prominent logo display on all the event web pages and on conference signage onsite.
- **Collateral Distribution:** Laid out in a prominent location near registration onsite and on virtual platform.
- **Tabletop Exhibit:** Includes 1 tabletop and chairs. Virtual booths not available in 2023.

UNLIMITED AVAILABLE / \$8,000

Lead Generation:

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

Event Access and Knowledge Share:

- 5 Conference Attendee Passes: Full access 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.



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Promotional Marketing Opportunities

Each opportunity listed includes 2 conference passes for sponsoring company.



Open Source Summit Speed Networking & Mentoring Session \$2,000 • 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 & Non-Binary in Open Source Lunch** \$10,000 • 1 Available

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



Keynote Live Stream & Recording \$7,000 • 1 Available

A great sponsorship opportunity for sponsors that cannot physically be at the event. Includes logo on live stream home page, two attendee passes and logo on website and signage. Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.



Lanyards \$8,000 • 1 Available

Every 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.**



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.



Onsite Happy Hour & Onsite Reception \$10,000 • 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.



Includes large branded signage in breakfast and break areas, as well as recognition on event website. **Level 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.



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
Automotive Linux Summit	3 REMAINING	8 REMAINING
CloudOpen	3 REMAINING	8 REMAINING
Community Leadership Conference	3 REMAINING	8 REMAINING
ContainerCon	3 REMAINING	8 REMAINING
Critical Software Summit	3 REMAINING	8 REMAINING
Embedded IOT Summit	3 REMAINING	8 REMAINING
Emerging OS Forum	3 REMAINING	8 REMAINING
LinuxCon	3 REMAINING	8 REMAINING
OpenAl + Data Forum	3 REMAINING	8 REMAINING
OSPOCon	3 REMAINING	8 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



Previous Sponsors

arm	o oudiokinetic AUTOME GRADE	Azur	DUCK synopsys	CIVIL INFRASTRUCTURE PLATFORM	CLOUD NATIVE
DENSO	DENSO TEN	d i <mark>f</mark> i n e	DRIMRES	FLexera	FUjitsu
GitLab	Coogle Cloud	Hills HITAC	CHI indeed	🔇 igalia	
intel	Linux Professional Institute	Linuc LPI-JAPAN	LUXOFT AUTOMOTIVE		MEDIATEK
NEC	NTT DATA NTT DATA MSE Corporation	pen SDS	Panasonic	<mark> R</mark> ed Hat	Renesas
SUSE.	\$ SUZUKI	ΤΟΥΟΤΑ	TUXERA		YAHOO! JAPAN



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Media Coverage

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

Previous participants included:





Twitter impressions for #ossummit

2.8K

Unique visitors on the Linux Foundation LinkedIn Page





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 MAINTAINERS AND FELLOW DEVELOPERS.



Participate in all 2023 Open Source Summit Events!

North America | May 10-12 | Vancouver, BC, Canada Europe | September 19-21 | Bilbao, Spain

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.