



**DEVELOPER
SUMMIT 2023**

October 21-22, 2023 | New Orleans, LA

2023 SPONSORSHIP PROSPECTUS



PX4 Developer Summit

October 21-22, 2023 | New Orleans, LA

Join the PX4 community of developers and supporting companies for a celebration of all things drones and open source. Be part of the conversation driving the future of drone hardware and software development in the drone industry.

We are coming together for two days of keynotes, presentations, tutorials, exhibitions from some of the top companies in our community, and ample networking opportunities throughout the event.

The PX4 Developer Summit is an annual event by the Dronecode Foundation, a vendor-neutral organization hosting open-source and open-standard projects critical to the drone industry.

Dronecode's flagship event gathers leading technologists from leading open source and robotics communities to further the education and advancement of drone development.



Who Attends?

Audience Snapshot: Industries

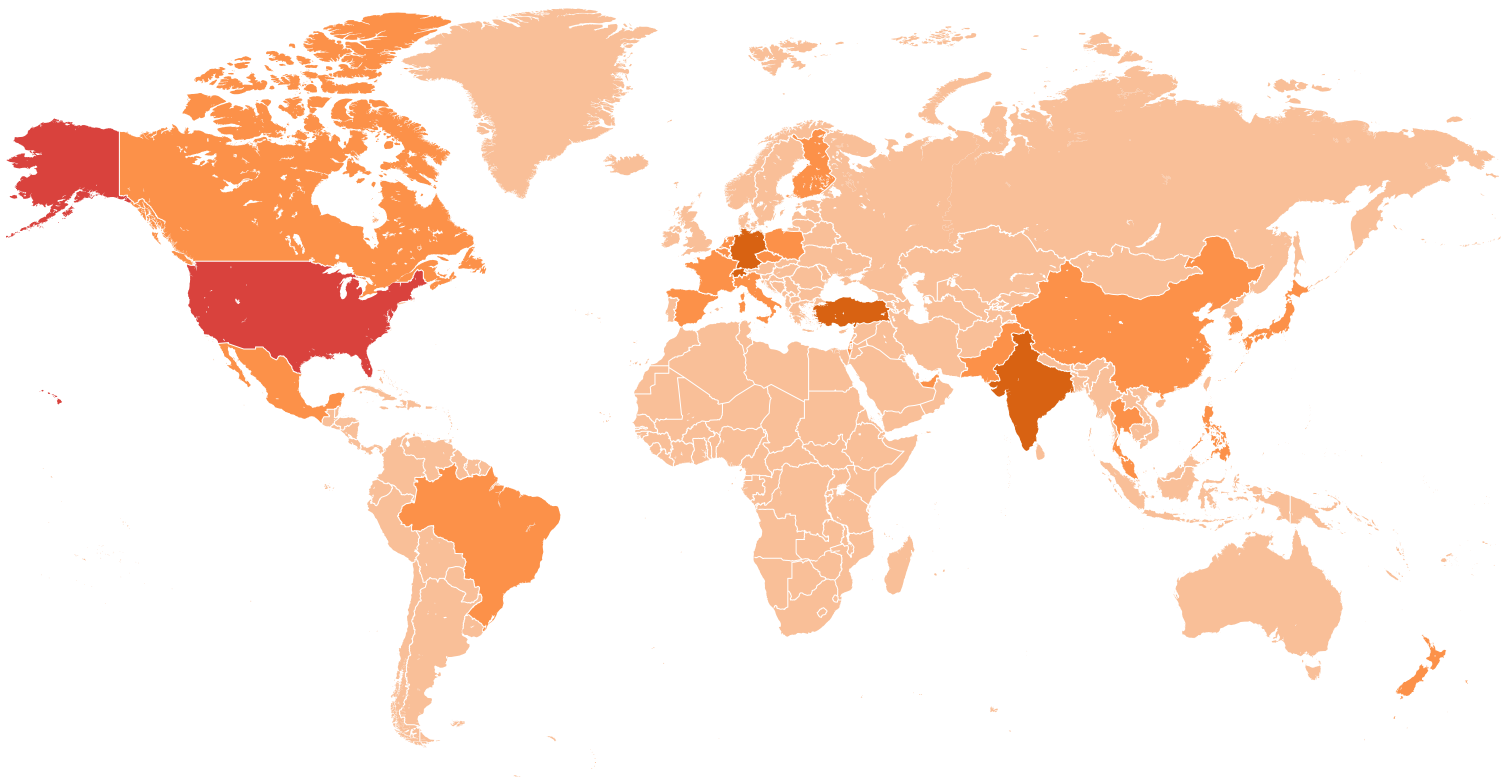
- **38%** Information Technology
- **16%** Industrials
- **16%** Professional Services
- **10%** Automotive
- **7%** Non Profit Organization
- **6%** Consumer Goods
- **2%** Telecommunications
- **2%** Energy
- **2%** Financials
- **1%** Materials

Audience Snapshot: Job Function

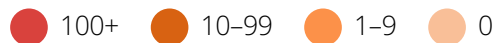
- **24%** Individual Contributor
- **18%** Academic
- **13%** CXO / ED
- **12%** Manager
- **9%** Director
- **5%** VP / SVP / GM
- **19%** Other

2022 Attendee Demographics

Additional countries with significant attendance include:
Germany, Switzerland, India, Turkey, Canada, and United Arab Emirates



Number of Attendees by Country



Total
Registrants
301

54%
from the **United
States**

Attendees
from **36**
Countries



Registration Fees

The registration fees are designed to provide an affordable opportunity for our community to participate in our event, while giving corporate attendees the opportunity to help the underrepresented communities and members of our community who can't otherwise afford to join us.

We will offer a financial aid program, as well as an early bird discount to be announced when we launch the event.

\$400 Academic Rate

This rate is for full-time students and academics attending the PX4 Developer Summit. If an individual is employed in a school or university, they will qualify for this rate.

\$550 Attendee Rate

This rate is for attendees that do not qualify for the Academic rate. This fee helps keep the conference affordable for everyone, especially students and those needing financial aid.



Benefits of Sponsoring



Increase brand awareness & recognition



Showcase thought leadership



Recruit and acquire top talent



Exclusive exhibit opportunities



Leverage highly targeted marketing opportunities



Take advantage of media exposure & PR announcements



Showcase products, services & technologies



Generate new partnerships, alliances & customers



Gain valuable mindshare from developers, technologists and business leaders



Demonstrate support for the Drone development community



Sponsorships-at-a-Glance

All leveled sponsorships and Promotional Marketing Opportunities are based on availability.
Contact dfevents@linuxfoundation.org to secure your sponsorship today. Sales deadline: August 31.

	DIAMOND	PLATINUM	GOLD	SILVER
Exhibit Booth: Lead retrieval app (Live scans, real time reporting and ability to take notes on captured leads). Location selected in order of sponsorship tier	20' x 20' w/ Custom Backwall	20' x 10' w/ Custom Backwall	20' x 10'	10' x 10'
15-Minute Keynote, or 30-Minute Breakout Presentation: Content to be approved by program committee	•			
5-Minute Keynote or 15-Minute Breakout Presentation: Content approved by program committee		•		
Lightning Talk or BoF: Content to be approved by program committee			•	
Pre-Conference Email Blast: email to opt-in list to be sent by event organizers	•			
1-Minute Video During Opening Keynote: Provided by sponsor company	•	•		
Assistance With Press Bookings at Event: Helping you get the most of your on-site announcement	•	•		
Podcast: 1 episode, 30 second promotion	•			
Podcast: Recognition as sponsor. Post-roll logo placement	•	•	•	
Post-Event Email Recognition: Sponsor logo in footer of post-event attendee email	•	•	•	
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	
Opportunity to Add Pre-Approved Custom Question to the Post-Event Attendee Survey: Follow up reporting will be provided with survey results	•	•		
(1) Specific Call-Out to Attendees to Visit Your Booth or Attend Your Sponsored Session	•	•		
Attendee List (Opt-In at Registration)	•	•		
Participation on the Program Committee	•	•		
Recognition on Event Signage: Sponsor logo on conference signage	•	•	•	•
Logo Included on "Thank you to our Sponsors" Slide During Keynote Sessions	•	•	•	•
Sponsor Recognition in News Release	•	•	•	•
Recognition on Event Website: Prominent logo display on event homepage	100 Word Description	75 Word Description	50 Word Description	50 Word Description
Pre or Post Event Email Recognition: 50-word entry in attendee email	•	•	•	•
Complimentary Attendee Passes to be Shared by Sponsor	10	4	2	1
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues	Unlimited	Unlimited	Unlimited	Unlimited
List of Registered Press/Analysts (Provided 2 Weeks Prior to Event)	•	•	•	•
Social Media Recognition: Pre-determined number of "Thank you" tweets	(1) pre and (1) during	(1) pre and (1) during	(1) pre and (1) during	(1) pre-event
Non-Member Pricing	\$30,000	\$20,000	\$15,000	\$5,000
Member Pricing	\$25,000	\$18,000	\$14,000	\$5,000 with priority placement

Promotional Marketing Opportunities

All leveled sponsorships and Promotional Marketing Opportunities are based on availability.



Diversity Scholarship

\$5,000 • Multiple available

The Diversity scholarships support underrepresented and marginalized groups in our community. Need-based scholarships are granted to active community members who are not being assisted or sponsored by a company or organization and cannot attend for financial reasons. Sponsors receive:

- Recognition on the pre-conference promotion
- Logo and link on the conference website
- Recognition during the opening Keynote
- Logo recognition on onsite signage
- (1) pre-event group post from our social media channels
- Sponsor recognition in scholarship acceptance notifications.



Welcome Reception

\$10,000 • Exclusive

Treat attendees to a special experience by co-sponsoring the first official networking event of the summit. Attendees participating on site will enjoy a fun-filled evening with food, drinks, and new friends while exploring the sponsor booths in the Sponsor Exhibit area. Sponsors receive:

- Recognition on the keynote stage with your logo on a slide promoting the reception
- Inclusion in pre-event email + social media
- Recognition on the summit schedule
- Signage at the reception



Offsite Attendee Party

\$5,000 • 2 Available

The opportunity to host an offsite networking event as part of the official event schedule. **All attendees will be invited to the event.** Event elements must abide by the Code of Conduct. Sponsors receive:

- Recognition on the keynote stage
- Inclusion in pre-event email + social media
- Recognition on the summit schedule
- Signage at the venue
- Exclusive opportunity to address the community based on venue capabilities.
- Sponsor recognition and welcome toast, based on venue capabilities.

Please note: The day and time are to be agreed upon with the event organizers. The sponsor is responsible for all Attendee Party costs, including food and beverages, transportation, entertainment, etc.

Optional: Dronecode/Linux Foundation staff to organize event logistics.



Live Stream & Session Recordings

\$10,000 • Exclusive

Bring the PX4 Developer Summit to a broader audience around the world. The keynote and sessions will be live-streamed on the virtual platform and available on-demand on the PX4 Autopilot YouTube channel, where you will enjoy premier visibility for your brand long after the event ends. Sponsors receive:

- Sponsor logo on live stream and event website
- Sponsor logo at the beginning of each video recording
- Sponsor recognition in a pre-event email to attendees.

LAST YEAR'S STATS TO DATE:

- 22,317 views
- 2,048.28 hours watched

Promotional Marketing Opportunities (continued)

All leveled sponsorships and Promotional Marketing Opportunities are based on availability.



Guaranteed Podcast Episode

\$5,000 • 2 Available

Secure a spot on the distinguished Behind the Tech Podcast with host Ramón Roche. Establish yourself as a thought leader in a coffeehouse-style interview with our most engaging YouTube content. Sponsors receive:

- 45-minute tailored interview produced at a drone industry event throughout the year
- Distribution of three 10-15 minute clips
- Creation of 2-3 vertical shorts and distribution on YouTube and TikTok
- Time-released interviews and clips to maximize viewership and incentivize watch time
- Content widely promoted across all social networks, at the discretion of Dronecode Foundation

Please note:

- Podcast episodes must be pre-recorded and in-person
- The date for recording will be mutually agreed upon
- Content has to be approved by Dronecode



Wireless Access

\$5,000 • Exclusive

Keep attendees connected by sponsoring our dedicated event Wi-Fi throughout the venue. Sponsors receive:

- Conference Wi-Fi network name or password named after Sponsor, based on venue capabilities.
- Sponsor logo on summit signage, recognizing you as the Wi-Fi sponsor.



Lanyards

\$5,000 • Exclusive

Showcase your logo on every attendee. Include your logo on the official event lanyards. The design will determine your logo's placement, size, and color, and Dronecode approval will be necessary. The logo must be a single color (no gradient). Sponsors receive:

- Sponsors logo printed on the official lanyard distributed to all attendees



Attendee T-Shirt

\$7,500 • Exclusive

All attendees will receive a limited edition event T-Shirt branded with the Sponsor logo on the sleeve. Logo size, color, and placement will be based on the t-shirt design and are subject to Dronecode approval. The logo must be one color only (no gradient).





**DEVELOPER
SUMMIT 2023**

2023 SPONSORSHIP PROSPECTUS

Past Sponsors



Past Media Sponsors



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

www.events.linuxfoundation.org/px4-developer-summit

