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! —Dell EMC
ABOUT
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LINUX FOUNDATION EVENTS
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Open Source Summit North America ................................... 10
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November 19-21 | Napa, CA
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Linux Storage, Filesystem, MM & BPF Summit .................... 21
Dates and Location Coming Soon

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December 8, 2023 | Bengaluru, India
KubeDay Singapore ............................................................. 27
December 12, 2023 | Singapore
KubeCon + CloudNativeCon Europe .................................... 28
March 19-27, 2024 | Paris, France
CloudNativeSecurityCon North America ............................ 30
June 26-27, 2024 | Seattle, WA
KubeCon + CloudNativeCon North America ....................... 31
November 12-15, 2024 | Salt Lake City, UT

Additional 2024 events will be added as dates are finalized.
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 Linux Conference
- 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 Linux Conference
- 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
- Global Forum

**Hardware**
- RISC-V Summit

**Cloud & Cloud Native**
- KubeCon + CloudNativeCon
- Open Source Summit
- ONE Summit
- Kubernetes on Edge Day
- Kubernetes Contributor Summit
- Helm Summit
- ServiceMeshCon
- CloudNativeSecurityCon
- 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.
2022 LF EVENT AUDIENCE SNAPSHOT

*Updated with 2023 audience snapshot by YE2023.

ATTENDANCE
90,000+ attendees

REPRESENTING
12,000+ organizations
Including corporations, associations and academic institutions worldwide

FROM
175 countries

Geographic Distribution of attendees include:
- 36.37% United States
- 10.37% India
- 5.37% Germany
- 4.6% United Kingdom
- 3.52% Canada
- 2.1% Japan
- 2.02% Netherlands
- 1.9% France
- 1.16% Spain
- 1.15% Sweden

AUDIENCE BY COMPANY SIZE

<table>
<thead>
<tr>
<th>COMPANY SIZE</th>
<th>SUM OF %</th>
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<tbody>
<tr>
<td>1 - 49</td>
<td>16%</td>
</tr>
<tr>
<td>50 - 499</td>
<td>21%</td>
</tr>
<tr>
<td>500 - 999</td>
<td>6%</td>
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<tr>
<td>1,000-2,999</td>
<td>10%</td>
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<tr>
<td>3,000+</td>
<td>47%</td>
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</tbody>
</table>

2024 EVENT SPONSORSHIP PROSPECTUS
**LF EVENT AUDIENCE SNAPSHOT**

*Updated with 2023 audience snapshot by YE2023.

### AUDIENCE BY JOB FUNCTION

- **ARCHITECT** 14.2%
- **DEVOPS/SRE/SYSADMIN** 12.5%
- **EXECUTIVE LEADER** 10.7%
- **APPLICATION DEVELOPER** 9.6%
- **OTHER** 9.2%
- **SYSTEMS/EMBEDDED DEVELOPER** 9.1%
- **KERNEL/OPERATING SYSTEMS DEVELOPER** 7.2%
- **MANAGER - TECHNICAL TEAMS** 6.4%
- **MARKETING** 4.1%
- **STUDENT** 4.1%
- **MANAGER - OSPO** 3.0%
- **MANAGER - OTHER** 4.0%
- **PRODUCT/BIZ DEV** 2.0%
- **PROFESSOR / ACADEMIC** 1.7%
- **MEDIA / ANALYST** 1.7%
- **LEGAL / COMPLIANCE** .6%

### AUDIENCE BY INDUSTRY

- **66.8% INFORMATION TECHNOLOGY**
- **6.9% FINANCIALS**
- **5.3% TELECOMMUNICATIONS**
- **5.1% NON-PROFIT ORGANIZATION**
- **4.6% PROFESSIONAL SERVICE**
- **3.2% AUTOMOTIVE**
- **2.6% CONSUMER GOODS**
- **2.2% HEALTHCARE**
- **2% INDUSTRIALS**
- **.9% ENERGY**
- **.3% MATERIALS**
- **.1% OTHER**

### PRESS & SOCIAL MEDIA

Linux Foundation Events are highly engaging and interactive.
Our 2022 events generated:

- **50,000+** media clips
- **400M+** average aggregated readership during each 2 week event window.*
- **325K+** average number of total impressions for posts made on LF Facebook and Linkedin during 2 week event window.*
- **1B+** event hashtag impressions on Twitter
- **Nearly 500** media professionals participated, representing global media outlets

*event window is measured as week before event + event week.*

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2024 EVENT SPONSORSHIP PROSPECTUS

6
PART 1

Linux Foundation Events
Embedded Open Source Summit
April 16-18, 2024 | Seattle, WA

About the Summit
Embedded computing systems are essential to the operation of electronic devices and systems across a wide range of industries, and the Linux Foundation is host to numerous open source projects dedicated to this space.

Embedded Open Source Summit (EOSS) is an umbrella event for open source embedded projects and developer communities to come together under one roof for important collaboration, discussions and education.

The event is composed of micro conferences including Embedded Linux Conference, SafetyCriticalSoftware Summit and Zephyr Developer Summit. Micro conferences will include presentations, BoFs, training, and workshops designed for real time problem solving and deep discussion. Additional micro conferences in the EOSS umbrella will be announced soon.

Who Attends
- Anticipated 2024 Attendance: 850+ In-Person Attendees
- Developers: Kernel Developers, System Developers and User Space Developers
- Architects
- Product Vendors

Why Attend Embedded Open Source Summit?
- Learn about the newest and most interesting embedded technologies and projects in a vendor-neutral setting.
- Get access to leading experts in both formal and informal settings.
- Have fascinating discussions and collaborate with both peers and experts in embedded Linux and adjacent projects.
- Gain a competitive advantage with innovative embedded solutions.

Why Sponsor
Sponsoring Embedded Open Source Summit gives you the opportunity to reach a diverse and multi-faceted audience of practitioners, in one place. Many organizations are engaged in a number of the technology areas covered at Embedded Open Source Summit, making this the one conference providing you the opportunity to connect with many communities at one event and to achieve a variety of sponsorship goals:

- 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
# Sponsorships-at-a-Glance

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

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<thead>
<tr>
<th></th>
<th>DIAMOND 4 AVAILABLE</th>
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<th>GOLD 10 AVAILABLE</th>
<th>SILVER UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
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</thead>
<tbody>
<tr>
<td>Pre- or Post-Conference Email Blast</td>
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<td>Assistance with Press Bookings at Event</td>
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<tr>
<td>Sponsor Designation in Press Releases</td>
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<tr>
<td>Meeting Room: For private meeting use only.</td>
<td>Private Use - 2 days</td>
<td>Private Use - 1 day</td>
<td></td>
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</tr>
<tr>
<td>Speaking Opportunity: Content must be approved by PC and The Linux Foundation.</td>
<td>10-Minute Keynote</td>
<td>5-Minute Keynote</td>
<td>Conference Session or BoF</td>
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<tr>
<td>Keynote Stage Branding: Logo prominently displayed on stage.</td>
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<tr>
<td>Social Media Recognition: Pre-determined number of &quot;Thank you&quot; tweets.</td>
<td>1 Shared Post</td>
<td>1 Shared Post</td>
<td>1 Shared Post</td>
<td>1 Shared Post</td>
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</tr>
<tr>
<td>Recognition on Event Signage and Website: Prominent logo display on event web pages, and onsite conference signage.</td>
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<tr>
<td>Post-Event Email Recognition: Sponsor logo in footer of post-event email.</td>
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<td>•</td>
<td>Name Only</td>
<td>Name Only</td>
</tr>
<tr>
<td>Exhibit Space: Diamond and Platinum include 2 tables and 2 chairs. 1 Table and 2 chairs only for Bronze sponsors.</td>
<td>8’x6’</td>
<td>8’x6’</td>
<td>6’x6’</td>
<td>6’x6’</td>
<td>6’x6’</td>
</tr>
<tr>
<td>Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.</td>
<td>20</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues</td>
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<tr>
<td>Post-Event Data Report: Provides event demographics and additional details on event performance.</td>
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<tr>
<td>Sponsorship Cost</td>
<td>$40,000</td>
<td>$25,000</td>
<td>$15,000</td>
<td>$7,500</td>
<td>$5,000</td>
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</table>

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships.
About Open Source Summit

April 16-18, 2024 | Seattle, WA

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 touching open source today.

Events Under the OS Summit North America 2024 Conference Umbrella include:
Who Attends Open Source Summit

**Developers**
Systems, Embedded, Applications, Kernel & Operating Systems

**Operations**
Architects, SRE, Site Reliability Engineers, DevOps, SysAdmins

**Community & Leadership**
Technical Managers, Community Managers, Executive Leaders, Legal & Compliance, Operations & Processing Management, 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

Quick Facts

- **Anticipated 2024 Attendance: 2,000 In-Person** Attendees*
- Open Source Summit North America 2023 was held as a hybrid event, gathering **1,400+** attendees from **1,638** organizations across **108** countries.
- Highest sponsor booth leads generated in 2023 — **278** with an average of **88**.

*Attendee estimates are based on registration trends from previous or related events and may fluctuate. Updated numbers will be shared with sponsors leading up to the event. As attendance is influenced by many factors, final numbers cannot be guaranteed prior to the event.
**Sponsorships-at-a-Glance**

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

<table>
<thead>
<tr>
<th></th>
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<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<tbody>
<tr>
<td></td>
<td>4 AVAILABLE</td>
<td>8 AVAILABLE</td>
<td>9 AVAILABLE</td>
<td>UNLIMITED</td>
<td>UNLIMITED</td>
</tr>
</tbody>
</table>

- **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.
- **Keynote Editorial Coverage:** Keynote will include live streaming and recording posted to the Linux Foundation YouTube channel along with promotional editorial coverage.
- **Speaking Opportunity:** Content must be approved by PC and the LF. Based on availability.
- **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).
- **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**
- **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).
- **Lead Retrieval:** Live scans, real time reporting and ability to take notes on captured leads.
- **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.

**Sponsorship Cost**

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The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.
About Open Source Summit
September 16-18, 2024 | Vienna, Austria

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 TOUCHING OPEN SOURCE TODAY.

Events Under the OS Summit Europe 2024 Conference Umbrella include:
Who Attends Open Source Summit

Developers
- Systems, Embedded, Applications, Kernel & Operating Systems

Operations
- Architects, SRE, Site Reliability Engineers, DevOps, SysAdmins

Community & Leadership
- Technical Managers, Community Managers, Executive Leaders, Legal & Compliance, Operations & Processing Management, 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 Europe each year to:

- Meet face-to-face for problem-solving, discussions and collaboration
- Learn about the latest trends in open source and open technologies
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- Explore career opportunities with the world’s leading technology companies

Quick Facts

- **Anticipated 2024 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.
- Highest sponsor booth leads generated in 2022 — **366** with an average of **121**.

*Attendee estimates are based on registration trends from previous or related events and may fluctuate. Updated numbers will be shared with sponsors leading up to the event. As attendance is influenced by many factors, final numbers cannot be guaranteed prior to the event.

*2023 quick facts will be updated at conclusion of event.
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<td>1 (shared post)</td>
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About The Linux Foundation Member Summit

November 19-21, 2024 | Napa, 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

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships.
## Sponsorships-at-a-Glance

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

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Room: For private meeting use only.</td>
<td>•</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>LF Live Webinar: We will host and promote with content &amp; speaker of your choosing. You receive contact info for webinar registrants.</td>
<td></td>
<td>•</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speaking Opportunity: All sponsor content must be approved by the Program Committee and The Linux Foundation. Speaking slots based on availability.</td>
<td>15-minute Keynote</td>
<td>5-minute Keynote + Session</td>
<td>Session</td>
<td></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition During Opening Keynote Session: Sponsor recognition by name.</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exclusive Sponsorship of 1 Attendee Social Function: Includes branding throughout the social function.</td>
<td>Evening Event (1 day)</td>
<td>Lunch (1 day)</td>
<td>Breakfast &amp; Breaks (1 day)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keynote Stage Branding: Logo prominently displayed on stage screens.</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Access to Event Press List</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Member Summit Invitations: Full access passes to the entire conference for your staff or customers.</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Recognition on Event Signage and Event Website: Prominent logo display on all event web pages and on the conference signage.</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Recognition in Pre-Conference Email Marketing: Includes link to your URL.</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Sponsor Designation in Press Releases: Recognition as sponsor in the body of the release.</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Sponsorship Cost</td>
<td>$65,000</td>
<td>$35,000</td>
<td>$20,000</td>
<td>$10,000</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

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

Dates Coming Soon | 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 2024 Conference Umbrella include:
Who Attends Open Source Summit

**Developers**
Systems, Embedded, Applications, Kernel & Operating Systems

**Operations**
Architects, SRE, Site Reliability Engineers, DevOps, SysAdmins

**Community & Leadership**
Technical Managers, Community Managers, Executive Leaders, Legal & Compliance, Operations & Processing Management, 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 2024 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 estimates are based on registration trends from previous or related events and may fluctuate. Updated numbers will be shared with sponsors leading up to the event. As attendance is influenced by many factors, final numbers cannot be guaranteed prior to the event.*
**2024 SPONSORSHIP PROSPECTUS**

**Sponsorships-at-a-Glance**

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

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND 4 AVAILABLE</th>
<th>PLATINUM 8 AVAILABLE</th>
<th>GOLD 10 AVAILABLE</th>
<th>SILVER UNLIMITED</th>
<th>BRONZE UNLIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assistance with Press Bookings at Event:</strong> Helping you get the most out of an on-site announcement.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Pre or Post-Conference Email Blast:</strong> One time use of opt-in list to be sent by The Linux Foundation.</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Recognition During Opening Keynote Session:</strong> Sponsor recognition by name.</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Custom Question in Post Event Attendee Survey:</strong> Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Keynote Editorial Coverage:</strong> Keynote will include live streaming and recording posted to the Linux Foundation YouTube channel along with promotional editorial coverage.</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Speaking Opportunity:</strong> Content must be approved by PC and the LF. Based on availability.</td>
<td>10-Minute Keynote</td>
<td>5-Minute Keynote</td>
<td>Conference Session or BoF</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Social Media Re-Share:</strong> The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sponsor Designation in Press Releases:</strong> Recognition as sponsor in body of release.</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Meeting Room:</strong> For private meeting use only.</td>
<td>Private Use - 2 days</td>
<td>Private Use - 1 Day</td>
<td>Private Use - 4 Hours</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Social Media Promotion of Sponsorship:</strong> From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).</td>
<td>2</td>
<td>1</td>
<td>1 (shared post)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Keynote Stage Branding:</strong> Logo prominently displayed on stage screens.</td>
<td>•</td>
<td>•</td>
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</tr>
<tr>
<td><strong>Collateral Distribution:</strong> Laid out in a prominent location near the registration desk onsite.</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
</tr>
<tr>
<td><strong>Recognition in Pre-Conference Email Marketing</strong></td>
<td>•</td>
<td>•</td>
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</tr>
<tr>
<td><strong>Access to Event Press/Analyst List:</strong> Contact List shared one week prior to the event for your own outreach.</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td><strong>Recognition on Event Signage and Website:</strong> Prominent logo display on event web pages, onsite conference signage.</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td><strong>Exhibit Space:</strong> Diamond and Platinum include 2 tables and 2 chairs. 1 Table and 2 chairs only for Gold, Silver, and Bronze sponsors.</td>
<td>8'x6'</td>
<td>8'x6'</td>
<td>6'x6'</td>
<td>6'x6'</td>
<td>6'x6'</td>
</tr>
<tr>
<td><strong>Lead Retrieval:</strong> Live scans, real time reporting and ability to take notes on captured leads.</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Conference Attendee Passes:</strong> Full access passes to the entire conference for your staff or customers.</td>
<td>30</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td><strong>20% Discount on Additional Conference Passes:</strong> For use by your customers, partners or colleagues.</td>
<td>•</td>
<td>•</td>
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<td>•</td>
<td>•</td>
</tr>
<tr>
<td><strong>Post-Event Data Report:</strong> Provides event demographics and additional details on event performance.</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td><strong>Sponsorship Cost</strong></td>
<td>$50,000</td>
<td>$35,000</td>
<td>$22,500</td>
<td>$15,000</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

*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.*

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.
About Linux Storage, Filesystem, MM & BPF Summit

Location and Dates Coming Soon

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.

<table>
<thead>
<tr>
<th>Breakfast Sponsorship: Exclusive sponsor of attendee breakfast on all days of the event</th>
<th>DIAMOND 1 AVAILABLE</th>
<th>PLATINUM 5 AVAILABLE</th>
<th>GOLD UNLIMITED</th>
<th>SILVER UNLIMITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition in Pre-Conference Email Marketing: Includes link to your URL</td>
<td>.</td>
<td>.</td>
<td>.</td>
<td>.</td>
</tr>
<tr>
<td>Recognition on Event Signage and Website: Prominent logo display on all event web pages, and on conference signage onsite.</td>
<td>.</td>
<td>.</td>
<td>.</td>
<td>.</td>
</tr>
<tr>
<td>Conference Attendee Invitations: Full access invitations to the entire conference for your staff or customers.</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

| Sponsorship Cost | $35,000 | $20,000 | $12,500 | $6,000 |

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

Dates and Location Coming Soon

The Linux Kernel Maintainer Summit brings together the world’s leading kernel developers to discuss the state of the existing kernel and plan the next development cycle.

The Linux Kernel Maintainer Summit, an invitation-only gathering of Linus Torvalds and 40 of the world’s leading kernel developers features in-depth discussions and decision making on the Linux kernel.

Sponsorships-at-a-Glance

Sponsoring The Linux Kernel Maintainer Summit gets you an invitation to this exclusive gathering, and a seat at the table to be a part of these crucial decisions. Contact us at sponsorships@linuxfoundation.org to secure your sponsorship.

<table>
<thead>
<tr>
<th></th>
<th>ATTENDEE GIFT</th>
<th>DINNER CO-SPONSORSHIP</th>
<th>LUNCH CO-SPONSORSHIP</th>
<th>BREAKFAST AND BREAKS CO-SPONSORSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor Logo on Attendee Gift</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in Pre-Conference Email Marketing: Includes link to your URL.</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Recognition During Opening Keynote Session: Sponsor recognition by name.</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Collateral Distributed to Attendees</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Recognition on Event Signage and Website: Prominent logo display on all the event web pages, and on conference signage.</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Invite-Only Maintainer Summit Attendee Pass</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Sponsorship Cost</td>
<td>$30,000</td>
<td>$25,000</td>
<td>$25,000</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.
PART 2
Linux Foundation Project Events (COMING SOON)
PART 3

CNCF Events
GitOpsCon Europe is a virtual event, and designed to foster collaboration, discussion, and knowledge sharing on GitOps. This event is aimed at audiences that are new to GitOps as well as those currently using GitOps within their organization.

Contact sponsor@cnfc.io to secure your sponsorship today. Signed contracts for level sponsorships must be received by November 20, 2023, 11:59 PM PDT.

SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>INCLUSIONS</th>
<th>DIAMOND 6 AVAILABLE</th>
<th>PLATINUM 4 AVAILABLE</th>
<th>GOLD 4 AVAILABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaking Opportunity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Topic subject to program committee approval</td>
<td>10-minute keynote</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-Conference Email Blast</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One time use of opt-in list to be sent by CNCF</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Message in Attendee Post-Conference Email</td>
<td>150 words</td>
<td>100 words</td>
<td></td>
</tr>
<tr>
<td>Social Media Mentions from Project Handle</td>
<td>(1) mention</td>
<td>(1) mention</td>
<td>(1) group mention</td>
</tr>
<tr>
<td>Recognition in Opening Session</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Recognition on Event Website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Prominent logo displayed on all website pages</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on Event Platform</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on virtual conference platform</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Attendee Passes</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

SPONSORSHIP COST

- DIAMOND: $15,000
- PLATINUM: $10,000
- GOLD: $5,000

ADD-ON OPPORTUNITY

Session Recording $3,000

Extend your presence long after the live conference concludes with the session recording sponsorship.

Benefits include:
- Sponsor recognition slide with logo at the beginning of each video recording

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.
Join us for KubeDay India! Meet, network, and collaborate with peers and like-minded people in the cloud native community. Sponsoring this event allows you to gain valuable mindshare of a targeted audience while engaging with 1300+ developers, architects, and technical leaders face-to-face.

**Why sponsor?**
- Engage with the industry’s top developers, end users, and vendors.
- Inform and educate the cloud native community about your organization’s products, services, open source strategies, and cloud native direction.
- Associate your brand with one of the fastest-growing technology communities.

Contact sponsor@cnfc.io to secure your sponsorship today.

**Sponsorship contracts must be received by November 3, 2023.**

## Sponsorship Benefits at-a-Glance

<table>
<thead>
<tr>
<th>Sponsorship Benefit</th>
<th>Diamond (3 Available)</th>
<th>Platinum (Limited Availability)</th>
<th>Gold (Limited Availability)</th>
<th>Start-Up+/Local Supporter† (Limited Availability)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaking Opportunity</td>
<td>5-Minute Keynote</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on Opening Keynote Screen</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Blast: One time use of opt-in list to be sent by CNCF. Content provided by sponsor.</td>
<td>(1) Exclusive Pre- or Post-Conference Email</td>
<td>150 Words in (1) Pre-Conference Group Email</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor Recognition in Pre- and Post-Conference Email to Attendees</td>
<td>Logo and Link</td>
<td>Logo and Link</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media Promotion of Sponsorship: From official @KubeCon_ handle</td>
<td>(1) Pre-Event Standalone Tweet with Social Card</td>
<td>(1) Pre-Event Group Tweet</td>
<td>(1) Pre-Event Group Tweet</td>
<td></td>
</tr>
<tr>
<td>Sponsor Recognition in Pre-Event Promotional Emails</td>
<td>Logo and Link</td>
<td>Logo and Link</td>
<td>Company Name and Link Only</td>
<td>Company Name and Link Only</td>
</tr>
<tr>
<td>Recognition on Sponsor Event Signage, Website, and Conference Schedule: Prominent logo display on all event web pages, conference schedule, and sponsor signage onsite</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Onsite Attendee Passes To be used for onsite booth staff, attendees and guests</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Onsite Exhibit Space: Includes basic power and wastebasket</td>
<td>2.5m x 2.5m Exhibit Space including (2) 1.8m Tables or Similar</td>
<td>2 x 2m Exhibit Space including (1) 1.8m Table or Similar</td>
<td>2 x 2m Exhibit Space including (1) 1.8m Table or Similar</td>
<td>1.5m x 1.5m Exhibit Space including (1) Cocktail Table or Similar</td>
</tr>
<tr>
<td>Physical Lead Retrieval Device(s): To be used for lead capture within onsite exhibit space only</td>
<td>(2) devices</td>
<td>(1) device</td>
<td>(1) device</td>
<td>(1) device</td>
</tr>
<tr>
<td>Post-Event Transparency Report: Provides event demographics and additional details on event performance</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Sponsorship Cost**
- **Diamond**: $30,000
- **Platinum**: $20,000
- **Gold**: $15,000
- **Start-Up+/Local Supporter**: $5,000

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

* Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees.

* Local supporter sponsorships are only available to organizations whose offices are solely based in India.

---

Event Dates:
- **December 8, 2023**

Location:
- **Bengaluru, India**

Estimated Number of Attendees:
- **1300+**
Join us for KubeDay Singapore! Meet, network, and collaborate with peers and like-minded people in the cloud native community. Sponsoring this event allows you to gain valuable mindshare of a targeted audience while engaging with 300+ developers, architects, and technical leaders face-to-face.

**Why sponsor?**
- Engage with the industry’s top developers, end users, and vendors.
- Inform and educate the cloud native community about your organization’s products, services, open source strategies, and cloud native direction.
- Associate your brand with one of the fastest-growing technology communities.

Contact sponsor@cncf.io to secure your sponsorship today. Sponsorship contracts must be received by **November 3, 2023**.

### SPONSORSHIP BENEFITS AT-A-GLANCE

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFIT</th>
<th>DIAMOND (3 AVAILABLE)</th>
<th>PLATINUM (LIMITED AVAILABILITY)</th>
<th>GOLD (LIMITED AVAILABILITY)</th>
<th>START-UP***/LOCAL SUPPORTER* (LIMITED AVAILABILITY)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Speaking Opportunity</strong>&lt;br&gt;All sponsor content must be approved by the co-chairs. Speaking slots based on availability.</td>
<td>5-Minute Keynote</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on Opening Keynote Screen</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Email Blast:</strong> One time use of opt-in list to be sent by CNCF. Content provided by sponsor.</td>
<td>(1) Exclusive Pre- or Post-Conference Email</td>
<td>150 Words in (1) Pre-Conference Group Email</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sponsor Recognition in Pre- and Post-Conference Email to Attendees</strong></td>
<td>Logo and Link</td>
<td>Logo and Link</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Social Media Promotion of Sponsorship:</strong>&lt;br&gt;From official @KubeCon_ handle</td>
<td>(1) Pre-Event Standalone Tweet with Social Card</td>
<td>(1) Pre-Event Group Tweet</td>
<td>(1) Pre-Event Group Tweet</td>
<td></td>
</tr>
<tr>
<td><strong>Sponsor Recognition in Pre-Event Promotional Emails</strong></td>
<td>Logo and Link</td>
<td>Logo and Link</td>
<td>Company Name and Link Only</td>
<td>Company Name and Link Only</td>
</tr>
<tr>
<td>Recognition on Sponsor Event Signage, Website, and Conference Schedule:&lt;br&gt;Prominent logo display on all event web pages, conference schedule, and sponsor signage onsite</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Complimentary Onsite Attendee Passes</strong>&lt;br&gt;To be used for onsite booth staff, attendees and guests</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td><strong>Onsite Exhibit Space:</strong>&lt;br&gt;Includes basic power and wastebasket</td>
<td>2.5m x 2.5m Exhibit Space including (2) 1.8m Tables or Similar</td>
<td>2 x 2m Exhibit Space including (1) 1.8m Table or Similar</td>
<td>2 x 2m Exhibit Space including (1) 1.8m Table or Similar</td>
<td>1.5m x 1.5m Exhibit Space including (1) Cocktail Table or Similar</td>
</tr>
<tr>
<td><strong>Physical Lead Retrieval Device(s)</strong>&lt;br&gt;To be used for lead capture within onsite exhibit space only</td>
<td>(2) devices</td>
<td>(1) device</td>
<td>(1) device</td>
<td>(1) device</td>
</tr>
<tr>
<td><strong>Post-Event Transparency Report:</strong>&lt;br&gt;Provides event demographics and additional details on event performance</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### SPONSORSHIP COST

- **Diamond**: $30,000
- **Platinum**: $20,000
- **Gold**: $15,000
- **Start-Up**/**Local Supporter**: $5,000

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

* Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees.

* Local supporter sponsorships are only available to organizations whose offices are solely based in Singapore.
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 Argo, containerd, CoreDNS, Cri-O, Envoy, etcd, Fluentd, Flux, Harbor, Helm, Istio, 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:
March 19: Pre-Event Programming (Co-located Events)
March 20 - 22: Main Conference

Location: Paris Expo Porte de Versaille, Paris, France

Estimated Number of Attendees*:
10,000+ Onsite

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

1 co-located event day
3 main conference days
250+ sessions and keynotes
4,000+ participating companies

*Attendee estimates are based on registration trends from previous or related events and may fluctuate. Updated numbers will be shared with sponsors leading up to the event. As attendance is influenced by many factors, final attendance numbers cannot be guaranteed prior to the event.
## Sponsorship Benefits at a Glance

Contact [sponsor@cncf.io](mailto:sponsor@cncf.io) to secure your sponsorship today. Signed contracts must be received by December 14, 2023.

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>DIAMOND*</th>
<th>PLATINUM OPEN</th>
<th>GOLD OPEN</th>
<th>SILVER OPEN</th>
<th>START-UP†</th>
<th>END USER‡</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Speaking opportunity</strong>&lt;br&gt;Content must meet CFP criteria and is subject to program committee approval</td>
<td>Choice of (1) 5-minute keynote or (1) 35-minute breakout session</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Email to opt-in attendees</strong>&lt;br&gt;Sent by CNCF on behalf of sponsor</td>
<td>(1) exclusive pre- or post-conference email</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Opportunity to participate in media + analyst panel during the event</strong></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Recognition in event promotional emails</strong>&lt;br&gt;logo and link</td>
<td>company name and link only</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sponsor recognition in pre- and post-conference email to attendees</strong>&lt;br&gt;logo</td>
<td>logo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Preferred placement of sponsor announcements in official event news package</strong>&lt;br&gt;✓ ✓</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td></td>
</tr>
<tr>
<td><strong>Logo recognition in post-event transparency report</strong>&lt;br&gt;✓ ✓</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td></td>
</tr>
<tr>
<td><strong>List of registered press/analysts</strong>&lt;br&gt;Provided 3 weeks prior to event</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
</tr>
<tr>
<td><strong>Logo recognition on keynote screen</strong>&lt;br&gt;✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
</tr>
<tr>
<td><strong>Opportunity to provide (1) contributed article to key publications pre- or post-event</strong>&lt;br&gt;(1) pre-event standalone post with social card and (1) customizable news spotlight during event</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
</tr>
<tr>
<td><strong>Logo on onsite sponsor signage</strong>&lt;br&gt;(2) devices + (2) licenses</td>
<td>(2) devices + (2) licenses</td>
<td>(1) device + (1) license</td>
<td>(1) device + (1) license</td>
<td>(1) device + (1) license</td>
<td>(1) device + (1) license</td>
<td></td>
</tr>
<tr>
<td><strong>Logo and link on conference website</strong></td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
</tr>
<tr>
<td><strong>Logo recognition on conference schedule</strong></td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
</tr>
<tr>
<td><strong>Opportunity to include news announcements in official event news package</strong>&lt;br&gt;(1) pre-event group post and (1) group post during event</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
</tr>
<tr>
<td><strong>Social media posts on X (formerly Twitter) from official @KubeCon_ handle</strong>&lt;br&gt;✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
</tr>
<tr>
<td><strong>Complimentary onsite attendee passes</strong>&lt;br&gt;To be used for booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits</td>
<td>20</td>
<td>15</td>
<td>12</td>
<td>8</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td><strong>20% discount on additional onsite attendee passes</strong>&lt;br&gt;Unlimited usage while passes are available for sale</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
</tr>
<tr>
<td><strong>Exhibit space</strong>&lt;br&gt;Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet</td>
<td>9m (w) x 6m (d) raw exhibit space</td>
<td>6m (w) x 6m (d) Choice of raw exhibit space or turnkey</td>
<td>4.5m (w) x 3m (d) Choice of raw exhibit space or turnkey</td>
<td>3m (w) x 2.5m (d) turnkey only</td>
<td>2.5m (w) x 2m (d) turnkey only</td>
<td>2.5m (w) x 2m (d) turnkey only</td>
</tr>
<tr>
<td><strong>Physical lead retrieval device(s)</strong>&lt;br&gt;To be used at booth only</td>
<td>(3) devices + (3) licenses</td>
<td>(2) devices + (2) licenses</td>
<td>(2) devices + (2) licenses</td>
<td>(1) device + (1) license</td>
<td>(1) device + (1) license</td>
<td>(1) device + (1) license</td>
</tr>
</tbody>
</table>

### Sponsorship Cost

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>START-UP</th>
<th>END USER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost</strong></td>
<td>$195,000</td>
<td>$120,000</td>
<td>$80,000</td>
<td>$28,000</td>
<td>$8,000</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

* Diamond sponsorships are available on a first come first serve basis.

† Start-up sponsorships must be CNCF members, must have less than $1M in revenue and less than 50 employees.

‡ Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.
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@cnfc.io to secure your sponsorship today. Signed contracts for level sponsorships must be received by May 16, 2024.

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFIT</th>
<th>DIAMOND 6 AVAILABLE</th>
<th>PLATINUM LIMITED AVAILABILITY</th>
<th>GOLD LIMITED AVAILABILITY</th>
<th>START-UP* LIMITED AVAILABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five-minute keynote</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition on keynote screen</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Email to opt-in attendees</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor recognition in pre- and post-conference email to attendees</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor recognition in pre-event promotional emails</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social media posts from official X handle (formerly Twitter)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on onsite sponsor signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo and link on conference website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition on conference schedule</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary onsite attendee passes</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Onsite exhibit space</td>
<td>15' x 15' exhibit space, branded backwall, and 1M wide branded counter</td>
<td>10' x 10' exhibit space, branded backwall, and 1M wide branded counter</td>
<td>8' x 8' exhibit space with draped 6’ table</td>
<td>6’ x 4’ exhibit space with draped 6’ table</td>
</tr>
<tr>
<td>Physical lead retrieval device</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**SPONSORSHIP COST**

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND 6 AVAILABLE</th>
<th>PLATINUM LIMITED AVAILABILITY</th>
<th>GOLD LIMITED AVAILABILITY</th>
<th>START-UP* LIMITED AVAILABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$85,000</td>
<td>$45,000</td>
<td>$17,500</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

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KubeCon | CloudNativeCon
——— North America 2024 ———

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.
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- Join CNCF’s hosted projects such as Argo, containerd, CoreDNS, Cri-O, Envoy, etcd, Fluentd, Flux, Harbor, Helm, Istio, 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:
November 12: Pre-Event Programming (Co-located Events)
November 13-15: Main Conference

Location: Salt Palace Convention Center, Salt Lake City, Utah

Estimated Number of Attendees*:
10,000+ Onsite

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

Event Dates:
November 12: Pre-Event Programming (Co-located Events)
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1 co-located event day
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250+ sessions and keynotes
4,000+ participating companies

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<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS AT-A-GLANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact <a href="mailto:sponsor@cncf.io">sponsor@cncf.io</a> to secure your sponsorship today. Signed contracts must be received by August 16, 2024.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DIAMOND* (26 AVAILABLE)</th>
<th>PLATINUM OPEN</th>
<th>GOLD OPEN</th>
<th>SILVER OPEN</th>
<th>START-UP† OPEN</th>
<th>END USER‡ OPEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaking opportunity Content must meet CFP criteria and is subject to program committee approval</td>
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<td></td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
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<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in event promotional emails</td>
<td>logo and link</td>
<td>company name and link only</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor recognition in pre- and post-conference email to attendees</td>
<td>logo</td>
<td>logo</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preferred placement of sponsor announcements in official event news package</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition in post-event transparency report</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>List of registered press/analysts Provided 3 weeks prior to event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition on keynote screen</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to provide (1) contributed article to key publications pre- or post-event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo on onsite sponsor signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo and link on conference website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition on conference schedule</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to include news announcements in official event news package</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
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<td>(1) pre-event standalone post with social card and (1) customizable news spotlight during event</td>
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<td>(1) pre-event group post and (1) group post during event</td>
<td>(1) pre-event group post</td>
<td>(1) pre-event group post</td>
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<tr>
<td>Complimentary onsite attendee passes To be used for booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits</td>
<td>20</td>
<td>15</td>
<td>12</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>20% discount on additional onsite attendee passes Unlimited usage while passes are available for sale</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibit space Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet</td>
<td>30ft (w) x 20ft (d) raw exhibit space</td>
<td>20ft (w) x 20ft (d) Choice of raw exhibit space or turnkey</td>
<td>15ft (w) x 10ft (d) Choice of raw exhibit space or turnkey</td>
<td>10ft (w) x 6ft (d) turnkey only</td>
<td>8ft (w) x 6ft (d) turnkey only</td>
</tr>
<tr>
<td>Physical lead retrieval device(s) To be used at booth only</td>
<td>(3) devices + (3) licenses</td>
<td>(2) devices + (2) licenses</td>
<td>(2) devices + (2) licenses</td>
<td>(1) device + (1) license</td>
<td>(1) device + (1) license</td>
</tr>
<tr>
<td>SPONSORSHIP COST</td>
<td>$195,000</td>
<td>$120,000</td>
<td>$80,000</td>
<td>$28,000</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.
* Diamond sponsorships are available on a first come first serve basis.
† Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than $1M in revenue and less than 50 employees.
‡ Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.
LF Live - a sponsored, live webinar opportunity from The Linux Foundation

LF Live provides a platform for you to:

- Expand your lead generation efforts.
- Deliver important and impactful content.
- Reinforce your company’s position in the open source ecosystem as a thought leader, partner and resource.

Webinar Schedule:
5 min: Intro/housekeeping
30 min: Presentation
10 min: Q/A
5 min: Closing

The Details:

Up to 50 minute webinar, including introductions, presentation, Q&A, and closing, presented by sponsor.

Sponsor drives the content by selecting topic and creating title, abstract and presentation deck (think of this as a session proposal for an event - a topic, case study, tutorial, workshop, etc. No sales/product pitching. Must be reviewed and approved by LF).

5 week full production schedule, including 2 weeks of promotion.
Sponsorship Package:

✓ Individual webinar webpage showcasing:
  - Webinar’s title and abstract
  - Company logo
  - Speaker’s picture, title, and bio

✓ Event listing on:
  - events.linuxfoundation.org, under Community Events
  - linuxfoundation.org, under Resources

✓ LF marketing support via 1 email push and posts across all LF social media channels (up to 2 rounds - Twitter, Facebook, LinkedIn, Instagram).

✓ LF to provide snackable graphic for promotional use with webinar title, details and sponsor logo.

✓ LF to provide Event Moderator to assist during webinar with introductions, flow, and Q&A.

✓ Ability for sponsor to hold a giveaway.

✓ Sponsor will receive all leads (registered and attended - name, title, company, email address), within 24 hours of webinar close.

✓ Webinar accessible on LF YouTube channel for up to a year.

Our audience is widespread, engaged, and ready to hear from you. Don’t miss this chance to get your brand and message in front of the entire open source community. You’ve invested valuable time and resources into this year’s business goals - take this opportunity to connect with customers and drive new prospects.

Opportunity available for $19,500.

Contact sponsorships@linuxfoundation.org and book today!
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