



2024 SPONSORSHIP PROSPECTUS



“ We met some of the brightest and most talented attendees, and learned first-hand from industry leaders. **The Linux events and sponsorship team made sure we had everything we needed for a successful event.** We’re looking forward to more Linux Foundation events in the future!
—Dell EMC



Additional 2024 events will be added as dates are finalized.

ABOUT

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LINUX FOUNDATION EVENTS

Embedded Open Source Summit	8
April 16-18 Seattle, WA	
Open Source Summit North America	10
April 16-18 Seattle, WA	
AI.dev Europe	13
May Paris, France	
WasmCon	15
June 24-25 Seattle, WA	
Open Source Summit Europe	18
September 16-18 Vienna, Austria	
AI.dev North America	21
October 14-15 Seattle, WA	
The Linux Foundation Member Summit	23
November 19-21 Napa, CA	
Open Source Summit Japan	25
Dates Coming Soon Tokyo, Japan	
Linux Storage, Filesystem, MM & BPF Summit	28
Dates and Location Coming Soon	
Linux Kernel Maintainer Summit	29
Dates and Location Coming Soon	

LINUX FOUNDATION PROJECT EVENTS (COMING SOON)

CNCF EVENTS

KubeCon + CloudNativeCon Europe	32
March 19-27, 2024 Paris, France	
CNCF-Hosted Co-Located Events at KubeCon + CloudNativeCon Europe 2024	34
March 19, 2024 Paris, France	
CloudNativeSecurityCon North America	36
June 26-27, 2024 Seattle, WA	
KubeCon + CloudNativeCon North America	37
November 12-15, 2024 Salt Lake City, UT	

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

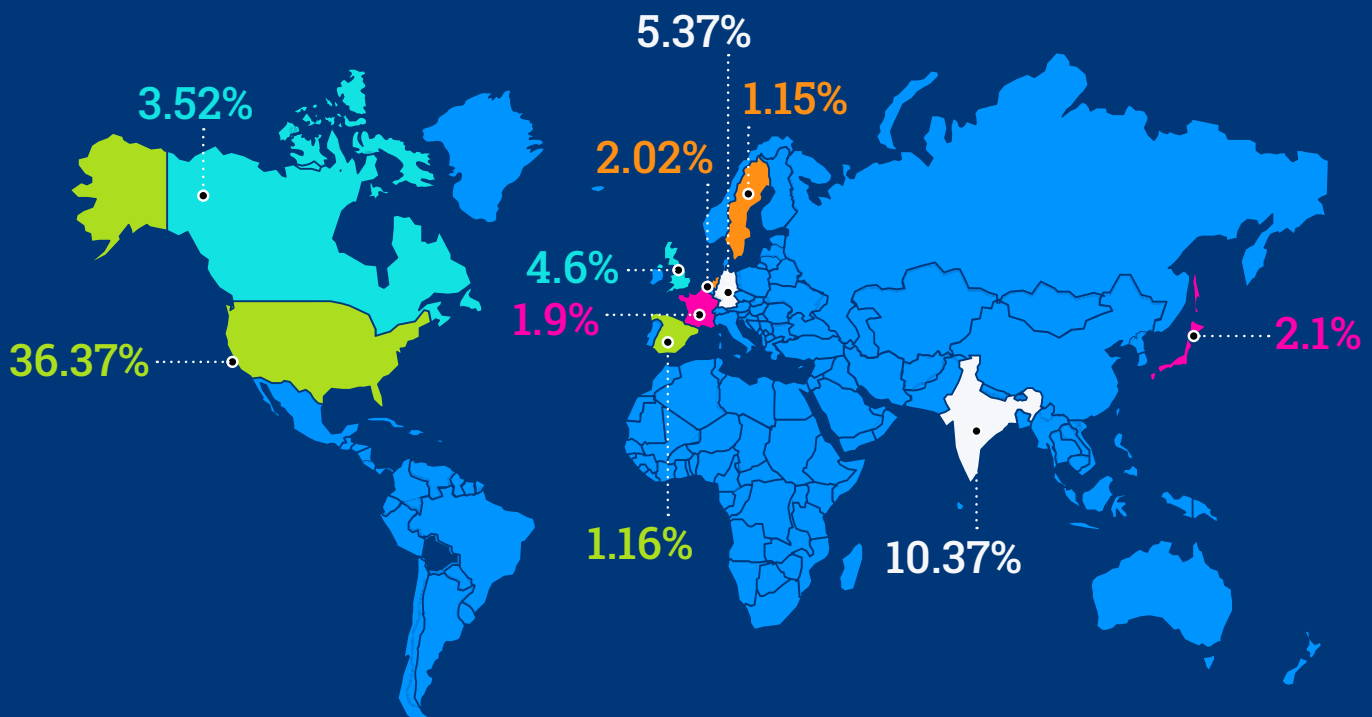
AUDIENCE BY COMPANY SIZE

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

Geographic Distribution of attendees include:

36.37% United States
10.37% India
5.37% Germany
4.6% United Kingdom
3.52% Canada

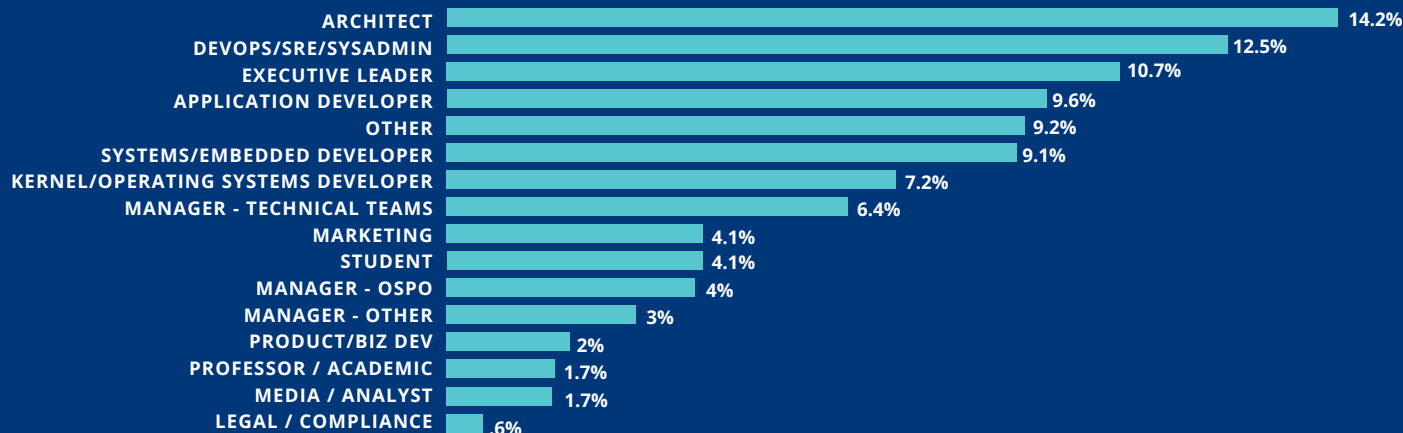
2.1% Japan
2.02% Netherlands
1.9% France
1.16% Spain
1.15% Sweden



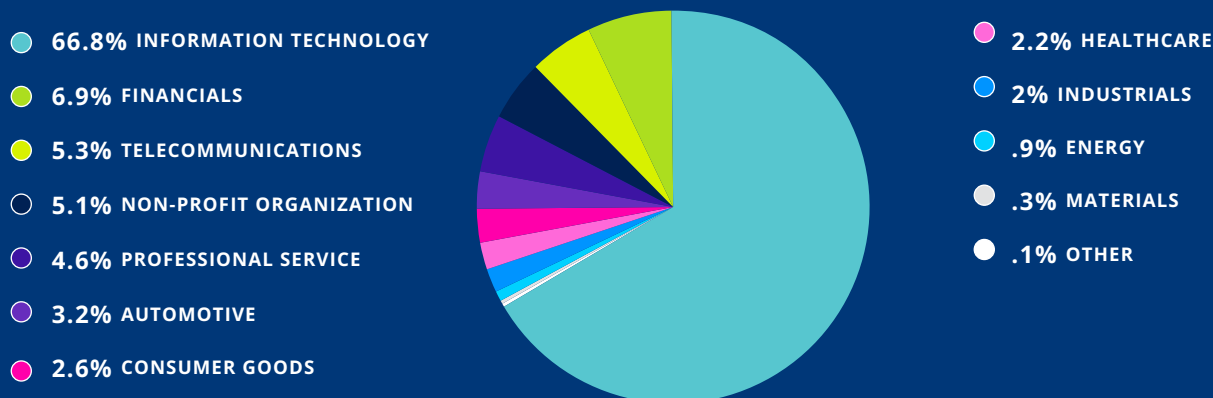
LF EVENT AUDIENCE SNAPSHOT

*Updated with 2023 audience snapshot by YE2023.

AUDIENCE BY JOB FUNCTION



AUDIENCE BY INDUSTRY



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.*

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

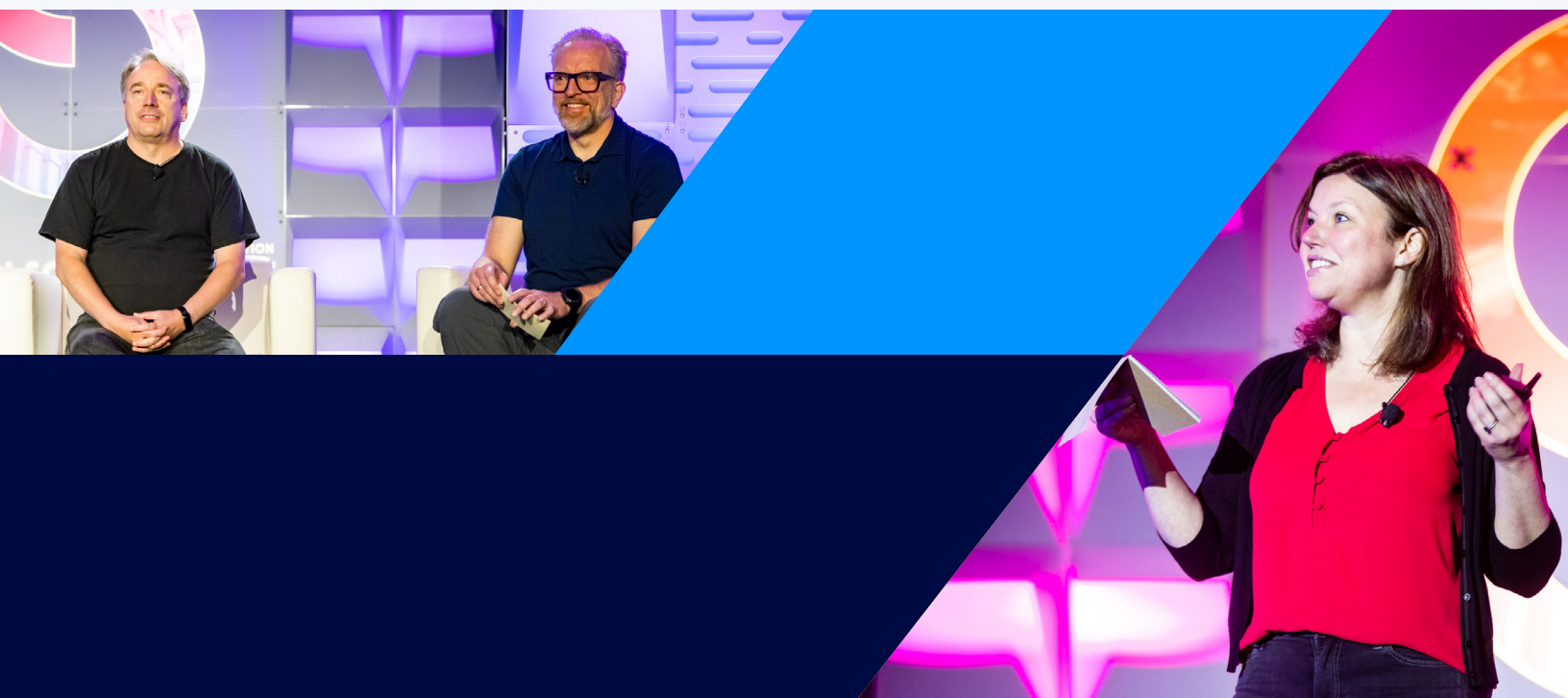
1B+
event hashtag
impressions on Twitter

Nearly 500
media professionals
participated, representing
global media outlets



PART 1

Linux Foundation Events





Embedded Open Source Summit

April 16-18, 2024 | Seattle, WA

Embedded Open Source Summit 2023 was held as a hybrid event, gathering 1,387 attendees with 844 attending in person, from 375 organizations across 56 countries.

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.

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

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.



Embedded Open Source Summit

April 16-18, 2024 | Seattle, WA

Sponsorships-at-a-Glance

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

	DIAMOND 4 3 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 10 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Pre- or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement	•	•			
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•			
Meeting Room: For private meeting use only.	Private Use - 2 days	Private Use - 1 day			
Speaking Opportunity: Content must be approved by PC and The Linux Foundation. Based on availability.	10-Minute Keynote	5-Minute Keynote	Conference Session or BoF		
Keynote Stage Branding: Logo prominently displayed on stage.	•	•	•	•	
Social Media Recognition: Pre-determined number of "Thank you" tweets.	1 Shared Post	1 Shared Post	1 Shared Post	1 Shared Post	
Recognition on Event Signage and Website: Prominent logo display on event web pages, and onsite conference signage.	•	•	•	•	•
Post-Event Email Recognition: Sponsor logo in footer of post-event email.	•	•	•	Name Only	Name Only
Exhibit Space: Diamond and Platinum include 2 tables and 2 chairs. 1 Table and 2 chairs only for 6'x6' booths.	8'x6'	8'x6'	6'x6'	6'x6'	6'x6'
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	10	6	4	2
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues	•	•	•	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	\$40,000	\$25,000	\$15,000	\$7,500	\$5,000

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:



LINUXCON



CLOUDOPEN



CONTAINERCON



DIVERSITY
EMPOWERMENT
SUMMIT



SUSTAINABILITY
CON



EMERGING
OS FORUM



OPENGOV
CON



OPEN SOURCE
LEADERSHIP
SUMMIT



OPEN
SOURCE
ON-RAMP



OPERATIONS
MANAGEMENT
SUMMIT



SUPPLYCHAIN
SECURITYCON



TECHDOCS
CON

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.	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE 7 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			
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. <i>Based on availability.</i>	10-Minute Keynote	5-Minute Keynote	Conference Session or BoF		
Social Media Re-Share: The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•	•		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Meeting Room**: For private meeting use only.	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Social Media Promotion of Sponsorship: From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).	2	1	1 (shared post)		
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Collateral Distribution**: Laid out in a prominent location near registration onsite.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing	•	•	•	•	•
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	•	•	•	•	•
Recognition on Event Signage and Website: Prominent logo display on event web pages, onsite conference signage.	•	•	•	•	•
Exhibit Booth: Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available).	20'x20'	15'x15'	10'x10'	10'x10'	Tabletop
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	\$70,000	\$45,000	\$30,000	\$15,000	\$8,000

*Start-ups may secure a Bronze Sponsorship for US\$4,000 provided they:
(1) Have been in business less than 3 years; (2) Have less than \$5M in annual revenue; and (3) Have less than 30 employees at signing of contract.

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

About AI.dev: Open Source GenAI & ML Summit

May 2024 | Paris, France

AI.dev is a nexus for developers delving into the intricate realm of open source generative AI and machine learning. At the heart of this event is the belief that open source is the engine of innovation in AI.

By uniting the brightest developers from around the world, we aim to ignite discussions, foster collaborations, and shape the trajectory of open source AI.

Attendees will join to dive deep into hands-on sessions, join in on the robust technical discourse, and harness the collective expertise to push the boundaries of what's possible in the AI realm with open source.

AI.dev 2024 Topics

- Foundations, Frameworks and Tools for Machine Learning
- MLOps, GenOps and DataOps
- Generative AI and Creative Computing
- Autonomous AI and Reinforcement Learning
- Natural Language Processing and Computer Vision
- Edge and Distributing AI
- Data Engineering and Management
- Community and Ecosystem Building
- Responsible AI: Ethics, Security, and Governance in AI

Who Attends

SOFTWARE DEVELOPERS & ENGINEERS

From ML beginners to seasoned GenAI experts, these professionals are at the heart of the summit, passionate about harnessing open source AI to innovate and drive advancements.

MACHINE LEARNING ENGINEERS

Specialists who implement, maintain, and innovate with ML algorithms and tools, bridging theory with real-world application.

AI RESEARCHERS

Both from academia and industry, these experts delve deep into the intricate facets of AI, seeking to share insights and understand the practical applications of their work.

OPEN SOURCE CONTRIBUTORS

Active participants in the open source ecosystem, especially those involved in AI and ML projects, looking to collaborate, learn, and grow.

Over 1,000 attendees will join this event.

MAY 2024 · PARIS, FRANCE

Sponsorships-at-a-Glance

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	DIAMOND 4 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 6 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Custom Question in Post-Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow-up reporting with data results.	2	1			
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	•	•			
Speaking Opportunity: Content must be approved by PC and The Linux Foundation. Based on availability.	10-Minute Keynote	5-Minute Keynote	Conference Session		
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•	•		
Meeting Room: For private meeting use only.	Private Use - 2 Days	Private Use - 1 Day	Private Use - 2 Hours		
Social Media Promotion of Sponsorship: Sponsor can provide custom content (must be approved by The Linux Foundation).	3	2	1 (shared post)		
Social Media Re-Share: We will retweet 1 post of your choosing. Timing determined by The Linux Foundation	•	•	•	•	
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Collateral Distribution: Laid out in a prominent location near the registration desk onsite.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Recognition on Event Signage and Website: Prominent logo display on event web pages and onsite conference signage.	•	•	•	•	•
Exhibit Space: Includes counter with graphic and stools. Table and chairs only for Silver and Bronze sponsors. (Upgrade options available).	20'x20'	20'x10'	10'x10'	Table	Table
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	3	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	30	15	10	6	4
Exhibit Hall Passes: Exhibit hall passes will only provide access to the exhibit hall, not entire conference.	30	25	20	10	4
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	\$75,000	\$50,000	\$30,000	\$12,000	\$7,000

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About WasmCon

June 24-25, 2024 | Seattle, Washington

WasmCon is the premier conference for developers and users who are interested in exploring the potential of WebAssembly. This two-day event will bring together 400+ leading experts, developers, and users from across the Wasm community.

WasmCon features a diverse range of sessions, workshops, and keynote speakers, all focused on providing attendees with the latest insights and best practices for working with Wasm. Whether attendees are interested in performance optimization, security considerations, or integrating Wasm into existing applications, there will be content for everyone.

In addition to the technical sessions, WasmCon provides attendees with numerous opportunities to network with peers and build relationships with other developers and users in the Wasm community.

Why Sponsor:



Gain visibility



Establish thought
leadership



Recruit and
acquire top talent



Increase brand
awareness & recognition



Connect with a targeted
audience of developers
and users

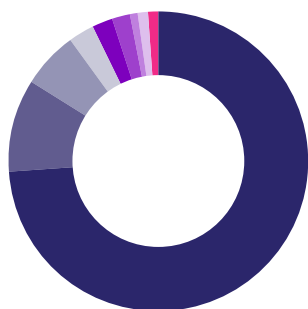


Showcase your brand, products,
and services in the rapidly growing
WebAssembly ecosystem

Who Attends WasmCon

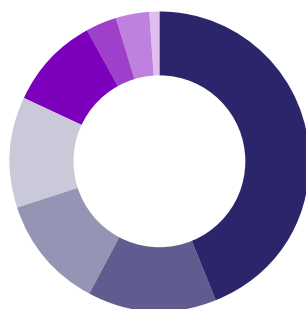
- Application developers interested in leveraging the full potential of Wasm
- Developers and engineers looking to build faster, more secure, and more efficient applications and interested in contributing to the Wasm economy
- Users interested in learning about the latest developments and use cases for Wasm
- Software architects and team leads looking to incorporate Wasm into their development roadmaps
- Business leaders and executives interested in exploring the potential business value of Wasm for their organization

WasmCon 2023 Attendee Demographics



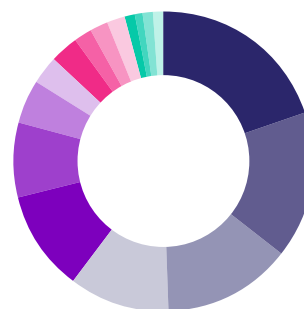
Industry

- Information Technology **74%**
- Non Profit Organization **10%**
- Professional Services **6%**
- Telecommunications **3%**
- Financials **2%**
- Industrials **2%**
- Automotive **1%**
- Energy **1%**
- No Answer **1%**



Job Level

- Individual Contributor **44%**
- Other **38%**
- CXO / ED **12%**
- Director **12%**
- Manager **10%**
- Academic **3.5%**
- VP / SVP / GM **3.5%**
- No Answer **1%**



Job Function

- Application Developer (Front-end/Back-end/Mobile/Full Stack) **20%**
- Other **16%**
- Executive Leader **14%**
- Architect **11%**
- Systems/Embedded Developer **11%**
- Manager - Technical Teams **8%**
- Product/Biz Dev **5%**
- Marketing **3%**
- Professor / Academic **3%**
- Kernel/Operating Systems Developer **2%**
- Media / Analyst **2%**
- Devops / SRE / Sysadmin **1%**
- Manager - Other **1%**
- Student **1%**
- No Answer **1%**
- Manager - OSPO **1%**

Sponsorships-at-a-Glance

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	DIAMOND 6 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	SILVER LIMITED AVAILABILITY
1.5 Workshop at Event: Sponsor will receive opt-in attendee info from those attending workshop. Workshops will be overlapping conference sessions.	•			
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•			
Speaking Opportunity: Content must meet CFP criteria and is subject to program committee approval.	10 Min Keynote	5 Min Keynote		
Access to Bookable Meeting Room	Private Use - 4 hours	Private Use - 2 hours		
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•		
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•		
Social Media Promotion of Sponsorship: From The Linux Foundation X handle (formerly Twitter).	(1) pre-event standalone post with social card	(1) pre-event group post	(1) pre-event group post	
Exhibit Booth: Inclusions vary by level.	10' x 10' exhibit space with 1M wide branded counter	10' x 10' exhibit space with 6' draped table & chairs	8' x 8' exhibit space with draped 6' table	6' x 4' exhibit space with draped 6' table
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	1	1	1	1
Recognition on Event Signage and Website: Prominent logo display on all event web pages and on conference signage.	•	•	•	•
Recognition in Pre-Conference Email Marketing	•	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	10	6	4	2
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•
Sponsorship Cost	\$40,000	\$25,000	\$12,500	\$6,000

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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.**

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LINUXCON



CLOUDOPEN



CONTAINERCON



DIVERSITY
EMPOWERMENT
SUMMIT



CRITICAL
SOFTWARE
SUMMIT



SUSTAINABILITY
CON



EMERGING
OS FORUM



OPENGOV
CON



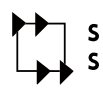
OPEN SOURCE
LEADERSHIP
SUMMIT



OPEN
SOURCE
ON-RAMP



OPERATIONS
MANAGEMENT
SUMMIT



SUPPLYCHAIN
SECURITYCON



TECHDOCS
CON

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
- 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 Europe 2023 was held as a hybrid event, gathering **2,500** attendees from **1,636** organizations across **113** countries.
- Highest sponsor booth leads generated in 2023 — **318** with an average of **131**.

*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.	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE 7 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.	•	•			
Keynote Video & Blog Coverage: Talk will be live streamed and recorded with blog post coverage. All assets available to sponsor.	•	•			
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			
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. <i>Based on availability.</i>	10-Minute Keynote	5-Minute Keynote	Conference Session or BoF		
Social Media Re-Share: The Linux Foundation X (formerly 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 X (formerly Twitter). Sponsor can provide custom content (must be approved by The Linux Foundation).	2	1	1 (shared post)		
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Collateral Distribution: Laid out in a prominent location near registration onsite.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing	•	•	•	•	•
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	•	•	•	•	•
Recognition on Event Signage and Website: Prominent logo display on event web pages, onsite conference signage.	•	•	•	•	•
Exhibit Booth: Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available).	20'x20'	15'x15'	10'x10'	10'x10'	Tabletop
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	\$70,000	\$45,000	\$30,000	\$15,000	\$8,000

*Start-ups may secure a Bronze Sponsorship for US\$4,000 provided they:
(1) Have been in business less than 3 years; (2) Have less than \$5M in annual revenue; and (3) Have less than 30 employees at signing of contract.

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

About AI.dev: Open Source GenAI & ML Summit

October 14-15 | Seattle, WA

AI.dev is a nexus for developers delving into the intricate realm of open source generative AI and machine learning. At the heart of this event is the belief that open source is the engine of innovation in AI.

By uniting the brightest developers from around the world, we aim to ignite discussions, foster collaborations, and shape the trajectory of open source AI.

Attendees will join to dive deep into hands-on sessions, join in on the robust technical discourse, and harness the collective expertise to push the boundaries of what's possible in the AI realm with open source.

AI.dev 2024 Topics

- Foundations, Frameworks and Tools for Machine Learning
- MLOps, GenOps and DataOps
- Generative AI and Creative Computing
- Autonomous AI and Reinforcement Learning
- Natural Language Processing and Computer Vision
- Edge and Distributing AI
- Data Engineering and Management
- Community and Ecosystem Building
- Responsible AI: Ethics, Security, and Governance in AI

Who Attends

SOFTWARE DEVELOPERS & ENGINEERS

From ML beginners to seasoned GenAI experts, these professionals are at the heart of the summit, passionate about harnessing open source AI to innovate and drive advancements.

MACHINE LEARNING ENGINEERS

Specialists who implement, maintain, and innovate with ML algorithms and tools, bridging theory with real-world application.

AI RESEARCHERS

Both from academia and industry, these experts delve deep into the intricate facets of AI, seeking to share insights and understand the practical applications of their work.

OPEN SOURCE CONTRIBUTORS

Active participants in the open source ecosystem, especially those involved in AI and ML projects, looking to collaborate, learn, and grow.

Over 1,000 attendees will join this event.

OCTOBER 14-15 · SEATTLE, WASHINGTON

Sponsorships-at-a-Glance

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

	DIAMOND 4 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 6 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Custom Question in Post-Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow-up reporting with data results.	2	1			
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	•	•			
Speaking Opportunity: Content must be approved by PC and The Linux Foundation. Based on availability.	10-Minute Keynote	5-Minute Keynote	Conference Session		
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•	•		
Meeting Room: For private meeting use only.	Private Use - 2 Days	Private Use - 1 Day	Private Use - 2 Hours		
Social Media Promotion of Sponsorship: Sponsor can provide custom content (must be approved by The Linux Foundation).	3	2	1 (shared post)		
Social Media Re-Share: We will retweet 1 post of your choosing. Timing determined by The Linux Foundation	•	•	•	•	
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Collateral Distribution: Laid out in a prominent location near the registration desk onsite.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Recognition on Event Signage and Website: Prominent logo display on event web pages and onsite conference signage.	•	•	•	•	•
Exhibit Space: Includes counter with graphic and stools. Table and chairs only for Silver and Bronze sponsors. (Upgrade options available).	20'x20'	20'x10'	10'x10'	Table	Table
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	3	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	30	15	10	6	4
Exhibit Hall Passes: Exhibit hall passes will only provide access to the exhibit hall, not entire conference.	30	25	20	10	4
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	\$75,000	\$50,000	\$30,000	\$12,000	\$7,000

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

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, DATATAX

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.

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	3 AVAILABLE	3 AVAILABLE	3 AVAILABLE	4 AVAILABLE	4 AVAILABLE
Conference Room: For private meeting use only.	•				
LF Live Webinar: We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.	•				
Speaking Opportunity: All sponsor content must be approved by the Program Committee and The Linux Foundation. Speaking slots based on availability.	15-minute Keynote	5-minute Keynote + Session	Session		
Inclusion in Onsite Press News Package: Announcements you'd like to make onsite will be included in the daily news package sent to media covering event.	•	•	•		
Recognition During Opening Keynote Session: Sponsor recognition by name.	•	•	•		
Exclusive Sponsorship of 1 Attendee Social Function: Includes branding throughout the social function.	Evening Event (1 day)	Lunch (1 day)	Breakfast & Breaks (1 day)		
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Access to Event Press List	•	•	•	•	•
Member Summit Invitations: Full access passes to the entire conference for your staff or customers.	10	8	6	4	2
Recognition on Event Signage and Event Website: Prominent logo display on all event web pages and on the conference signage.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Sponsor Designation in Press Releases: Recognition as sponsor in the body of the release.	•	•	•	•	•
Sponsorship Cost	\$65,000	\$35,000	\$20,000	\$10,000	\$8,000

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.

Sponsorships-at-a-Glance

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

	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 10 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Recognition During Opening Keynote Session: Sponsor recognition by name.	•	•			
Custom Question in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	1			
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. <i>Based on availability.</i>	10-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).	2	1	1 (shared post)		
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Collateral Distribution: Laid out in a prominent location near the registration desk onsite.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing	•	•	•	•	•
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 Space: Diamond and Platinum include 2 tables and 2 chairs. 1 Table and 2 chairs only for Gold, Silver, and Bronze sponsors.	8'x6'	8'x6'	6'x6'	6'x6'	6'x6'
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.

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.

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

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.

	ATTENDEE GIFT 1 AVAILABLE	DINNER CO-SPONSORSHIP 2 AVAILABLE	LUNCH CO-SPONSORSHIP 2 AVAILABLE	BREAKFAST AND BREAKS CO-SPONSORSHIP 2 AVAILABLE
Sponsor Logo on Attendee Gift	•			
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•
Recognition During Opening Keynote Session: Sponsor recognition by name.	•	•	•	•
Collateral Distributed to Attendees	•	•	•	•
Recognition on Event Signage and Website: Prominent logo display on all the event web pages, and on conference signage.	•	•	•	•
Invite-Only Maintainer Summit Attendee Pass	1	1	1	1
Sponsorship Cost	\$30,000	\$25,000	\$25,000	\$20,000

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)





CLOUD NATIVE
COMPUTING FOUNDATION

PART 3
CNCF Events





KubeCon



CloudNativeCon

Europe 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.
- 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 Versailles,
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.



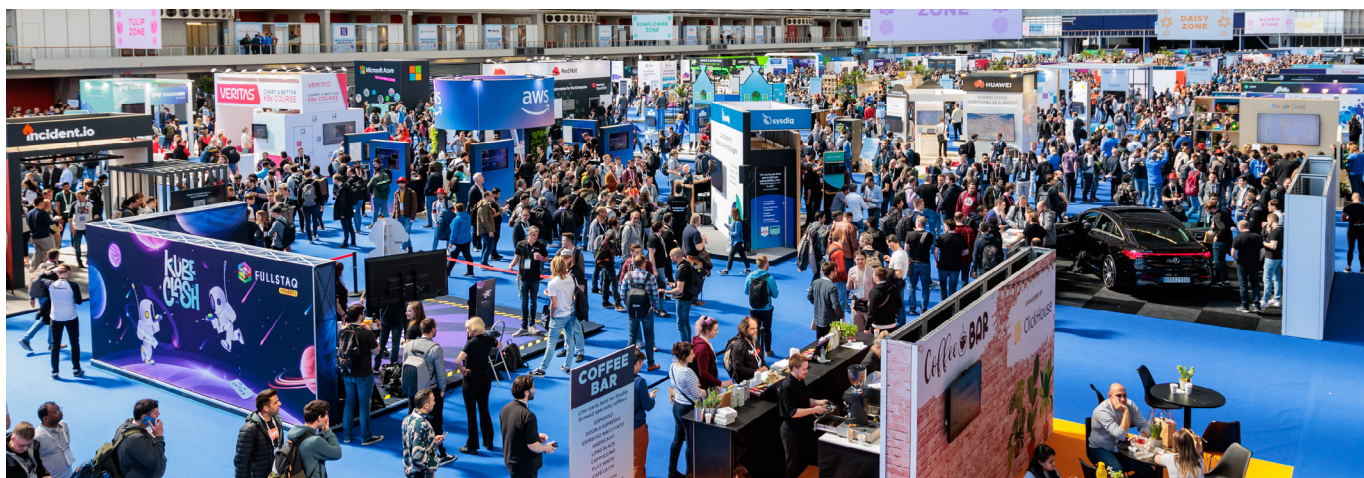
**1 co-located event day
3 main conference days**



**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.



KubeCon



CloudNativeCon

Europe 2024

SPONSORSHIP BENEFITS AT-A-GLANCE

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

Signed contracts must be received by **December 14, 2023**.

	DIAMOND* 7 5 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP† OPEN	END USER‡ OPEN
Speaking opportunity <i>Content must meet CFP criteria and is subject to program committee approval</i>	Choice of (1) 5-minute keynote or (1) 35-minute breakout session					
Email to opt-in attendees <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email					
Opportunity to participate in media + analyst panel during the event	✓					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in pre- and post-conference email to attendees	logo	logo				
Preferred placement of sponsor announcements in official event news package	✓	✓				
Logo recognition in post-event transparency report	✓	✓				
List of registered press/analysts <i>Provided 3 weeks prior to event</i>	✓	✓	✓			
Logo recognition on keynote screen	✓	✓	✓			
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓		
Logo on onsite sponsor signage	✓	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	✓	✓	✓	✓	✓	✓
Social media posts on X (formerly Twitter) from official @KubeCon_ handle	(1) pre-event standalone post with social card and (1) customizable news spotlight during event	(2) pre-event group posts and (1) group tweet during event	(1) pre-event group post and (1) group post during event	(1) pre-event group post	(1) pre-event group post	(1) pre-event group post
Complimentary onsite attendee passes <i>To be used for booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits</i>	20	15	12	8	5	5
20% discount on additional onsite attendee passes <i>Unlimited usage while passes are available for sale</i>	✓	✓	✓	✓	✓	✓
Exhibit space <i>Turnkey booth includes backwall and counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet</i>	9m (w) x 6m (d) raw exhibit space	6m (w) x 6m (d) Choice of raw exhibit space or turnkey	4.5m (w) x 3m (d) Choice of raw exhibit space or turnkey	3m (w) x 2.5m (d) turnkey only	2.5m (w) x 2m (d) turnkey only	2.5m (w) x 2m (d) turnkey only
Physical lead retrieval device(s) <i>To be used at booth only</i>	(3) devices + (3) licenses	(2) devices + (2) licenses	(2) devices + (2) licenses	(1) device + (1) license	(1) device + (1) license	(1) device + (1) license
SPONSORSHIP COST	\$195,000	\$120,000	\$80,000	\$28,000	\$8,000	\$8,000

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.

CNCF-hosted Co-located Events at KubeCon + CloudNativeCon Europe 2024



Experience the power of collaboration as you meet, network, and form connections with peers and like-minded individuals in the vibrant cloud native community. By sponsoring a co-located event hosted by CNCF, you'll gain valuable mind share among a targeted audience, while engaging face-to-face with over 2,500 developers, architects, and technical leaders. The all-access pass offers attendees the freedom to participate in any CNCF-hosted co-located event on Tuesday, 19 March, amplifying the potential audience for sponsors to interact with throughout this exhilarating day of exploration and innovation.

Recorded content from the event will be available post event on YouTube for those that cannot attend onsite. Visit our website for additional event details.

Contact sponsor@cncf.io to secure your sponsorship today! **Signed contracts must be received by 17 January 2024.**



Event Date:
19 March 2024



Location: Paris Expo Porte de Versailles, Paris, France



Estimated Number of Attendees: 2,500+



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

SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND	PLATINUM	GOLD UNLIMITED	START-UP* UNLIMITED
Keynote at selected co-located event <i>*Topic subject to program committee approval</i>	(1) 5-minute keynote			
Email to opt-in attendees	(1) combined pre- or post-conference email (150 words)			
Table Top Sponsor Space + Lead Retrieval**	(1) Lead Retrieval Device, 6'x4' footprint includes (1) 6' table, 2 chairs, and power	(1) Lead Retrieval Device, 6'x4' footprint includes (1) 6' table, 2 chairs, and power		
Recognition during opening session	✓	✓	✓	✓
(1) Social media mention from @KubeCon_ handle	Group mention with Diamond + Platinum Sponsors	Group mention with Diamond + Platinum Sponsors	Group mention Gold + Start-Up Sponsors	Group mention Gold + Start-Up Sponsors
Logo on sponsor signage	✓	✓	✓	✓
Logo recognition on event schedule	✓	✓	✓	✓
Logo and link on event webpage	✓	✓	✓	✓
Complimentary IN-PERSON All-Access Pass: Includes CNCF-hosted Co-located Events (Tues) + CloudNativeCon Europe (Wed-Fri)	5	4	2	2
Provide attendee giveaway during selected in-person co-located event. Giveaways must be distributed at sponsor table top and/or co-located event meeting room. <i>*CNCF Approval Required</i>	✓	✓	✓	✓
SPONSORSHIP COST	\$35,000	\$25,000	\$9,500	\$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 in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.*

****Onsite leads only, leads can only be collected within assigned table top sponsor space*

ADD-ON OPPORTUNITIES

 **Session Recording**

FULL DAY: \$7,500 | HALF DAY: \$3,750

1 PER CO-LOCATED EVENT

Extend your presence long after the live event concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

Benefit: Sponsor recognition slide with logo at the beginning of each video recording.

CNCF-hosted Co-located Events at KubeCon + CloudNativeCon Europe 2024



Please see below for available sponsorship opportunities per CNCF-hosted co-located event.

CO-LOCATED EVENT	DIAMOND	PLATINUM	SESSION RECORDING
AppDeveloperCon <i>Full Day Event</i>	3 AVAILABLE	2 1 AVAILABLE	1 AVAILABLE
ArgoCon <i>Full Day Event</i>	4 AVAILABLE	2 AVAILABLE	1 AVAILABLE
BackstageCon <i>Full Day Event</i>	3 AVAILABLE	2 AVAILABLE	1 AVAILABLE
Cilium + eBPF Day <i>Full Day Event</i>	3 AVAILABLE	2 AVAILABLE	1 AVAILABLE
Cloud Native AI Day <i>Full Day Event</i>	3 AVAILABLE	2 AVAILABLE	1 AVAILABLE
Cloud Native Wasm Day <i>Half Day Event</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Data on Kubernetes Day <i>Half Day Event</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Istio Day <i>Full Day Event</i>	3 AVAILABLE	2 AVAILABLE	1 AVAILABLE
Kubeflow Summit <i>Half Day Event</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Kubernetes on Edge Day <i>Half Day Event</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Multi-TenancyCon <i>Half Day Event</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Observability Day <i>Full Day Event</i>	3 AVAILABLE	2 AVAILABLE	1 AVAILABLE
OpenTofu Day <i>Half Day Event</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
Platform Engineering Day <i>Half Day Event</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE
ThanosCon <i>Half Day Event</i>	2 AVAILABLE	1 AVAILABLE	1 AVAILABLE



CLOUDNATIVE SECURITYCON

NORTH AMERICA 2024

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

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for level sponsorships must be received by **May 16, 2024**.



Event Dates:
June 26-27, 2024



Location: Seattle Convention Center,
Seattle, WA



Estimated Number of Attendees*:
1000+



Who Attends?

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

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

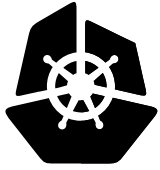
SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 65 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	START-UP† LIMITED AVAILABILITY
Five-minute keynote <i>Topic subject to program committee approval</i>	✓			
Logo recognition on keynote screen	✓	✓		
Email to opt-in attendees <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email	(1) pre-conference group email		
Sponsor recognition in pre- and post-conference email to attendees	logo	logo		
Sponsor recognition in pre-event promotional emails	logo and link	company name and link only		
Social media posts from official X handle (formerly Twitter)	(1) pre-event standalone post with social card	(1) pre-event group post	(1) pre-event group post	
Logo on onsite sponsor signage	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓
Complimentary onsite attendee passes <i>To be used for onsite booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits</i>	6	4	3	2
Onsite exhibit space <i>Includes counter or table, (2) stools or chairs, wastebasket, basic power</i>	15' x 15' exhibit space, branded backwall, and 1M wide branded counter	10' x 10' exhibit space, branded backwall, and 1M wide branded counter	8' x 8' exhibit space with draped 6' table	6' x 4' exhibit space with draped 6' table
Physical lead retrieval device <i>Live scans, real time reporting, and ability to take notes on captured leads.</i>	✓	✓	✓	✓
SPONSORSHIP COST	\$85,000	\$45,000	\$17,500	\$7,500

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

* 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.

† 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.



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.
- 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:

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.



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.



KubeCon



CloudNativeCon

North America 2024

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.Signed contracts must be received by **August 16, 2024**.

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

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