The overall experience was amazing. I learned a lot about technology from around the world. I even recommended the Open Source Summit Japan + Automotive Linux Summit to all my colleagues.
About Open Source Summit Japan
December 5-6, 2023 | Tokyo, Japan

Join us at the premier event for open source developers, technologists and community leaders to collaborate, share information, solve problems and gain knowledge, furthering open source innovation and ensuring a sustainable open source ecosystem. **It is THE gathering place for open source code and community contributors.**

OPEN SOURCE SUMMIT IS A CONFERENCE UMBRELLA, COMPOSED OF A COLLECTION OF EVENTS COVERING THE MOST IMPORTANT TECHNOLOGIES, TOPICS AND ISSUES AFFECTING OPEN SOURCE TODAY.

Events Under the OS Summit Japan 2023 Conference Umbrella include:
Why Sponsor

Sponsoring Open Source Summit gives you the opportunity to reach a diverse and multi-faceted audience of open source practitioners, in one place.

Many organizations are engaged in a number of the technology areas covered at Open Source Summit, making this the one conference providing you the opportunity to connect with many communities at one event.

- 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

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

THE LINUX FOUNDATION
Who Attends Open Source Summit

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

**Operations**
- Architects, SRE, System Administrators and DevOps

**Community & Leadership**
- Technical Managers, Community Managers, Executive Leaders, Legal & Compliance, OSPO Teams

**Academic/Media/Other**
- Professors, Students, Media, Analysts, Product, Biz Dev, Marketing

Why Attend Open Source Summit?

**Thousands of attendees attend Open Source Summit Japan each year to:**

- Meet face-to-face for problem-solving, discussions and collaboration
- Learn about the latest trends in open source and open technologies
- Access leading experts to learn how to navigate the complex open source environment
- Find out how others have used open source projects to gain efficiencies
- Gain a competitive advantage by learning about the latest in innovative open solutions
- Find out what industry-leading companies and projects are doing in the future, and where technologies are headed
- Explore career opportunities with the world’s leading technology companies

Quick Facts

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

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

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

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

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

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

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*LinuxCon attendees are technical and savvy. We had many in-depth technical conversations about Redis usage. You just don’t get that kind of engagement very often.*
Diversity & Inclusion

We want to help make the open source community a more diverse and inclusive community, and feel that events are one of the ways to help further that goal. Thus creating the diversity & inclusivity we want to see in the community is paramount to a successful Open Source Summit, including on stage and in the audience.

In 2022

- 22% of Keynote Speakers identified as women or non-binary
- 35% identified as a person of color
- 22% of conference speakers identified as women or non-binary
- 15%* of attendees identified as women and non-binary

"I am thrilled to see the diversity and inclusion initiatives!"

"The importance of diversity and inclusion were evident in words and practice. Well done!"

*These are optional questions on our registration form that also include ‘prefer not to answer’ as an option, or can be skipped entirely, thus these numbers may be higher than reflected here.

On-Site Health + Safety

The health and safety of all event participants is of the utmost importance to us. Again this year, we will have health + safety protocols in place at events to best ensure the safety and well being of our attendees. Please visit our website for the most up-to-date information on the protocols for this event.
# Sponsorships-at-a-Glance

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

<table>
<thead>
<tr>
<th>Feature</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tr>
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<tr>
<td>Pre or Post-Conference Email Blast</td>
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<td>Recognition During Opening Keynote Session</td>
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<td>Custom Question in Post Event Attendee Survey</td>
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<td>1</td>
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<tr>
<td>Speaking Opportunity</td>
<td>15-Minute Keynote</td>
<td>5-Minute Keynote</td>
<td>Conference Session or BoF</td>
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<td>Social Media Re-Share</td>
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<tr>
<td>Sponsor Designation in Press Releases</td>
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<tr>
<td>Meeting Room**</td>
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<td>Private Use - 1 Day</td>
<td>Private Use - 4 Hours</td>
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<tr>
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<td>Collateral Distribution**</td>
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*Start-ups may secure a Bronze Sponsorship for US$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than $5M in annual revenue; and (3) Have less than 30 employees at signing of contract.

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

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2023 due to COVID.
Diamond Sponsorship Detail

Marketing and Brand Exposure:

- **Assistance with Press Bookings at Event:** Helping you get the most out of an on-site announcement.
- **Pre or Post-Conference Email Blast:** One time use of opt-in list to be sent by The Linux Foundation.
- **Company Logo Listed on All Event Webpages and All Event Email Promotions:** Logo is linked to your URL.
- **Social Media Promotion of Sponsorship 3x:** From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).
- **Social Media Re-Share:** The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.
- **Sponsor Designation in Press Releases:** Recognition as sponsor in body of release.
- **Recognition in Pre-Conference Email Marketing:** Includes link to your URL.
- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.

Speaking Opportunity:

- **Speaking Opportunity:** 15 minute Keynote. Content must be approved by PC and the LF. Based on availability.

Lead Generation:

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

Event Access and Knowledge Share:

- **30 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.
- **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.
- **Ability to add 2 Custom Questions in Post-Event Attendee Survey:** Follow-up reporting will be provided with data results. Questions must be approved by The Linux Foundation.
- **Post-Event Data Report:** Provides event demographics and additional details on event performance.

On-site Experience:

- **Recognition on Event Signage and Website:** Prominent logo display on all the event web pages and on conference signage onsite.
- **Recognition During Opening Keynote Session:** Sponsor recognition by name.
- **Keynote Stage Branding:** Logo prominently displayed.
- **Collateral Distribution:** Laid out in a prominent location near registration onsite.
- **10x10 Exhibit Booth:** Includes 2 tabletops and chairs.
- **Private Meeting Room:** Reserved for the entire event to host your VIP customers and exclusive meetings.

All Diamond Sponsors receive a speaking opportunity: 15 min Keynote!*

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

Marketing and Brand Exposure:
- **Pre or Post-Conference Email Blast**: One time use of opt-in list to be sent by The Linux Foundation.
- **Company Logo Listed on All Event Webpages and All Event Email Promotions**: Logo is linked to your URL.
- **Social Media Promotion of Sponsorship 2x**: From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).
- **Social Media Re-Share**: The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.
- **Sponsor Designation in Press Releases**: Recognition as sponsor in body of release.
- **Recognition in Pre-Conference Email Marketing**: Includes link to your URL.
- **Access to Event Press/Analyst List**: Contact list shared one week prior to event for your own outreach.

Speaking Opportunity:
- **Speaking Opportunity**: 5 minute Keynote or conference session. Content must be approved by PC and the LF. *Based on availability.*

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

Event Access and Knowledge Share:
- **20 Conference Attendee Passes**: Full access passes to the entire conference for your staff or customers.
- **20% Discount on Additional Conference Passes**: For use by your customers, partners or colleagues.
- **Ability to add 1 Custom Questions in Post-Event Attendee Survey**: Follow-up reporting will be provided with data results. Questions must be approved by The Linux Foundation.
- **Post-Event Data Report**: Provides event demographics and additional details on event performance.

On-site Experience:
- **Recognition on Event Signage and Website**: Prominent logo display on all the event web pages and on conference signage onsite.
- **Recognition During Opening Keynote Session**: Sponsor recognition by name.
- **Keynote Stage Branding**: Logo prominently displayed
- **Collateral Distribution**: Laid out in a prominent location near registration onsite.
- **10x10 Exhibit Booth**: Includes 2 tabletops and chairs.
- **Private Meeting Room**: Reserved for one day of the event to host your VIP customers and exclusive meetings.

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

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

Marketing and Brand Exposure:

- **Company Logo Listed on All Event Webpages and All Event Email Promotions**: Logo is linked to your URL.

- **Social Media Promotion of Sponsorship 1x (shared post)**: From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).

- **Social Media Re-Share**: The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.

- **Sponsor Designation in Press Releases**: Recognition as sponsor in body of release.

- **Recognition in Pre-Conference Email Marketing**: Includes link to your URL

- **Access to Event Press/Analyst List**: Contact list shared one week prior to event for your own outreach.

On-site Experience:

- **Recognition on Event Signage and Website**: Prominent logo display on all the event web pages and on conference signage onsite.

- **Recognition During Opening Keynote Session**: Sponsor recognition by name.

- **Keynote Stage Branding**: Logo prominently displayed

- **Collateral Distribution**: Laid out in a prominent location near registration onsite.

- **8x8 Exhibit Booth**: Includes 1 tabletop and chairs.

- **Shared Meeting Room**: Reserved for 4 hours of the event to host your VIP customers and exclusive meetings.

Speaking Opportunity:

- **Speaking Opportunity**: Conference Session or BoF. Content must be approved by PC and the LF. Based on availability.

Lead Generation:

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

Event Access and Knowledge Share:

- **15 Conference Attendee Passes**: Full access passes to the entire conference for your staff or customers.

- **20% Discount on Additional Conference Passes**: For use by your customers, partners or colleagues.

- **Post-Event Data Report**: Provides event demographics and additional details on event performance.

All Gold Sponsors receive a speaking opportunity: **Conference Session or BoF**!

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

Marketing and Brand Exposure:

• **Company Logo Listed on All Event Webpages and All Event Email Promotions**: Logo is linked to your URL.

• **Recognition in Pre-Conference Email Marketing**: Includes link to your URL.

• **Access to Event Press/Analyst List**: Contact list shared one week prior to event for your own outreach.

On-site Experience:

• **Recognition on Event Signage and Website**: Prominent logo display on all the event web pages and on conference signage onsite.

• **Keynote Stage Branding**: Logo prominently displayed.

• **Collateral Distribution**: Laid out in a prominent location near registration onsite.

• **8x8 Exhibit Booth**: Includes 1 tabletop and chairs.

Lead Generation:

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

Event Access and Knowledge Share:

• **10 Conference Attendee Passes**: Full access passes to the entire conference for your staff or customers.

• **20% Discount on Additional Conference Passes**: For use by your customers, partners or colleagues.

• **Post-Event Data Report**: Provides event demographics and additional details on event performance.
Bronze Sponsorship Detail

**Marketing and Brand Exposure:**
- **Company Logo Listed on All Event Webpages and All Event Email Promotions:** Logo is linked to your URL.
- **Recognition in Pre-Conference Email Marketing:** Includes link to your URL.
- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.

**On-site Experience:**
- **Recognition on Event Signage and Website:** Prominent logo display on all the event web pages and on conference signage onsite.
- **Collateral Distribution:** Laid out in a prominent location near registration onsite.
- **Tabletop Exhibit:** Includes 1 tabletop and chairs.

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

**Event Access and Knowledge Share:**
- **5 Conference Attendee Passes:** Full access passes to the entire conference for your staff or customers.
- **20% Discount on Additional Conference Passes:** For use by your customers, partners or colleagues.
- **Post-Event Data Report:** Provides event demographics and additional details on event performance.
Promotional Marketing Opportunities

Each opportunity listed includes 2 conference passes for sponsoring company.

**Open Source Summit Speed Networking & Mentoring Session** $2,000 • 1 Available

Sponsors will receive recognition in the session, the opportunity to provide collateral to distribute at session, and logo on website and signage.

**Women & Non-Binary in Open Source Lunch** $10,000 • 1 Available

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

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

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

**Lanyards** $8,000 • 1 Available

Every attendee at the event will wear a name badge and lanyard and your logo will appear across the lanyard. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost. Level sponsorship required.

**Cross-Promotion of Pre-Approved Community Events** $7,500 • Unlimited

Organizing an event for attendees? The Linux Foundation would be happy to help promote your event to our attendees. Only confirmed sponsors of Open Source Summit Japan 2023 are eligible for cross-promotion. Events may overlap with the conference program. Benefits include:

- Event listed on the conference website
- Event listed on the official conference schedule
- Event listed in a shared pre-event promotional email
- Optional: Event listed on the OSSJ registration form for attendees to add it to their conference registration. A 2.9% credit card processing fee per registrant will be charged if a registration fee is required.

**Attendee T-Shirt** $10,000 • Leveled Sponsor $15,000 • Non-Leveled Sponsor

Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.

**Onsite Happy Hour & Onsite Reception** $10,000 • 1 Available

Spark conversation about your brand during our Technology Showcase Happy Hour. Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage.

**Breakfast & Breaks** $15,000 • 2 Available

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

**Diversity Scholarships** $2,500 Minimum • Unlimited

Scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend events for financial reasons. Showcase your organization's support by sponsoring the diversity scholarship program. Benefits include:

- Logo and link on conference website.
- Logo recognition on rotating slides before and after keynotes.
- Sponsor recognition in scholarship acceptance notifications.

**Onsite Happy Hour & Onsite Reception** $10,000 • 1 Available

Spark conversation about your brand during our Technology Showcase Happy Hour. Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage.

**Breakfast & Breaks** $15,000 • 2 Available

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**Diversity Scholarships** $2,500 Minimum • Unlimited

Scholarship program provides support to women, gender non-confirming individuals, people with dis/abilities, other underrepresented minorities, and those who may not otherwise have the opportunity to attend events for financial reasons. Showcase your organization's support by sponsoring the diversity scholarship program. Benefits include:

- Logo and link on conference website.
- Logo recognition on rotating slides before and after keynotes.
- Sponsor recognition in scholarship acceptance notifications.
Open Source Summit ‘Micro’ Conference Sponsorship Opportunities

In addition to a leveled Open Source Summit sponsorship — or in lieu of — you can also show your support for a specific subject matter area by sponsoring one of the micro-conferences within Open Source Summit.

<table>
<thead>
<tr>
<th>Conference</th>
<th>PRINCIPAL • $10,000</th>
<th>SUPPORTER • $5,000</th>
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</thead>
<tbody>
<tr>
<td>Automotive Linux Summit</td>
<td>3 REMAINING</td>
<td>8 REMAINING</td>
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<tr>
<td>CloudOpen</td>
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<td>ContainerCon</td>
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<td>Critical Software Summit</td>
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<tr>
<td>SupplyChainSecurityCon</td>
<td>3 REMAINING</td>
<td>8 REMAINING</td>
</tr>
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</table>

Sponsorship Levels

**PRINCIPAL $10,000**
- Large logo on branded signage outside conference room(s) specific to the micro-conference of your choosing
- Logo on micro-conference webpage and in event promotional materials
- Branding on Conference Video Recordings: Your logo will be included on the opening title slide of all recordings from your chosen micro-conference. Videos are publicly available on The Linux Foundation YouTube Channel and viewed by thousands
- Social Media Promotion: 1 Tweet from the LF Twitter account promoting your sponsorship. Sponsor can provide custom content (must be approved by The Linux Foundation)
- 3 Open Source Summit Conference Passes

**SUPPORTER $5,000**
- Medium logo on branded signage outside conference room(s) specific to the micro-conference of your choosing
- Logo on micro-conference webpage and in event promotional materials
- 2 Open Source Summit Conference Passes
Previous Sponsors
Media Coverage

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

Previous participants included:

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During our 2022 event window, November 28 - December 12, 2022:

- 37M Twitter impressions for #oss summit
- 2.8K Unique visitors on the Linux Foundation LinkedIn Page
Hear what our previous attendees have said!

"I really enjoyed being part of such an excellent event. This was without a doubt an extremely enriching experience. Thank you."

"OSS gets your creative juices flowing. It helps provide clarity on what's important and how to achieve it."

"If you want to learn, OSS is the place to be. The presentations absolutely added to my knowledge base."

"Open Source Summit & ELC is a great event that enables me to learn and expand my networking with other Open Source Enthusiasts around the world."

"LinuxCon provides a unique opportunity to learn about a range of OSS projects/technologies, meet with developers and vendors, make important contacts, and have fun at the social events. I highly recommend LinuxCon (and other LF events) for anyone wanting to expand their understanding of the people, culture, and machinery behind Linux and OSS."

"OSS is amazing. So many people gathered with a high technical level - all aiming to learn and network. I encourage you to attend the next time, the experience was incredible."

"The best Inclusive conference of the year. Talks, people, sponsors and projects are just amazing."

"A great event to connect with smart people who share a passion for open source!"

"The best open source event."

"I managed to attend every edition of the Embedded Linux Conference since the beginning. I always get back from the conference with a huge list of new ideas to explore. This conference is a great way to stay up to date with the developments in open-source projects that matter in embedded, and to meet the maintainers and fellow developers."
Participate in all 2023 Open Source Summit Events!

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

Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events and/or creating a custom sponsor package? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization's individual needs.

Linux Foundation Corporate Members receive sponsorship discounts on Linux Foundation events; 5% discount or 7% when signing up for multiple events at once.

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

www.events.linuxfoundation.org