



# ONE SUMMIT

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**LF**  
NETWORKING

LFN Developer & Testing Forum

**ONE SUMMIT - April 29 - May 1**

**DEVELOPER & TESTING FORUM - May 2 - 3**

**San Jose, CA**

# 2024 SPONSORSHIP

# PROSPECTUS

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 THE **LINUX** FOUNDATION |  **LF** NETWORKING |  **LF** EDGE

## ONE Summit

April 29 - May 1, 2024 | San Jose, CA

### Celebrating 10+ Years of Open Networking

ONE Summit is the top open networking & edge/IOT industry event that brings together technical and business decision makers for in-depth, interactive conversations in a neutral and collaborative environment. Together, ecosystem thinkers and doers collaboratively plan how to integrate the latest innovations and the operational support necessary to leverage them.

For over 10 years, ONE Summit has enabled interactive, real world conversations on the challenges, opportunities, and technology of networking and its ecosystems. At the heart of global network transformation, ONE Summit enables networks of the future. In 2024, ONE Summit returns to its Silicon Valley roots where the industry will gather to plan the next decade of disruption fueled by open source use cases across AI in networking,

edge/IoT, Open RAN, 6G, enhanced access & connectivity, quantum computing, WASM, and more tech not yet imagined.

With content for communications, cloud, and telecom service providers, as well as enterprise verticals requiring advanced networking capabilities through core, access, and edge, attendees learn to leverage open source ecosystems to realize digital transformation and Industry 4.0.

### ONE Summit 2024 Industry Discussions

- The totality of open source projects across cloud-native networking, edge, connectivity, access, AI, and automation.
- The challenges of interoperability, integration, rapid CI/CD, security, and operations maintenance of end-to-end solutions.
- Enterprises government, global service providers, cloud, and more.
- Input from networking ecosystem decision-makers across architectural, technical and business domains.



Largest neutral, open networking and edge event back in Silicon Valley



Disruptive Technology focus: AI Use cases in cloud native networking & edge/IOT, access (open RAN, 6G, fixed wireless access), quantum computing, WASM, satellite connectivity, applications & more



Attendees span technical & business executives, enterprise, telecom & cloud service providers, creators, implementers, evangelists, & more



Collaborative format with hallway tracks, visionary & inventor keynotes, community-curated mini-summits, and more



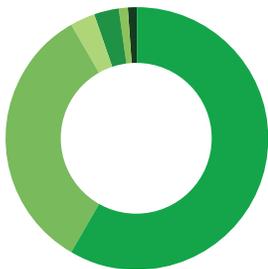
Discussions on practical industry challenges in 2024 & beyond

## Who Attends?

Since 2011, ONE Summit (formerly ONS — Open Networking Summit) has grown from a couple hundred attendees in its first year, to a combined tens of thousands of industry thought leaders, thinkers, and doers. Representatives from across 5 continents, over 200 countries, and thousands of professional organizations and passionate speakers all come together to transform “Networking,” to “Open Networking,” to “Open Networking and Edge,” which now includes AI applications and use cases.

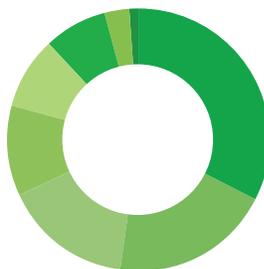
- Attendees represent a diversity of cross-industry sectors, including: cloud and telecom service providers; enterprise vertical leaders in **energy, health care, finance, industry, consumer staples, software,** university & research, government technologists, standards and consortium partners, and more.
- Job functions include **CXO, Architect, Developer, Executive Leader, Management, Legal/Compliance, DevOps, Product, Business Development,** and more.

## Attendee Demographics



### Industry

- Information **58%**
- Telecom **33%**
- Professional **3%**
- Non Profit **3%**
- Consumer Goods **1%**
- Other **1%**



### Job Level

- Individual Contributor **33%**
- Director **20%**
- Manager **16%**
- VP / SVP / GM **11%**
- Other **9%**
- CXO / ED **8%**
- Academic **3%**
- No Value **1%**



### Job Function

- Manager - Technical Teams **23%**
- Product/Biz Dev **19%**
- Other **19%**
- Systems/Embedded Developer **7%**
- Manager - Other **7%**
- Marketing **7%**
- Manager OSPO **5%**
- Media Analyst **4%**
- Student **3%**
- Professor/Academic **3%**
- No Value **2%**



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## Past Sponsors



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## Linux Foundation Networking & Edge Ecosystem Projects

### LF NETWORKING



### LF EDGE



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# 2024 SPONSORSHIP PROSPECTUS

## Sponsorships-at-a-Glance

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today. Please note that we are happy to negotiate custom packages and sponsorships. If you want to help create this show, LF Networking is here to engage with you.

**Sponsorship contracts must be received by March 26, 2024.**

CATEGORY	DELIVERABLES	DIAMOND 4 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 6 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Speaking Opportunity	<b>Keynote Presentation:</b> Content to be approved by program committee	10-minute Keynote	5-minute Keynote			
	<b>Breakout Session:</b> Content to be approved by program committee. Final breakout session types TBD	Conference Session	Conference Session	Lightning Talk		
Onsite Experience	<b>Recognition on Event Signage:</b> Sponsor logo on conference signage	•	•	•	•	•
	<b>Collateral Distribution:</b> Laid out in a prominent location near registration	•	•	•	•	
	<b>1-Minute Video During Opening Keynote:</b> Provided by sponsor company	•	•			
	<b>Keynote Stage Branding:</b> Logo prominently displayed on "Thank you to our Sponsors" slide	•	•	•	•	•
	<b>Exhibit Booth:</b> Includes counter with graphic and stools. Table and chairs only for Bronze. Upgrade options available for all	20'x20'	15'x15'	10'x10'	10'x10'	6' Tabletop
	<b>Lead Retrieval License:</b> Live scans, real time reporting and ability to take notes	2	2	1	1	1
	<b>Conference Room:</b> For private meeting use only	Private	Shared	Shared		
Marketing/ Brand Exposure	<b>Blog Post:</b> Featured profile or interview on project blog	•	•			
	<b>Assistance With Press Bookings at Event:</b> Helping you get the most out of an on-site announcement	•	•			
	<b>Sponsor Recognition in News Release About Event</b>	•	•	•		
	<b>Recognition on Event Website:</b> Prominent logo display on event homepage	•	•	•	•	•
	<b>Social Media Recognition:</b> Pre-determined number of "Thank you" tweets	(1) pre and (1) during	(1) pre and (1) during	(1) pre event	Group Post	
	<b>Webinar:</b> LFN will host and promote a post-event webinar with content & speaker of Sponsor's choosing, subject to approval. Sponsor will receive contact info for webinar registrants	•	•			
Email Promotion	<b>Pre-Conference Email Blast:</b> 1 exclusive email to opt-in list to be sent by event organizers	•				
	<b>Post-Event Email Recognition:</b> Sponsor logo in footer of post-event attendee email	•	•	•	•	Name Only
Post Event	<b>Opportunity to Add Pre-Approved Custom Question to the Post-Event Attendee Survey:</b> Follow up reporting will be provided with survey results	•	•	•		
	<b>Post-Event Data Report:</b> Provides event demographics and additional details on event performance. Sponsor logo to be included	•	•	•	•	•
Misc.	<b>Conference Attendee Passes:</b> Full access passes to the entire conference for your customers, partners, or colleagues.	40	30	20	10	5
	<b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
<b>Member Cost</b>		<b>\$60,000</b>	<b>\$35,000</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$4,000</b>
<b>Non-Member Cost</b>		<b>\$70,000</b>	<b>\$45,000</b>	<b>\$30,000</b>	<b>\$15,000</b>	<b>\$4,000</b>

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## Add-On Opportunities



### Offsite Attendee Party Unlimited • \$20,000 + Up

Opportunity to sponsor the offsite event as part of the official event schedule. All attendees will be invited to the event. Please contact us for customized offers. A great opportunity to support the community. Contact us for custom options. Ex. General sponsor, custom drink, entertainment, etc.

- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on conference schedule
- Signage at event



### Offsite Attendee Party Specialty Drink 1 Available • \$5,000

Treat attendees to a special experience! Attendees participating onsite will enjoy a fun-filled evening with live entertainment, food, drinks and new friends.

- Pre-event promotion on event website
- Pre-event promotion in attendee email
- Recognition on conference schedule
- Signage at event
- Drink named after sponsors
- Logo on drink napkins



### Speed Networking & Mentoring Session 2 Available • \$5,000

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



### Wireless Access 1 Available • \$7,500

Conference Wi-Fi Network name or password will be named after Sponsor, based on venue capabilities. *Benefit extends through Developer & Testing Forum.*



### Lanyards 1 Available • \$6,000

Showcase your logo on every attendee with the lanyard sponsorship. Logo size, color, and placement will be based on the lanyard design and are subject to The Linux Foundation approval. Logo must be single color only (no gradient).



### Reception in Sponsor Showcase 2 Available • \$10,000

Sponsor can host this evening with branding on all food and drink stations and prominently placed signage.



### Private Meeting Room 2 Available • \$15,000

- Minimum capacity 10 people per room
- Access to meeting room during official event hours on main conference days
- Includes 1 table, 10 chairs, 1 5amp power drop with power strip
- Additional furniture and AV at sponsor's expense
- Sponsor logo sign on room door

*\*The meeting room is intended for small group meetings only and may not be used for workshops, sessions, or other programs that may conflict with the conference schedule.*



### Table Topics Unlimited • \$5,000

The community collectively has an immense depth of knowledge and expertise which attendees can explore and learn from at this collaborative event — whether they are new, or not so new to the community. Participants have the chance to meet with other attendees to discuss industry topics. Benefits include:

- Sponsor may add (1) table topic specific to their company OR propose a new table topic to the original structure (subject to approval by program committee)
- Nominate presenter(s)/facilitator(s) for the table
- Sponsor logo recognition during the Table Topics



### Keynote Livestream 2 Available • \$10,000

Includes logo on live stream and event website. Sponsor will be allowed to use recordings on their website or in promotional materials.



### Session Recording Sponsor 2 Available • \$5,000

Includes logo on post-event recordings of the track of their choice. One sponsor per track.

## ONE Summit Co-Located Events

Co-located events are available to projects and sponsors to host alongside ONE Summit and Developer & Testing Forum in San Jose, CA. Co-located events will take place on Day 0, April 29, 2024.

### Packages for ONE Summit include:

- Meeting space in classroom or theater setup for up to 100 attendees.
- Access to conference wi-fi + dedicated hardline to lectern
- Power for presenter at podium
- Audio Visual (AV) Services: (1) projector, (1) screen, (1) wireless presentation advancer, basic audio, (4) microphones
- In-room AV technician for the duration of your event
- Meeting room + wayfinding signage
- Contact information of registered attendees (including first name, last name, company, title, country, dietary restrictions, and email address)
- (1) Registration table and (2) chairs outside of your room for attendee check-in
- Assistance with onsite attendee check-in
- Water/coffee/tea
- Onsite event support
- Marketing and promotion
- Featured placement on ONE Summit website, registration form, and schedule
- Managed event registration and fee collection (less 2.9% credit card processing fees)

### Pricing for Half-Day Event

- **Up to 50 attendees in classroom seating**
  - Linux Foundation Projects: \$30,000
  - Other Projects or Sponsors: \$40,000
- **Up to 100 attendees in classroom seating**
  - Linux Foundation Projects: \$35,000
  - Other Projects or Sponsors: \$45,000

### Additional Needs

The following items are available to be ordered and paid for directly with the onsite service provider. Ordering information will be available after the contract is fully executed.

- Additional AV equipment: Additional screens, projectors, monitors, microphones, etc.
- Dedicated internet: if more than 1 hardline is needed
- Video recording: Session recording and/or live streaming
- Catering: Breakfast, lunch, and break options

## OpenGovCon: Networking and Edge Mini Summit

The OpenGovCon: Networking and Edge Mini Summit provides a focused experience built to accelerate federal service delivery. Join us as we connect federal policy owners, federal mission owners, and innovative federal and commercial solution providers through roundtable discussions, lightning talks, and hands on experiences to both inspire and provide practical next steps to benefit the American networking, communications, and access industry. OpenGovCon will highlight the threats facing 6G design and implementations, public digital infrastructure and provide real word/ practical examples of putting the regulatory and best practices examples by the DOD, NSA, NIST, CISA, NITA, DISA, and LF Networking, into production.

## Executive Innovation Forum

The Executive Innovation Forum (EIF) brings together prominent executives from the Networking and Edge/IOT industries. It serves as a platform for sharing advancements and addressing challenges within Telco, Cloud, and Enterprise verticals. The forum facilitates practical discussions on topics such as AI and Security. Esteemed thought leaders at this event will collaborate to tackle key challenges anticipated for 2024, fostering progress within the Open Ecosystem. Participation is by invitation only, extending to both Business and Technology senior executives.

CATEGORY	OPENGOVCON 6 AVAILABLE	EXECUTIVE INNOVATION FORUM 6 AVAILABLE
Speaking	<b>Speaking Opportunity:</b> 5-minute speaking slot OR participation on panel. Content must be approved by Program Committee. Based on availability.	<b>Speaking Opportunity:</b> 5-minute speaking slot OR participation on panel. Content must be approved by Program Committee. Based on availability.
Marketing/Brand Exposure	Logo Recognition on website and signage as OpenGovCon sponsor.	Logo Recognition on website and signage as Executive Innovation Forum sponsor.
Email Promotion	Post event email recognition as OpenGovCon sponsor.	Post event email recognition as Executive Innovation Forum sponsor.
Misc.	5 ONE Summit Conference Passes (with OpenGovCon access).	5 ONE Summit Conference Passes (with Executive Innovation Forum access).
	30% Off - Unlimited Use	30% Off - Unlimited Use
Post Event	<b>Post-Event Data Report:</b> Provides event demographics and additional details.	<b>Post-Event Data Report:</b> Provides event demographics and additional details.
	<b>\$25,000</b>	<b>\$20,000</b>



## LFN Developer & Testing Forum

May 2-3, 2024 | San Jose, CA

LFN Developer & Testing Forum is the primary technical event for the LFN project communities. During these collaborative events, community members converge via sessions, workshops, tutorials, and demos to further project releases; discuss project architecture, direction, and integration points; and further innovate through the open source networking stack. The best way to learn about open source is through participation and newcomers are welcome! In 2024, the event will take place immediately following ONE Summit, on May 2-3 in San Jose, CA.

### Who Attends?

- LF Networking community members from across the open networking ecosystem.
- Project representation from LFN Projects Anuket, EMCO, FD.io, L3AF, ODIM, ONAP, OpenDaylight, Tungsten Fabric, XGVela, and special initiatives like the 5G Super Blueprint and End User Advisory Group.
- Attendees represent a range of industry sectors, including Telecommunications, Networking, Retail, Government, IT, Cloud, Non-Profit, and Software.
- Attendee job functions include Architect, Engineer, Developer, Program/Project Manager, Researched, and Executive.

### Why Sponsor?

- LFN Developer & Testing Forum is where the work gets done—sponsorship is a signal of your support for these integral communities.
- These events are produced at a nominal fee for attendees, enabling an accessible and supportive forum for crucial LF Networking project development.
- Roughly a third of attendees are from network operators, creating a unique and valuable environment for working side-by-side collaboration across the ecosystem.
- **Attendees report a 90%+ satisfaction rating.**

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

## LFN Developer & Testing Forum | Sponsorships at a Glance



**Principal Event Partner Unlimited • \$15,000**

- Top tier logo on website and signage
- Call-out during opening keynote
- 5-minute speaking opportunity
- Logo on Event planning Wiki



**Community Partner Unlimited • \$5,000**

- Logo on event website and signage
- Call-out during opening keynote



**Breaks Partner 1 Available • \$2,500**  
Logo on event website and signage



**Developer Fuel**  
**Varies by location. Please contact us.**  
Provide lunch or happy hour during the event for our hard-working technical community.



**Sponsored Session 4 Available • \$7,500**  
Ability to present one sponsored information session. Topic subject to Programming Committee approval.



**Demo Partner**  
**\$7,500 • Availability varies by location**  
Table-top space, power, and signage for duration of event (showcase during breaks and lunch).



**Multi-Event**  
**10% off both event prices**

## LFN Developer & Testing Forum | Add-On Opportunities



**Attendee Giveaway 1 Available • \$7,000**  
Every in-person attendee will receive event swag. The design will include your logo.



**Developer Lounge 1 Available • \$7,500**  
Features comfy seating areas, bean bags and more. Includes sponsored signage.



**Breaks 2 Available (1 Per Day) • \$5,000**  
Signage on all break stations in common areas.



**Lanyards 1 Available • \$5,000**  
Sponsor logo, one color, will appear across the lanyard. Benefit extends through Developer & Testing Forum.



**Sponsored Tutorial 2 Available • \$10,000**  
Ability to offer in-depth technical tutorial on topic relevant to networking and edge audience. Subject to programming committee approval.



**Attendee Experience Sponsorship 2 Available • \$5,000**  
Get your company branding on onsite attendee experience stations, like photo booths, charging stations, or an experience of your choosing! Sponsorship includes prominent logo branding at experience station, on experience webpage, and on experience giveaway as applicable.