



THE LINUX FOUNDATION
OPEN SOURCE SUMMIT
JAPAN



AI_dev

Open Source GenAI & ML Summit

October 28-29, 2024 | Tokyo, Japan

2024 SPONSORSHIP PROSPECTUS

“ **ATTENDING THIS EVENT
WAS A GREAT WAY TO
SEE THAT FANTASTIC
IMPROVEMENTS ARE
HAPPENING IN OUR
INDUSTRY.** ”

“ **OPEN SOURCE SUMMIT
IS A FUNDAMENTAL
GATHERING PLACE FOR
EXCHANGING IDEAS
ACROSS PROJECTS AND
MEETING ALL OF THE
PEOPLE WHO MAKE OPEN
SOURCE COMMUNITIES
WORK.** ”

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Quick Facts

- **Anticipated 2024 Attendance: 1,000 In-Person Attendees***
- Open Source Summit Japan 2023 gathered **786** attendees from **330** organizations.
- AI_dev 2023 gathered **744 attendees** from **367** organizations.

*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.

October 28-29, 2024 | Tokyo, Japan

Open Source Summit

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.

Who Attends

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

Events Under the Open Source Summit Japan 2024 Conference Umbrella

AUTOMOTIVE
LINUX SUMMIT

CLOUDOPEN



CONTAINERCON

CRITICAL
SOFTWARE
SUMMITEMBEDDED
IOT SUMMIT

LINUXCON

OPEN SOURCE
LEADERSHIP
SUMMITOPERATIONS
MANAGEMENT
SUMMITSUPPLYCHAIN
SECURITYCON

AI_dev

AI_dev: Open Source GenAI & ML Summit unites the brightest developers from around the world to ignite discussions, foster collaborations, and shape the trajectory of open source AI.

Who Attends

Software Developers & Engineers

From ML beginners to seasoned GenAI experts.

Machine Learning Engineers

Who implement, maintain, and innovate with ML algorithms and tools.

AI Researchers

From academia and industry.

Open Source Contributors

Involved in AI and ML projects, looking to collaborate, learn, and grow.

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

Why Sponsor

Sponsoring Open Source Summit & AI_dev 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 & AI_dev, 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



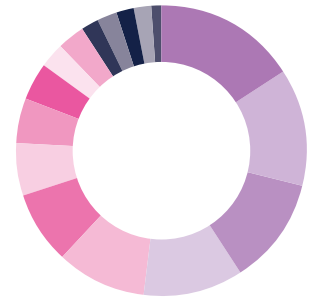
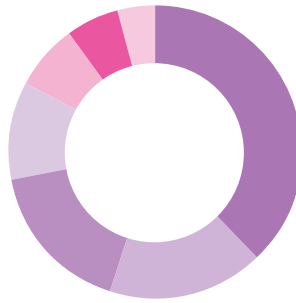
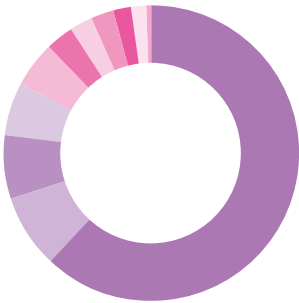
Gain valuable mindshare from developers, technologists and business leaders



Demonstrate support for the important work of the open source community

“ WE MET SOME OF THE BRIGHTEST AND MOST TALENTED ATTENDEES, AND LEARNED FIRSTHAND 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! ”

Open Source Summit Japan 2023 Attendee Demographics



**Demographics are from the Open Source Summit Japan 2023.*

Industry

- Information Technology **52%**
- Non-Profit **13%**
- Automotive **11%**
- Industrials **7%**
- Telecommunications **5%**
- Professional Services **4%**
- Financials **4%**
- Consumer Goods **2%**
- Materials **1%**
- Energy **0.5%**
- Healthcare **0.5%**

Job Level

- Individual Contributor **27%**
- Other **23%**
- Manager **19%**
- Director **10%**
- Academic **9%**
- CXO / ED **6%**
- VP / SVP / GM **6%**

Job Function

- Systems/Embedded Developer **14%**
- Application Developer **9%**
- Architect **9%**
- Executive Leader **9%**
- Manager - Technical Teams **7%**
- Student **7%**
- Kernel/Operating Systems Developer **6%**
- DevOps/SRE/Sysadmin **5%**
- Marketing **5%**
- Manager - Other **4%**
- Manager- OSPO **4%**
- Product/Biz Dev **3%**
- Academic **3%**
- Media/Analyst **2%**
- Legal / Compliance **2%**

Why the Community Attends Open Source Summit & AI_dev

Thousands of attendees attend Open Source Summit Japan & AI_dev 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
- Engage in hands-on sessions that delve deep into the intricacies of open source AI and ML, equipping you with actionable knowledge.
- Connect and co-create with a global network of developers, gaining insights from shared experiences and diverse coding approaches in the AI realm.
- Get early access to the latest open source AI tools, frameworks, and best practices, ensuring you're always at the forefront of the rapidly evolving tech landscape.
- Contribute to pivotal discussions that shape the future of open source AI projects, and play an active role in steering the community's direction and focus.

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 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).	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	\$45,000	\$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.

Diamond Sponsorship Detail

4 AVAILABLE / \$50,000

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.**
- **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.
- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.
- **Keynote Editorial Coverage:** Keynote will include live streaming and recording posted to the Linux Foundation YouTube channel along with promotional editorial coverage.

On-site Experience:

- **Recognition on Event Signage:** Prominent logo display on conference signage onsite.
- **Recognition During Opening Keynote Session:** Sponsor recognition by name.
- **Keynote Stage Branding:** Logo prominently displayed on stage screens.
- **Collateral Distribution:** Laid out in a prominent location near registration onsite.
- **8'x6' Exhibit Booth:** Includes 2 tabletops and chairs.
- **Private Meeting Room:** Reserved for the entire event to host your VIP customers and exclusive meetings.

Speaking Opportunity:

- **10-minute Keynote:** Content must be approved by PC and The Linux Foundation. *Based on availability.*

Lead Generation:

- **2 Lead Retrievals:** 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.



All Diamond Sponsors receive a **speaking opportunity: 10-min Keynote!***

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

Platinum Sponsorship Detail

8 AVAILABLE / \$35,000

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.**
- **Social Media Promotion of Sponsorship (1X):** 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.
- **Access to Event Press/Analyst List:** Contact list shared one week prior to event for your own outreach.
- **Keynote Editorial Coverage:** Keynote will include live streaming and recording posted to the Linux Foundation YouTube channel along with promotional editorial coverage.

On-site Experience:

- **Recognition on Event Signage:** Prominent logo display on conference signage onsite.
- **Recognition During Opening Keynote Session:** Sponsor recognition by name.
- **Keynote Stage Branding:** Logo prominently displayed on stage screens.
- **Collateral Distribution:** Laid out in a prominent location near registration onsite.
- **8'x6' Exhibit Booth:** Includes 2 tabletops and chairs.
- **Private Meeting Room:** Reserved for 1 event day to host your VIP customers and exclusive meetings.

Speaking Opportunity:

- **5-minute Keynote:** Content must be approved by PC and The Linux Foundation. *Based on availability.*

Lead Generation:

- **1 Lead Retrieval:** 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 Question 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.



All Platinum Sponsors receive a **speaking opportunity: 5 min Keynote!***

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

Gold Sponsorship Detail

10 AVAILABLE / \$22,500

Marketing and Brand Exposure:

- **Company logo listed on all event webpages and all event email promotions.**
- **Social Media Promotion of Sponsorship (1 shared):** 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.
- **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:** Prominent logo display on conference signage onsite.
- **Collateral Distribution:** Laid out in a prominent location near registration onsite.
- **6'x6' Exhibit Booth:** Includes 1 tabletops and chairs.
- **Private Conference Room:** Reserved for 4 hours to host your VIP customers and exclusive meetings.

Speaking Opportunity:

- **Conference Session or BoF:** Content must be approved by PC and The Linux Foundation. *Based on availability.*

Lead Generation:

- **1 Lead Retrieval:** 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

UNLIMITED AVAILABLE / \$15,000

Marketing and Brand Exposure:

- **Company logo listed on all event webpages and all event email promotions.**
- **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:** Prominent logo display on conference signage onsite.
- **Collateral Distribution:** Laid out in a prominent location near registration onsite.
- **6'x6' Exhibit Booth:** Includes 1 tabletops and chairs.

Lead Generation:

- **1 Lead Retrieval:** 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

UNLIMITED AVAILABLE / \$8,000

Marketing and Brand Exposure:

- **Company logo listed on all event webpages and all event email promotions.**
- **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:** Prominent logo display on conference signage onsite.
- **Collateral Distribution:** Laid out in a prominent location near registration onsite.
- **6'x6' Exhibit Booth:** Includes 1 tabletops and chairs.

Lead Generation:

- **1 Lead Retrieval:** 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.



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.

	PRINCIPAL • \$10,000 3 AVAILABLE PER MICRO CONFERENCE	SUPPORTER • \$5,000 8 AVAILABLE PER MICRO CONFERENCE
Automotive Linux Summit	3 REMAINING	8 REMAINING
CloudOpen	3 REMAINING	8 REMAINING
ContainerCon	3 REMAINING	8 REMAINING
Critical Software Summit	3 REMAINING	8 REMAINING
Embedded IOT Summit	3 REMAINING	8 REMAINING
LinuxCon	3 REMAINING	8 REMAINING
Open Source Leadership Summit	3 REMAINING	8 REMAINING
Operations Management Summit	3 REMAINING	8 REMAINING
OSPOCon	3 REMAINING	8 REMAINING
SupplyChainSecurityCon	3 REMAINING	8 REMAINING

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

Promotional Marketing Opportunities



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 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.



Lanyards **\$8,000 • 1 Available**

Every in-person 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.



Attendee T-Shirt **\$10,000 - Leveled sponsor \$15,000 - Non-leveled sponsor • 1 Available**

Every in-person attendee at the event will receive an event t-shirt. 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.



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

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



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

Spark conversation about your brand during our Tux Trek. Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage. Level sponsorship required.



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

Sponsorship includes prominent branding at all breakfast & break stations. Level sponsorship required.



Lunch **\$10,000 • 2 Available**

Sponsorship includes prominent branding at all lunch stations for one day of the event. Level sponsorship required.



Wireless Access Sponsorship **\$15,000 • 1 Available**

Conference wifi will be named after sponsor. Level sponsorship required.



Diversity Scholarships **\$2,500 minimum • Unlimited**

Scholarship program provides support to women, gender non-confirming individuals, people with disabilities, 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.

Previous Sponsors



Media Coverage

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

Previous participants included:

ASCII

 **a f m a r k i t**

 **CodeZine**
デベロッパーの成長と課題解決に貢献するメディア

Handelsblatt
MEDIA GROUP

ITmedia

Jiji.ng

MKT
INTERNATIONAL

 **MONOist**

NIKKEI BP

 **REUTERS®**

シンクイット  **ThinkIT**
thinkit.co.jp

During our OSS Japan 2023 event window, November 28 - December 12, 2023

4.9M
Twitter
impressions
#ossummit

344k
LinkedIn
impressions

Participate in all 2024 Open Source Summit & AI_dev Events

Open Source Summit North America
April 16-18 | Seattle, WA

AI_dev Europe
June 19-20 | Paris, France

Open Source Summit Europe
September 16-18 | Vienna, Austria

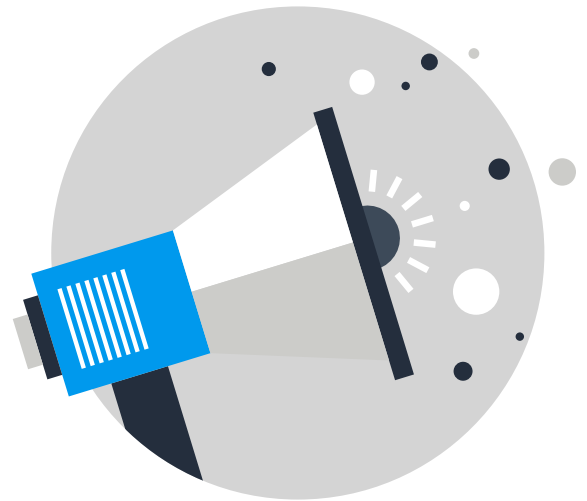
**KubeCon + CloudNativeCon + Open Source
Summit + AI_dev China**
August 21-23 | Hong Kong

AI_dev North America
October 14-15 | Seattle, Washington

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