Agentic AI Foundation

2027 SPONSORSHIP PROSPECTUS

Agentic AI Foundation

AGNTCon + MCPCon

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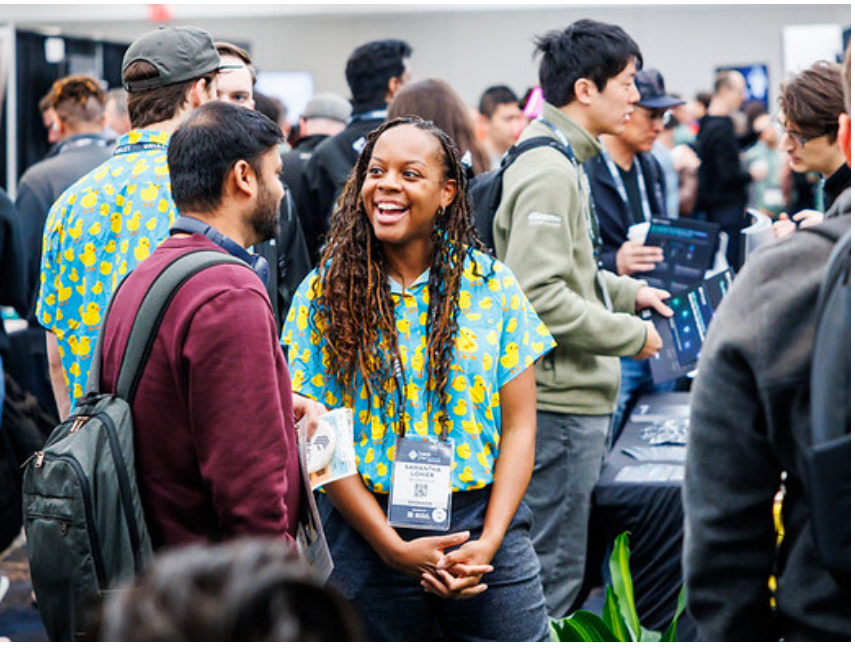
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About AGNTCon + MCPCon North America

April 28-29, 2027 | San Francisco, CA

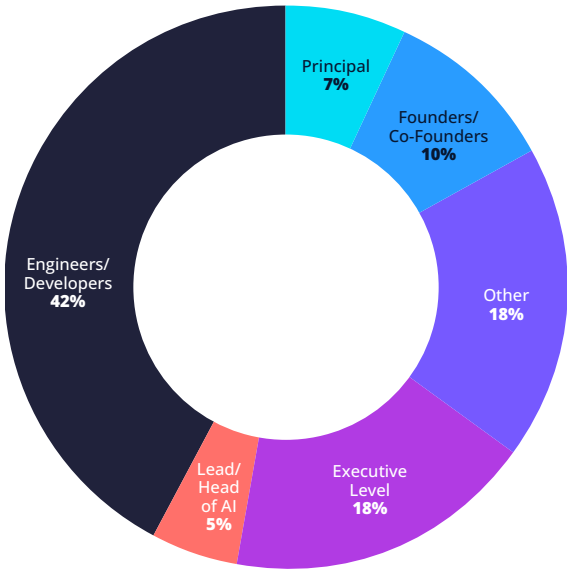
AGNTCon + MCPCon North America is the flagship annual conference for the open agentic AI ecosystem presented by the Agentic AI Foundation. The event brings together the builders, contributors, and enterprises working across the landscape of agentic AI systems to share learnings, surface common challenges, and advance open, interoperable approaches to building AI agents at scale.

Across keynotes, multi-track technical sessions, interactive workshops, and collaborative discussions, AGNTCon + MCPCon Europe will explore topics including agent protocols, orchestration and lifecycle management, security and governance, observability and evaluation, and enterprise adoption patterns. Sponsors are positioned at the center of a fast-growing open AI ecosystem focused on interoperability, collaboration, and sustainability.

Who Attends

AGNTCon + MCPCon North America attracts a highly technical and influential audience, including:

- **Developers and contributors** building agentic AI projects
- **Project maintainers and foundation leaders** guiding standards and governance
- **Enterprise engineers and architects** deploying agentic systems to production
- **Platform, infrastructure, and tooling teams** supporting agent orchestration, security, and observability
- **Researchers and academics** exploring the foundations and future of agentic systems



Attendees are practitioners actively shaping how agentic AI is designed, implemented, and deployed. **3,500 attendees** are expected at AGNTCon + MCPCon North America 2027.

Agentic AI Foundation

AGNTCon + MCPCon North America

2027 SPONSORSHIP PROSPECTUS

Sponsorships-at-a-Glance Availability may vary. Contact **sponsorships@aaif.io** to confirm availability and secure your sponsorship today.	DIAMOND ~~8 AVAILABLE~~ 6 AVAILABLE	PLATINUM 16 AVAILABLE	GOLD LIMITED	SILVER UNLIMITED	BRONZE* UNLIMITED
Livestream Advertisement: Sponsor-provided 15-second video ad played during livestream breaks with 2 ad plays. Sponsor supplies final approved creative. Includes post event reporting.	•				
Speaking Opportunity: Content must meet CFP criteria and is subject to program committee approval. No sales & marketing pitches allowed. Session time based on availability.	5-minute Keynote or Breakout Session	Breakout Session			
VIP Dinner	3 Tickets	2 Tickets			
Access to opt-in attendee registration list List may be used for marketing purposes, and will include attendee contact information (with email address) of opt-in attendees.	Provided pre and post event	Provided post event			
Meeting Room: For private meeting use only.	Private Use - 1 Day	Private Use - Half Day			
Sponsored Session Opt-In Attendee Lead List	•	•			
Demo Theater Breakout Session **Demo theater located in meeting room or exhibit hall. (subject to availability)	(1) demo theater** includes attendee contact information	(1) demo theater** includes attendee contact information	(1) demo theater** includes attendee contact information		
Social media posts on X from official Linux Foundation handle	1 Custom Post, 1 Group Post, and 1 Re-Post	1 Group Post and 1 Re-Post	1 Group Post		
Promotion of Activity in Sponsor Booth: A demo, giveaway, or other activity of your choosing will be published & promoted on the conference schedule. Time slots will be communicated by Sponsor Services, and may not overlap conference sessions.	Promotion of (2) in-booth activities/ time slots	Promotion of (1) in-booth activities/ time slots	Promotion of (1) in-booth activities/ time slots		
List of registered press/analysts Provided 3 weeks prior to event.	•	•	•	•	
Social Promotion Cards: Your company logo along with event logo on social card designed for easy sharing on social media platforms.	•	•	•	•	
Recognition During Opening Keynote Session	Verbal and Logo Recognition	Verbal and Logo Recognition	Logo Recognition	Logo Recognition	
Exhibit Booth (Upgrade options available).	20'x20' space includes 2M counter with graphics, 2 stools, power, and conference wifi	15'x15' space includes 2M counter with graphics, 2 stools, power, and conference wifi	10'x10' space includes 1M counter with graphics, 2 stools, power, and conference wifi	10'x10' space includes 1M counter with graphics, 2 stools, power, and conference wifi	6'x6' space includes (1) tabletop, 2 chairs, power, and conference wifi
Lead Retrieval App: To be used at booths only. App only. No physical device provided.	•	•	•	•	•
Logo Recognition in Pre-Conference Emails, Conference Signage, and Website	•	•	•	•	•
Marketing Kit: Graphics and social media posts provided to promote your attendance and presence at the event.	•	•	•	•	•
Collateral Distribution: Laid out in a prominent location near registration onsite.	•	•	•	•	•
Complimentary conference passes: To be used for booth staff, attendees, and guests, Includes access to keynotes, sessions, and exhibits.	45	35	25	15	6
20% discount on additional conference passes: Unlimited usage while passes are available for sale.	•	•	•	•	•
Post Event Transparency Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	**$130,000**	**$85,000**	**$55,000**	**$30,000**	**$12,000**

* The Linux Foundation and Agentic AI Foundation reserve the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

** Start-up sponsors must hold active Agentic AI Foundation membership, must be in business for less than 4 years, must have less than $1M in revenue and less than 50 employees. Start-up cost is $8,000.

Promotional Marketing Opportunities

Level sponsorship required.

Attendee T-Shirt $20,000 • 1 Available

Showcase your logo on the attendee t-shirt! Every 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.

Session Recording $7,500 per Track

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the Agentic AI Foundation YouTube channel after the event. Benefits include: • Sponsor recognition slide with logo at the beginning of each video recording • Sponsor recognition in post-event email to attendees

Lanyards $10,000 • ~~1 Available~~ SOLD OUT

The opportunity for all AGNTCon + MCPCon 2027 conference attendees to wear your logo. Logo size and placement subject to lanyard design. Logo must be single color only (no gradient colors).

Attendee Lounge $5,000 • 4 Available

Sponsor a lounge space for attendees to relax and network. This area will foster collaboration and interaction among participants. Your sponsorship includes prominent signage in the lounge.

*Location, layout, and design will be determined by Agentic AI Foundation Events Team. Lead retrieval, sponsored promotions, and sales activities are not permitted in the lounge.

Coffee Breaks $10,000 • 2 Available

Sponsorship includes prominent branding at all break stations on one day of event.

Lunch $20,000 • 2 Available

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

Wireless Access Sponsorship $15,000 • 1 Available

Conference wifi will be named after sponsor.

Onsite Reception & Sponsor Booth Crawl $35,000 • 1 Available

Ignite connections and showcase your brand at this high-energy evening of food, drinks, entertainment, and networking. Benefits include:

- Logo recognition on reception signage
- Logo recognition at entertainment/activity areas
- Specialty cocktails and mocktails
- Branded napkins at all bars
- Logo recognition on event website
- Recognition on conference schedule
- Inclusion in pre-event email

Lead retrieval and sponsor-hosted activities are not permitted at the reception

Smoothie and Juice Bar $10,000 • 1 Available

Energize attendees with a fresh, vibrant juice and smoothie bar offering delicious, healthy refreshment while putting your brand front and center throughout the conference. Benefits include:

- Dedicated space with a juice and smoothie bar in the Sponsor Showcase.
- Sponsor branding
- Sponsor recognition in welcome email sent to attendees by AAIF.
- Specialty smoothies and juices served during morning and afternoon breaks.

*Location, layout, design, service, and hours determined by AAIF. Lead retrieval, promotions, and sales activities are not permitted.

Promotional Marketing Opportunities

Level sponsorship required.

Hydration Sponsor $10,000 • 1 Available

Keep onsite attendees hydrated! Your logo will be showcased with branded water bottles for the first 2,000 attendees and prominent logo placement at water stations throughout the event venue. Pricing includes a single color logo imprint. Full color logo imprint available at an additional cost.

Photo Booth Sponsor $5,000 • 1 Available

Put your brand at the center of a fun attendee experience with prominent logo placement on the photo booth and all digital photos shared with attendees.

Maintainer Day Sponsor $7,500

Support a dedicated gathering where AAIF project maintainers collaborate on project roadmaps, governance, contributor growth and shared technical challenges. Includes prominent sponsor recognition throughout Maintainer Day.

Attendee Experience Station

$5,000 and up • Unlimited

Get your company branding on onsite attendee experience stations, LEGO wall, like photo booths, charging stations or an experience of your choosing! Sponsorship includes prominent logo branding at experience station.

Event Livestream Ad $7,500

Reach the event's virtual audience with a sponsor-provided 15-second video advertisement shown during official livestream breaks. Includes: A minimum of 2 ad plays during the live broadcast and post-event reporting on livestream views and estimated ad impressions. Sponsor must provide the final video creative according to the supplied technical specifications by the deadline provided. All content is subject to event approval.

Coffee Bar Sponsorship

$20,000 • 1 Available

Keep attendees energized with complimentary specialty coffee from a sponsor-branded bar. Benefits include:

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- Logo recognition on onsite signage
- Logo recognition in pre-event attendee email
- Specialty coffee service during morning and afternoon breaks

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Custom Add Ons Price available upon request

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About AGNTCon + MCPCon Europe

15–16 September | London, England

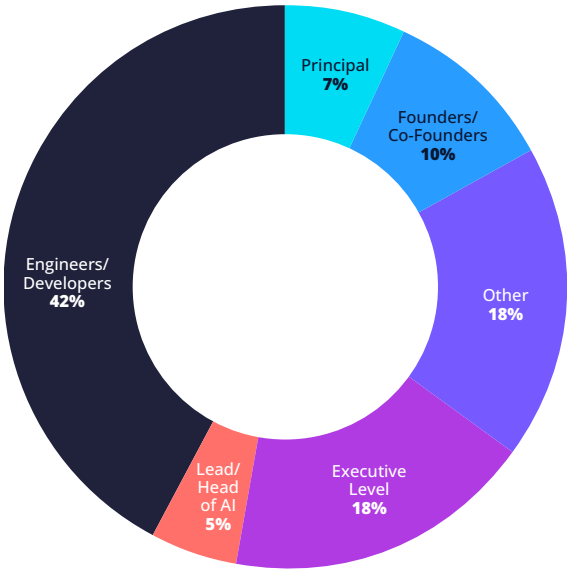
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Agentic AI Foundation

2027 SPONSORSHIP PROSPECTUS

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.

Agentic AI Foundation Members receive discounts on AAIF events: 5% discount for 1 sponsorship, 7% when sponsoring 2 or more and 10% when sponsoring 5 or more.



THE LINUX FOUNDATION

Contact **sponsorships@aaif.io** to secure your sponsorship today.

www.events.linuxfoundation.org