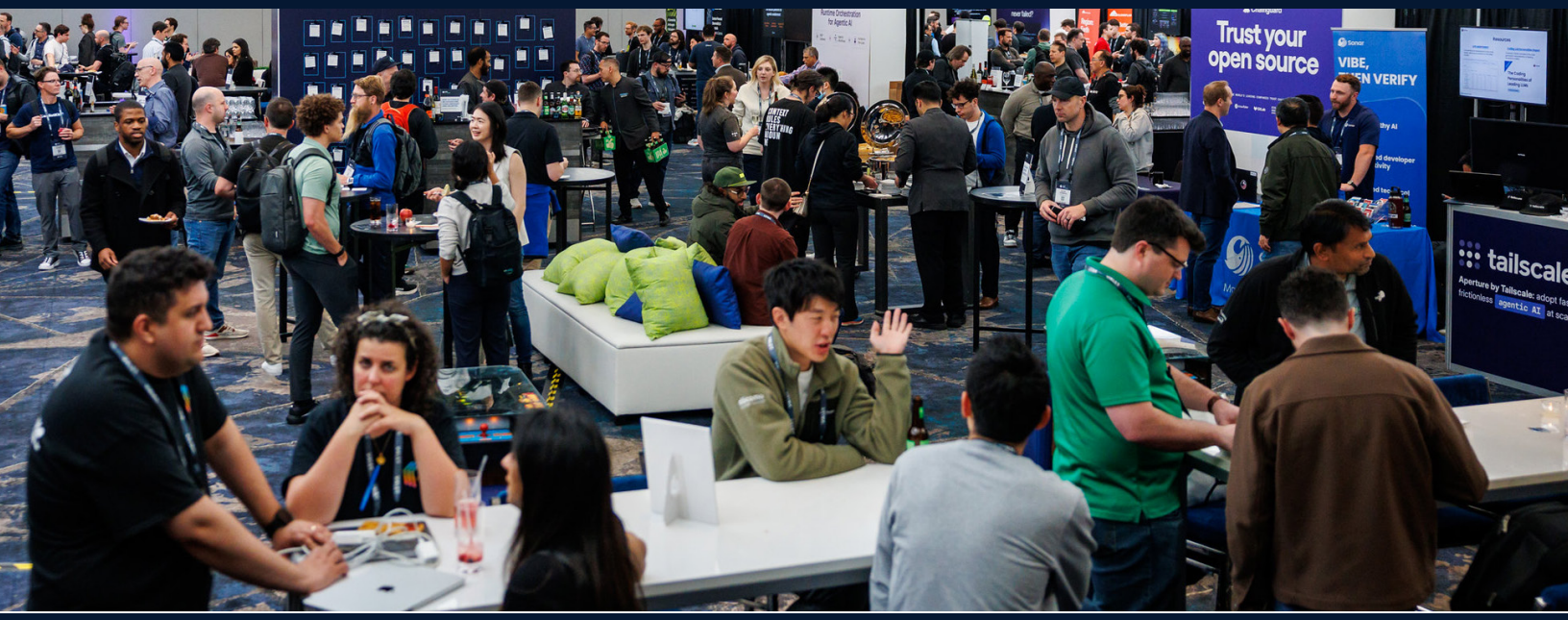
Agentic AI Foundation

2027 SPONSORSHIP PROSPECTUS

Agentic AI Foundation
AGNTCon + MCPCon

Agentic AI Foundation
AGNTSummit



THE LINUX FOUNDATION

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AGNTSummit Shanghai* | Spring 2027

*Sponsorship Opportunities Coming Soon

These events will be held in conjunction with KubeCon + CloudNativeCon, OpenInfra Conference and PyTorch Conference China

AGNTSummit Bengaluru*| September 9-10, 2027

*Sponsorship Opportunities Coming Soon

These events will be held in conjunction with KubeCon + CloudNativeCon, Open Source Summit and PyTorch Conference India

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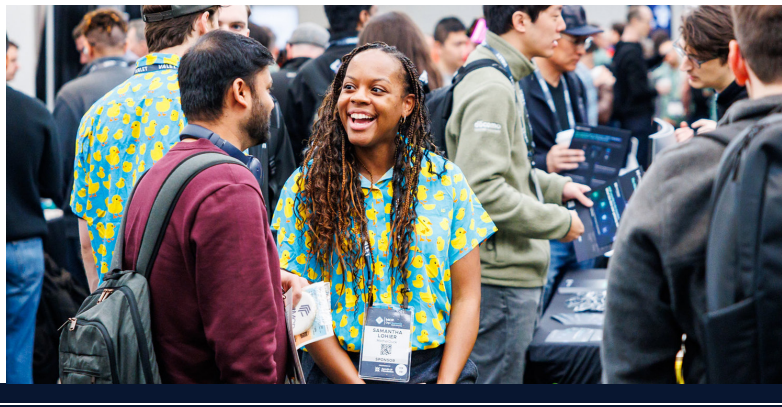


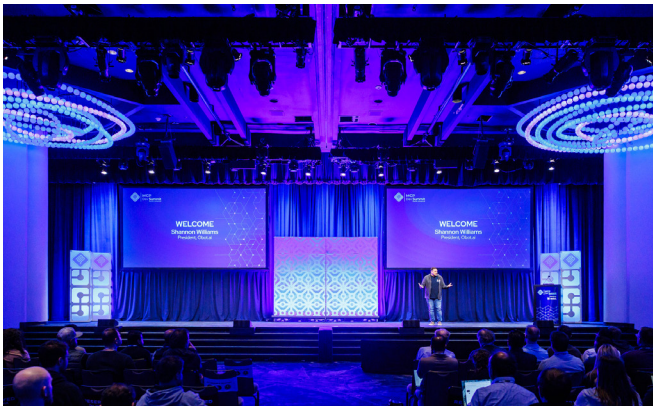
About AGNTSummit

AGNTSummit, formerly MCP Dev Summit, is a global series of technical events for developers building and deploying agentic AI systems. With **MCP** at its core, the Summit spans the open protocols, projects, and technologies that connect agents to tools, data, applications, and one another.

Reflecting the expanding scope of the **Agentic AI Foundation**, these focused events bring together engineers, maintainers, and platform builders to explore protocol development, agent architecture and orchestration, enterprise integration, security, and production reliability.

AGNTSummit connects regional developer communities with the global ecosystem to share implementation practices, learn from production deployments, and collaborate on open, interoperable infrastructure.

For sponsors, AGNTSummit offers direct engagement with the developers and organizations building, evaluating, and adopting the technologies behind agentic AI.





Who Attends

AGNTSummit brings together technical practitioners and decision-makers, including:

- **Developers and contributors** building agents, MCP servers and clients, and related open source applications and tools
- **Project maintainers and foundation leaders** advancing agentic AI projects, protocols, standards, and governance
- **Enterprise engineers and architects** evaluating and deploying agentic systems
- **Platform, infrastructure, and tooling teams** supporting orchestration, identity, security, evaluation, and observability

"THIS INDUSTRY IS EVOLVING FASTER THAN ANYONE CAN KEEP UP WITH AND IT WAS BEAUTIFUL TO BE IN THE SAME ROOM WITH THE PEOPLE HOLDING THE WHEELS OF SOME OF THIS EVOLUTION AND LEARNING FROM THEIR FIRST HAND EXPERIENCES."

Agentic AI Foundation

AGNTSummit Sydney

2027 SPONSORSHIP PROSPECTUS

Sydney, Australia - June 16-17

AGNTSummit makes its Sydney debut in 2027, bringing the global MCP and agentic AI community closer to developers and organizations across Australia and the wider region.

With 500 attendees expected, the inaugural event will connect local builders and technology leaders with global maintainers and practitioners to share implementation experience, build partnerships, and advance the adoption of open agentic AI technologies.

Event Dates: June 16-17, 2027

Location: Sheraton Grand Sydney Hyde Park

Est. Number of Attendees: 500

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFIT	DIAMOND 6 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 12 AVAILABLE	SILVER UNLIMITED	BRONZE/ STARTUP* UNLIMITED
Speaking Opportunity: Content must be approved by the program chairs. No sales & marketing pitches allowed. Session time based on availability.	10-minute Keynote	Breakout Session			
Opt In Attendee List	Provided pre and post event	For Sponsored Session Only			
Promotion of Activity in Sponsor Booth: A session, 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			
Social Media Promotion from AAIF X Account	1 Custom Post, 1 Group Post, and 1 Re-Post	1 Group Post and 1 Re-Post	1 Group Post		
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	x	x	x	x	
Social Promotion Cards: Your company logo along with event logo on social card designed for easy sharing on social media platforms.	x	x	x	x	
Recognition During Opening Keynote Session: Sponsor recognition by name.	Verbal and Logo Recognition	Verbal and Logo Recognition	Logo Recognition	Logo Recognition	Logo Recognition
Exhibit Booth (Upgrade options available).	Tabletop, 2 chairs, power, and conference wifi. Final booth size TBA.	Tabletop, 2 chairs, power, and conference wifi. Final booth size TBA.	Tabletop, 2 chairs, power, and conference wifi. Final booth size TBA.	Tabletop, 2 chairs, power, and conference wifi. Final booth size TBA.	Tabletop, 2 chairs, power, and conference wifi. Final booth size TBA.
Lead Retrieval App: Live scans, real time reporting and ability to take notes on captured leads. App only provided, no physical device.	X	X	X	X	X
Logo Recognition in Pre-Conference Emails, Conference Signage, and Website	X	X	X	X	X
Marketing Kit: Graphics and social media posts provided to promote your attendance and presence at the event.	X	X	X	X	X
Collateral Distribution: Laid out in a prominent location near registration onsite	X	X	X	X	X
Post Event Data Report: Provides event demographics and additional details on event performance.	X	X	X	X	X
Conference Attendee Passes: Plus 20% Discount on Additional Conference Attendee Passes	45	35	25	15	6
SPONSORSHIP COST	**$50,000**	**$35,000**	**$15,000**	**$10,000**	**$6,000**

*"*Start-ups may secure a Bronze Sponsorship for US$4,000 provided they hold an activeAAIF membership, must be in business for less than 4 years, must have less than $1M in revenue and less than 50 employees.

Agentic AI Foundation

AGNTSummit New York City

2027 SPONSORSHIP PROSPECTUS

New York City, NY, USA - November 1-2

Following a 2026 MCP Dev Summit that brought together more than 1,000 attendees, AGNTSummit returns to New York City in 2027 with an expanded focus on the broader agentic AI ecosystem.

With MCP at its core, the event connects developers, founders, enterprise architects, and technology leaders to share practical experience, explore emerging technologies, and build the partnerships that support real-world adoption.

Event Dates: November 1-2, 2027

Location: NYC

Est. Number of Attendees: 1,000

2026 HIGHLIGHTS

TOP 3 JOB FUNCTIONS:

ENGINEERING / SOFTWARE (33.6%)
ARCHITECTURE (SOFTWARE / SYSTEMS) (14.2%)
EXECUTIVE MANAGEMENT (12.6%)

1,104 REGISTRATIONS

457 TOTAL ORGANIZATIONS

SEE THE FULL POST-EVENT TRANSPARENCY REPORT FOR MORE DETAILS

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFIT	DIAMOND 6 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 30 AVAILABLE	SILVER UNLIMITED	BRONZE/ STARTUP* UNLIMITED
Speaking Opportunity: Content must be approved by the program chairs. No sales & marketing pitches allowed. Session time based on availability.	5-minute Keynote	Breakout Session			
Opt-In Attendee List	Provided pre and post event	For Sponsored Session Only			
Promotion of Activity in Sponsor Booth: A session, 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			
Social Media Promotion from AAIF X Account	1 Custom Post, 1 Group Post, and 1 Re-Post	1 Group Post and 1 Re-Post	1 Group Post		
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	x	x	x	x	
Social Promotion Cards: Your company logo along with event logo on social card designed for easy sharing on social media platforms.	x	x	x	x	
Recognition During Opening Keynote Session: Sponsor recognition by name.	Verbal and Logo Recognition	Verbal and Logo Recognition	Logo Recognition	Logo Recognition	Logo Recognition
Exhibit Space: Upgrade options available.	Tabletop, 2 chairs, power, and conference wifi. Final booth size TBA.	Tabletop, 2 chairs, power, and conference wifi. Final booth size TBA.	Tabletop, 2 chairs, power, and conference wifi. Final booth size TBA.	Tabletop, 2 chairs, power, and conference wifi. Final booth size TBA.	Tabletop, 2 chairs, power, and conference wifi. Final booth size TBA.
Lead Retrieval App: Live scans, real time reporting and ability to take notes on captured leads. App only provided, no physical device.	X	X	X	X	X
Logo Recognition in Pre-Conference Emails, Conference Signage, and Website	X	X	X	X	X
Marketing Kit: Graphics and social media posts provided to promote your attendance and presence at the event.	X	X	X	X	X
Collateral Distribution: Laid out in a prominent location near registration onsite	X	X	X	X	X
Post Event Data Report: Provides event demographics and additional details on event performance.	X	X	X	X	X
Conference Attendee Passes: Plus 20% Discount on Additional Conference Attendee Passes	45	35	25	15	6
SPONSORSHIP COST	**$85,000**	**$50,000**	**$25,000**	**$15,000**	**$8,000**

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Agentic AI Foundation

AGNTSummit Nairobi

2027 SPONSORSHIP PROSPECTUS

Nairobi, Kenya - November 17-18

AGNTSummit returns to Nairobi in 2027, connecting developers, technology leaders, and government representatives from across Africa exploring how to adopt MCP and the broader technologies behind agentic AI. The event brings regional priorities into the global conversation, creating opportunities to share implementation practices, build partnerships, and advance open, interoperable AI across public and private sectors.

Event Date: November 17-18, 2027

Location: Kenyatta International Convention Centre

Est. Number of Attendees: 750

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFIT	DIAMOND 6 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 12 AVAILABLE	SILVER UNLIMITED	BRONZE/ STARTUP* UNLIMITED
Speaking Opportunity: Content must be approved by the program chairs. No sales & marketing pitches allowed. Session time based on availability.	10-minute Keynote	Breakout Session			
Opt In Attendee List	Provided pre and post event	For Sponsored Session Only			
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Social Media Promotion from AAIF X Account	1 Custom Post, 1 Group Post, and 1 Re-Post	1 Group Post and 1 Re-Post	1 Group Post		
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	x	x	x	x	
Social Promotion Cards: Your company logo along with event logo on social card designed for easy sharing on social media platforms.	x	x	x	x	
Recognition During Opening Keynote Session: Sponsor recognition by name.	Verbal and Logo Recognition	Verbal and Logo Recognition	Logo Recognition	Logo Recognition	Logo Recognition
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Logo Recognition in Pre-Conference Emails, Conference Signage, and Website	X	X	X	X	X
Marketing Kit: Graphics and social media posts provided to promote your attendance and presence at the event.	X	X	X	X	X
Collateral Distribution: Laid out in a prominent location near registration onsite	X	X	X	X	X
Post Event Data Report: Provides event demographics and additional details on event performance.	X	X	X	X	X
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SPONSORSHIP COST	**$65,000**	**$35,000**	**$15,000**	**$10,000**	**$6,000**

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Agentic AI Foundation

AGNTSummit Tokyo

2027 SPONSORSHIP PROSPECTUS

Tokyo, Japan - December 9-10

AGNTSummit returns to Nairobi in 2027, connecting developers, technology leaders, and government representatives from across Africa exploring how to adopt MCP and the broader technologies behind agentic AI. The event brings regional priorities into the global conversation, creating opportunities to share implementation practices, build partnerships, and advance open, interoperable AI across public and private sectors.

Event Dates: December 9-10, 2027

Location: Tokyo International Forum

Est. Number of Attendees: 1,000

2026 HIGHLIGHTS

TOP 3 JOB FUNCTIONS:

ENGINEERING / SOFTWARE DEVELOPMENT (30%)
ARCHITECTURE (SOFTWARE / SYSTEMS) (17%)
DATA SCIENCE/AI/ML (10%)

766
REGISTRATIONS

315
TOTAL ORGANIZATIONS

SEE THE FULL POST-EVENT TRANSPARENCY REPORT FOR MORE DETAILS

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFIT	DIAMOND 6 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 12 AVAILABLE	SILVER UNLIMITED	BRONZE/ STARTUP* UNLIMITED
Speaking Opportunity: Content must be approved by the program chairs. No sales & marketing pitches allowed. Session time based on availability.	10-minute Keynote	Breakout Session			
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Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	x	x	x	x	
Social Promotion Cards: Your company logo along with event logo on social card designed for easy sharing on social media platforms.	x	x	x	x	
Recognition During Opening Keynote Session: Sponsor recognition by name.	Verbal and Logo Recognition	Verbal and Logo Recognition	Logo Recognition	Logo Recognition	Logo Recognition
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Lead Retrieval App: Live scans, real time reporting and ability to take notes on captured leads. App only provided, no physical device.	X	X	X	X	X
Logo Recognition in Pre-Conference Emails, Conference Signage, and Website	X	X	X	X	X
Marketing Kit: Graphics and social media posts provided to promote your attendance and presence at the event.	X	X	X	X	X
Collateral Distribution: Laid out in a prominent location near registration onsite	X	X	X	X	X
Post Event Data Report: Provides event demographics and additional details on event performance.	X	X	X	X	X
Conference Attendee Passes: Plus 20% Discount on Additional Conference Attendee Passes	45	35	25	15	6
SPONSORSHIP COST	**$65,000**	**$45,000**	**$25,000**	**$15,000**	**$8,000**

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Agentic AI Foundation
AGNTSummit

2027 SPONSORSHIP PROSPECTUS

Promotional Marketing Opportunities



Lanyards
$10,000

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.



Breaks
$12,000

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



Lunch
$20,000

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



Onsite Reception
$12,500

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



Attendee T-Shirt
$15,000

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 shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost. Level sponsorship required.



Wireless Access Sponsorship
$15,000

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



Keynote Live Stream & Recording
$10,000

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. Level sponsorship required.



Custom Add Ons
Price available upon request

If you are looking for a more tailored opportunity to amplify your impact our team is happy to work with you to come up with a customized add on to meet your organization's individual needs.
Level sponsorship required.

Please contact the team at **sponsorships@linuxfoundation.org** for availability.

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.

"THE TALKS WERE TECHNICAL. THE SPEAKERS WERE HONEST ABOUT WHAT THEIR OWN WORK DOES NOT SOLVE. THE HALLWAY CONVERSATIONS WERE OFTEN BETTER THAN THE SLIDES. IF YOU WORK ANYWHERE NEAR THE AGENTIC LAYER, THIS IS THE ONE TO BE AT."

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~~ 4 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		
Logo Recognition in Pre-Conference Emails	•	•	•		
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 on 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~~ SOLD OUT

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:

- Dedicated coffee bar space in the Sponsor Showcase
- Logo recognition on onsite signage
- Logo recognition in pre-event attendee email
- Specialty coffee service during morning and afternoon breaks

*Location, layout, design, service, and hours determined by Agentic AI Foundation Events Team. Lead retrieval, promotions, and sales activities are not permitted.



Custom Add Ons Price available upon request

If you are looking for a more tailored opportunity to amplify your impact our team is happy to work with you to come up with a customized add on to meet your organization's individual needs.

About AGNTCon + MCPCon Europe

September 15-16 | London, England

AGNTCon + MCPCon Europe 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 Europe 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. **Between 2,000 and 2,500** attendees are expected at AGNTCon + MCPCon Europe 2027.

"OUR WHOLE AGENTIC ENGINEERING TEAM SPENT THE LAST TWO DAYS AT AGNTCON + MCPCON EUROPE IN AMSTERDAM. AFTER ALMOST EVERY SESSION, WE CAME BACK TOGETHER SAYING: 'WE NEED TO APPLY THIS,' 'THIS SOLVES EXACTLY WHAT WE WERE DISCUSSING,' 'WHAT IF WE EXTEND IT WITH THIS?' A FEW EXAMPLES ARE ALREADY CHANGING HOW WE THINK."

Agentic AI Foundation

AGNTCon + MCPCon Europe

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 12 AVAILABLE	GOLD 14 AVAILABLE	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		
Logo Recognition in Pre-Conference Emails	•	•	•		
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).	Includes 2M counter with graphics, 2 stools, power, and conference wifi	Includes 2M counter with graphics, 2 stools, power, and conference wifi	Includes 1M counter with graphics, 2 stools, power, and conference wifi	Includes 1M counter with graphics, 2 stools, power, and conference wifi	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 on 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	**$100,000**	**$65,000**	**$40,000**	**$20,000**	**$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.

Agentic AI Foundation

AGNTCon + MCPCon Europe

2027 SPONSORSHIP PROSPECTUS

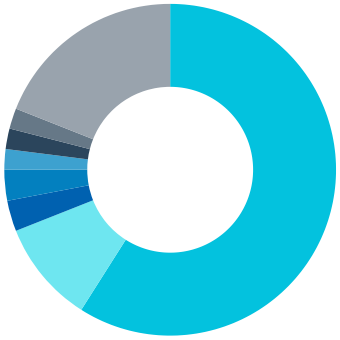
AGNTCON + MCPCON EUROPE 2026 HIGHLIGHTS

17-18 September 2026 | Amsterdam, Netherlands

MOST REPRESENTED COUNTRIES

NETHERLANDS, GERMANY, UK

INDUSTRY



- 59% Information Technology
- 10% Financials
- 3% Consumer Goods
- 3% Telecommunications
- 2% Automotive
- 2% Energy
- 2% Health Care
- 19% Other

DEMOGRAPHICS

2,023 ATTENDEES

380 ORGANIZATIONS REPRESENTED

TOP THREE ATTENDEE JOB FUNCTIONS

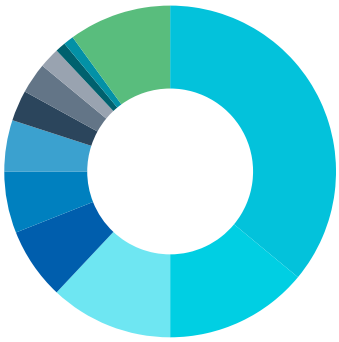
- ENGINEERING / SOFTWARE ARCHITECTURE (SOFTWARE / SYSTEMS)
- DATA SCIENCE MI/ML

44 SPONSORS

816 TALKS SUBMITTED

96 CONFERENCE TALKS

JOB FUNCTION



- 36% Engineering / Software Development
- 14% Architecture (Software / Systems)
- 12% Data Science / AI / ML
- 7% Executive Management
- 6% DevOps / Site Reliability Engineering (SRE)
- 5% Sales / Marketing / Media
- 3% IT Operations / Infrastructure
- 3% Product Management
- 2% Security / Compliance
- 1% Community Management
- 1% Education / Training / Research
- 10% Other

"AGNTCON WAS PACKED WITH LOTS OF INSIGHTS AROUND AGENT ARCHITECTURES AND MCP APPLICATIONS, NOT THE USUAL CONFERENCE AND AM VERY GLAD I WENT."

SEE THE FULL POST-EVENT TRANSPARENCY REPORT FOR MORE DETAILS

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

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:

- Dedicated coffee bar space in the Sponsor Showcase
- Logo recognition on onsite signage
- Logo recognition in pre-event attendee email
- Specialty coffee service during morning and afternoon breaks

*Location, layout, design, service, and hours determined by Agentic AI Foundation Events Team. Lead retrieval, promotions, and sales activities are not permitted.



Custom Add Ons Price available upon request

If you are looking for a more tailored opportunity to amplify your impact our team is happy to work with you to come up with a customized add on to meet your organization's individual needs.

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