OpenJS World

June 23-24, 2020 | JW Marriott Austin | Austin, TX

2020 Sponsorship Prospectus

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JavaScript has become a first class enterprise development platform.

OpenJS Foundation's annual event brings together the JavaScript and web ecosystem including Node.js, Electron, AMP and more. Learn and engage with leaders deploying innovative applications at massive scale.

The program will provide content that is appealing to a broad spectrum of members of the JavaScript ecosystem including topics like Node.js, frameworks, best practices and success stories from some of the world's biggest companies deploying innovative applications at massive scale.

With an agenda full of keynotes and breakout sessions from community and industry leaders, workshops, and ample time for connecting with other like-minded individuals, OpenJS Foundation's annual event is the one JavaScript conference you can't afford to miss.

2019 Attendance – Total Registration:
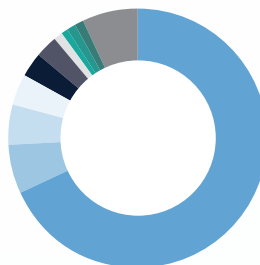
520 attendees

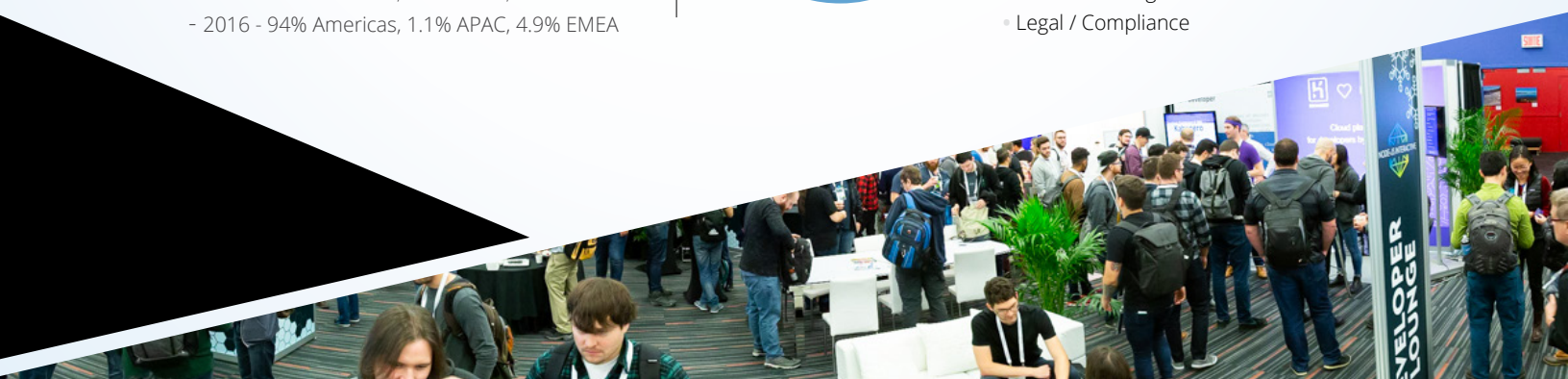**2019 Attendee Demographics**

227 companies participated

Attendees from **25 countries**
- 44% of attendees came from the United States
- 47% of attendees came from Canada
- 2019 - 93% Americas, 1% APAC, 6% EMEA
- 2018 - 91.5% Americas, 2% APAC, 6.5% EMEA
- 2017 - 91% Americas, 1.4% APAC, 7.6% EMEA
- 2016 - 94% Americas, 1.1% APAC, 4.9% EMEA

Role

- Developer
- Architect
- Executive
- Sales / Marketing / Business Dev
- Student
- Product Manager
- Legal / Compliance
- IT Operations - Sys Admin
- IT Operations - DevOps
- Program Office Leader
- Other

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SPONSORSHIP AT-A-GLANCE

	DIAMOND 2 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 8 AVAILABLE	SILVER ~~15~~ 13 AVAILABLE	BRONZE UNLIMITED
Blog: Featured profile or interview on OpenJS Blog.	•				
1-Minute Video During Opening Keynote: Provided by sponsor company.	•				
Conference Room: For private meeting use only.	Private	Shared 2 1-hour blocks			
Pre-Conference Email Blast: One email to opt-in list to be sent by event organizers.	•	•			
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	•	•			
Press List Access in 2 Weeks Prior to Event	•	•	•		
Keynote/Breakout Session: Content to be approved by program committee.	20 Minute Keynote on Day 1	10 Min Keynote*	20 Min Track Session*		
Sponsor Recognition in News Release	•	•	•	•	
Email Recognition: Sponsor logo in footer of email.	•	•	•	•	
Social Media 'Thank You' Tweets	5X	3X	2X	1X	
Logo Included on "Thank You to Our Sponsors" Slide During Keynote Sessions	•	•	•	•	
Recognition on Event Signage: Logo on conference signage.	•	•	•	•	•
Exhibit Booth: Includes counter with graphic and stools.	10'x10'	10'x10'	8'x6'	6'x6'	Table Top
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	4	2	2	1	1
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•	•
Complimentary Passes	40	20	15	10	5
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	NON-MEMBER $80,000 MEMBER $70,000	NON-MEMBER $55,000 MEMBER $48,000	NON-MEMBER $30,000 MEMBER $26,000	NON-MEMBER $12,000 MEMBER $10,000	NON-MEMBER $6,000 MEMBER $5,000

*Session day selection made once sponsorship payment is received. If payment is not received within 30 days of the event, the event organizers will assign session date and time.

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MARKETING & BRANDING OPPORTUNITIES

These enhanced marketing opportunities are available in addition to your sponsorship package:

Contact us at
openjssponsorships@
linuxfoundation.org
to secure your
sponsorship today.

AVAILABLE TO ALL SPONSORSHIP LEVELS:

Charging Station $5,000 (1 Available)
Logo on signage for cell phone and computer charging station.

Mobile App $5,000 (1 Available)
Sponsor banner will appear on each page of the mobile app in addition to signage and name badges.

Lanyard $7,000 (1 Available)
Every attendee at the event will wear a name badge and lanyard and your logo will appear on the lanyard.

AVAILABLE TO SILVER SPONSORSHIP LEVEL AND ABOVE:

Diversity Scholarship $5,000 (Unlimited Available)
OpenJS Foundation support to those from traditionally underrepresented and/or marginalized groups in the technology and/or open source communities (including, but not limited to: persons identifying as LGBTQ, women, persons of color, and/or persons with disabilities) who may not otherwise have the opportunity to attend a OpenJS Foundation events for financial reasons. Top applicants will be awarded a fully paid scholarship to attend this year's event, including registration, airfare (up to $1500) and hotel (up to 3 nights).

Branded Pillows $5,000 (1 Available)
Branded pillows placed on furniture placed throughout the Sponsor Showcase and Foyer.

Summit T-Shirt $10,000 (1 Available)
OpenJS Foundation and Sponsor Co-Branding on conference t-shirt.

Coffee Breaks $10,000 PER DAY (1 Available Per Day/ $25k Exclusive for 2 Days)
Logo on signage and napkins.

Breakout Session Recording $10,000 (1 Available)
Logo branding on opening screen of each session recording.

Onsite Childcare $10,000 (1 Available)
Provides childcare service for those attendees who bring their children to the event. Sponsorship will include logo on signage and promotion on pre-event email.

Wireless Network $10,000 (1 Available)
Conference Wi-Fi will be named after sponsor, branded login page, logo on signage and name badge.

Attendee Reception $45,000 (1 Available)
A great opportunity to support the community, make an announcement and more. Includes verbal recognition at the event, brief speaking opportunity at event and sponsor signage throughout.

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MARKETING
& BRANDING
OPPORTUNITIES

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Speed Networking & Mentoring Session $5,000 (1 Available)

This session is designed to attract, nurture and grow the next generation of JS contributors. Open to all, this community event will pair seasoned veterans with anyone hoping to expand their network and gain some valuable insider's perspective. Sponsoring company will have the opportunity to MC the session and company logo to be placed on mentor gift, business cards, website, and signage. *Includes 2 conference passes if not purchased with a sponsor package.*

Diversity Coffee Talk $5,000 (1 Available)

This event is an opportunity for attendees to discuss ways to promote diversity with sponsoring company and other diversity champions. Sponsoring company will have the opportunity to MC the session along with Node.js community manager, company logo on website, and signage. *Includes 2 conference passes if not purchased with a sponsor package.*

Fun Run $7,500 (1 Available)

Pre-event promotional email, logo on water bottle, and logo on raffle ticket for drawing for a free ticket for 2020 event. *Includes 1 conference passes if not purchased with a sponsor package.*

Developer Lounge $10,000 (1 Available)

Provides the space and snacks to get developers hacking. Features comfy seating areas, bean bags and more. Includes sponsored signage. *Includes 1 conference passes if not purchased with a sponsor package.*