



THE LINUX FOUNDATION
OPEN SOURCE SUMMIT
EUROPE



**Embedded Linux
Conference**
Europe

Event Sponsorship Prospectus

October 26-28, 2020

Convention Centre Dublin, Dublin, Ireland

 **THE LINUX FOUNDATION**

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Contact us at
sponsorships@linuxfoundation.org
to secure your sponsorship.

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“A huge shoutout to the @linuxfoundation and everyone involved in putting together a great event #OSSummit. Great location, amazing networking, catching up with older friends and mentors in #OpenSource and lots of learning.” -**Sudheesh Singanamalla**

“Very late to the party but wanted to give a shout out to @linuxfoundation for hosting an amazing #OSSummit. Met a lot of fabulous people and got to learn about cool new technologies! Execution was excellent on all levels.”

- **Angela Chin**



October 26-28, 2020 | Dublin, Ireland

Open Source Summit is the premier event for open source developers, technologists and leadership to collaborate, share information, and gain knowledge, furthering open source innovation in software development and helping to create more sustainable open source ecosystems.

Open Source Summit covers both pivotal cornerstone technologies, as well as new and emerging open source projects and technologies. Open source software and technologies are a leading indicator of where companies are investing resources for technology development. By bringing the latest open source projects and leading technologists together in one place, Open Source Summit has become a forum for defining and advancing technology development in the years ahead.

Embedded Linux Conference (ELC), co-located annually with Open Source Summit, has been the premier, vendor-neutral technical conference for companies and developers using Linux in embedded products for 15 years, gathering the technical experts working on embedded systems and applications for education and collaboration, paving the way for transformation in these important and far reaching areas.

Attendees join the event to:

- Learn about the latest trends in open source
- Explore career opportunities with the world's leading technology companies
- Access leading experts to learn how to navigate the complex open source environment
- Find out how others have used open source to gain efficiencies and increase innovation internally
- Find out what industry-leading companies and projects are doing in the future, and where technologies are headed

Sponsorships offer a multitude of benefits:

- Valuable mindshare from developers, technologists and business leaders
- Increase brand awareness & recognition
- Thought Leadership
- Talent Recruitment
- Media Coverage
- Showcase Products & Technologies
- Create New Partnerships
- Generate Sales Leads
- Community participation in your projects and alliances & customers
- Support the important work of the open source community



2000+ Attendees gather at Open Source Summit + Embedded Linux Conference Europe annually.

Who Attends:

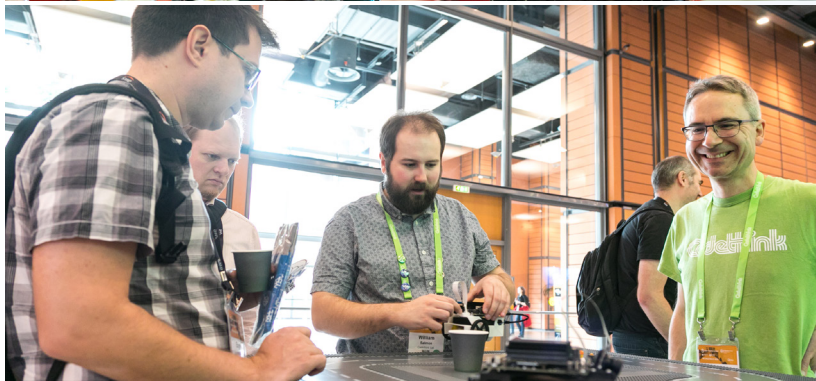
- **Developers**
Software Developers, Programmers, Maintainers
- **Operations**
IT Architects, System Administrators and DevOps professionals
- **Business & Community**
Business and Community Leaders, Academics, Students, Media and Analysts

Of OSS + ELC EU 2019 Attendees Surveyed:

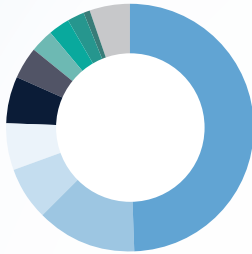
- **96%** said that the event was a valuable use of their time
- **36%** attend only one conference annually, while **88%** attend 4 or fewer conferences a year, making OSS + ELC EU a valuable place to connect with this audience.
- **52%** said they make purchasing decisions or influence purchasing decision makers

Why They Attend:

- To learn about the newest and most innovative open technologies
- To get access to leading experts in both formal and informal settings
- To gain a competitive advantage learning the latest on innovative open solutions
- To explore career opportunities with the world's leading technology companies

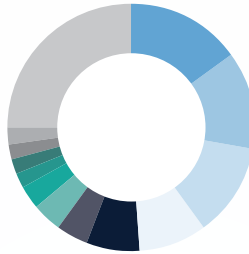


Open Source Summit & Embedded Linux Conference Europe Demographics



Job Function

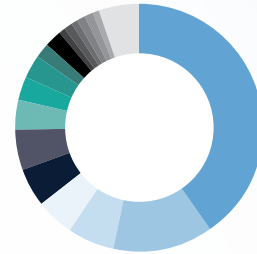
- Development/Engineering **49%**
- Architecture **13%**
- Student **7%**
- Marketing / Business Dev **6%**
- Executive Management (VP/CxO) **6%**
- Operations - Sys Admin **4%**
- Program Management **3%**
- Product Management **3%**
- Professor/Academic **2%**
- Legal / Compliance **1%**
- Other **5%**



Country

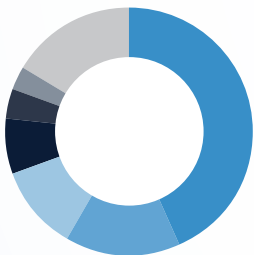
- United States **15%**
- Germany **13%**
- France **12%**
- India **9%**
- United Kingdom **7%**
- Switzerland **4%**
- Sweden **4%**
- Netherlands **3%**
- Japan **2%**
- Norway **2%**
- Finland **2%**
- Italy **2%**
- Other **25%**

Austria
Belgium
Bulgaria
Canada
China
Costa Rica
Croatia
Czech Republic
Denmark
Greece
Ireland
Israel
Poland
Romania
Russian Federation
South Korea
Spain
Taiwan
Turkey
Ukraine



Industry

- Software **40%**
- Computer Hardware or Consumer Electronics **13%**
- Internet or Web Services **6%**
- Education / Research **5%**
- Automotive / Transport **5%**
- Industrial Manufacturing & Machinery **5%**
- Telecommunications **4%**
- Non-Profit Organization **3%**
- Finance/Banking/Insurance **3%**
- Government **2%**
- Energy **2%**
- Media / Publishing **1%**
- Transportation / Logistics / Warehousing **1%**
- Healthcare **1%**
- Carriers / Telecommunications **1%**
- Aerospace / Defense **1%**
- Retail / E-Commerce **1%**
- Other **5%**



Job Level

- Individual Contributor **43%**
- Manager **15%**
- Academic **11%**
- Director **7%**
- CXO / ED **4%**
- VP **3%**
- Other **16%**

- **2,172 Attendees** from **67 Countries**
- **1,150 Organizations** represented
- **69% of Attendees** in **Technical Roles**

- **2019 Sponsors** generated as many as **521 leads per booth**
- **95% of attendees** visited sponsor booths onsite

What Attendees Are Saying

Don't take our word for it. See what attendees had to say about OSS & ELC 2019 Below:

OSS Europe is my favourite conference. I love the diverse group of people from many different countries who attend. It is a friendly conference, where I always come away with lots of new ideas and new friends.

- JEFF SHAW

The event gets your creative juices flowing. It helps provide clarity on what's important and how to achieve it.

- ADAM J. MCPARTLAN

A highly worthwhile conference exploring many aspects of open source and bringing together a wide variety of people from many companies, organizations and countries. Intellectually stimulating and friendly. Recommended.

- CHRISTIAN PATERSON

The keynotes were spot-on interesting and inspirational. I really enjoyed the conference this year and the open source and community activism sessions.

- LIRAN TAL, SNYK

Empowering individuals and enterprises with unlimited engineering potential.

- DINESH KUMAR

The conference offered me a great opportunity to meet people from the community, follow technologies and stay up to date. It's really great to get face-to-face ideas from people I've worked on the same topic and to know that I can contact them after the conference. It was a good experience and opportunity for me.

- KÜBRA CINGILLI

Hi folks! the OSS 19' was amazing, so many people there with a high technical level and aiming to do networking. I encourage you to attend the next time, the experience was incredible.

- JUAN MANUEL PARRILLA, SENIOR SOFTWARE ENGINEER @REDHAT

The best inclusive conference of the year. Talks, people, sponsors and project are just amazing.

- NICOLA MANICA

A great event to connect with smart people who share a passion for open source!

- KATRINA NOVAKOVIC, RED HAT

The best event in open source in Europe.

- ANTOINE THOMAS

An event filled with technical in-depth knowledge, inspiring speeches and valuable connections with a strong focus on using both the advantages and power of the open source Linux community to collectively raise standards, move forward and ultimately improve humanity as well as discovering sustainable ways to protect our planet.

- KATJA LATOUR

I managed to attend every edition of the Embedded Linux Conference Europe since the beginning. I always get back from the conference with a huuuuge list of new ideas to explore. This conference is a great way to stay up to date with the developments in open-source projects that matter in embedded, and to meet the maintainers and fellow developers.

- MICHAEL OPDENACKER, BOOTLIN

This was my first attendance to the ELCE. I have strong system skills but I only did minor developments in Linux kernel up to now so I was wondering how I would feel among all those Linux experts... My fear was not justified ! I really appreciated the atmosphere of this conference, with a very good spirit and full inclusion of all attendees. Experts are essentials to animate this event but beginners are really welcome!

- GERALD BAEZA

The mood and the great power that the crowd emanates...big things can happen when all, with no discrimination nor distinction, work together to build something new and better.

- MAURO SALVINI

OSSummit from the Linux Foundation is definitely an event you want to attend at least once. Multiple presentations on plenty of topics. Furthermore, it's the most welcome environment I've ever been. They take inclusion and diversity very seriously, not just words. Don't miss it.

- FLORENT ZARA

The technical and spot on keynotes from the industry leaders were truly awesome!

-THOMAS VADAH, NTE MARKED AS

Incredible passionate people coming together to discuss things that will shape the future itself.

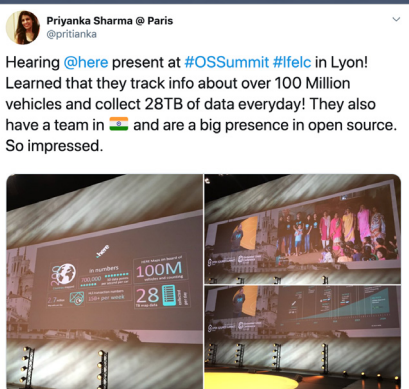
- VEDARTH SHARMA

Warm and welcoming people at OSS & ELC EU 2019. Great networking opportunities and interesting keynote sessions. A big thumbs up to the event.

- TARUSHI GUPTA



6:56 AM · Oct 28, 2019 · Twitter for Android



5:10 AM · Oct 30, 2019 from Lyon, France · Twitter for iPhone



5:46 AM · Oct 30, 2019 · Twitter for Android



OpenSourceSummit_EU_Lyon_191029_highres-191
Explore linux_foundation's 26981 photos on Flickr!
flickr.com

5:00 AM · Oct 31, 2019 · Twitter for Android



4:42 PM · Oct 30, 2019 · Twitter for iPhone



5:00 AM · Oct 31, 2019 · Buffer

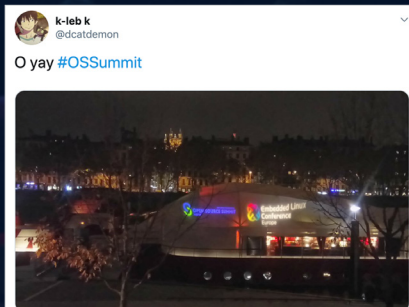


Linus Torvalds and 3 others

7:26 AM · Oct 29, 2019 from Lyon, France · Twitter for Android



3:04 PM · Oct 30, 2019 · Twitter for iPhone



2:42 PM · Oct 30, 2019 · TwitPanePlus



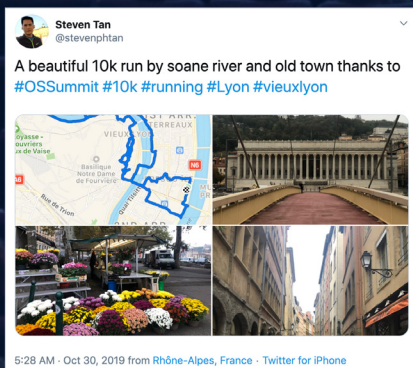
10:20 AM · Oct 30, 2019 · Twitter for iPhone



2:06 AM · Oct 30, 2019 · Twitter for Android



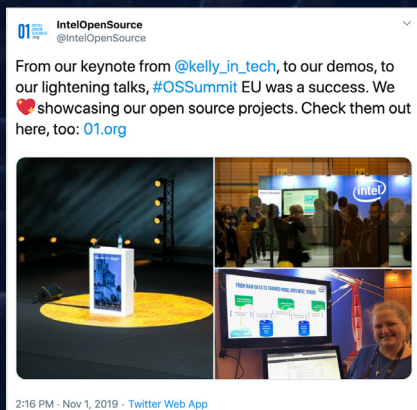
10:28 AM · Oct 30, 2019 · Twitter Web App



5:28 AM · Oct 30, 2019 from Rhône-Alpes, France · Twitter for iPhone



4:14 AM · Oct 30, 2019 from L'Amphithéâtre - Salle 3000 · Twitter for Android



2:16 PM · Nov 1, 2019 · Twitter Web App



4:29 AM · Oct 28, 2019 · Twitter for iPhone



1:31 AM · Oct 31, 2019 · Twitter Web App



1:05 PM · Oct 30, 2019 · Twitter Web App

PAST ATTENDEES INCLUDE:

IT Architect*Accarda AG***IT Consultant***Accenture GmbH***Systems Administrator***AddSmart***Infrastructure Architect***Adobe***Embedded Software Architect***Airbus Defence & Space***Senior Data Platform Engineer***Allegro***Developer***Allianz Technology GmbH***Embedded Linux Engineer***ALPS Electric***Technical support Engineer***Alrabet for Electromechanical
Systems Ltd Co.***Senior System Development Engineer***Amazon***Software Engineer***Analog Devices***Engineer***Anton Paar GmbH***Engineer***ASEM S.p.A.***Software Developer***Assured Information Security***Sr Tech Specialist,****Software Engineering***AT&T***Software-Architect***Audi AG***Machine Learning Engineer***Automation Logic***Software Developer***Bad Dinosaur***Senior Software Engineer***Bang & Olufsen***Expert Software Engineer***Barco***Software Developer***BIOTRONIK SE & Co.KG***SysAdmin***BlackRock***Head of Open Source Engagement***Bloomberg***Developer Relations****Manager EMEA***Bluetooth SIG***Software Engineer***BMW Car IT***Bosch IoT Embedded Developer***Bosch Engineering***IT Administrator***Canon Medical Research
Europe Ltd.***Platform Engineer***Capgemini***Developer***Carl Zeiss Meditec AG***Director***Carlson Wagonlit Travel***System Engineer***CERN***Software Engineer***CloudMosa, Inc.***Cloud Engineer***Codento***Lead Cloud Engineer***Combelle nv***Distinguished Engineer***Comcast***Consulting Software Architect***Confluent Inc.***Software Engineer***Continental Automotive***Software Engineer***Conversocial***Software Developer***Credit Suisse***Software Engineer***Daimler TSS GmbH***Information Systems Architect***DIGIT, European Commission***Director of Business Planning***Digital Impact Alliance at the UN Foundation***Senior Service Desk Support / Analyst II***Diyar United Company***Developer***Dutch Ministry of Defence***Architect Autonomous Platform***Epiroc Rock Drills***Senior System Engineer***Erste Card Group Processor d.o.o.***Computational Scientist***ETH Zurich***Project Manager,
EU-FOSSA 2 Project***European Commission***Software Engineer***European Southern Observatory***Software Dev Engineer II***Expedia***Production Engineer***Facebook***Specialist, Operating
System Security***Federal Office for Information Security***Manager Embedded Systems***Finesse***Technical Expert***Ford Motor Company***Software Engineer***Forsway Scandinavia***Senior SW Engineer***GE Healthcare***Principal Engineer***General Electric***Open Source Program Manager***Google***Software Developer***Government Digital Service***Engineer***Harman***Software Engineer***Honeywell***Software Engineer***ICT Automatisering Nederland BV***Principle Design Engineer***Imagination Technologies***Dev Engineer***ING***System Administrator***Intermedia***Software Developer***Jembi Health Systems NPC***Embedded Systems Engineer***Jetter AG***Lead Kubernetes Engineer***JP Morgan***Head of System Engineering***Kapsch CarrierCom AG*

PAST ATTENDEES INCLUDE:

Support engineer*Kaspersky Lab***Lead Software Engineer***Komax AG***Software Engineer***KOSTAL Industrie Elektrik GmbH***Manager***KPMG***Senior Systems Analyst***Kuwait Oil Company***Software Engineer***Legrand Home Systems***Software Developer***Leica Camera AG***Director of Engineering Enablement and
Release Platforms***Manulife***Team Leader***mBank SA***Senior Technology Engineer***McKinsey & Company***DevOps Middleware***Metro Systems Romania SRL***System Administrator***Ministry of the Interior and Kingdom Relations***System Engineer***National Bank of Belgium***Senior Firmware Engineer***Nordic Semiconductor***SRE***NORTHROP GRUMMAN***Director of Engineering***Nutanix***System Software Engineer***Nvidia***Director, Linux System Definition***Open Invention Network***Senior Engineer***overstock.com***Architect***Panasonic***System Engineer***Privredna Banka Zagreb d.d.***Team Leader***Quicken Loans***System Engineer***Raiffeisenbank Austria d.d.***Digital Forensics***RCCU***Embedded Software Engineer***Rockwell Automation***Electrical Engineer***Sandia National Laboratories***Chief Development Architect***SAP SE***Asst IT System Analyst***SAUDI ARAMCO***Embedded Software Architect and
Developer***Schneider Electric***Technology Director***Secretary of Culture of the Nation - Ministry of
Education, Culture, Science and Technology***Software Developer***ShopKeep Ltd***Software Developer***Shutterstock***Software Architect***Siemens Healthcare GmbH***DevOps***Skroutz S.A.***Senior Engineer***Sky Betting & Gaming***Service Engineer***Skype***Technical Architect***Spire Healthcare***Cloud Architect***Standard Chartered***DevOps Engineer***TaxiBeat Ltd***Software Architect***Thales Nederland BV***Senior Software Engineer***Turkish Aerospace***Software Engineer***TYCO***Open Source Program Manager***Uber***Director of Community***United Nations Foundation***Network Engineer***US Air Force***Professor***USDA-ARS***Senior Software Engineer***Vimeo / Livestream***Software Engineer***Volvo AB***Software Developer***Winterhalter Gastronom GmbH***Senior Program Manager***Workday***Enterprise Architect***Zain Kuwait***Linux Engineer***Zürcher Kantonalbank*

Sponsorship Opportunities

	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE 7 AVAILABLE	GOLD 10 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Editorial Interview and Article on Linux.com: Over 1M unique visitors per month. The Linux Foundation to determine final interview content and delivery date.	•				
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.	•				
Onsite Recognition during Opening Keynote Session: By event emcee.	•	•			
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. <i>Speaking slots based on availability.</i>	15-minute Keynote	5-minute Keynote	Conference Session or BoF		
Social Media Promotion of Sponsorship: From The Linux Foundation Events channel.	3x	2x	1x		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Conference Room: For private meeting use only.	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Collateral Distribution: Laid out in a prominent location near registration.	•	•	•		
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach.	•	•	•	•	
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage.	•	•	•	•	•
Exhibit Booth: Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available)	6x6m	4.5x4.5m	3x3m	3x3m	2x2m
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	3	2	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	\$65,000	\$45,000	\$30,000	\$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.**

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details or discuss custom options.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.

Each opportunity listed includes 2 conference passes for sponsoring company. Please note, these additional opportunities are not eligible for the LF member discount.



Open Source Summit Speed Networking & Mentoring Session General Sponsor

\$5,000 • 2 AVAILABLE

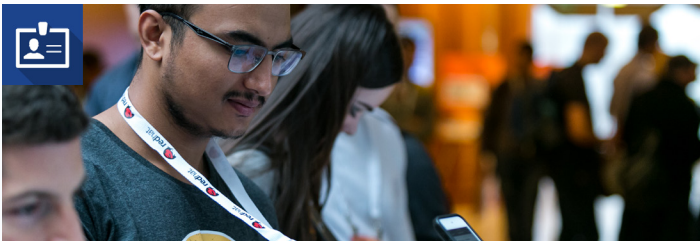
Sponsors will receive recognition in the session, the opportunity to provide collateral to distribute at session, and logo on website and signage.



Women in Open Source Lunch**

\$15,000 • 1 AVAILABLE 100-150 expected attendance

Show your support of the women in our community that are helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch. Optional giveaway, provided by sponsor, must be approved by The Linux Foundation.



Lanyards \$10,000 • 1 AVAILABLE

Every 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 \$15,000 - LEVELED SPONSOR \$20,000 - NON-LEVELED SPONSOR • 1 AVAILABLE

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

\$10,000 • 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.



Attendee Lounge** \$5,000 • 3 AVAILABLE

Sponsor a themed lounge such as Linux, Embedded or Cloud. Provides the space and snacks to get attendees collaborating. Includes sponsored signage in lounge areas. Pricing includes single color logo imprint on branded items. Full color logo imprint available at an additional cost.



Onsite Happy Hour & Onsite Reception

\$12,500 • 1 AVAILABLE 1,000 expected attendance

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



'Better Together' Diversity Evening Mixer

\$15,000 • 1 AVAILABLE 100-150 expected attendance

Show your support of the underrepresented minorities in our community by hosting an evening mixer to allow them to meet and support each other. Includes sponsor signage and verbal recognition at mixer. Sponsorship will cover light appetizers, unlimited non-alcoholic beverages and one drink ticket per attendee.

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details or discuss custom options.



Breakfast & Breaks **\$12,000 • 1 AVAILABLE**

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



Attendee Evening Event

\$20,000 AND UP

Please contact us for customized offers. 850-1,000 expected attendance

A great opportunity to support the community, make an announcement and more. Includes verbal recognition at the event and sponsor signage throughout the venue.



Diversity Empowerment Summit Host

\$10,000 • 1 AVAILABLE

Sponsorship includes prominent recognition in the DES session space(s), as well as recognition on the event website, and general conference and DES-specific signage.



First-time Attendee Breakfast**

\$7,500 • 1 AVAILABLE 200 expected attendance

Sponsorship includes prominent recognition at the first-time attendee breakfast, opportunity to make an announcement, as well as recognition on the event website and conference signage.

Host an Evening Event \$5,000

We're offering sponsors the opportunity to host their own evening event which we'll promote to attendees. Plan a party for 50 or 500; be as creative as you'd like. Sponsor is responsible for all coordination and fees related to the event. We'll get the attendees there by promoting through emails and onsite announcements to attendees.

Note: A level sponsorship is required for this option.

Technologies Covered By Event:

Linux Systems

Open Source Summit, Embedded Linux Conference, Automotive Linux Summit, Linux Plumbers Conference, Linux Kernel Maintainer Summit, LSF-MM Summit, Linux Security Summit

Cloud Infrastructure

Cloud Foundry Summit, Open Source Summit, Xen Developer Summit, KVM Forum

Applications

Node+JS Interactive, ASC API Specifications Conference

Networking & Edge Computing

Open Networking & Edge Summit, Open Source Summit, Open vSwitch Conference, DPDK Summit

IoT, Embedded & Automotive

Embedded Linux Conference, Automotive Linux Summit, Open Source Summit

Artificial Intelligence & Machine Learning

Open Source Summit, Open Networking & Edge Summit, Open FinTech Forum, The Linux Foundation Member Summit

Open Source Governance, Community & Management

The Linux Foundation Member Summit, Open Source Summit, Open Compliance Summit, Open FinTech Forum, The Linux Foundation Member Legal Summit

Cloud Native Applications

KubeCon + CloudNativeCon, Open Source Summit, Open FinTech Forum, Open Networking & Edge Summit, Kubernetes Summit, Kubernetes Contributor Summit, Helm Summit, FoundationDB Summit, ServiceMeshCon, PromCon

Blockchain

Hyperledger Global Forum, Hyperledger Member Summit, Open Source Summit, Open FinTech Forum

Hardware

OpenPOWER Summit, RISC-V Roadshow

Invitation-Only Events

LSF-MM Summit, The Linux Foundation Member Legal Summit, Open Compliance Summit, Linux Kernel Maintainer Summit & The Linux Foundation Member Summit

Linux Foundation events are where 35,000+ developers and technologists from across the globe meet to share ideas, learn and collaborate to drive innovation.

Open source communities are nearly always virtual and distributed, so when they get together face to face, they can make quick progress on issues big and small. In this way, events help maintain the vibrancy of global open source communities and ensure their long-term sustainability.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver the most innovative products and services to their users and customers, companies must learn directly from the technologists who steer the most widely used and influential projects.

Linux Foundation events are the meeting place of choice for open source maintainers, developers, architects, infrastructure managers and sysadmins, as well as technologists leading open source program offices, DevRel teams and other critical leadership functions. They are:

- “ The best place to quickly gain visibility within the open source community and to advance open source development work by forming connections with the people evaluating and creating the next generation of technology.
- “ A forum to identify software trends early to inform future technology investments.
- “ The ripest recruiting ground in today’s technology landscape.
- “ The ideal venue to showcase technologies and services to influential open source professionals, media, and analysts around the globe.

The Linux Foundation brings together companies and individual contributors to build the greatest shared technology in history. We provide the events, training, certification, open source best practices and marketing, and necessary to build, scale, and sustain critical open source projects and communities. As the home of over 200 open source projects driving critical technologies, there is no organization better positioned to gather the open source community for important face to face interaction to drive innovation across open source. And, unlike for-profit event management firms, any money generated by our events is channeled back into supporting open source communities to support their growth.

Contact us today for more information on sponsoring at sponsorships@linuxfoundation.org.

2018 LF EVENT **AUDIENCE SNAPSHOT**

*Audience Snapshot Numbers will be updated for 2019 at the end of the year.

ATTENDANCE

32,000+ attendees

28% YoY Growth

REPRESENTING





11,000 organizations

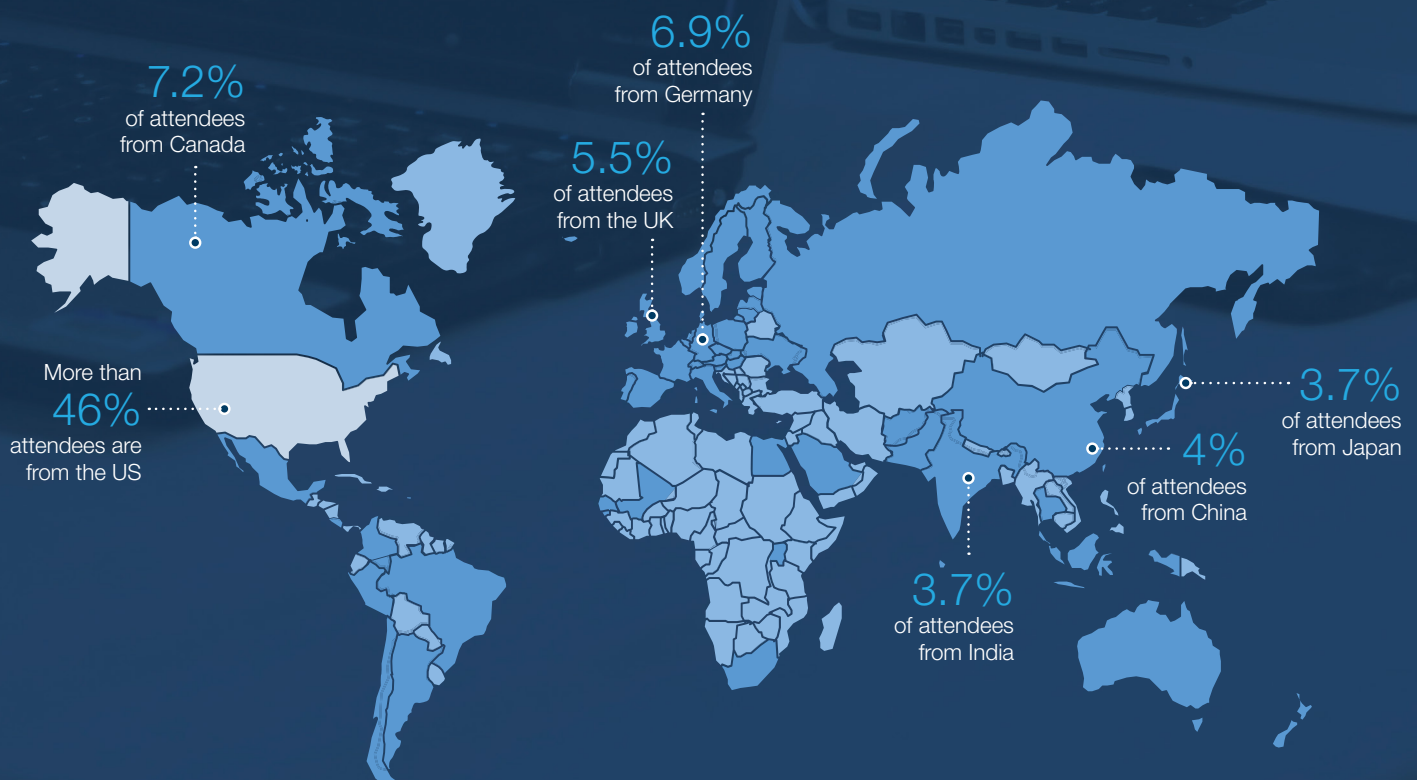
Including corporations, associations and academic institutions worldwide

FROM

113 countries

AUDIENCE BY COMPANY SIZE

COMPANY SIZE	SUM OF %
 1 - 99	15%
 100 - 499	16%
 500 - 4999	27%
 5000+	42%

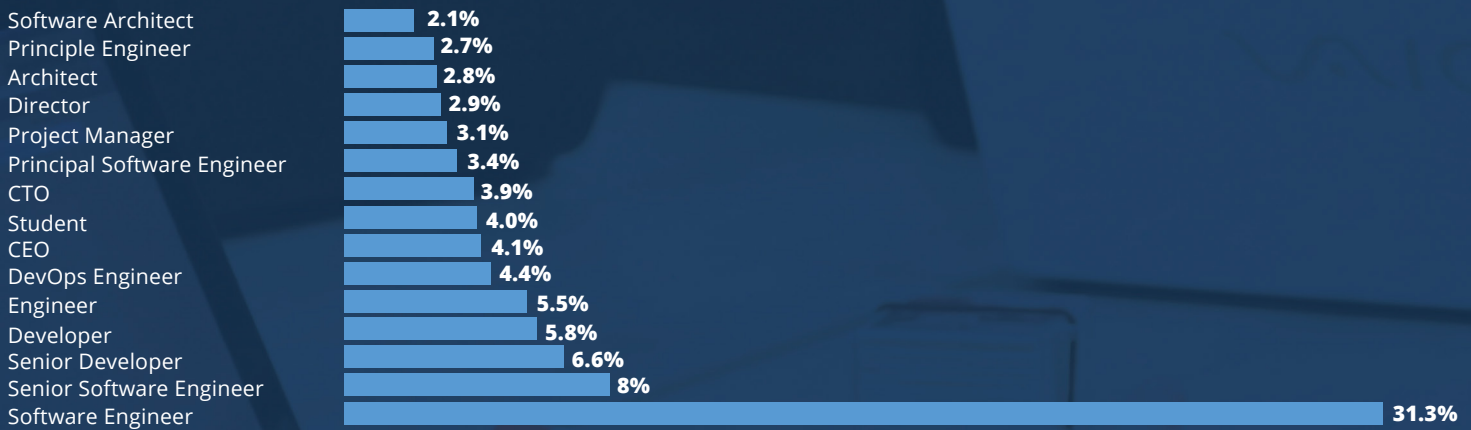


2018 LF EVENT AUDIENCE SNAPSHOT (CON'T)

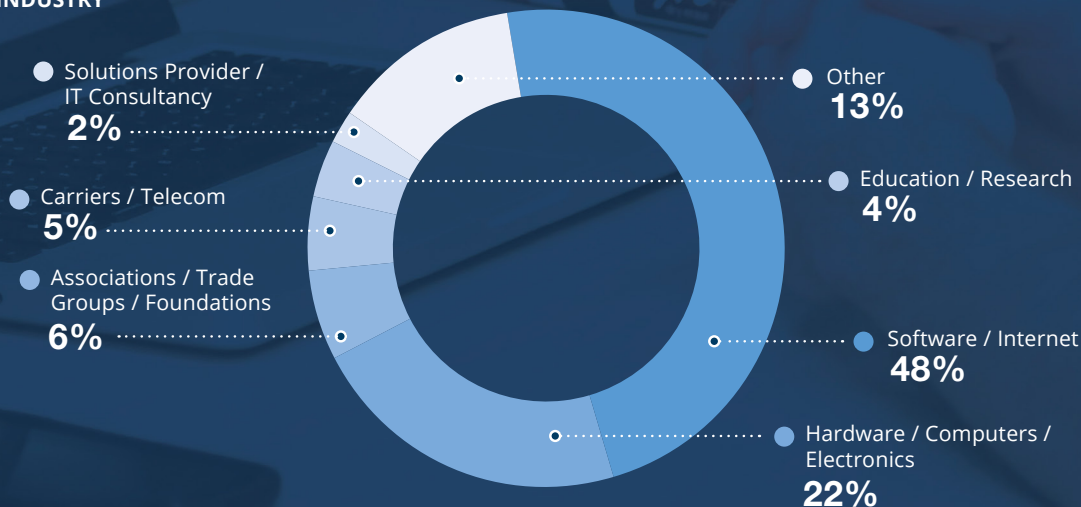
*Audience Snapshot Numbers will be updated for 2019 at the end of the year.

AUDIENCE BY JOB FUNCTION

80% of Event Attendees Are in Technical Roles



AUDIENCE BY INDUSTRY



PRESS & SOCIAL MEDIA

Linux Foundation events are highly engaging and interactive. Our 2018 events generated:

Press & Media information is from 2018 events and will be updated by 12/31/19 with 2019 information.

7,500+
media clips with
152,000,000+
impressions

90,000+
social media
engagements
on Facebook,
Google+ & Twitter

374,000,000+
event keyword
impressions on
social media

Over 150
press in
attendance



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