2020 Sponsorship Prospectus
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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.

Automotive Linux Summit gathers the most innovative minds leading and accelerating the development and adoption of a fully open software stack for the connected car from across the open source community and automotive industry for collaboration and shared learnings to drive innovation of embedded devices in the automotive arena. Attendees include automotive systems engineers, Linux experts, R&D managers, business executives, open-source licensing and compliance specialists and community developers.

September 15 & 16, 2020 | Tokyo, Japan

Attendees join the event to:
- Learn about the latest trends in open source and automotive
- 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
- Gain a competitive advantage learning about new innovative open solutions & technologies. 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

1000+ Attendees Gather at Automotive Linux Summit and Open Source Summit Japan annually.
2019 EVENT HIGHLIGHTS

1000+ Attendees from 284 organizations across 40 countries

Sponsors generated up to 213 leads in exhibit booths

96% of attendees visit exhibit booths onsite

More than 75 senior executive and C-level decision-makers joined the event

66% of attendees were in technical positions

95% of attendees found the event a valuable use of time and plan to attend again in the future

ATTENDEE DEMOGRAPHICS

Industry
- Software / Internet 48.35%
- Automotive / Transport 17.52%
- Internet or Web Services 10.13%
- Education / Research 3.98%
- Media / Publishing 2.84%
- Consulting 2.50%
- Non-profit 2.50%
- Telecommunications 2.28%
- Banking / Finance / Insurance 1.71%
- Carriers / Telecommunications 1.48%
- Industrial Manufacturing & Machiner 1.37%
- Government 0.57%
- Healthcare / Medical Devices / Rx 0.57%
- Transportation / Logistics / Warehousing 0.46%
- Aerospace / Defense 0.34%
- Associations / Trade Groups / Foundations 0.34%
- Energy 0.34%
- Retail / E-Commerce 0.34%
- Other 2.39%

Job Level
- Individual Contributor 36.57%
- Manager 21.53%
- Director 8.57%
- Academic 7.21%
- CXO / ED 5.02%
- VP / SVP / GM 2.82%
- Other 18.29%

Job Function
- Developer 12.96%
- Sales/Marketing/Business Development 10.97%
- Student 5.64%
- Executive Management (VP/CxO) 4.49%
- Product Management 3.87%
- IT Operations - DevOps 3.66%
- Media/Analyst 2.4%
- Legal / Compliance 2.3%
- IT Operators - Sys Admin 2.3%
- Program Office Leader 1.36%
- Professor/Academic 1.25%
- Other 6.27%

Country
- Japan 60.30%
- United States 8.00%
- India 6.30%
- South Korea 3.90%
- China 3.20%
- United Kingdom 2.50%
- Germany 2.20%
- Taiwan 1.10%
- France 1.00%
- Other 5.9%
BENEFITS OF SPONSORING

Generate new partnerships, alliances & customers
Increase brand awareness & recognition
Showcase your thought leadership
Demonstrate support for the Linux & open cloud communities

Take advantage of media exposure & PR announcements
Showcase products, services & technologies
Leverage highly targeted marketing opportunities
Recruit and acquire top talent
PAST ATTENDEES INCLUDE:

CTO
Abalta Technologies

CTO
Acer Inc.

Deputy CTO
ACTIA Automotive SA

Engineer
ADIT

Associate Director
Advanced Data Controls Corp.

Engineer
Advanced Driver Information Technology

Enterprise Architect
Akamai Technologies

Director of Vehicle Software and Systems Architecture
Alta Motors

Search CX Support Engineer
Amazon Inc

CEO
Amegumi Inc

Director
Aquinetic

Sr. Manager, IoT Ecosystem
Arm

Director, Innovation
Audikinesis

Sr. Software Engineer
Autodesk

Executive Director
Automotive Grade Linux

Program Manager
Azure

Senior Technical Evangelist
Black Duck by Synopsys

CTO Office, Compute Architecture
Bloomberg LP

Software Engineer
bol.com

Developer
Booking.com B.V.

Engineering Manager
Bose Automotive G.K.

Senior Mgr., Software Engineering
Bose Corporation

General Manager
Brison Inc.

Engineer
CANON

TEST ARCHITECT
CERN

Senior Systems Engineer
Cisco Japan

CTO
Cloud Foundry Foundation

Executive Director
Cloud Native Computing Foundation

Software Engineer
CloudMosa, Inc.

Chief Engineer
CLSA

Software Developer
Codethink Ltd

Director
Concurrent Nippon Corporation/ Application Engineering

System Architect
Continental Automotive Japan

Software developer
Credit Suisse

Software Engineer
Cyber Trust Co., Ltd.

SR
CyberAgent, Inc.

Software Engineer
Cybozu Labs, Inc.

Head of Onboard-System Architecture and IoT
Daimler AG - Mercedes-Benz Vans

Developer
Debian

Engineer
DENSO

Technical Director
DICE / EA

Senior Project Manager
Elektrobit Nippon KK

CTO Automotive & Embedded Systems
EPAM

Architect/Tech Evangelist
ExxonMobil

Technical Fellow
Faraday Future

Software Engineer
Fidelity Investments

Engineer
FirstServer, Inc.

Founder
Flowchain

Contributor
Forbes

Deputy Head of Department
Fujitsu

Software Engineer
Furukawa Electric, Co., Ltd.

Editorial Staff
Gijutsu Hyoron Co. Ltd.

Devops
Goldman Sachs

Software Engineer
Google

VP of Asia-Pacific Operations
Green Hills Software

Founder
HashiCorp

Sr Data Architect
HERE Technologies

Lead Architect
Hewlett Packard Enterprise

Group Manager
Hitachi Solutions, Ltd.

Chief Engineer
Honda R&D Co., Ltd. Automobile R&D Center

Director Software Engineering
Houghton Mifflin Harcourt

Director of Storage Open Source Department
Huawei

Research Engineer
Hyundai Motor Company

Application Security Engineer
Indeed

Engineer
Industrial Technology Research Institute

CTO
IoT.bzh

Computer Engineer
iPadPlaza

Director
IVIS

Security Analyst
Kaspersky Labs Japan

Associate Analyst
KDDI Research

Principal Software Engineer
Konsulko Group

Principal Engineer
LG Electronics

CEO
Linaro

Technical Director
Luxoft

Engineer
Macnica Solutions Corp

Research Manager
Mazda Motor Corporation

Senior Technical Manager
MediaTek Inc.

Senior Technical Manager
Mediatek Technology

Head Researcher
Mitsubishi Electric Corporation

R&D Architect
Mitsui & Co., Ltd.

Application Engineer
Monolithic Power Systems

Software Engineer
Nanjing Fujitsu Nanda Software Technology Co., Ltd

Sr Expert
NEC

Senior Research Engineer
Nippon Telegraph and Telephone

Executive Director
Nomura Securities Co., Ltd.

Open Source Compliance Officer
OLYMPUS Corp.

CEO
Open Invention Network

Chairman of the Board / Research Fellow
OpenID Foundation / NRI

Developer
Orange // SSPO

Engineer
Osaka NDS

Engineer
Panasonic
PAST ATTENDEES INCLUDE:

Product Manager
Pinterest

IoT Services
Plat’Home Co., Ltd.

CEO
PowerBoosterFuel

Engineer
Privater

Senior Engineer
Qualcomm CDMA Technologies

Developer
Ragnatech

Managing Director
RAL Capital Ltd

Country Manager
RealVNC

Director
Robert Bosch GmbH

Head of Software Development Center
ROHM Semiconductor GmbH

Developer Advocate
SAKURA Internet Inc.

Software Engineer
Salesforce

Linux Kernel Media Maintainer
Samsung

Expert Engineer
SELTECH Corporation

Senior Systems Engineer
Sharjah Economic Development Department

Manager
Shimafuji Electric Inc.

Developer
Shinhancard

Software Architect
Siemens AG

Engineer
Socionext Inc.

Technician support
Sogebank S.A

Senior Staff Software Engineer
Sony

Infrastructure Engineer
Start Today Technologies, Inc

Manager, Engineering Management DIV.
Subaru Corp.

Engineer
Suzuki Motor Corporation

SysAdmin
Swissquote

Research Scientist
Toshiba

Architect
Toyota InfoTechnology Center Co., Ltd.

Group Manager
TOYOTA MOTOR CORPORATION

Software Engineer
Trend Micro Inc.

Sr. Program Manager
Uber Technologies

Operating Officer
Ubiquitous Corporation

Software Engineer
UBS

Middleware Engineer
Witz Corporation

Engineer
Xevo K.K.

Engineer
Yahoo Japan

Big Data Researcher
Yarch

Software Engineer
Yazaki Corporation
Sponsorship Opportunities

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND (4 AVAILABLE)</th>
<th>PLATINUM (8 AVAILABLE)</th>
<th>GOLD (10 AVAILABLE)</th>
<th>SILVER (UNLIMITED)</th>
<th>BRONZE (UNLIMITED)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistance with Press Bookings at Event:</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Pre or Post-Conference Email Blast:</td>
<td>•</td>
<td>•</td>
<td></td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Onsite Recognition during Opening Keynote Session:</td>
<td>15-minute Keynote</td>
<td>5-minute Keynote or Conference Session</td>
<td>Conference Session or BoF</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speaking Opportunity:</td>
<td>All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media Promotion of Sponsorship:</td>
<td>3x</td>
<td>2x</td>
<td>1x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor Designation in Press Releases:</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Room:</td>
<td>For private meeting use only. Private Use - 1 Day</td>
<td>Private Use - 1/2 Day</td>
<td>Private Use - 2 Hours</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Collateral Distribution:</td>
<td>Laid out in a prominent location near registration.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in Pre-Conference Email Marketing:</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Keynote Stage Branding:</td>
<td>Logo prominently displayed on stage screens.</td>
<td></td>
<td></td>
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</tbody>
</table>
| Recognition on Event Website: | Prominent logo display on event homepage. | | | | •
| Exhibit Booth: | Includes tables, chairs and company logo on signage above table. 10’x10’ (feet) 10’x10’ (feet) 8’w x 6’ d (feet) 8’w x 6’ d (feet) 6’w x 6’ d (feet) | | | | |
| Lead Retrieval Scanners: | Live scans, real time reporting and ability to take notes on captured leads. | 3 | 2 | 1 | 1 |
| Conference Attendee Passes: | Full access passes to the entire conference for your staff or customers. | 25 | 20 | 15 | 10 | 5 |
| 20% Discount on Additional Conference Passes: | For use by your customers, partners or colleagues. | • | • | • | • | • |
| Recognition on Event Signage: | Logo on conference signage. | • | • | • | • | • |
| Sponsorship Cost | $42,000 | $30,000 | $20,000 | $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.
Promotional Marketing Opportunities

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

Keynote Live Stream & Recording
$7,000 • 1 AVAILABLE
Includes logo on live stream home page and on event website. Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.

Onsite Happy Hour & Onsite Reception
$15,000 • 1 AVAILABLE
500-750 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.

Lanyards
$7,500 • 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.

Breakfast & Breaks
$12,000 • 1 AVAILABLE
Includes large branded signage in breakfast and break areas, as well as recognition on event website.
Level sponsorship required.

Women in Open Source Lunch
$10,000 • 1 AVAILABLE
75-100 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.

Conference Session Recording
$15,000 • 1 AVAILABLE
Sponsor video recordings of all conference sessions from the event, that will be published on YouTube and event home page and available publicly for anyone to view. Sponsorship includes Company logo on the opening slide transition for every conference session video, resulting in tens of thousands of views of your logo over the course of a year, and recognition in post-event email to attendees announcing the videos are live. Gather a group of companies to jointly sponsor together!
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

ATTENDANCE AUDIENCE BY COMPANY SIZE

<table>
<thead>
<tr>
<th>COMPANY SIZE</th>
<th>SUM OF %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 99</td>
<td>15%</td>
</tr>
<tr>
<td>100 - 499</td>
<td>16%</td>
</tr>
<tr>
<td>500 - 4999</td>
<td>27%</td>
</tr>
<tr>
<td>5000+</td>
<td>42%</td>
</tr>
</tbody>
</table>

More than 46% attendees are from the US

7.2% of attendees from Canada

5.5% of attendees from the UK

6.9% of attendees from Germany

3.7% of attendees from China

3.7% of attendees from India

4% of attendees from Japan

7.2% of attendees from Canada
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

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Architect</td>
<td>2.1%</td>
</tr>
<tr>
<td>Principle Engineer</td>
<td>2.7%</td>
</tr>
<tr>
<td>Architect</td>
<td>2.8%</td>
</tr>
<tr>
<td>Director</td>
<td>2.9%</td>
</tr>
<tr>
<td>Project Manager</td>
<td>3.1%</td>
</tr>
<tr>
<td>Principal Software Engineer</td>
<td>3.4%</td>
</tr>
<tr>
<td>CTO</td>
<td>3.9%</td>
</tr>
<tr>
<td>Student</td>
<td>4.0%</td>
</tr>
<tr>
<td>CEO</td>
<td>4.1%</td>
</tr>
<tr>
<td>DevOps Engineer</td>
<td>4.4%</td>
</tr>
<tr>
<td>Engineer</td>
<td>5.5%</td>
</tr>
<tr>
<td>Developer</td>
<td>5.8%</td>
</tr>
<tr>
<td>Senior Developer</td>
<td>6.6%</td>
</tr>
<tr>
<td>Senior Software Engineer</td>
<td>8%</td>
</tr>
<tr>
<td>Software Engineer</td>
<td>31.3%</td>
</tr>
</tbody>
</table>

AUDIENCE BY INDUSTRY

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software / Internet</td>
<td>48%</td>
</tr>
<tr>
<td>Hardware / Computers / Electronics</td>
<td>22%</td>
</tr>
<tr>
<td>Education / Research</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
</tr>
<tr>
<td>Associations / Trade Groups / Foundations</td>
<td>6%</td>
</tr>
<tr>
<td>Carriers / Telecom</td>
<td>5%</td>
</tr>
<tr>
<td>Solutions Provider / IT Consultancy</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
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<td>Other</td>
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<td>Other</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

PRESS & SOCIAL MEDIA
Linux Foundation events are highly engaging and interactive. Our 2018 events generated:

- 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

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