



2020 Event Sponsorship Prospectus

“We met some of the brightest and most talented attendees, and learned first-hand from industry leaders. The Linux events and sponsorship team made sure we had everything we needed for a successful event. We’re looking forward to more Linux Foundation events in the future!” -EMC



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LINUX FOUNDATION EVENTS

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September 29-30, 2020 Antwerp, Belgium	

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October 26-28, 2020 Dublin, Ireland	

KVM Forum.....	20
October 28-30, 2020 Dublin, Ireland	

Linux Security Summit Europe.....	12
October 29-30, 2020 Dublin, Ireland	

DATES/LOCATION TBD

Linux Storage, Filesystem & MM Summit.....	22
Open Compliance Summit	23

Open FinTech Forum.....	25
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LINUX FOUNDATION PROJECT EVENTS

MARCH

Hyperledger Global Forum.....	27
March 3-6, 2020 Phoenix, AZ	

Automotive Grade Linux All-Member Meeting (Spring)	29
March 18-19, 2020 Honolulu, HI	

KubeCon + CloudNativeCon Europe	30
March 30-April 2, 2020 Amsterdam, The Netherlands	

JULY

KubeCon + CloudNativeCon + Open Source Summit China	32
July 28 - 30, 2020 Shanghai, China	

SEPTEMBER

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September 16-17, 2020 New York, New York	

NOVEMBER

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November 17 - 20, 2020 Boston, MA	

“The Linux Foundation events continue to stay 2 steps ahead of the leading edge in innovation and deliver technical education, networking and best practices like no other show. What I also like is the ability to connect with key people and not feel overwhelmed with crowds. Kudos on the effort to make it an inclusive and diverse conference. A must-attend conference on my open source and technology events calendar.”

NITHYA A. RUFF, SENIOR DIRECTOR, OPEN SOURCE PRACTICE, COMCAST

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

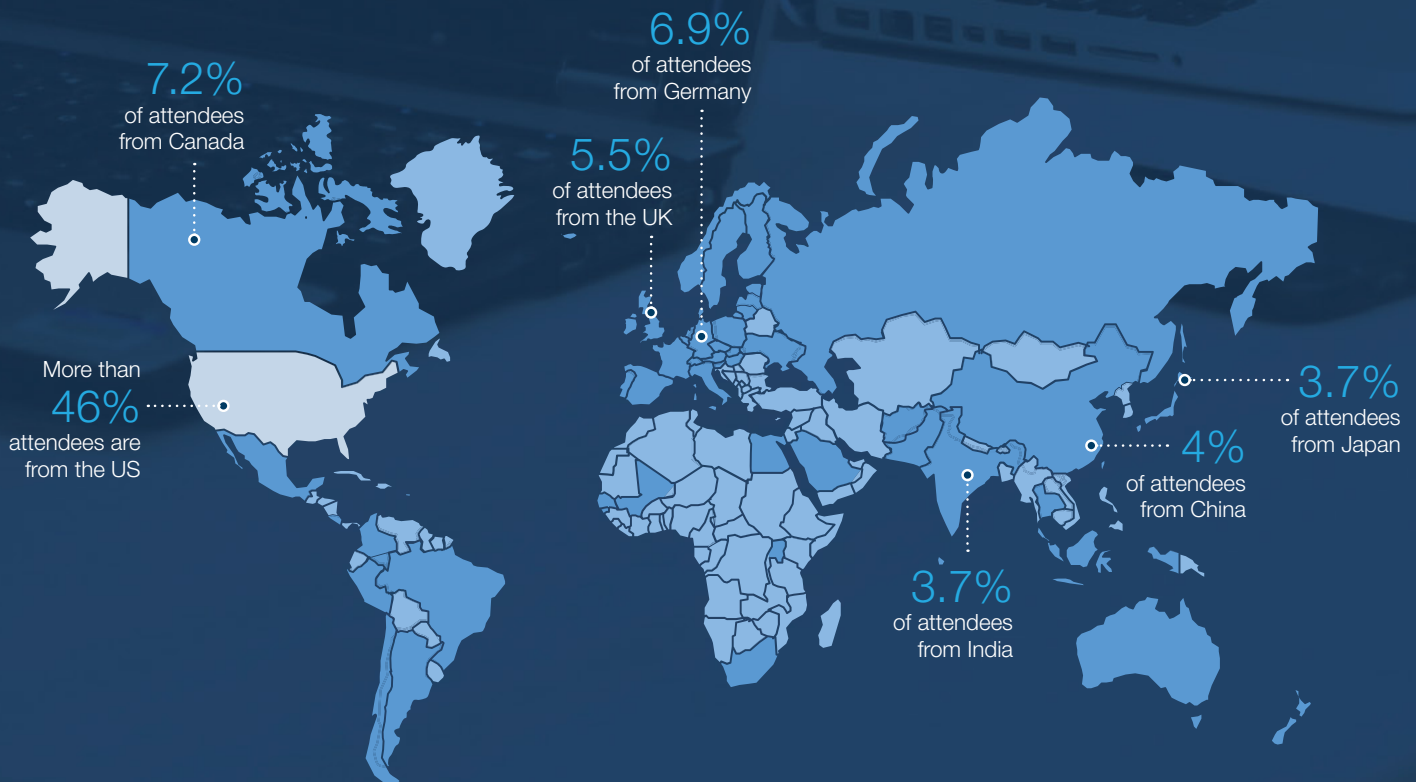
Including corporations, associations and academic institutions worldwide

FROM

113 countries

AUDIENCE BY COMPANY SIZE

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

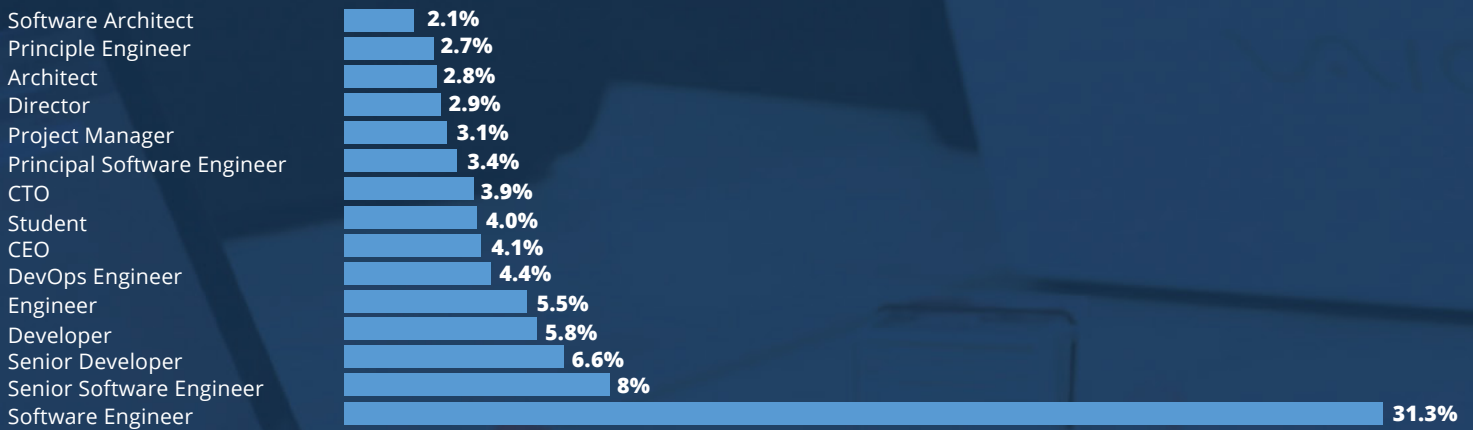


2018 LF EVENT AUDIENCE SNAPSHOT (CONT)

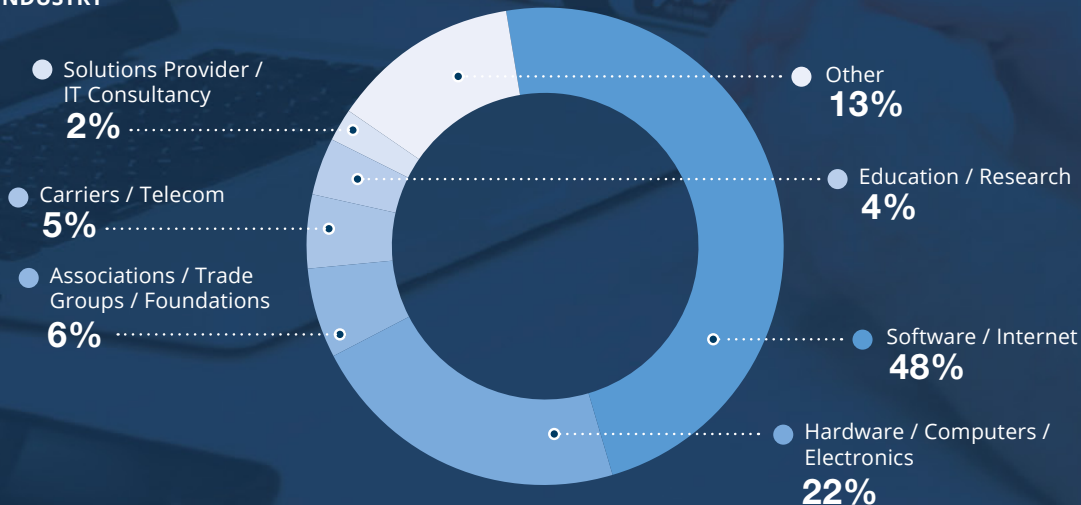
*Audience Snapshot Numbers will be updated for 2019 at the end of the year.

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



THE **LINUX** FOUNDATION MEMBER SUMMIT

March 10-12, 2020 | Resort at Squaw Creek, Lake Tahoe, CA


Where industry leaders convene to drive digital transformation with open source technologies and learn how to collaboratively manage the largest shared technology investment of our time.

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

The Linux Foundation Member Summit (formerly Open Source Leadership Summit) is the annual gathering for Linux Foundation member organizations.

The event fosters collaboration, innovation, and partnerships among the leading projects and organizations working to drive digital transformation with open source technologies. It is a must-attend for business and technical leaders looking to advance open source strategy, implementation and investment in their organizations and learn how to collaboratively manage the largest shared technology investment of our time.

For sponsors, it is an excellent opportunity to gain access to the event and the attendees for strategic discussions and collaboration.



“The only event where I can meet all of the key leaders across the open source cloud computing projects in person. The chance to talk in person, share aspirations and wrestle with new ideas this year have already resulted in collaboration...The institutional knowledge about open source represented by the participants is inspiring. This is an event that can help us build a better software industry.”

SAM RAMJI, VP CLOUD PLATFORM, AUTODESK



Sponsorship Opportunities

Hosted Lunch or Dinner Sponsorship

Lunch for up to 20 Guests | \$20,000

Lunch for up to 40 Guests | \$33,000

Dinner for up to 20 Guests | \$22,000

Dinner for up to 40 Guests | \$37,000

Maximum (2) lunch and (2) dinner sponsorships available

The Linux Foundation will assist you in inviting and confirming up to 40 guests* for a private lunch** or dinner sponsored by your company.

Benefits of your Executive Lunch or Dinner Sponsorship include:

- Access to up to 40* of the top leaders in open source from top, global organizations
- 4 Conference Invitations
- Comprehensive management of all pre-, onsite and post-lunch or dinner logistics and invitee/attendee communications by The LF
 - Selection and management of all lunch or dinner details, including location, menu, and enhancements, in collaboration with you
 - Initial outreach to a list of potential attendees of your choosing by LF leadership
 - Ongoing management of all invitation and RSVP communications on your behalf
 - Delivery of all pre-event email communications to confirmed guests
 - Provision of the final list of lunch or dinner attendees, including contact information, to you following the event
 - Distribution of a post-event attendee thank you email by The LF in collaboration with your company

Brand recognition as an Executive Lunch or Dinner sponsor

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Your logo on the event website, including the event homepage
- Your logo on pertinent digital and printed event signage
- Welcome signage, including your logo, prominently displayed at your lunch or dinner
- Professional photography of your event (including your branded signage)

Experiential Enhancements

- Option to secure an LF or LF project executive leader to offer a welcome toast and brief opening remarks as your lunch or dinner co-host
- Option for you to provide and distribute collateral, gifts or branded items to your guests
- Option to add other experiential enhancements (additional charges may apply)***

*Number of attendees dependent on the option selected

**Private Lunch must be hosted onsite at the Resort at Squaw Creek. Dinners may be hosted off property.

***Enhancements to be quoted as requested by lunch or dinner sponsors

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.

Co-Host Sponsorship (2 Available) - \$30,000

Gain valuable mindshare as a co-host of this prestigious event.

Benefits include:

- Executive Dinner or Lunch for 20
- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Private meeting room for duration of event
- Assistance with press bookings at event
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 10 Conference Invitations

Attendee Reception Sponsorship (2 Available) - \$20,000

Benefits include:

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Logo prominently displayed at one reception
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 6 Conference Invitations

Attendee Lunch Sponsorship (3 Available) - \$10,000

Benefits include:

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Logo prominently displayed at all-attendee lunch for one day
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 4 Conference Invitations

Attendee Breakfast & Breaks Sponsorship (3 Available) - \$10,000

Benefits include:

- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Logo prominently displayed on breakfast/break buffets for one day
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 4 Conference Invitations



OPEN NETWORKING & EDGE SUMMIT

NORTH AMERICA

**ONS is now the Open
Networking & Edge Summit!**

April 20-21, 2020 | Los Angeles, CA

Open Networking & Edge Summit is the industry's premier event on open networking and edge computing, gathering enterprises, carriers and cloud providers across the ecosystem to share learnings, highlight innovation and discuss the future of open networking, edge and IoT.

With edge computing being a critical component of reshaping networks and enabling a new generation of networking, this event - formerly Open Networking Summit - is now Open Networking & Edge Summit, fostering collaboration and innovation for the developers & technologists leading innovation and transformation in edge computing.

ONES is the Only Networking & Edge Computing Event where attendees can:

- Hear from industry visionaries and leaders on the future of Networking & Edge
- Attend deep technical tracks on topics that are here today, tomorrow and on the horizon covering:
 - A Unified Edge vision across Telco, Enterprise, IoT and Cloud solutions that spans multiple verticals including Manufacturing, Commerce/Retail, Automotive & Transportation, Oil & Gas as well as Smart Homes and Cities.
 - An Open Networking vision including Open Hardware, Data plane acceleration, Control (SDN/NFV), Automation, AI & analytics, and OSS/BSS/5G Telecom stacks, as well as Enterprise Data Center & Campus Networking solutions.
- Learn from the use cases of their peers as consumption of Open Source Networking & Edge become the "new norm" and mandated by most Enterprise CIOs, Telco CTOs and Cloud Executives

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 Demos, Products & Technologies
- Create New Partnerships
- Generate Sales Leads
- Community participation in your projects and alliances & customers
- Support the important work of the open networking & edge communities

"We had our best event ever, in this networking infrastructure space, at ONS!"

- BOB MONKMAN, DIRECTOR, NETWORKING SOFTWARE STRATEGY & ECOSYSTEM PROGRAMS, ARM LTD.

**2000+ Attendees gather at
Open Networking & Edge
Summit annually.**

Hosted By

THE LINUX FOUNDATION | LFN NETWORKING | LFE EDGE



EXHIBITOR PACKAGE

**Includes: 6'x6' Booth, 1 lead scanner and 2 conference passes
\$8,000**

Sponsorship Opportunities

	DIAMOND 3 AVAILABLE	PLATINUM 5 AVAILABLE 4 AVAILABLE	GOLD 6 AVAILABLE 5 AVAILABLE	SILVER 10 AVAILABLE	BRONZE* UNLIMITED
Editorial Interview and Article on Linux.com: Over 1M unique visitors per month. Linux Foundation to determine final interview content and delivery date.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•				
Complimentary Add-On Event Sponsorship: Sponsorship includes sponsor branding throughout evening event or developer lounge.	Onsite Attendee Reception Co-Sponsorship	Developer Lounge Co-Sponsor			
Assistance with Press Bookings: Helping you get the most of your onsite announcements.	•	•			
Onsite Recognition during Opening Keynote Session: By event emcee.	•	•			
Keynote Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. <i>Speaking slots based on availability. Required to show a demo or involve a customer in all sponsor keynotes.</i>	20-minute Keynote	5-minute Keynote	Keynote Panel Discussion Participation		
Conference Track Speaking Opportunity: Moderator, panel participant or joint session with customer. All sponsor content must be approved by Program Committee and Linux Foundation. <i>Speaking slots based on availability.</i>	3-hour Tutorial	1.5-hour Tutorial	Conference Session		
Social Media Promotion of Sponsorship: From The Linux Foundation Events channel.	Yes (3x)	Yes (2x)	Yes (1x)		
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	
Conference Room: For private meeting use only	Throughout Event	Throughout Event	One Day of Event	4 hours total	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Exhibit Booth: Includes counter with graphic and stools. Backwall included for Diamond and Platinum sponsors. Table and chairs only for Bronze sponsors. (Upgrade options available)	15'x25'	15'x15'	10'x10'	10'x10'	6'x6'
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	3	2	2	1	1
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach.	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage.	•	•	•	•	•
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	40	30	20	10	5
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	\$95,000	\$70,000	\$45,000	\$25,000	\$12,000*

***Start-ups may secure a Bronze Sponsorship for US\$5,000 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

June 22-24, 2020 | Austin, TX

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
- 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



2000+ Attendees gather at Open Source Summit + Embedded Linux Conference North America annually. 70% of attendees are developers.

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**

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)	20'x20'	15'x15'	10'X10'	10'x10'	6'x6'
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.



LINUX SECURITY SUMMIT

North America | June 24-26, 2020 | Austin, Texas
Europe | October 29-30, 2020 | Dublin, Ireland

The Linux Security Summit (LSS) is a technical forum for collaboration between Linux developers, researchers, and end users with the primary aim of fostering community efforts to analyze and solve Linux security challenges.

LSS is where key Linux security community members and maintainers gather to present their work and discuss research with peers, joined by those who wish to keep up with the latest in Linux security development and who would like to provide input to the development process.

Demonstrate your support for the future of security by sponsoring the Linux Security Summit.

Host Sponsorship

Europe 2 Available | North America 2 Available • \$8,000

- Sponsorship of Video Recording for 1 Day of Event. Your logo and an approved message will be included on the splash screen for each video and viewed by thousands throughout the year. Videos are publicly available on YouTube.
- Logo on Website with URL
- Logo on Sponsor Signage onsite
- 6 Tickets to Security Summit

General Sponsorship

Europe 2 Available | North America 2 Available • \$5,000

- Sponsorship of Coffee Breaks for 1 Day of Event. Your logo will appear on signage placed strategically in the coffee break area and on buffets for maximum exposure.
- Logo on Website with URL
- Logo on Sponsor Signage onsite
- 2 Tickets to Security Summit

Supporter Sponsorship

Unlimited • \$3,000

- Logo on Website with URL
- Logo on Sponsor Signage onsite
- 2 Tickets to Security Summit

**LSS gathers 200+ Security Engineers,
Security Architects, Software Engineers,
Security Developers, Kernel Developers,
SysAdmins and Release Engineers.**



THE LINUX KERNEL MAINTAINER SUMMIT

August 28, 2020 | Halifax, Nova Scotia

The Linux Kernel Maintainer Summit brings together the world's leading kernel developers to discuss the state of the existing kernel and plan the next development cycle.

The Linux Kernel Maintainer Summit, an invitation-only gathering of Linus Torvalds and 40 of the world's leading kernel developers features in-depth discussions and decision making on the Linux kernel.

Sponsoring The Linux Kernel Maintainer Summit gets you an invitation to this exclusive gathering, and a seat at the table to be a part of these crucial decisions.

Sponsorship Opportunities

	ATTENDEE GIFT 1 AVAILABLE	DINNER RECEPTION 1 AVAILABLE	LUNCH 1 AVAILABLE	BREAKFAST AND BREAKS CO-SPONSORSHIP 3 AVAILABLE
Sponsor Logo on Attendee Gift	•			
Sponsor Designation in Promotional Emails	•	•	•	•
Recognition during Opening Session	•	•	•	•
Collateral Distributed to Attendees	•	•	•	•
Logo on Conference Signage	•	•	•	•
Logo on Website	•	•	•	•
Invite-Only Maintainer Summit Attendee Pass	1	1	1	1
Sponsorship Cost	\$30,000	\$25,000	\$25,000	\$20,000

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.

September 15 & 16, 2020 | Tokyo, Japan

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.

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.

Sponsorship Opportunities

	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE 7 AVAILABLE	GOLD 10 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
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 or Conference Session	Conference Session or BoF		
Social Media Promotion of Sponsorship: From The Linux Foundation Events account	3x	2x	1x		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Conference Room: For private meeting use only.	Private Use - 1 Day	Private Use - 1/2 Day	Private Use - 2 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.	•	•	•	•	
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•	•
Exhibit Booth: Includes table, chairs and company logo signage.	10'w x 10'd (feet)	10'w x 10' d (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	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.



OPEN NETWORKING & EDGE SUMMIT

EUROPE

**ONS is now the Open
Networking & Edge Summit!**

September 29-30, 2020 | Antwerp, Belgium

Open Networking & Edge Summit is the industry's premier event on open networking and edge computing, gathering enterprises, carriers and cloud providers across the ecosystem to share learnings, highlight innovation and discuss the future of open networking, edge and IoT.

With edge computing being a critical component of reshaping networks and enabling a new generation of networking, this event - formerly Open Networking Summit - is now Open Networking & Edge Summit, fostering collaboration and innovation for the developers & technologists leading innovation and transformation in edge computing.

ONES is the Only Networking & Edge Computing Event where attendees can:

- Hear from industry visionaries and leaders on the future of Networking & Edge
- Attend deep technical tracks on topics that are here today, tomorrow and on the horizon covering:
 - A Unified Edge vision across Telco, Enterprise, IoT and Cloud solutions that spans multiple verticals including Manufacturing, Commerce/Retail, Automotive & Transportation, Oil & Gas as well as Smart Homes and Cities.
 - An Open Networking vision including Open Hardware, Data plane acceleration, Control (SDN/NFV), Automation, AI & analytics, and OSS/BSS/5G Telecom stacks, as well as Enterprise Data Center & Campus Networking solutions.
- Learn from the use cases of their peers as consumption of Open Source Networking & Edge become the "new norm" and mandated by most Enterprise CIOs, Telco CTOs and Cloud Executives

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 Demos, Products & Technologies
- Create New Partnerships
- Generate Sales Leads
- Community participation in your projects and alliances & customers
- Support the important work of the open networking & edge communities

"We had our best event ever, in this networking infrastructure space, at ONS!"

- BOB MONKMAN, DIRECTOR, NETWORKING SOFTWARE STRATEGY & ECOSYSTEM PROGRAMS, ARM, LTD.

**1000+ Attendees gather at
Open Networking & Edge
Summit annually.**

Hosted By

THE LINUX FOUNDATION | OLF NETWORKING | OLF EDGE



EXHIBITOR PACKAGE

**Includes: 2x2m Booth, 1 lead scanner and 2 conference passes
\$6,000**

Sponsorship Opportunities

	DIAMOND 3 AVAILABLE	PLATINUM 5 AVAILABLE 4 AVAILABLE	GOLD 6 AVAILABLE	SILVER 10 AVAILABLE	BRONZE⁺ UNLIMITED
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•				
Editorial Interview and Article on Linux.com: Over 1M unique visitors per month. Linux Foundation to determine final interview content and delivery date.	•	•			
Complimentary Add-On Event Sponsorship: Sponsorship includes sponsor branding throughout evening event or developer lounge.	Onsite Attendee Reception Co-Sponsorship	Developer Lounge Co-Sponsor			
Onsite Recognition during Opening Keynote Session: By event emcee.	•	•			
Keynote Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability. Required to show a demo or involve a customer in all sponsor keynotes.	20-minute Keynote	5-minute Keynote	Keynote Panel Discussion Participation		
Conference Track Speaking Opportunity: Moderator, panel participant or joint session with customer. All sponsor content must be approved by Program Committee and Linux Foundation. Speaking slots based on availability.	3-hour Tutorial	1.5-hour Tutorial	Conference Session		
Assistance with Press Bookings: Helping you get the most of your onsite announcements.	•	•	•		
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	
Social Media Promotion of Sponsorship: From The Linux Foundation Events channel.	3x	2x	1x		
Conference Room: For private meeting use only	Throughout Event	Throughout Event	One Day of Event	4 hours total	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Exhibit Booth: Includes counter with graphic and stools. Backwall included for Diamond and Platinum. 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	2	1	1
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach.	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage.	•	•	•	•	•
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	40	30	20	10	5
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	\$70,000	\$50,000	\$35,000	\$20,000	\$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.

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
- 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



2000+ Attendees gather at Open Source Summit + Embedded Linux Conference Europe annually. 70% of attendees are developers.

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**

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.



October 28-30, 2020 | Dublin, Ireland

KVM Forum is an annual event that presents a rare opportunity for developers and users to meet, discuss the state of Linux virtualization technology, and plan for the challenges ahead.

KVM Forum is a highly technical conference, bringing together the developers who drive KVM development and the users who depend on KVM as part of their offerings, or to power their data centers and clouds. We invite you to be part of this important event.

The agenda will include sessions on the state of the KVM virtualization stack, planning for the future, and many opportunities for attendees to collaborate. After more than nine years in the mainline kernel, KVM continues to be a critical part of the FOSS cloud infrastructure. Come join us in continuing to improve the KVM ecosystem.

Who Attends?

350+ C-Level, Principal, Director, and Technical Leads from prominent organizations, along with Architects, Engineers and Programmers gather annually.

- 2018 Attendees came from companies including: Alibaba, Amazon, AMD, Apple, ARM, Cisco, Citrix, Dell, Freescale, Fujitsu, Google, HP, Huawei, IBM, Igalia, Intel, Linaro, NEC, Odin, Oracle, Red Hat, Samsung, Siemens AG, SUSE, Xilinx and many more.

Benefits of Sponsorship:

- Meet with upstream contributors and maintainers from all over the world.
- Learn about the latest features in libvirt, QEMU, KVM and other kernel components related to KVM.
- Learn what other companies are doing with KVM technology.
- Collaborate with engineering managers from other companies.
- Discuss strategic partnerships with technical product managers from other companies.



Sponsorship Opportunities

	PLATINUM 3 AVAILABLE	GOLD 6 AVAILABLE	SILVER UNLIMITED
Session Speaking Opportunity: In conjunction with The Linux Foundation, develop and present a session at the event	•		
Pre- or Post-event Email Blast: One time use of opt-in list to be sent by The Linux Foundation	•		
Recognition in Pre-Conference Email Marketing	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens	•	•	
Onsite Recognition during Opening Keynote Session	•	•	
Conference Attendee Passes: Full-access passes to the entire conference for your staff or customers	15	10	5
Recognition on Event Website: Prominent logo display on all website pages	•	•	•
Recognition on Event Signage: Logo on conference signage	•	•	•
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•
Sponsorship Cost	\$20,000	\$10,000	\$5,000

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.



LINUX STORAGE FILESYSTEM & MM SUMMIT

Dates and Location TBD

The Linux Storage, Filesystem & Memory Management Summit gathers the foremost development and research experts and kernel subsystem maintainers...

to map out and implement improvements to the Linux filesystem, storage and memory management subsystems that will find their way into the mainline kernel and Linux distributions in the next 24-48 months.

This three-day event, underwritten and managed by The Linux Foundation, is invitation only and employs a nomination process to determine the 85 members of the community who will attend each year.

Sponsoring this event not only showcases your company's support of those developers and researchers at the forefront of important innovations in these spaces; it also offers a coveted seat at the table for a member of your organization to affect change at the ground level.

Sponsorship Opportunities

	DIAMOND 1 AVAILABLE	PLATINUM 5 AVAILABLE	GOLD UNLIMITED	SILVER UNLIMITED
Breakfast Sponsorship: Exclusive sponsor of attendee breakfast on all days of event	•			
Recognition on Event Signage: Prominent logo display on conference signage	•	•	•	•
Recognition on Event Website: Prominent logo display on all website pages	•	•	•	•
Recognition in Pre-Event Attendee Email	•	•	•	•
Summit Invitation: Invitation(s) to attend the event	3	2	1	0
Sponsorship Cost	\$35,000	\$20,000	\$12,500	\$6,000

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.



Dates TBD | Tokyo, Japan

The Open Compliance Summit is an exclusive 2-day event for Linux Foundation members and select invitees. The summit provides a neutral environment for participants from different companies and different backgrounds to:

- Discuss and exchange compliance best practices (processes, policies, guidelines, tools, open source governance, etc.)
- Increase awareness on implementing and managing a compliance program, and managing compliance via your supply chain
- Discuss common compliance challenges and how to address them
- Increase involvement of participants in The Linux Foundation Open Compliance Program (tools, templates, SPDX, etc.)

This is the only compliance summit in the world of open source.

Attendance is limited to a maximum of 150 attendees to ensure ease of networking and collaboration.

This summit (like prior) will be held under the Chatham House Rule.

Who Should Attend

- Legal Counsels
- Compliance Officers
- Product Managers
- Engineering Managers
- Process Management
- Supply Chain

Goals of the Summit:

- Increase collaboration among the summit participants in the area of open source legal compliance via:
 - Exchanging best practices
 - Increasing involvement of participants in the Linux Foundation Open Compliance Program (tools, templates, SPDX, Open Chain etc.)
 - Increasing awareness on implementing and managing compliance program, and managing compliance via your supply chain
 - Discussing common compliance challenges and how to address them



Sponsorship Opportunities

	GOLD 2 AVAILABLE	SILVER 4 AVAILABLE	BRONZE UNLIMITED	DINNER 1 AVAILABLE	LUNCH & COFFEE BREAK 1 AVAILABLE	VIDEO 1 AVAILABLE
Session Speaking Opportunity: Content must be approved by The Linux Foundation	•			•	•	•
Use of a Bookable Meeting Room	•			•	•	•
Showcase Table: 2x1 meter in the break & networking room	•	•		•		•
Recognition on Event Website: Prominent logo display on all website pages	•	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage	•	•	•	•	•	•
Recognition in Pre-Conference Email Marketing	•	•	•	•	•	•
Attendee Passes: Full-access passes to the entire conference for your staff or customers	4	2	1	2	2	2
Onsite Recognition during Opening Remarks	•	•	•	•	•	•
Keynote Stage Branding: Logo prominently displayed on stage signage	•	•	•	•	•	•
Branding on Signage in Meal Area + Napkins				•	•	
Company Logo on Entry Screen on All Video Recordings:						•
Sponsorship Cost	\$10,000	\$5,000	\$2,000	\$7,000	\$7,000	\$7,000

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.



Open FinTech Forum

AI, Blockchain & Kubernetes on Wall Street

Dates TBD | New York, New York

Focusing on the intersection of financial services and open source, Open FinTech Forum will provide CIOs and senior technologists guidance on building internal open source programs as well as an in-depth look at cutting edge open source technologies, including AI, Blockchain/Distributed Ledger, and Kubernetes/Containers, that can be leveraged to drive efficiencies and flexibility.

About the Event

Open FinTech Forum will better inform IT decision makers in the financial services sector about the open technologies driving digital transformation, and how to best utilize an open source strategy and implementation to:

- Enable new products, services and capabilities
- Increase IT efficiencies
- Strengthen risk management through internal license compliance programs
- Attract top level talent and train existing talent on the latest disruptive technologies

Sponsor Open FinTech Forum to gain a direct audience with the FinServ decision makers that need guidance and products that allow them to gain a competitive edge using open source.

Financial services companies have realized the importance of open source. They understand:

- Digital consumerization has created the need for faster time to market which open source software provides
- IT departments need to be able to roll out new applications quickly and inexpensively and open source allows them to do more with less
- Open source software and projects allow firms to take advantage of an enormous pool of technical talent without additional spend
- Open source software offers a plethora of benefits including flexibility, reliability and stability
- Next generation technologies are increasingly developed and refined in open source communities

Sponsorship Opportunities

	PLATINUM 1 AVAILABLE	GOLD 4 AVAILABLE	SILVER 10 AVAILABLE	BRONZE UNLIMITED
Speaking Opportunity: Speaker and content must be approved by The Linux Foundation. No sales & marketing pitches allowed.	15 Minute Keynote	Conference Session or 5 Minute Keynote Lightning Talk		
Conference Room	Private Use - 1 Day	Private Use - 1/2 Day	Private Use - 2 Hours	
Exhibit Table: Includes 6' draped table & chairs only.	•	•	•	
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	10	6	4	2
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•
Recognition on Event Signage: Logo on conference signage.	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your url.	•	•	•	•
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•
Recognition on Event Website: Prominent logo display on event homepage	•	•	•	•
Sponsorship Cost	\$45,000	\$20,000	\$10,000	\$5,000

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details about this event or discuss additional and/or custom marketing options.

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





HYPERLEDGER GLOBAL FORUM

March 3-6, 2020 | Phoenix, AZ

Developers, vendors, enterprise end-users and enthusiasts of business blockchain technologies will converge in Phoenix, Arizona March 3-6, 2020 for the 2nd Annual Hyperledger Global Forum.

Hyperledger Global Forum will offer the unique opportunity for over 1200 users and contributors of Hyperledger projects from across the globe to meet, align, plan and hack together in-person. Open to members and non-members alike, attendees will have the chance to talk directly with Hyperledger project maintainers and the Technical Steering Committee, collaborate with other organizations on ideas that will directly impact the future of Hyperledger, and promote their work among the communities.

The Hyperledger Global Forum agenda will comprise of both a technical and enterprise track covering a range of enterprise blockchain topics, sharing roadmaps for Hyperledger projects, cross-industry keynotes and panels on use cases in development, social networking for the community to bond, and training workshops with mentors to help deliver specific pipeline features and bring developers up the learning curve.

Sponsoring this event is a unique opportunity to showcase leadership in Hyperledger, gain valuable mindshare of an elite audience of technical pioneers defining the future of business blockchain technologies and support the growth and innovation of Hyperledger projects.

Contact sponsorships@hyperledger.org to secure your sponsorship.

SPONSORSHIP OPPORTUNITIES



	DIAMOND 3 AVAILABLE	PLATINUM 6 AVAILABLE	GOLD 8 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED	START UP UNLIMITED
Hyperledger Blog: featured profile or interview on Hyperledger blog (2500+ average page views)	•					
1-Minute Video During Keynote Provided by sponsor company	•					
Onsite Testimonial Interview Sound bites to be included in event highlight video	•					
Workshop/Training (1) Full-Day session Thursday or Friday	•					
Sponsor Message Included in Attendee Post-Conference Thank you Email	75 words max	50 words max				
Conference Email Blast Emails to opt-in list to be sent by Hyperledger	(2): 1 prior to & 1 post event	1 prior to event				
Sponsor Meeting Room	Private	Shared (2 hour blocks)	Shared (2 hour blocks)			
Keynote/Breakout Session Content to be approved by program committee	10 Minute Keynote (2 per day)*	5 Min Lightning Keynote (3 per day)*	20 Min Breakout Session*			
Press List Access 2 Weeks Prior to Event	List and Booking Assistance	List and Booking Assistance	•	•		
Sponsor Recognition/Logo in Promotional Emails and News Release	•	•	•	•		
Logo Included on “Thank You to Our Sponsors” Slide During Keynote Sessions	•	•	•	•		
Social Media Posts (61k Twitter Followers)	1 announcing sponsorship & 2 during event	1 announcing sponsorship & 2 during event	1 during event	1 during event		
10-Minute Product Presentation* Hyperledger Member Benefit Only	2X	2X	1X	1X	1X	1X
Mobile App: Logo, description and contact information	•	•	•	•	•	•
Logo Included on Printed Event Signage	•	•	•	•	•	•
Turnkey Booth in Technology Showcase***	10'x20'	10'x10'	10'x10'	8'x8'	6'x6' (Counter Only)	6'x6' (Counter Only)
Lead Retrieval Scanner	4	2	2	1	1	1
Logo & Link on Event Website	•	•	•	•	•	•
Complimentary Passes Additional passes discounted 20%	20	15	10	5	2	2
Sponsorship Cost	NON-MEMBER \$130,000 MEMBER \$104,000	NON-MEMBER \$85,000 MEMBER \$68,000	NON-MEMBER \$55,000 MEMBER \$44,000	NON-MEMBER \$35,000 MEMBER \$28,000	NON-MEMBER \$10,000 MEMBER \$8,000	NON-MEMBER \$5,000 MEMBER \$4,000

* No ICO/STOs/Coin offerings etc. promotions in the showcase or presentations. ** in business less than 3 years and less than \$1M revenue

*** includes graphic backwall and counter, two stools, and power



March 18-19, 2020 | Waikiki Beach Marriott Resort & Spa, Honolulu, HI
Event Sponsorship Prospectus

The Automotive Grade Linux All-Member Meetings take place bi-annually and are the meeting place for the Automotive Grade Linux (AGL), a Collaborative Project of The Linux Foundation, which is dedicated to creating open source software solutions for automotive applications.

SPONSORSHIP AT-A-GLANCE

Contact cdavis@linuxfoundation.org to secure your sponsorship today.

	DIAMOND 1 AVAILABLE	PLATINUM 1 AVAILABLE	GOLD 3 AVAILABLE	SILVER 6 AVAILABLE
Collateral at Registration: Ability to provide a piece of collateral or give-away for attendees when they check-in	•			
Speaking Opportunity: Sponsor to work directly with AGL on signoff for content of session	Keynote, Day 1 (20 minutes)	Keynote, Day 1 (15 minutes)	Keynote (15 minutes)	
Recognition in Pre-Conference Email Marketing	•	•	•	
Keynote Stage Branding: Logo in Welcome slides	•	•	•	
Recognition in Opening & Closing Keynotes	•	•	•	
Recognition on Event Website: Prominent logo displayed on website	•	•	•	•
Recognition on Event Signage: Logo on onsite conference signage	•	•	•	•
Exhibit Space: The Demo Showcase is the hub of the event, providing excellent mindshare for sponsors	•	•	•	•
All Attendee Access at Demo Showcase Reception	•	•	•	•
Sponsorship Cost	\$20,000	\$15,000	\$10,000	\$5,000

PROMOTIONAL MARKETING OPPORTUNITIES

 **Lunch Sponsor**
\$2,000 • 2 AVAILABLE

Logo on lunch signage and Event website as well as ability to make a brief announcement to attendees during lunch.

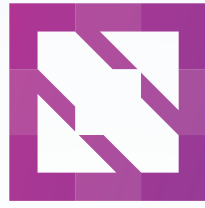
 **Evening Reception Sponsor**
\$10,000 • 1 AVAILABLE

Logo on reception signage and cocktail napkins and Event website. Thank you in opening and closing remarks.

DEADLINE FOR SPONSORSHIP SALES: FEBRUARY 7, 2020



KubeCon



CloudNativeCon

The Cloud Native Computing Foundation's flagship conference gathers leading technologists from leading open source and cloud native communities to further the education and advancement of cloud native computing.

Kubernetes and other cloud native technologies enable higher velocity software development at a lower cost than traditional infrastructure. Cloud native – orchestrating containers as part of a microservices architecture – is a departure from traditional application design. The Cloud Native Computing Foundation is helping to build a map through this new terrain, and KubeCon + CloudNativeCon is where the community comes together to share their expertise on this formerly uncharted but increasingly popular territory.

KubeCon + CloudNativeCon Europe 2020

Amsterdam, The Netherlands | March 30 -

April 2, 2020

10,000+ attendees

KubeCon + CloudNativeCon + Open Source Summit China 2020

Shanghai, China | July 28 - 30, 2020

4,000+ attendees

KubeCon + CloudNativeCon North America 2020

Boston, USA | November 17 - 20, 2020

16,000+ attendees

Who Attends?

Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon.

Benefits of Sponsorship:

- Engage with the industry's top developers, end users and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups
- Inform the cloud native community about your organization's products and services
- Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community
- Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world
- Associate your brand with one of the fastest growing technology communities
- Support and engage with the ecosystem behind many of the most popular open source projects
- Discuss strategic partnerships with leaders from other companies
- Join CNCF's hosted projects – Kubernetes, Prometheus, Envoy, CoreDNS, containerd, Fluentd, OpenTracing, gRPC, CNI, Jaeger, Notary, TUF, Vitess, NATS, Linkerd, Helm, Rook, Harbor, etcd, Open Policy Agent, CRI-O, TiKV – and help bring cloud native project communities together



KubeCon



CloudNativeCon

Europe 2020

AMSTERDAM AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.

Signed contracts must be received by January 29, 2020.

	DIAMOND* 6 AVAILABLE 2 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP** OPEN	END USER*** OPEN
Five-minute keynote Topic subject to co-chair approval	•					
Emails to opt-in attendees	(1) exclusive pre- or post-conference email					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in attendee post-conference thank you email	logo and link	company name and link only				
Executive meeting room	(1) exclusive meeting room for the duration of the event	shared meeting room - bookable for (1) 2-hour meeting or (2) 1-hour meetings during event				
List of registered press/analysts (provided 2 weeks prior to event)	•	•	•			
Logo recognition on keynote screens	•	•	•			
Public acknowledgment for funding of Kubernetes Contributor Summit	•	•	•	•		
Logo on sponsor signage	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Logo recognition on mobile schedule	•	•	•	•	•	•
Social media posts	(1) pre-event standalone tweet and (1) during the event standalone tweet	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Discounted conference passes: unlimited 20% discount	•	•	•	•	•	•
Full conference attendee passes Includes access to keynotes, sessions and exhibits	20	15	12	8	5	2
Exhibit space Turnkey booth includes back wall and counter with graphics, (2) stools, (1) wastebasket, basic power and carpet	9m (w) x 6m (d) custom-built only	6m (w) x 6m (d) custom-built or turnkey	4.5m (w) x 3m (d) custom-built or turnkey	3m (w) x 2.5m (d) turnkey only	2.5m (w) x 2m (d) turnkey only	2.5m (w) x 2m (d) turnkey only
Lead retrieval device	(3) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
Sponsorship Cost	\$170,000	\$100,000	\$65,000	\$21,000	\$7,000	\$7,000

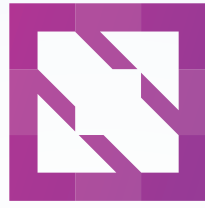
*CNCF platinum members, followed by gold members, have priority in the diamond sponsorship selection process. See event website for details.

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CNCF reserves the right to increase/decrease the number of available sponsorships.



KubeCon



CloudNativeCon

The Cloud Native Computing Foundation's flagship conference gathers leading technologists from leading open source and cloud native communities to further the education and advancement of cloud native computing.

Kubernetes and other cloud native technologies enable higher velocity software development at a lower cost than traditional infrastructure. Cloud native – orchestrating containers as part of a microservices architecture – is a departure from traditional application design. The Cloud Native Computing Foundation is helping to build a map through this new terrain, and KubeCon + CloudNativeCon is where the community comes together to share their expertise on this formerly uncharted but increasingly popular territory.

KubeCon + CloudNativeCon Europe 2020

Amsterdam, The Netherlands | March 30 -

April 2, 2020

10,000+ attendees

KubeCon + CloudNativeCon + Open Source Summit China 2020

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Boston, USA | November 17 - 20, 2020

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Who Attends?

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- Engage with the industry's top developers, end users and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups
- Inform the cloud native community about your organization's products and services
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- Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world
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- Discuss strategic partnerships with leaders from other companies
- Join CNCF's hosted projects – Kubernetes, Prometheus, Envoy, CoreDNS, containerd, Fluentd, OpenTracing, gRPC, CNI, Jaeger, Notary, TUF, Vitess, NATS, Linkerd, Helm, Rook, Harbor, etcd, Open Policy Agent, CRI-O, TiKV – and help bring cloud native project communities together

SHANGHAI AT-A-GLANCE

Contact sponsor@cnf.io to secure your sponsorship today.
Signed contracts must be received by May 22, 2020.

	STRATEGIC 1 AVAILABLE	DIAMOND 5 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP / END USER*** OPEN
Brand on Attendee t-shirt	•					
Brand on lanyards	•					
Executive Lunch	•					
Keynote: Topic subject to co-chair approval	(1) 10-minute keynote	(1) 5-minute keynote				
Emails to opt-in attendees	(1) exclusive pre- or post-conference email	(1) exclusive pre- or post-conference email				
Leadership Team: Direct engagement with the CNCF executive director and the event team to help make the event successful.	•	•	•			
Recognition in event promotional emails	logo and link	logo and link	company name and link only			
Sponsor recognition in attendee post-conference thank you email	logo and link	logo and link	company name and link only			
Executive meeting room	(1) exclusive meeting room for the duration of the event	(1) exclusive meeting room for the duration of the event	shared meeting room - bookable for (1) 2-hour meeting or (2) 1-hour meetings during event			
20-minute demo: Your presentation in the demo theater located on the exhibit floor will be listed in the main schedule	•	•	•	•		
List of registered press/analysts (provided 2 weeks prior to event)	•	•	•	•		
Logo recognition on keynote screens	•	•	•	•		
Public acknowledgment for funding of Kubernetes Contributor Summit	•	•	•	•	•	
Logo on sponsor signage	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Logo recognition on mobile schedule	•	•	•	•	•	•
Social media posts	(1) standalone WeChat article or (2) standalone Twitter posts	(1) standalone WeChat article or (2) standalone Twitter posts	(1) standalone WeChat article or (2) standalone Twitter posts	(1) group WeChat article or (1) group Twitter post	(1) group WeChat article or (1) group Twitter post	(1) group WeChat article or (1) group Twitter post
Discounted conference passes: unlimited 50% discount	•	•	•	•	•	•
Full conference attendee passes Includes access to keynotes, sessions and exhibits	(20) VIP Passes and (100) Standard Passes	(10) VIP Passes and (50) Standard Passes	(8) VIP Passes and (30) Standard Passes	(4) VIP Passes and (20) Standard Passes	(2) VIP Passes and (15) Standard Passes	(5) Standard Passes
Exhibit space: Turnkey booth includes back wall and counter with graphics, (2) stools, (1) wastebasket, basic power and carpet	11m (w) x 11m (d) custom-built only	6m (w) x 6m (d) custom-built or turnkey	6m (w) x 3m (d) custom-built or turnkey	3m (w) x 3m (d) custom-built or turnkey	2.5m (w) x 2.5m (d) turnkey only	2.5m (w) x 2.5m (d) turnkey only
Lead retrieval device	(2) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
Sponsorship Cost	\$286,000	\$131,000	\$79,000	\$52,000	\$21,000	\$6,000

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OPEN
MAINFRAME
SUMMIT

September 16-17, 2020 | New York, New York

The open source movement has rapidly become the way code is being developed for today's smart and agile businesses. Open Mainframe Project is at the forefront of this movement by being the project that supports and launches new open source initiatives that play an integral role in making mainframes modern to meet today's business needs.

Currently, the Open Mainframe Project has nine projects including Anomaly Detection Engine for Linux Logs (ADE), Atom language syntax highlighting for z/VM, Feilong, TerseDecompress, Zorow and Zowe with many more gearing up for launch in 2020.

The inaugural Open Mainframe Summit will bring together all of the different type of mainframers - from students to hobbyists, seasoned professionals to new engineers, developers and educators - to share best practices, discuss hot topics, learn technical insight from the best, and network with like-minded individuals who are passionate about the mainframe industry.

As an Open Mainframe Summit Sponsor:

- Show your organization's support for the open source community building the modern mainframe ecosystem and educating the next generation of mainframers.
- Enable the mainframe community to advance development work by providing the space to form connections with those evaluating and creating the open source initiatives for the mainframe.
- Leverage real experience from thought leaders and influencers from across the industry within a professionally-organized conference run by a neutral nonprofit, where content is curated by the mainframe community.

SPONSORSHIP AT-A-GLANCE

Contact cdavis@linuxfoundation.org to secure your sponsorship today.

	PLATINUM 4 AVAILABLE	GOLD 4 AVAILABLE	SILVER 4 AVAILABLE	ACADEMIC* 4 AVAILABLE
Speaking Session: Speaker and content must be approved by the Program Committee. No sales & marketing pitches allowed.	10 minute keynote			
Recognition in Marketing Emails	•	•		
Logo and Weblink on Event Website	•	•	•	
Exhibit Space	Including pull-up banner, 6' table, 2 chairs, and power	Including pull-up banner, 6' table, 2 chairs, and power	Including 6' table, 2 chairs, and power	Including 6' table, 2 chairs, and power
Lead Retrieval Devices	2	1		
Logo on Sponsor Signage On-site	•	•	•	•
Conference Passes	4	2	2	2
Sponsorship Cost	\$15,000	\$10,000	\$8,000	\$2,500
Open Mainframe Project Member Cost	\$13,500	\$9,000	\$7,200	\$2,250

*Academic sponsors will only have exhibit space on Academic Day.

PROMOTIONAL MARKETING OPPORTUNITIES



Lanyard Sponsor **\$1,000**

Showcase your logo on every attendee with the lanyard sponsorship.



Recording Sponsor **\$3,000**

Extend your presence long after the live conference concludes with the session recording sponsorship. Sponsor logo on recording along side the event logo.



T-Shirt Sponsor **\$3,000**

Sponsor logo will be placed on all attendee t-shirts.



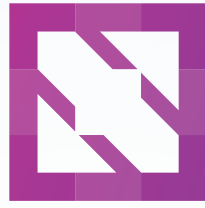
Women in Tech Luncheon Sponsor

\$5,000

All women are invited to join this special lunch and program featuring discussion around women in tech in an open source community. The sponsor of this event positions themselves as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community. Benefits include: recognition on the conference schedule, signage at the lunch, and nominate a presenter to give 5-minute opening or closing remarks - content subject to approval.



KubeCon



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KubeCon



CloudNativeCon

North America 2020

BOSTON AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.

Signed contracts must be received by August 28, 2020.

	DIAMOND* 6 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START-UP** OPEN	END USER*** OPEN
Five-minute keynote Topic subject to co-chair approval	•					
Emails to opt-in attendees	(1) exclusive pre- or post-conference email					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in attendee post-conference thank you email	logo and link	company name and link only				
Executive meeting room	(1) exclusive meeting room for the duration of the event	shared meeting room - bookable for (1) 2-hour meeting or (2) 1-hour meetings during event				
List of registered press/analysts (provided 2 weeks prior to event)	•	•	•			
Logo recognition on keynote screens	•	•	•			
Public acknowledgment for funding of Kubernetes Contributor Summit	•	•	•	•		
Logo on sponsor signage	•	•	•	•	•	•
Logo and link on conference website	•	•	•	•	•	•
Logo recognition on mobile schedule	•	•	•	•	•	•
Social media posts	(1) pre-event standalone tweet and (1) during the event standalone tweet	(1) pre-event standalone tweet and (1) during the event standalone tweet	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Discounted conference passes: unlimited 20% discount	•	•	•	•	•	•
Full conference attendee passes Includes access to keynotes, sessions and exhibits	20	15	12	8	5	2
Exhibit space Turnkey booth includes back wall and counter with graphics, (2) stools, (1) wastebasket, basic power and carpet	30ft (w) x 20ft (d) custom-built only	20ft (w) x 20ft (d) custom-built or turnkey	15ft (w) x 10ft (d) custom-built or turnkey	10ft (w) x 8ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only	8ft (w) x 6ft (d) turnkey only
Lead retrieval device	(3) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
Sponsorship Cost	\$190,000	\$115,000	\$75,000	\$26,000	\$7,000	\$7,000

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Promotional Marketing Opportunities

Please check with us on pricing and availability for individual events.

A number of other opportunities may be available depending on the event. Please inquire on these and customized opportunities.

*Note these opportunities require a base leveled sponsorship.

Contact

sponsorships@linuxfoundation.org
to secure your
sponsorship today.



Lanyards* **\$5,000 AND UP**

Every attendee 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.



Breakfast & Breaks **\$5,000 AND UP**

Includes large branded signage in breakfast and break areas, as well as recognition on event website.



Women in Open Source Lunch/Diversity Social **\$5,000 AND UP**

Show your support of the diversity in our community that is helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch.



Keynote Live Stream & Recording **\$7,000 AND UP**

A great sponsorship opportunity for sponsors that cannot physically be at the event. Includes logo on live stream sign-up web page, as well as on the livestream itself. Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.



Attendee T-Shirt **\$7,500 and up**

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.



Attendee Lounge **\$7,500 AND UP**

Sponsor a themed lounge such as Developer, Meetup, Community or Enterprise Lounge. 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.



Evening Event **\$10,000 AND UP**

A great opportunity to support the community, make an announcement and more, you can be the exclusive sponsor of an onsite or offsite evening event at one of our conferences this year.





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.

Please note that LF member discounts do not extend to events run by projects or community groups.



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to secure your sponsorship today.

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