



THE LINUX FOUNDATION

2019 Sponsorship Prospectus

October 28 - 30, 2019 | Lyon Convention Centre, Lyon, France

 **THE LINUX FOUNDATION**

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“The influence of developers on technology purchasing decisions is abundantly clear. Over 87% of developers with a leadership function no matter how small, as well as two thirds of the front-line coders, are somehow involved in purchase decisions.”

SlashData, Developer Economics:
State of the Developer Nation Q3 2017

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Open Source Summit is the leading conference for developers, architects and other technologists – as well as open source community and industry leaders – to collaborate, share information, learn about the latest technologies and gain a competitive advantage by using innovative open solutions.

Open Source Summit connects the open source ecosystem under one roof. It covers cornerstone open source technologies; helps ecosystem leaders to navigate open source transformation; and delves into the newest technologies and latest trends touching open source, including networking, cloud-native, edge computing, AI and much more. It is an extraordinary opportunity for cross-pollination between the developers, sysadmins, DevOps professionals and IT architects driving the future of technology.

Over 2,000 attendees gather annually to:

- Find out what industry-leading companies and projects are doing in the future, and where technologies are headed.
- Access leading experts to learn how to navigate the complex open source environment
- Find out how others have used multiple open source projects for the efficiency of their systems and team
- Explore career opportunities with the world's leading technology companies
- Gain a competitive advantage by learning about the latest in innovative open solutions

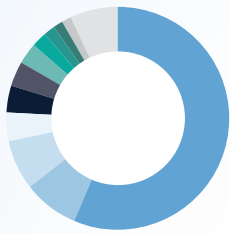
Sponsoring allows your company to reach the most knowledgeable and influential people across the globe. Sponsor benefits include:

- Generation of new partnerships, alliances & customers
- Increased brand awareness & recognition
- Thought leadership through demonstrated support of the Linux & open cloud communities
- Media exposure & PR announcements
- Showcasing products, services & technologies
- Highly targeted marketing opportunities
- Talent acquisition & recruitment



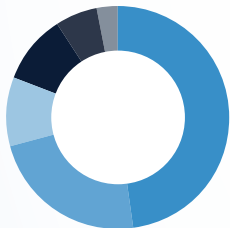
**2000+ Attendees in 2019 in
combination with the co-located
Embedded Linux Conference Europe.**

2018 Attendee Demographics



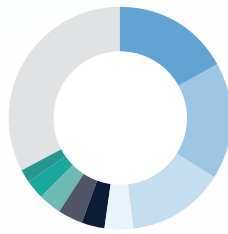
Job Function

- Development/Engineering **56%**
- IT/Technical Management **8%**
- Architecture **7%**
- Sales/Marketing/Business Development **5%**
- Academic **5%**
- Systems Administration **4%**
- Executive Management (VP/CxO) **3%**
- Program Management/Legal/Compliance **3%**
- Media/Analyst **2%**
- Product Management **2%**
- Other **5%**



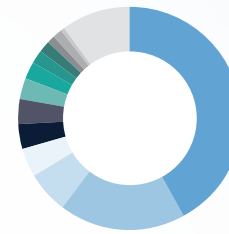
Job Level

- Individual Contributor **48%**
- Manager **23%**
- Academic **10%**
- Director / GM **10%**
- C-Level **6%**
- VP **3%**



Country

- United States **17.02%**
 - United Kingdom **16.92%**
 - Germany **14.22%**
 - Netherlands **4.18%**
 - Sweden **3.47%**
 - Switzerland **3.47%**
 - France **3.26%**
 - India **2.85%**
 - Austria **2.09%**
 - Other Countries Represented **32.52%**
- Finland
Gabon
Greece
Guyana
Hungary
Ireland
Israel
Italy
Japan
Korea, Republic Of
Kosovo
Kuwait
Lithuania
Luxembourg
Malaysia
Mexico
Morocco
New Zealand
Norway
Pakistan
Poland
Portugal
Qatar
Romania
Russian Federation
Saudi Arabia
Serbia
Singapore
Slovakia
Slovenia
South Africa
Spain
Sri Lanka
Thailand
Turkey
Uganda
Ukraine
- Albania
Argentina
Armenia
Australia
Belgium
Bolivia
Bosnia & Herzegovina
Botswana
Brazil
Bulgaria
Canada
Central African Republic
Chad
China
Columbia
Congo
Costa Rica
Croatia
Cyprus
Czech Republic
Denmark
Egypt
Estonia
Ethiopia



Industry

- Software / Internet **41.64%**
- Hardware / Computers / Electronics **17.99%**
- Education / Research **6.01%**
- Carriers / Telecommunications **4.23%**
- Automotive / Transport **3.67%**
- Industrial Manufacturing & Machinery **3.47%**
- Banking / Finance **2.91%**
- Government **2.45%**
- Media / Publishing **2.14%**
- Aerospace / Defense **1.43%**
- Healthcare / Medical Devices / Rx **1.27%**
- Retail / E-Commerce **1.22%**
- Associations / Trade Groups / Foundations **0.66%**
- Other **9.73%**

98% of attendees surveyed in 2018 said attending was a valuable use of their time.

Average Lead Scans Per Sponsor: 120
Highest Scanned Leads: 764
87% of attendees visited sponsor booths onsite

Who Attends Open Source Summit Europe:

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

Of OSSEU 2017 Attendees:

- **60%** had not attended before
- **53%** said they make purchasing decisions or influence purchasing decision makers
- **65%** identified as developers and **87%** as technologists
- **77%** attended to keep up to date on the latest projects and technologies

Why They Attend:


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

2018 Event Highlights

Total Attendees:
2,023

856 
Organizations Represented

Attendees from
70 
Countries

77% 
of Attendees in **Technical Positions**



2019 Tracks Include:

- Best of LF Projects
- Business Management
- Cloud Infrastructure
- Community Leadership
- Compliance Automation
- Diversity Empowerment
- Embedded Linux
- Intelligent Edge
- Linux Development
- OpenIoT
- Security & Safety
- TODO Program Office

 Aurelien Arnoux @Aurelien_Arnoux • Oct 28
Just came back from [#ossummit](#) Prague, loved it!

Klaus Behrla @kbehrla • Oct 27
What an amazing series of keynotes this week at [#OSSummit](#) in Prague - a big thank you to the [@EventsLF](#) team for their great job!

Morteza N.Alamdari @mortezaipo • Oct 26
Attending in [@linuxfoundation](#) [#OSSummit](#) was an amazing experience which I'd like to do it again. Thank you all!

Gina Feichtinger @nilasae • Oct 26
Having 2 leave Prague & the fabulous people/friends I've met here breaks my heart. What an amazing experience, see you next year! [#OSSummit](#)

Key Sponsorship Benefits Include:



Thought leadership



Increase brand awareness
& recognition



Highly targeted
marketing opportunities



Talent acquisition
& recruitment



Showing support of
the Linux & open cloud
communities



Media exposure &
PR announcements



Showcase products,
services & technologies



Generate new
partnerships, alliances
& customers

2018 ATTEENDEES INCLUDED:

IT Architect

Accarda AG

IT Consultant

Accenture GmbH

Systems Administrator

AddSmart

Infrastructure Architect

Adobe

Embedded Software Architect

Airbus Defence & Space

Senior Data Platform Engineer

Allegro

Developer

Allianz Technology GmbH

Embedded Linux Engineer

ALPS Electric

Technical support Engineer

Alrabet for Electromechanical Systems Ltd Co.

Senior System Development Engineer

Amazon

Software Engineer

Analog Devices

Engineer

Anton Paar GmbH

Engineer

ASEM S.p.A.

Software Developer

Assured Information Security

Sr Tech Specialist,

Software Engineering

AT&T

Software-Architect

Audi AG

Machine Learning Engineer

Automation Logic

Software Developer

Bad Dinosaur

Senior Software Engineer

Bang & Olufsen

Expert Software Engineer

Barco

Software Developer

BIOTRONIK SE & Co.KG

SysAdmin

BlackRock

Head of Open Source Engagement

Bloomberg

Developer Relations Manager EMEA

Bluetooth SIG

Software Engineer

BMW Car IT

Bosch Iot Embedded Developer

Bosch Engineering

IT Administrator

Canon Medical Research Europe Ltd.

Platform Engineer

Capgemini

Developer

Carl Zeiss Meditec AG

Director

Carlson Wagonlit Travel

System Engineer

CERN

Software Engineer

CloudMosa, Inc.

Cloud Engineer

Codento

Lead Cloud Engineer

Combell nv

Distinguished Engineer

Comcast

Consulting Software Architect

Confluent Inc.

Software Engineer

Continental Automotive

Software Engineer

Conversocial

Software Developer

Credit Suisse

Software Engineer

Daimler TSS GmbH

Information Systems Architect

DIGIT, European Commission

Director of Business Planning

Digital Impact Alliance at the UN Foundation

Senior Service Desk Support / Analyst II

Diyar United Company

Developer

Dutch Ministry of Defence

Architect Autonomous Platform

Epiroc Rock Drills

Senior System Engineer

Erste Card Group Processor d.o.o.

Computational Scientist

ETH Zurich

Project Manager, EU-FOSSA 2 Project

European Commission

Software Engineer

European Southern Observatory

Software Dev Engineer II

Expedia

Production Engineer

Facebook

Specialist, Operating System Security

Federal Office for Information Security

Manager Embedded Systems

Finesse

Technical Expert

Ford Motor Company

Software Engineer

Forsway Scandinavia

Senior SW Engineer

GE Healthcare

Principal Engineer

General Electric

Open Source Program Manager

Google

Software Developer

Government Digital Service

Engineer

Harman

Software Engineer

Honeywell

Software Engineer

ICT Automatisering Nederland BV

Principle Design Engineer

Imagination Technologies

Dev Engineer

ING

System Administrator

Intermedia

Software Developer

Jembi Health Systems NPC

Embedded Systems Engineer

Jetter AG

Lead Kubernetes Engineer

JP Morgan

Head of System Engineering

Kapsch CarrierCom AG

2018 ATTEENDEES INCLUDED:

Support engineer

Kaspersky Lab

Lead Software Engineer

Komax AG

Software Engineer

KOSTAL Industrie Elektrik GmbH

Manager

KPMG

Senior Systems Analyst

Kuwait Oil Company

Software Engineer

Legrand Home Systems

Software Developer

Leica Camera AG

Director of Engineering Enablement and Release Platforms

Manulife

Team Leader

mBank SA

Senior Technology Engineer

McKinsey & Company

DevOps Middleware

Metro Systems Romania SRL

System Administrator

Ministry of the Interior and Kingdom Relations

System Engineer

National Bank of Belgium

Senior Firmware Engineer

Nordic Semiconductor

SRE

NORTHROP GRUMMAN

Director of Engineering

Nutanix

System Software Engineer

Nvidia

Director, Linux System Definition

Open Invention Network

Senior Engineer

overstock.com

Architect

Panasonic

System Engineer

Privredna Banka Zagreb d.d.

Team Leader

Quicken Loans

System Engineer

Raiffeisenbank Austria d.d.

Digital Forensics

RCCU

Embedded Software Engineer

Rockwell Automation

Electrical Engineer

Sandia National Laboratories

Chief Development Architect

SAP SE

Asst IT System Analyst

SAUDI ARAMCO

Embedded Software Architect and Developer

Schneider Electric

Technology Director

Secretary of Culture of the Nation - Ministry of Education, Culture, Science and Technology

Software Developer

ShopKeep Ltd

Software Developer

Shutterstock

Software Architect

Siemens Healthcare GmbH

DevOps

Skroutz S.A.

Senior Engineer

Sky Betting & Gaming

Service Engineer

Skype

Technical Architect

Spire Healthcare

Cloud Architect

Standard Chartered

DevOps Engineer

TaxiBeat Ltd

Software Architect

Thales Nederland BV

Senior Software Engineer

Turkish Aerospace

Software Engineer

TYCO

Open Source Program Manager

Uber

Director of Community

United Nations Foundation

Network Engineer

US Air Force

Professor

USDA-ARS

Senior Software Engineer

Vimeo / Livestream

Software Engineer

Volvo AB

Software Developer

Winterhalter Gastronom GmbH

Senior Program Manager

Workday

Enterprise Architect

Zain Kuwait

Linux Engineer

Zürcher Kantonalbank



__timo__ @tuxtimo • Oct 26

Has been a great conference! #ossummit

Torstein K. Johansen @torsteinkrause • Oct 26

Arrived 🇳🇴 in the 🇪🇺 after 3 awesome days at #ossummit. Thank you @linuxfoundation, speakers and fellow FOSS lovers. You teach and inspire.

What Attendees Said

Don't take our word for it. See what attendees had to say about last year's event.

David G. Simmons
@davidgsioT

Finally back from #OSSummit and I have to say it was one of the best conferences I've ever been to. Especially because of @lornajane, @jesslynnrose, @rainleander, @mary_grace, @tangdon, @LauraHamlyn, @lotsct, @will_newton, @lotLeeds and all the other FANTASTIC new friends.

7:08 AM - 26 Oct 2018

Juraci Paixão Kröhling
@jkröhling

Organizing my notes from the #OSSummit, I realized how lucky I am to have had the opportunity to learn, watch presentations and/or have nice conversations with people like @Ben_Hall, @KaraMarck, @tonyontopic, @suehle, @notsureifkevin, @dianefeddema and many others.

10:21 AM - 31 Oct 2018

David G. Simmons
@davidgsioT

One of the most rewarding parts of #OSSummit last week was being a #Mentor. More conferences should have a mentoring program as part of the schedule IMHO.



12:28 PM - 30 Oct 2018

Dr. Erik Riedel
@er1p

such a great week in #edinburgh for #ossummit - always great to catch up with friends new & old, young & older - it is amazing what we accomplish together as a #community - thx @EventsLF & program committees & attendees - safe travels to all, no matter how close or far #ossummit



3:37 PM - 24 Oct 2018

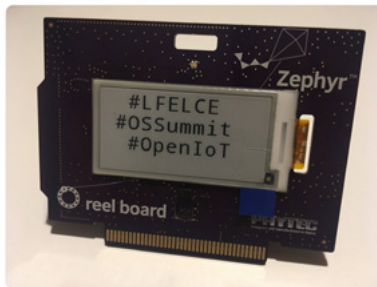
rupa dachere
@rdachere

@EventsLF Thank you once again for a splendid and wonderfully executed #OSSummit #Edinburgh! You rock!

8:47 AM - 26 Oct 2018

Henrik Brix Andersen
@brixmeister

Just returned home from a truly great @EventsLF Embedded #Linux Conference Europe in Edinburgh. Great talks, great city, lots of nice people. Huge thanks to everybody who made it happen! #LFELC #OSSummit #OpenIoT



4:34 PM - 26 Oct 2018 from Århus, Denmark

Eric Ernst
@egernst

Learned a lot at #kvmforum and #ossummit this week. Managed 4.5 movies on flight back to Portland. Ready for the jet lag fight.

1:48 PM - 26 Oct 2018

Markus Linnalampi
@linnalampi

Sadly #OSSummit is over, three days of amazing tech! Time for last #OSSummitBeers



3:23 PM - 24 Oct 2018

Ioannis Valasakis
@i2ozofe

Inspirational event! So many great people around and most just an email away to help! @EventsLF #OSSummit

1:07 PM - 24 Oct 2018

Nicolas Dechesne
@nec13

And it's a wrap! What a week it was at #ossummit! OpenEmbedded developers meeting, @yoctoproject meetings and Dev Day! Thank you everyone, and let's together again next time!

6:00 AM - 26 Oct 2018

Ed Brindley
@edbrindley

Back in Yorkshire after #OSSummit Europe, sad it's over, had a great time! Many thanks to the speakers, organisers, AV techs, and venue staff for making it happen!

11:12 AM - 25 Oct 2018

Gina Feichtinger
@gfeicht

Leaving Edinburgh after a fantastic conference. Sorry I didn't manage to catch everyone to say goodbye in person, most notably @geekygirldawn, @flyingteacosy, @carlajerano and @hawthorn - see you next year in Lyon! #ossummit #conference #opensource #womeninopensource

3:24 AM - 25 Oct 2018

Nithya Ruff
@nithyaruff

Thank you @angelatf and the fabulous @linuxfoundation event team for another wonderful #OSSummit! You raise the bar every year for collaborative and learning events.



2:45 PM - 24 Oct 2018 from Edinburgh, Scotland

Dan Lynch
@MethodDan

Almost time for me to catch a train home from Edinburgh. Got about an hour. Had a great time at #ossummit I must say. Good to see old friends again and make new ones #linux #opensource

10:40 AM - 24 Oct 2018

What Attendees Said

Don't take our word for it. See what attendees had to say about last year's event.

Dr. Erik Riedel
@er1p

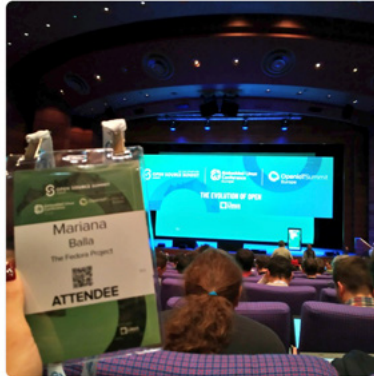
these great events start as a blank slate each year - thanks to @angelatlf and the @EventsLF crew for filling in great stories, great sessions, & great hallways for all of us #community #OSSummit



4:05 AM - 24 Oct 2018

Mariana Balla
@mariana_balla

It's great to attend the #OSSummit #LFELC #OpenIoT in 🇪🇺. Kudos to @linuxfoundation & @EventsLF 🌞



4:06 AM - 22 Oct 2018

Natalie Novick
@nnoyovick

Pro tip for other event organizers from #OSSummit Europe: printed copies of your diversity & inclusion resources, code of conduct and lanyard stickers to communicate your preferred pronouns/interaction level. Top notch, @linuxfoundation



4:01 AM - 23 Oct 2018 from Edinburgh, Scotland

Eze Garcia
@ezeagu

Best of conferences, meeting new and old friends! See you next time at #OSSummit !



2:19 AM - 25 Oct 2018

Kara de la Marck
@KaraMarck

Wonderful lunch with incredible women at #OSSummit with @micky_geeky



8:10 AM - 22 Oct 2018

cuegee it gmbh
@cuegeest

Looking forward to the last day of #OSSummit 2018.

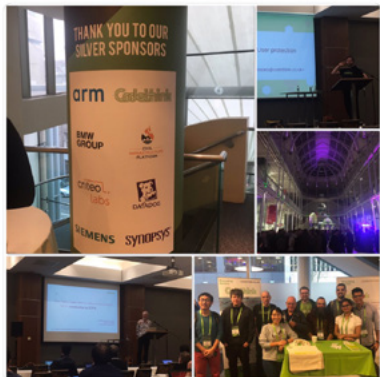


8:37 AM - 24 Oct 2018 from Edinburgh, Scotland

Codethink
@codethink

We had a great time in Edinburgh at #lfelc #ossummit We enjoyed meeting everyone and being part of the event.

@EventsLF



8:16 AM - 26 Oct 2018 from Manchester, England

Veethika
@veethika

Thanks to #OSSummit now we know what the #EdinburghCastle looks like at night! Venue for the partner reception couldn't have been cooler! 🙌



1:05 AM - 24 Oct 2018

credativ Group
@credativ

And thats a wrap! #OSSummit Europe 2018 is over and we are happy to have been part of such an incredible event - see you folks next time 🙌



3:53 AM - 25 Oct 2018

Sponsors of Open Source Summit Europe can be considered sponsors of the co-located Embedded Linux Conference at no additional charge.

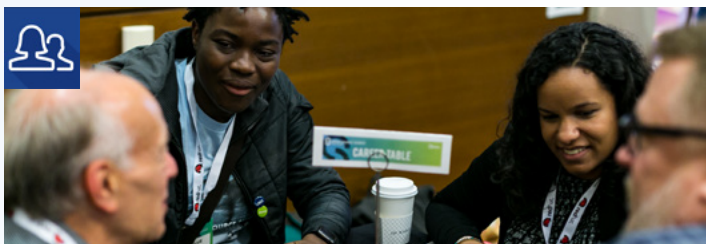
(Note that sponsorship availability at each level is for the combined events.)

Sponsorship Opportunities

	DIAMOND 4 AVAILABLE 3 AVAILABLE	PLATINUM 8 AVAILABLE 4 AVAILABLE	GOLD 10 AVAILABLE 3 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. Upgrade options available. Measurements in meters.	6x6m	4.5x4.5m	3x3m	3x3m	2x2m
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	3	3	2	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
Partner Reception Passes: Invitations to our exclusive onsite event for speakers, press and invited guests.	8	6	4	3	2
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 additional and/or custom marketing options.



Open Source Summit Speed Networking & Mentoring Session General Sponsor

\$5,000 • 2 AVAILABLE

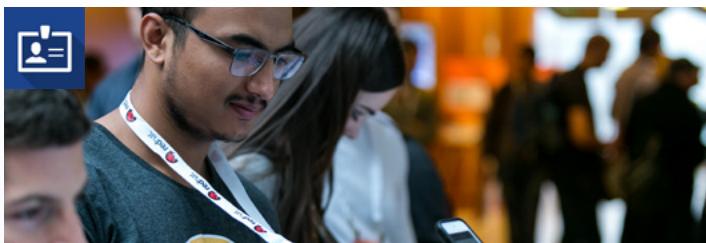
Sponsors will receive recognition in the session, the opportunity to provide collateral to distribute at session, and logo on website and signage.



Women in Open Source Lunch**

\$12,500 • 1 AVAILABLE

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.



Lanyards **\$10,000 • 1 AVAILABLE SOLD OUT**

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.



Attendee T-Shirt **\$10,000 • 1 AVAILABLE SOLD OUT**

Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.



Keynote Live Stream & Recording

\$10,000 • 1 AVAILABLE

Includes logo on live stream home page, two attendee passes and logo on website and signage. Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.



Attendee Lounge** **\$10,000 • 3 AVAILABLE**

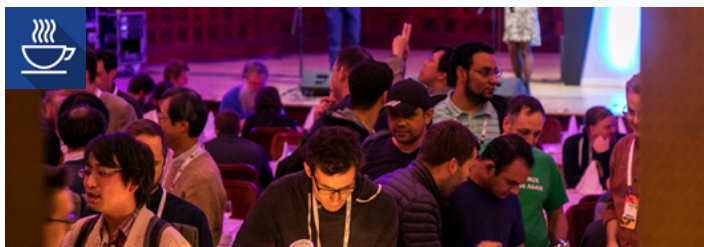
Sponsor a themed lounge such as DevOps, Containers, Cloud Native or Linux Lounge. Provides the space and snacks to get attendees collaborating. Includes sponsored signage in lounge areas. Pricing includes single color logo imprint on branded items. Full color logo imprint available at an additional cost.



Onsite Happy Hour & Onsite Reception

\$20,000 • 1 AVAILABLE

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.



'Celebrate Diversity' Evening Mixer **\$12,500**

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

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



Breakfast & Breaks \$20,000 • 1 AVAILABLE

Sponsorship includes prominent branding at all breakfast & break stations.



Attendee Evening Event \$30,000

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



Lunch & Learn \$15,000 FOR 50 PEOPLE, \$25,000 FOR 100 PEOPLE

An opportunity to host a group of attendees and deliver your key message and thought leadership. Sponsorship includes lunch for specified number of attendees, promotion of lunch through all event channels and the opportunity to program lunch at your discretion.

Note: A leveled sponsorship is required for this option



Diversity Empowerment Summit Host \$10,000 • 1 AVAILABLE

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



First-time Attendee Breakfast** \$10,000 | 1 AVAILABLE

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

Host an Evening Event \$5,000

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

Note: A leveled sponsorship is required for this option.

Hackathon, Dev Day or Mini Summit \$10,000 and up

A great opportunity to take advantage of our existing attendee base. Sponsorship includes promotion on our website and in event promotion as a co-located event, registration add-on opportunity on event registration form, plus venue space, internet and AV. **This opportunity can be taken by multiple companies together. Note that at least one participating company must be a leveled sponsor.**

Please contact us for a customized offer.

Technologies Covered By Event:

Linux Systems

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

Cloud Infrastructure

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

Applications

Node+JS Interactive, APIStrat

Networking, Orchestration, SDN/NFV

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

Industrial IoT, Embedded & Automotive

Embedded Linux Conference + OpenIoT Summit, Automotive Linux Summit, Open Source Summit

Artificial Intelligence & Machine Learning

Open Source Summit, Open Networking Summit, Open FinTech Forum, Open Source Leadership Summit

Open Source Governance, Community & Management

Open Source Leadership 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 Source Leadership Summit, Open Networking Summit

Blockchain

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

Invitation-Only Events

LSF-MM Summit, The Linux Foundation Member Legal Summit, Kernel Summit & Open Source Leadership Summit

Linux Foundation events are where 32,000+ technology and business leaders 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 administrators. 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 100 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**

ATTENDANCE

32,000+ attendees

28% YoY Growth

REPRESENTING





11,000 organizations

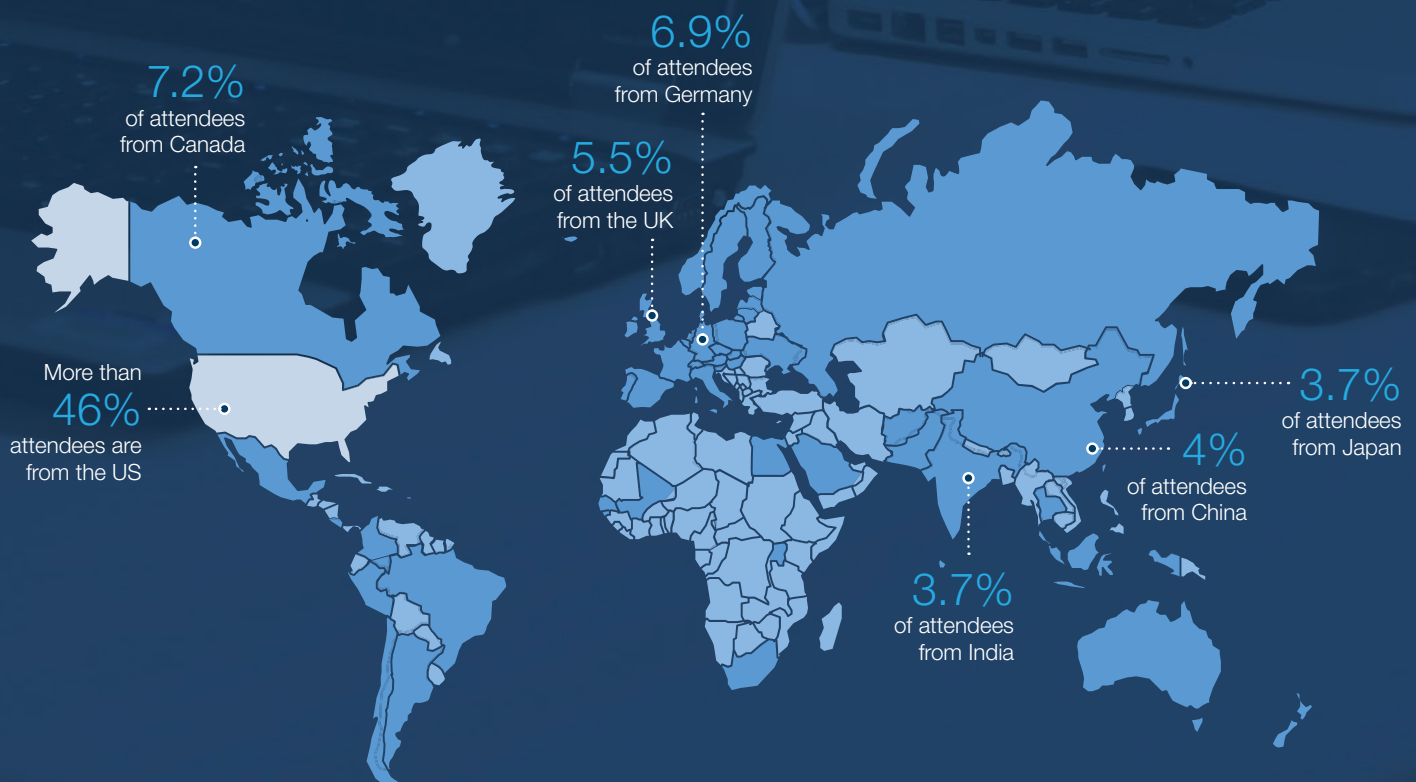
Including corporations, associations and academic institutions worldwide

FROM

113 countries

AUDIENCE BY COMPANY SIZE

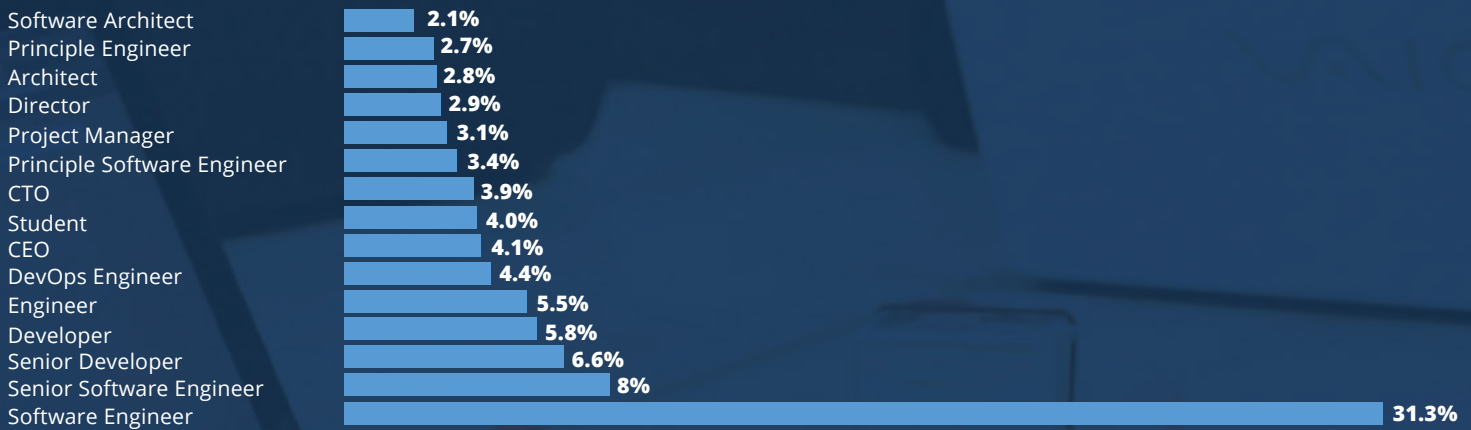
COMPANY SIZE	SUM OF %
 1 - 99	15%
 100 - 499	16%
 500 - 4999	27%
 5000+	42%



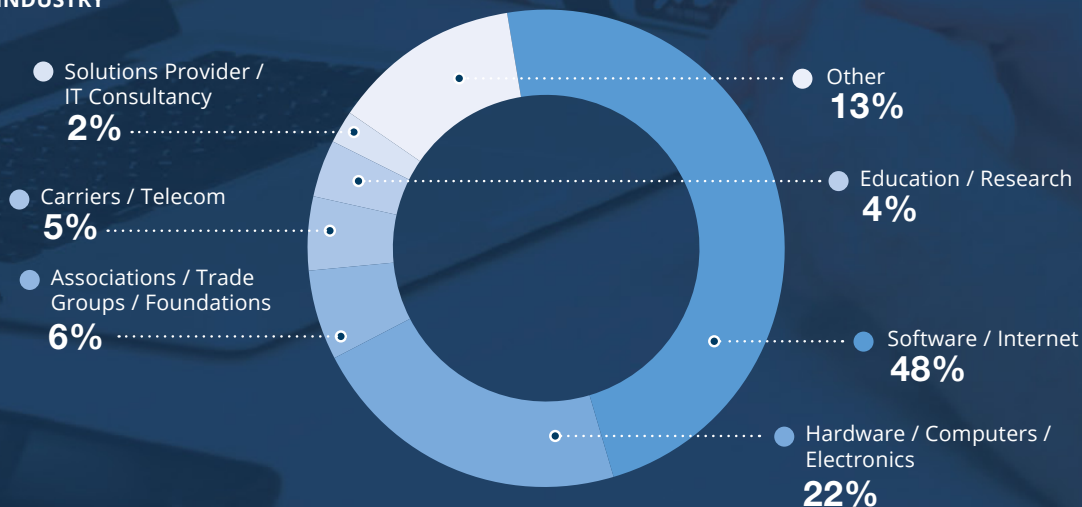
2018 LF EVENT AUDIENCE SNAPSHOT (CON'T)

AUDIENCE 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 2017 events generated:

Press & Media information is from 2017 events and will be updated by 12/31/18 with 2018 information.

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

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

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

Over 150
press in
attendance



Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events and/or creating a custom sponsor package? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization's individual needs.

Linux Foundation Corporate Members receive sponsorship discounts on Linux Foundation events; 5% discount or 7% when signing up for multiple events at once.



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

www.events.linuxfoundation.org