



July 17-19, 2019 | Toranomom Hills Forum, Tokyo, Japan

2019 Sponsorship Prospectus



TABLE OF CONTENTS

About the Event.....	3
Attendee Demographics	4
Previous Attendees.....	7
Sponsorship Opportunities	9
Promotional Marketing Opportunities	10
About Linux Foundation Events	11
Sponsorship Bundles & Custom Packages.....	14



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. It is an extraordinary opportunity for cross-pollination between the developers, sysadmins, DevOps professionals, IT architects, and business & community leaders driving the future of technology.

Over 1,000 developers, operators, and industry leaders gather annually to:

- Learn about the latest trends in open source and open technologies.
- 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.
- Find out what industry leading companies and projects are doing in the future, and where technologies are headed.

Sponsoring allows your company to reach the most knowledgeable and influential people across the globe.

Benefits of sponsoring 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

Conference content & tracks in 2019 will cover topics including:

- Open Source Management
- Cloud Infrastructure
- Compliance Automation
- Embedded Linux
- Intelligent Edge
- Linux Development
- OpenIoT
- Security & Safety
- and more.

Over 1000 Attendees in 2019 in combination with the co-located Automotive Linux Summit.



2018 EVENT HIGHLIGHTS

1000+ Attendees from 359 organizations across 45 countries

Sponsors generated up to 319 leads in exhibit booths

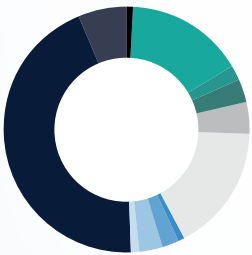
95% of attendees visit exhibit booths onsite

More than 50 senior executive and C-level decision-makers joined the event

61% of attendees were in technical positions

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

ATTENDEE DEMOGRAPHICS



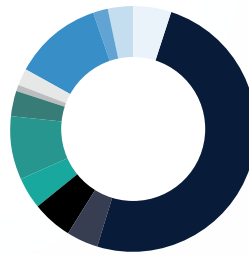
Industry

- Retail / E-Commerce **43%**
- Hardware / Computers / Electronics **16%**
- Automotive / Transport **15%**
- Software / Internet **6%**
- Education / Research **4%**
- Carriers / Telecommunications **3%**
- Media / Publishing **3%**
- Industrial Manufacturing & Machinery **2%**
- Banking / Finance **2%**
- Associations / Trade Groups / Foundations **1%**
- Healthcare / Medical Devices / Rx **1%**
- Other **1%**



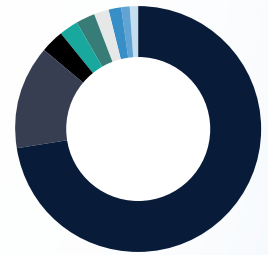
Job Level

- Individual Contributor **23%**
- Manager **22%**
- C-Level / VP / Director / GM **16%**
- Other **30%**
- Academic **4%**



Job Function

- Development / Engineering **47%**
- Sales/Marketing/Business Development **11%**
- Other **8%**
- Architecture **5%**
- IT / Technical Management **5%**
- Executive Management (VP / CxO) **4%**
- Media/Analyst **4%**
- Product Management **3%**
- Student **3%**
- Program Management / Legal / Compliance **2%**
- Systems Administration **2%**
- Professor/Academic **1%**

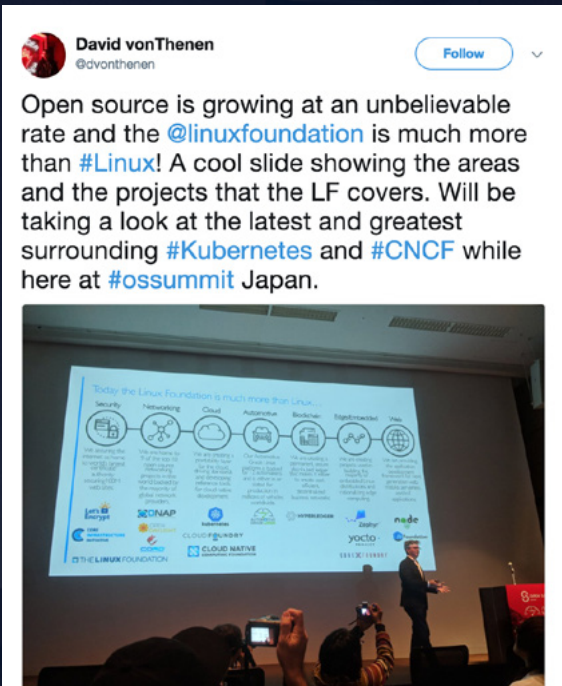


Country

- Japan **67%**
- United States **13%**
- India **3%**
- South Korea **2%**
- China **2%**
- Germany **2%**
- United Kingdom **2%**
- Vietnam **1%**
- France **1%**

What Attendees Said

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



toscalix • @toscalix

Thank you @EventsLF team for all the good work organising #osummit and #autolinux on behalf of @codethink attendees.

Walt Miner • @VStarWalt

Flying home after a great week at #AutoLinux Summit in Tokyo. Thanks to @EventsLF team for a well run event.

Arvind Kumar Pal • @arvindpal

The guru himself speaking on Linux Kernel and spectre meltdown LinusTorvalds #osummit #autolinux

Emily Rosen Olin • @erosen311

Best moment of #osummit and #autolinux summit - seeing #Toyota #Honda #Mazda #Subaru #Suzuki onstage together. This is the power of open source, @linuxfoundation and @autogradelinux - bringing the industry together to drive the future of automotive software!

Thomas Di Giacomo • @t_di_g

With @TanishShinde1, a great C coder and CEO attending #OSSummit!



Michelle Noorali • @michellenoorali

Omg we're going into the different variants of spectre right now and @gregkh is taking us through code for the bugs and fixes. This is soooo dopeeee #OSSummit

Eduardo Silva • @edsiper

At #OSSummit just met two fellows from Costa Rica! @linuxfoundation provided them full support to be here! @CloudNativeFdn

home skillet • @ralph_squillace

This has all been very eye-opening for me. I'm a more knowledgeable person, and hopefully much a better one, for having been at #osummit Japan and Container Days Beijing. Thanks, @linuxfoundation for what you do.

BENEFITS OF SPONSORING



Generate new partnerships, alliances & customers



Increase brand awareness & recognition



Showcase your thought leadership



Demonstrate support for the Linux & open cloud communities



Take advantage of media exposure & PR announcements



Showcase products, services & technologies



Leverage highly targeted marketing opportunities



Recruit and acquire top talent



2018 ATTENDEES INCLUDED:

CTO <i>Abalta Technologies</i>	Engineer <i>CANON</i>	Engineer <i>FirstServer, Inc.</i>	Associate Analyst <i>KDDI Research</i>
CTO <i>Acer Inc.</i>	TEST ARCHITECT <i>CERNER</i>	Founder <i>Flowchain</i>	Principal Software Engineer <i>Konsulko Group</i>
Deputy CTO <i>ACTIA Automotive SA</i>	Senior Systems Engineer <i>Cisco Japan</i>	Contributor <i>Forbes</i>	Principal Engineer <i>LG Electronics</i>
Engineer <i>ADIT</i>	CTO <i>Cloud Foundry Foundation</i>	Deputy Head of Department <i>Fujitsu</i>	CEO <i>Linaro</i>
Associate Director <i>Advanced Data Controls Corp.</i>	Executive Director <i>Cloud Native Computing Foundation</i>	Software Engineer <i>Furukawa Electric, Co., Ltd.</i>	Technical Director <i>Luxoft</i>
Engineer <i>Advanced Driver Information Technology</i>	Software Engineer <i>CloudMosa, Inc.</i>	Editorial Staff <i>Gijutsu Hyohron Co. Ltd.</i>	Engineer <i>Macnica Solutions Corp</i>
Enterprise Architect <i>Akamai Technologies</i>	Chief Engineer <i>CLSA</i>	Devops <i>Goldman Sachs</i>	Research Manager <i>Mazda Motor Corporation</i>
Director of Vehicle Software and Systems Architecture <i>Alta Motors</i>	Software Developer <i>Codethink Ltd</i>	Software Engineer <i>Google</i>	Senior Technical Manager <i>MediaTek Inc.</i>
Search CX Support Engineer <i>Amazon Inc</i>	Director Concurrent Nippon Corporation/ Application Engineering	VP of Asia-Pacific Operations <i>Green Hills Software</i>	Open Source Senior Software Engineer <i>Mentor Graphics</i>
CEO <i>Amegumi Inc</i>	System Architect <i>Continental Automotive Japan</i>	Founder <i>HashiCorp</i>	Senior Application Engineer <i>Microchip Technology</i>
Director <i>Aquinet</i>	Software developer <i>Credit Suisse</i>	Sr Data Architect <i>HERE Technologies</i>	Head Researcher <i>Mitsubishi Electric Corporation</i>
Sr. Manager, IoT Ecosystem <i>Arm</i>	Software Engineer <i>Cyber Trust Co., Ltd.</i>	Lead Architect <i>Hewlett Packard Enterprise</i>	R&D Architect <i>Mitsui & Co., Ltd.</i>
Director, Innovation <i>Audiokinetic</i>	SRE <i>CyberAgent, Inc.</i>	Group Manager <i>Hitachi Solutions, Ltd.</i>	Application Engineer <i>Monolithic Power Systems</i>
Sr. Software Engineer <i>Autodesk</i>	Software Engineer <i>Cybozu Labs, Inc.</i>	Chief Engineer <i>Honda R&D Co., Ltd. Automobile R&D Center</i>	Software Engineer <i>Nanjing Fujitsu Nanda Software Technology.Co.,Ltd</i>
Executive Director <i>Automotive Grade Linux</i>	Head of Onboard-System Architecture and IoT <i>Daimler AG - Mercedes-Benz Vans</i>	Director Software Engineering <i>Houghton Mifflin Harcourt</i>	Senior Expert <i>NEC</i>
Program Manager <i>Azure</i>	Developer <i>Debian</i>	Director of Storage Open Source Department <i>Huawei</i>	Senior Research Engineer <i>Nippon Telegraph and Telephone</i>
Senior Technical Evangelist <i>Black Duck by Synopsys</i>	Engineer <i>DENSO</i>	Research Engineer <i>Hyundai Motor Company</i>	Executive Director <i>Nomura Securities Co., Ltd.</i>
CTO Office, Compute Architecture <i>Bloomberg LP</i>	Technical Director <i>DICE / EA</i>	Application Security Engineer <i>Indeed</i>	Open Source Compliance Officer <i>OLYMPUS Corp.</i>
Software Engineer <i>bol.com</i>	Senior Project Manager <i>Elektrobit Nippon KK</i>	Engineer <i>Industrial Technology Research Institute</i>	CEO <i>Open Invention Network</i>
Developer <i>Booking.com B.V.</i>	CTO Automotive & Embedded Systems <i>EPAM</i>	CTO <i>IoT.bzh</i>	Chairman of the Board / Research Fellow <i>OpenID Foundation / NRI</i>
Engineering Manager <i>Bose Automotive G.K.</i>	Architect/Tech Evangelist <i>ExxonMobil</i>	Computer Engineer <i>iPadPlaza</i>	Developer <i>Orange // SSPO</i>
Senior Mgr., Software Engineering <i>Bose Corporation</i>	Technical Fellow <i>Faraday Future</i>	Director <i>IVIS</i>	Engineer <i>Osaka NDS</i>
General Manager <i>Brison Inc.</i>	Software Engineer <i>Fidelity Investments</i>	Security Analyst <i>Kaspersky Labs Japan</i>	Engineer <i>Panasonic</i>

2018 ATTENDEES INCLUDED:

Product Manager

Pinterest

IoT Services

Plat'Home Co., Ltd.

CEO

PowerBoosterFuel

Engineer

Privater

Senior Engineer

Qualcomm CDMA Technologies

Developer

Ragnatech

Managing Director

RAL Capital Ltd

Country Manager

RealVNC

Director

Robert Bosch GmbH

Head of Software Development Center

ROHM Semiconductor GmbH

Developer Advocate

SAKURA Internet Inc.

Software Engineer

Salesforce

Linux Kernel Media Maintainer

Samsung

Expert Engineer

SELTECH Corporation

Senior Systems Engineer

Sharjah Economic Development Department

Manager

Shimafuji Electric Inc.

Developer

Shinhancard

Software Architect

Siemens AG

Engineer

Socionext Inc.

Technician support

Sogebank S.A

Senior Staff Software Engineer

Sony

Infrastructure Engineer

Start Today Technologies, Inc

Manager, Engineering Management DIV.

Subaru Corp.

Engineer

Suzuki Motor Corporation

SysAdmin

Swissquote

Research Scientist

Toshiba

Architect

Toyota InfoTechnology Center Co.,Ltd.

Group Manager

TOYOTA MOTOR CORPORATION

Software Engineer

Trend Micro Inc.

Sr. Program Manager

Uber Technologies

Operating Officer

Ubiquitous Corporation

Software Engineer

UBS

Middleware Engineer

Witz Corporation

Engineer

Xevo K.K.

Engineer

Yahoo Japan

Big Data Reseacher

Yarch

Software Engineer

Yazaki Corporation



Sponsors of Open Source Summit Japan can be considered sponsors of the co-located Automotive Linux Summit at no additional charge.

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

Sponsorship Opportunities

	DIAMOND <small>4 AVAILABLE</small> 3 AVAILABLE	PLATINUM <small>8 AVAILABLE</small> 2 AVAILABLE	GOLD <small>10 AVAILABLE</small> 5 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'x10' (feet)	10'x10' (feet)	8'w x 6' d (feet)	8'w x 6' d (feet)	6'w x 6' d (feet)
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	3	2	2	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	25	20	15	10	5
Partner Reception Passes	6	4	2	2	2
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.

Each opportunity listed includes **2 conference passes** for sponsoring company.



Lanyards

~~\$7,500~~ **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.



Onsite Happy Hour & Onsite Reception

\$15,000

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.



Attendee T-Shirt

\$10,000

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.



Breakfast & Breaks

\$15,000

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



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

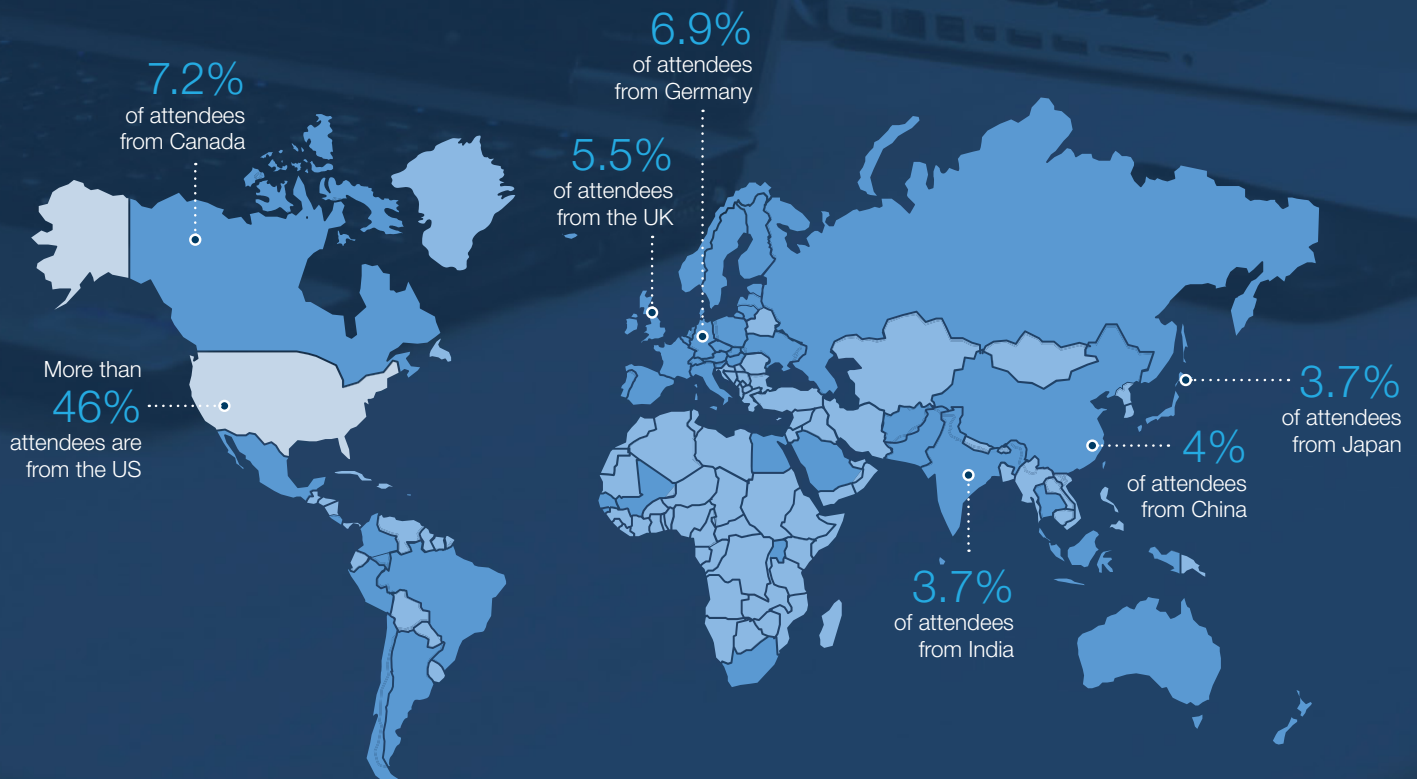
Including corporations, associations and academic institutions worldwide

AUDIENCE BY COMPANY SIZE

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

FROM

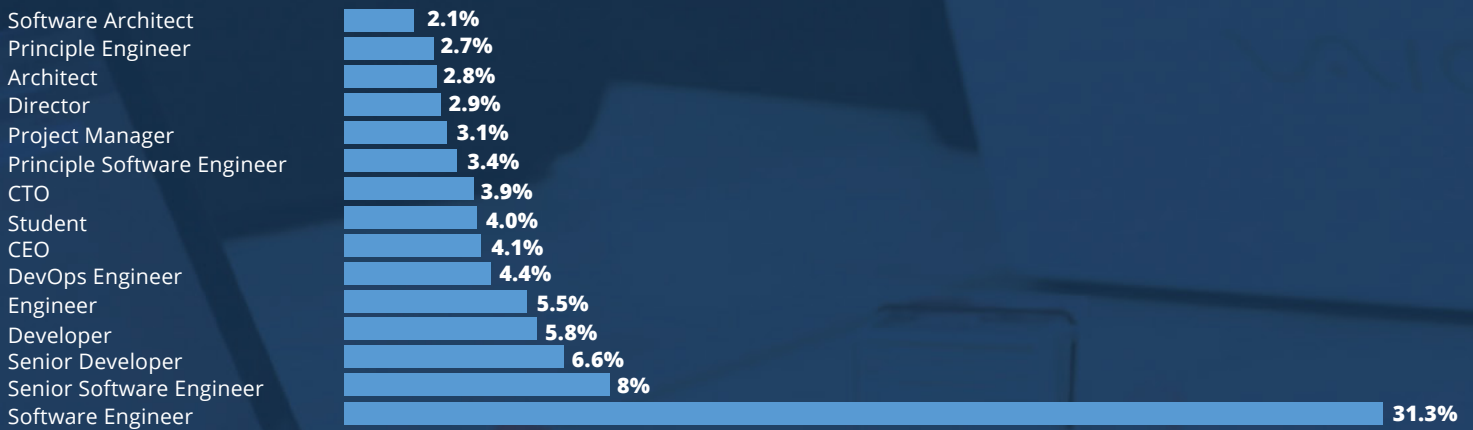
113 countries



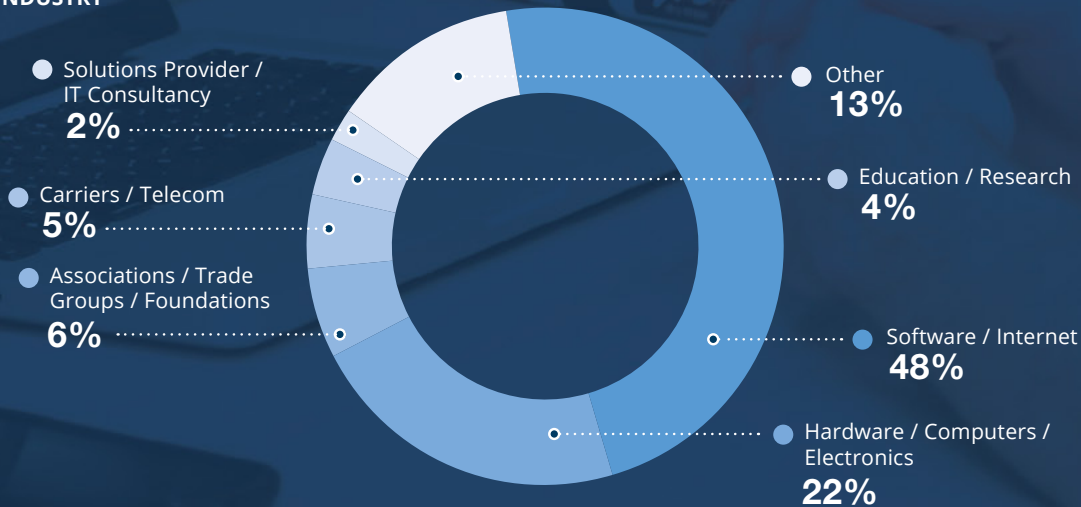
2018 LF EVENT AUDIENCE SNAPSHOT (CON'T)

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