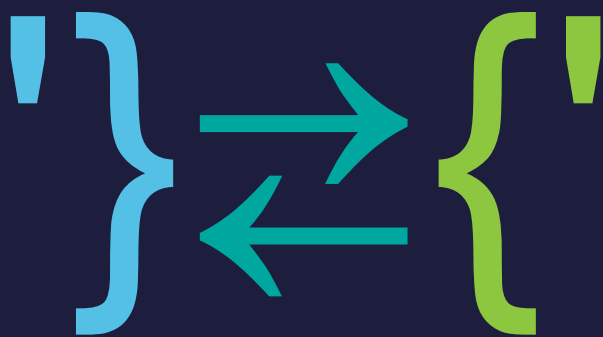


# ASC 2019

## API SPECIFICATIONS CONFERENCE

October 15-17, 2019 | Sheraton Vancouver Wall Centre, Vancouver, Canada

### Conference & Sponsorship Prospectus



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## ABOUT THE EVENT

The API Specifications Conference (ASC) is a place for API practitioners to come together and discuss the evolution of API technology. ASC includes cutting edge technology keynotes and sessions that chart the future of APIs, in-depth specification and standards discussions and an extensive tutorial track. The event is designed to be highly interactive with plenty of discussion time through workshop and un-conference style sessions in order to facilitate interaction.

OpenAPI Specifications, RAML, Blueprint, gRPC, OData, JSON Schema, GraphQL, Asynch.API and other formats will all be topics at the event, enabling attendees to get familiar with these formats and discuss how to use them in practice.

The event has its origins in the API Strategy and Practice Conference (APIStrat) which ran for many years and became part of the OpenAPI Initiative in 2016. The collaborative spirit and community from APIStrat will be continued through the ASC event and we look forward to many of the same lively conversations and debates!

API practitioners including API developers, API Operations teams, API Designers and Enterprise Architects will attend ASC 2019. Content at the event will range from beginner introductions to API specifications all the way through best practice and cutting edge specialist topics.



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## ATTENDEE DEMOGRAPHICS

Attendance - Total Registration:

 253 attendees

### Attendee Demographics



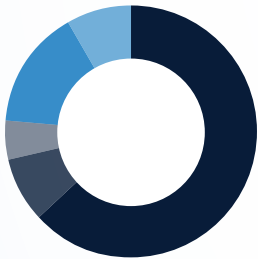
Attendees from **18 countries** across **6 continents** - **84%** of attendees were from the **United States**



From the United States, **35%** were from the **East Coast**, **34%** **Central**, and **31%** from the **West Coast**.

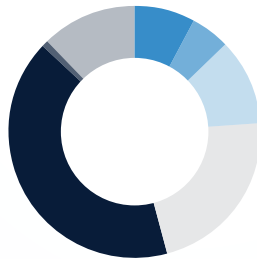


Other countries include **United Kingdom, Canada, France, Argentina, Saudi Arabia, Belgium, Mexico, Finland, Japan, Spain, Netherlands, Ireland, Switzerland, India, Pakistan, Sri Lanka, and New Zealand.**



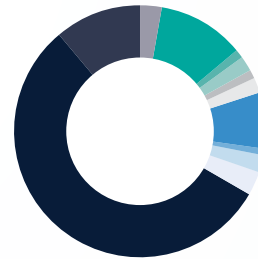
#### Job Function

- Development / Engineering **62%**
- DevOps / Sys Admin **8%**
- Executive Management **5%**
- Sales / Marketing / Product **15%**
- Other **10%**



#### Job Level

- C-Level **8%**
- VP **5%**
- Director / GM **11%**
- Manager **22%**
- Individual Contributor **41%**
- Academic **1%**
- Other **12%**



#### Industry

- Software / Internet **55%**
- Banking / Finance **11%**
- Other **11%**
- Healthcare / Medical Devices **7%**
- Automotive / Transport **3%**
- Retail / E-Commerce **3%**
- Education / Research **2%**
- Hardware / Computers **2%**
- Media / Publishing **2%**
- Carriers / Telecommunications **1%**
- Government **1%**
- Industrial Manufacturing **1%**



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## SPONSORSHIP OPPORTUNITIES

Contact [ascsponsorships@linuxfoundation.org](mailto:ascsponsorships@linuxfoundation.org) to secure your sponsorship today.

	PLATINUM 2 AVAILABLE	GOLD 4 AVAILABLE	SILVER 8 AVAILABLE	BRONZE 10 AVAILABLE
<b>Post-Conference Email Blast:</b> One-time use of the opt-in list to be sent by OAI	•			
<b>OAI Blog Feature:</b> Featured news, sponsor profile, or interview on OpenAPI blog	•			
<b>Sponsor Meeting Room:</b> Private meeting room shared with Platinum Sponsor	•			
<b>On-site Recognition during the Opening Keynote Session</b>	•	•		
<b>5-Minute Keynote Lightning Talk/Breakouts Session</b> Content and speaker approved by program committee	5-Minute Keynote	Breakout Session		
<b>Name Featured in Press Release Event Promotions</b>	•	•	•	
<b>Recognition in Pre-Conference Email Marketing</b>	•	•	•	
<b>Keynote Thank You Slide:</b> Logo prominently displayed on stage screens during breaks	•	•	•	•
<b>Sponsor Showcase:</b> The Sponsor Showcase is the hub of the event, providing excellent mindshare for sponsors	Tabletop *Premier Location	Tabletop	Tabletop	
<b>Lead Retrieval App:</b> Available for download on your own device	•	•	•	Available for purchase
<b>Recognition on Event Website:</b> Prominent logo display on all website pages	•	•	•	•
<b>Recognition on Event Signage:</b> Logo on conference signage	•	•	•	•
<b>Social Media Promotion of Sponsorship</b> Tweets from the OpenAPI twitter channel	4 posts	3 posts	2 posts	1 post
<b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or customers *Additional passes 20% discount	15	10	5	3
<b>Cost</b>	MEMBER <b>\$30,000</b>	MEMBER <b>\$15,000</b>	MEMBER <b>\$7,500</b>	MEMBER <b>\$3,500</b>
	NON-MEMBER <b>\$36,000</b>	NON-MEMBER <b>\$18,000</b>	NON-MEMBER <b>\$9,000</b>	NON-MEMBER <b>\$4,200</b>





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### PROMOTIONAL MARKETING OPPORTUNITIES

Contact [ascsponsorships@linuxfoundation.org](mailto:ascsponsorships@linuxfoundation.org) to secure your sponsorship today. Promotional Marketing Opportunities must be combined with Sponsorship Opportunity.



#### Lanyard **\$2,500**

Every attendee at the event will wear a name badge and lanyard and your logo will appear on the lanyard.



#### Branded Workshop **\$2,000 (2 AVAILABLE)**

Workshops will be held on October 15 and offer capacity for up to 50 people.



#### Coffee Breaks **\$2,500 (1 AVAILABLE)**

Branding opportunities include recognition on signage at all sponsored breaks.



#### Wi-fi **\$5,000 (1 AVAILABLE)**

Conference wifi will be named after the sponsor, logo on signage and back of the name badges.



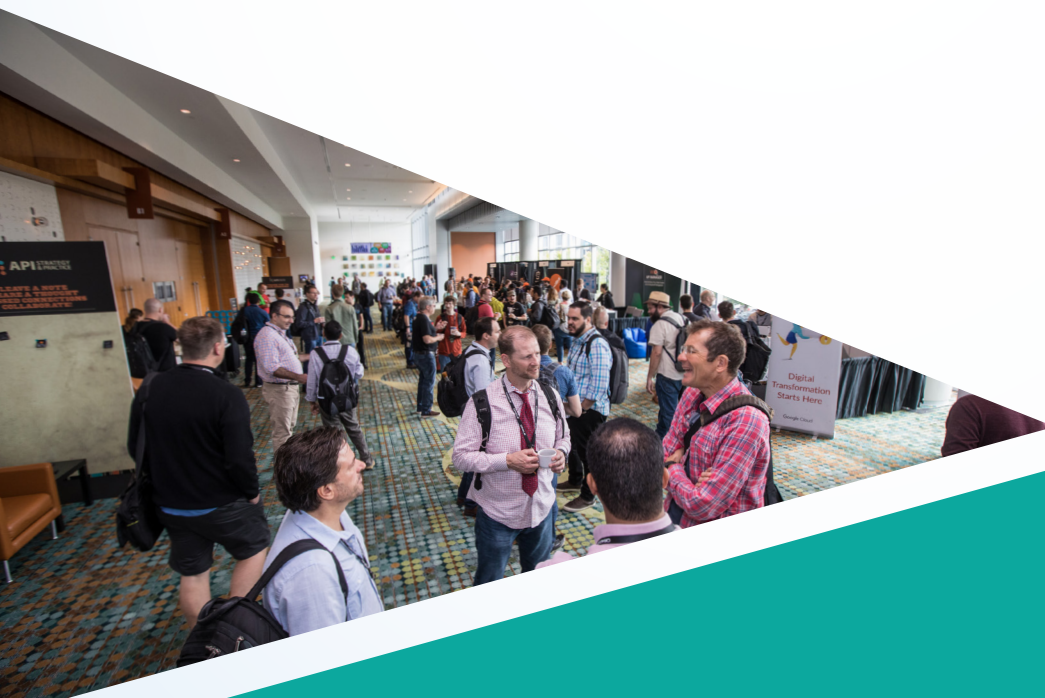
#### Event Reception **\$5,000 (1 AVAILABLE)**

Logo on signage and kick-off remarks. Food and beverages served during the reception.



#### Diversity Scholarship **\$1,500 (UNLIMITED AVAILABLE)**

OpenAPI Initiative and APIStrat support to those from traditionally underrepresented and/or marginalized groups in the technology and/or open source communities (including, but not limited to: persons identifying as LGBTQ, women, persons of color, and/or persons with disabilities) who may not otherwise have the opportunity to attend OpenAPI Initiative events for financial reasons. Top 3 applicants would be awarded a fully paid scholarship to attend APIStrat, including registration, airfare (up to \$1500) and hotel (up to 3 nights). Sponsoring company may choose the winners.



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## DIVERSITY AND INCLUSION SUPPORT

OpenAPI is committed to supporting event participation for individuals who might otherwise not be able to attend. As such, 5% of all sponsorship revenue is allocated as a travel fund to enable need-based grants.

Sponsors also may choose to contribute an extra 5% beyond their sponsorship total to our attendance support fund. Participating sponsors will be recognized on the list of named co-sponsors of this initiative.

## ATTENDEE COMMENTS


 Ben Ramsoween 🍌 🤖 🧑🏻 Sep 26, 2018  
@ramsey  
How @jenschiffer feels about implementing OAuth.  
#apistrat




82.4k

15 2 8,679

---


 OpenAPI Spec @OpenApiSpec Sep 21, 2018  
Wanted to share sneak-peak 'pic' of the fun we'll be having next week at #apistrat. Register today and join the chorus of API leaders next week in Nashville.  
[events.linuxfoundation.org/events/apistra...](https://events.linuxfoundation.org/events/apistra...)

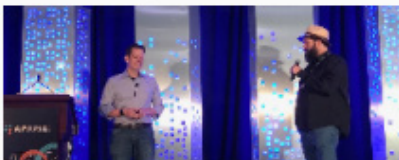


71.9k

15 1 4,040


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 API Handyman @apihandyman Sep 26, 2018  
And @kinlane introduction @njyx keynote APIs meeting enterprise : Surfing the wave between chaos and innovation #apistrat



64.4k

1 17 2,775


 API Handyman @apihandyman Sep 26, 2018  
Your API Spec Isn't Worth the Paper It's Written On - Gareth Jones, Microsoft @garethj\_msft  
[apistrat18.sched.com/event/FTQg/you...](https://apistrat18.sched.com/event/FTQg/you...) #apistrat

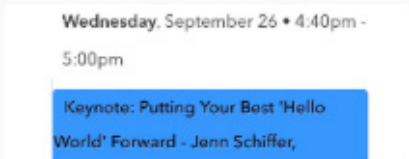


62.3k

2 16 2,775

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 jenn 🍌 🏮 @jenschiffer Sep 26, 2018  
hello #apistrat! find me after lunch for @glitch stickers, and then come to my keynote at 4:40pm today to learn how "hello world" became both art and a source of dArKnES which i can save u from btw, see u there!!



62k

0 0 29.6k

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 Ben Ramsoween 🍌 🤖 🧑🏻 Sep 26, 2018  
@ramsey  
"If you spend most of your time authoring, documenting, or consuming APIs, then it's easy to forget that first time we encountered a cURL statement. We need to remember that and keep it in mind in working on apps for new users." — @jenschiffer #apistrat

58.7k

5 1 8,679