Open FinTech Forum

AI, Blockchain & Kubernetes on Wall Street

Event Sponsorship Prospectus

Monday, December 9, 2019
Convene Conference Center at One Liberty Plaza
New York City, NY

THE LINUX FOUNDATION

Open FinTech Forum

AI, Blockchain & Kubernetes on Wall Street

December 9, 2019 | New York City, NY

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 realize that:

- 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

Who Will Attend:

- CIOs and senior managers responsible for trade strategy and execution looking for guidance on building internal open source programs
- Senior IT and operations professionals who wish to understand and leverage cutting edge open source tools and developments in the FinTech space and who would like to receive timely training for their talent pools on disruptive technologies
- Core open source project contributors, maintainers and leaders
- Open source professionals interested in open source license compliance and learning best practices in constructing in-house open source programs

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Conference Content & Tracks

Artificial Intelligence
Financial institutions are increasingly using AI and machine learning in a range of applications across the financial system including fraud detection, DDoS mitigation, marketing and usage pattern analysis.

Blockchain/Distributed Ledger
FinServ firms are looking to innovate with blockchain technology which offers the benefits of trust, simplicity and efficiency for peer to peer transactions, contract execution, asset tracking and more.

Kubernetes, Containers & Cloud Native Apps
FinServ firms want to know how Kubernetes and other cloud native applications help provide integration and automation between development and deployment.

Open Source Strategy, Community & Compliance Programs
Financial institutions will learn about the strategy of using open source in their organizations to reduce risks, gain an understanding of Open Source Infrastructure, learn how to contribute to the open source community and find out about interesting projects in new spaces relevant to their industry.

350 attendees will convene at Open FinTech Forum this year.

Open FinTech Forum

Sponsorship Opportunities

	PLATINUM 1 AVAILABLE	GOLD ~~4 AVAILABLE~~ SOLD OUT	SILVER ~~10 AVAILABLE~~ 3 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		
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.

Promotional Marketing Opportunities Page

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

Executive Dinner Sponsorship

1 AVAILABLE | $25,000

The Linux Foundation will assist you in inviting 20 attendees of OFTF to a private dinner hosted by your company.

Benefits include:

- Sponsor can select guests to invite
- Invitations will be sent out directly from LF leadership, on behalf of the sponsor
- LF to manage all email blasts, registration, confirmation and email reminders for the event
- LF responsible for checking people into the dinner
- LF to provide the sponsor a list of all attendees with contact details post event for follow-up
- Thank you for attending email to come from LF after the event with sponsor input
- Sponsor can hand out any materials, gifts and branded items at the event
- LF to provide a timeline for the event with pertinent sponsor deadlines
- Sponsor to offer a welcome message or toast at the beginning of the dinner, once everyone is seated
- Option to have LF or LF project executive director as a co-host during the welcome/toast
- Welcome signage including sponsor logo upon entry to the private dining room
- Logo on event signage and on home page of event website
- LF to secure dining venue (food, beverage and transportation included)
- 4 Invitations to OFTF

Attendee Cocktail Reception **1 AVAILABLE | $15,000**

Benefits include:

- Logo prominently displayed at reception
- Sponsor designation in email promotions
- Logo on event signage and on home page of event website
- 2 Conference Passes

Attendee Lunch Sponsorship **1 AVAILABLE | $10,000**

Benefits include:

- Logo prominently displayed at lunch
- Sponsor designation in email promotions
- Logo on event signage and on home page of event website
- 2 Conference Passes

Attendee Breakfast & Breaks Sponsorship

1 AVAILABLE | $10,000

Benefits include:

- Logo prominently displayed on breakfast/break buffets
- Sponsor designation in email promotions
- Logo on event signage and on home page of event website
- 1 Conference Pass

Lanyards ~~1 AVAILABLE | $5,000~~ SOLD OUT

- Logo prominently displayed on attendee lanyard

Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.

THE LINUX FOUNDATION

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

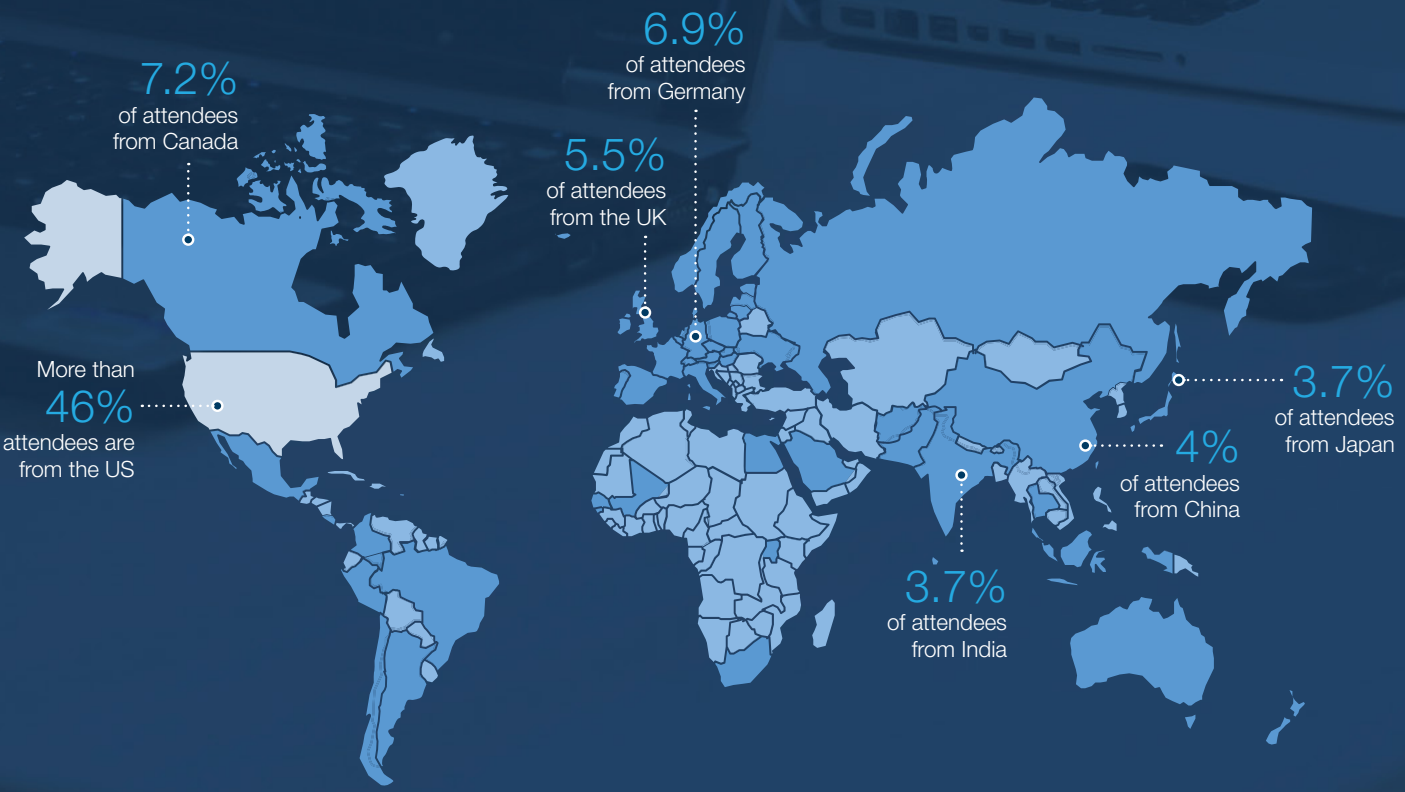
Including corporations, associations and academic institutions worldwide

FROM

113 countries

AUDIENCE BY COMPANY SIZE

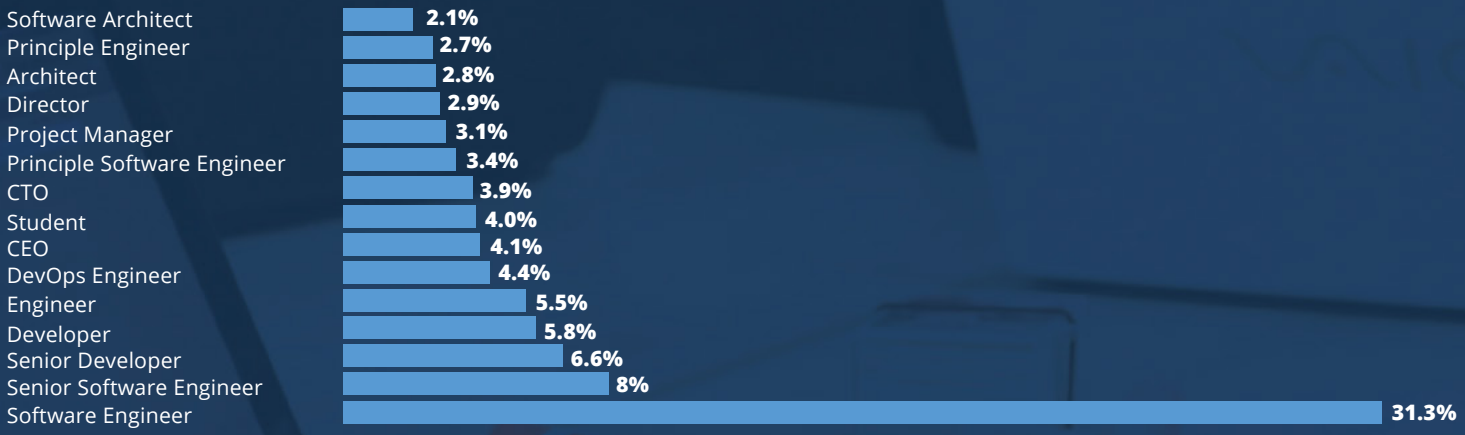
COMPANY SIZE	SUM OF %
1 - 99	15%
100 - 499	16%
500 - 4999	27%
5000+	42%



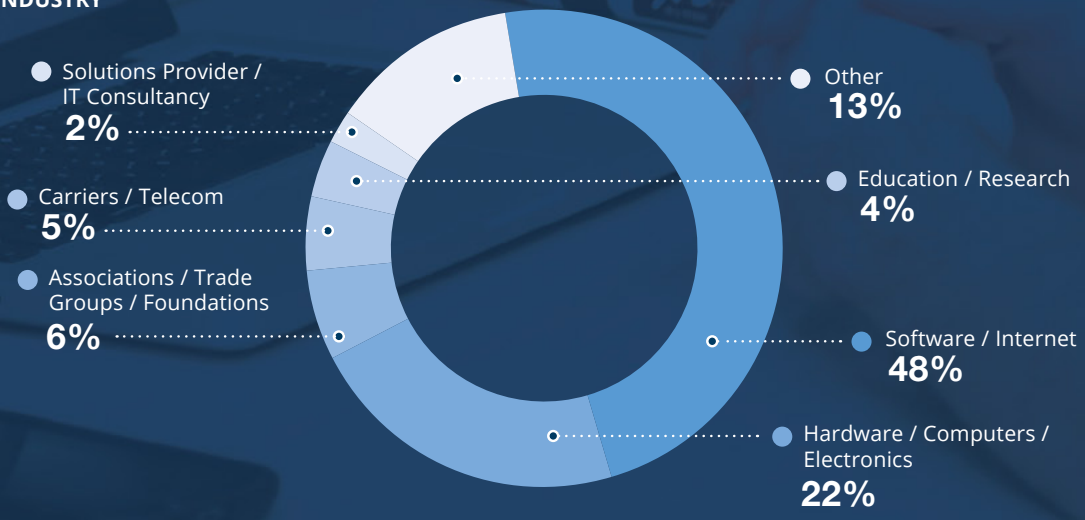
2018 LF EVENT **AUDIENCE SNAPSHOT** (CON'T)

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:

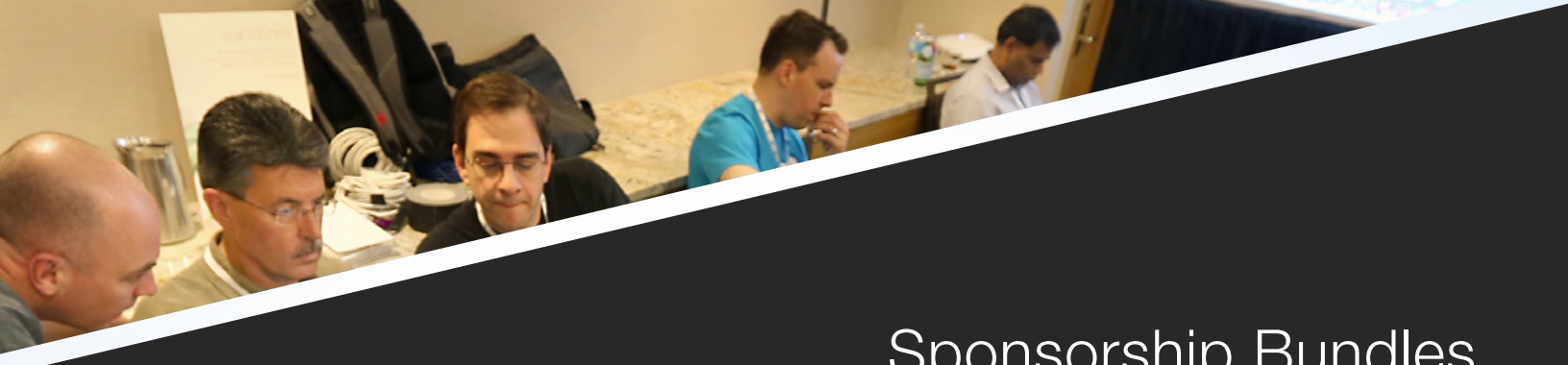
Press & Media information is from 2017 events and will be updated by 12/31/18 with 2018 information.

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

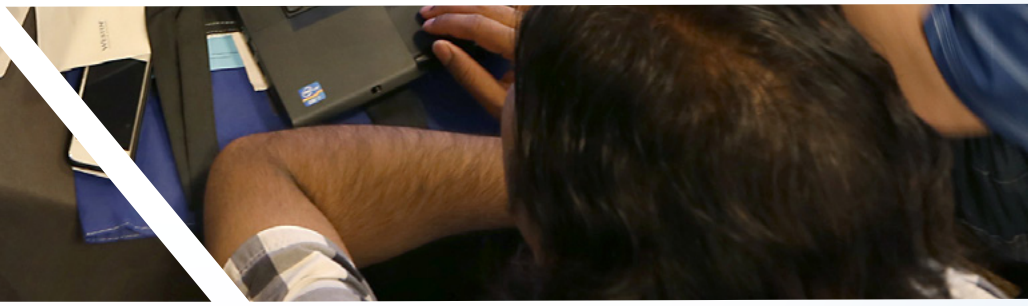
Over 150 press in attendance



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. Please inquire for details.



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www.events.linuxfoundation.org