FOSS asia

OpenTechSummit
Singapore 2020

Sponsorship Prospectus

Conference + Workshops + Exhibition:
Thu 19 March - Sat 21 March

After Event Dev Sprints:
Sun 22 March

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FOSSASIA OpenTechSummit is Asia's leading Open Technology conference for developers, companies, educators, and IT professionals since 2009.

During the three days summit, developers, technologists, scientists, and entrepreneurs convene to collaborate, share information and learn about the latest in open technologies, including Artificial Intelligence software, DevOps, Cloud Computing, Database, Linux, Science, Hardware, Open Source Enterprise and more.

3,000+ of Asia's best and brightest Open Source developers will gather for the event.

- ★ Artificial Intelligence
- ★ Blockchain
- ★ Cloud, Containers and DevOps
- ★ Kernel and Platform
- ★ Database

- ★ Tech Community
- ★ Open Source Hardware
- ★ Open Source Enterprise
- ★ Mobile Technologies
- ★ Web Technologies

FOSSASIA offers sponsors unique opportunity to tap into the world's fastest growing markets, discover new business opportunities, increase awareness for products among technology multipliers and recruit outstanding talents.

Event Schedule

Dates in 2020	Exhibition Program	Conference Program
Set-up **Wed, March 18,** 5:00 pm - 10:00 pm **Thu, March 19,** 8:00 am - 12:00 pm	Exhibition halls will open for setup from 5:00 PM - 8:00 PM on Wednesday March 18. Exhibitors can also chose to arrive at the venue from 8:00 AM on Thursday morning March 19 to set up their booth.	
	Wed, Mar 18, 3:00 PM Meet & Greet Cultural Walk and Dinner	
Day 1, Thursday **19th March**	12:30 PM Exhibition Doors Open with VIP Tour and Lunch Snacks 6:00 PM Exhibition Doors Close	8:30 AM Registration 9:30 AM Conference Opening + Workshops 11:00 AM Coffee Break 11:20 AM Keynotes 12:20 Opening Group Photo 12: 30 Exhibition Tour and Lunch Break 2:00 PM Conference Program 5:30 PM Sessions End
	7:30 PM Speakers and Exhibitors Welcome Dinner	
Day 2, Friday **20th March**	9:30 AM Exhibitors Breakfast Snacks 10:00 AM Exhibition Doors Open 12:30 PM Exhibitors on Stage 2:00 PM CodeHeat Award Ceremony 5:00 PM Hackathon Opening 6:00 PM Exhibition Doors Close 10:00 PM Hackathon Day Ends	10:00 AM Keynote Sessions, Technology Tracks + Workshops 12:00 PM Business Lunch (Invitation) 6:30 PM Sessions End
	7:00 PM Social Event with Buffet, Live Music and Cultural Program	
Day 3, Saturday **21st March**	8:00 AM Hackathon Continues 9:30 AM Exhibitors Breakfast Snacks 10:00 AM Exhibition Doors Open 12:00 PM Event Group Photo 12:30 PM Exhibitors on Stage 6:00 PM Exhibition Ends Until 10:00 PM - Teardown	10:00 AM Keynotes and Technology Tracks 12:00 PM Event Group Photo 5:00 PM Hackathon Awards 6:00 PM Closing Session 6:30 PM Event Ends
	7:30 PM Chinatown Snacks and Clarke Quay Pub Crawl	
After-Event **Sunday** **22nd March**		10:00 AM Community Brunch 10:00 AM After-Event DevSprints 5:00 PM DevSprints End
	8:30 PM After-Event Dim Sum and Midnight Hacks at Hackerspace	

Host Country and Venue

Singapore

Singapore - home of FOSSASIA Summit is the entrance point to South East Asia, a market of 650 million people. The central geographical location and a world class infrastructure and government make Singapore the perfect destination for technology leaders. The city has become the Silicon Valley of the Asian Pacific region. It is a hub attracting major tech players, multinational corporations and startups seizing new businesses opportunities with open technologies.

FOSSASIA Summit is <u>the</u> place to meet open source developers and companies from across Asia, that are increasingly leading technology development impacting businesses globally.

Lifelong Learning Institute

The Lifelong Learning Institute (LLI) is centrally located - 300 meters from Paya Lebar Metro station. This brand new complex is a dedicated space with modern facilities for education and training purposes built by Singapore Ministry of Education. LLI is a prime venue for major tech and education conferences in the country.

FOSSASIA Summit 2019 Highlights

FOSSASIA held its 10th anniversary in Singapore in 2019. It marked a successful decade of fostering open source technology across Asia.

Feedback from attendees was overwhelmingly positive. The top reasons that people attended FOSSASIA Summit were to attend tech sessions and workshops, for networking and for recruitment purpose (both recruiters and job seekers).

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3 Days Event · Exhibition · Hackathon · Social Events · 228 Sessions · 13 Tracks · 222 Speakers

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2,793 attendees, 397 participating companies

71 nations, 9 South East Asian member countries

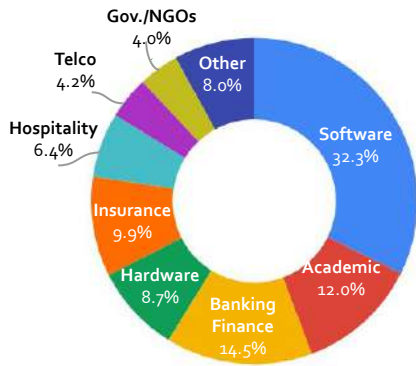48 international open source organizations

31 Asian based user groups

Attendee Demographics

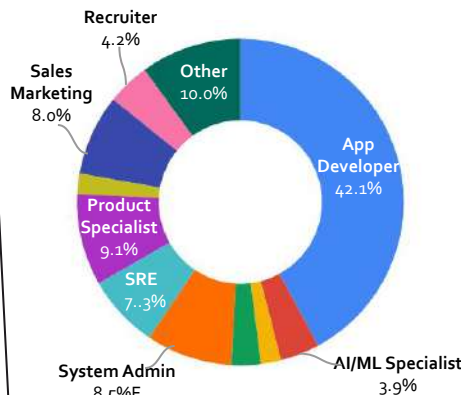Attendees from 71 countries across 6 continents

- 66.2% from Singapore
- Other countries with sizable audience include India (4.1%), Vietnam (3.3%), Indonesia (2.2%), Malaysia (2.2%), Japan (2%), China (1.3%), Germany (1.2%)
- 38% of returned attendees
- 54.3% of attendees IT professionals
- 33% of attendees are interested in employment opportunities
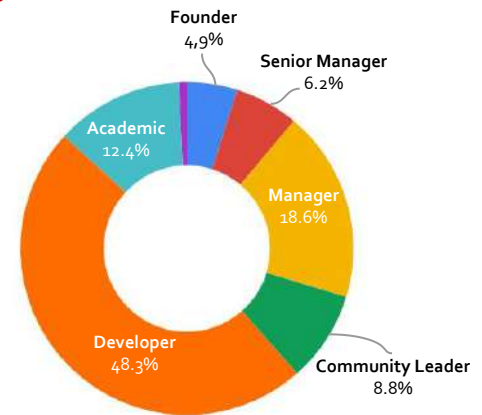
Attendee Professional Profile

Industry
Software / Platform 32.3%
Banking / Finance 14.5%
Academic 12.0%
Insurance / Medical Service 9.9%
Hardware / Electronics 8.7%
Hospitality 6.4%
Telecommunications 4.2%
Government/ NGOs 4.0%
Other 8.0%

Expertise
Application Developer 42.1%
AI/ML Specialist 3.9%
Data Scientist 2.0%
Security Specialist 2.9%
System Admin 8.5%
Site Reliability Engineer 7.3%
Product Specialist 9.1 %
UX/UI Designer 2.0%
Sales / Marketing 8.0 %
Recruiter 4.2%
Other 10.0%

Job Level
Founder 4.9%
Senior Management 6.2%
Manager 18.6%
Community Leader 8.8%
Developer 48.3%
Academic 12.4%
Other 0.8%

Participating Companies

- 397 unique companies attending in 2019 event
- 32.5% of attending organizations are global corporations
- 38% of attending organizations are startups and SMEs
- 4.0% are decision makers from government institutions and NGOs

DIAMOND SPONSORSHIP

US$ 50,000
4 available

Contact
office@fossasia.org

Marketing & Recruiting Opportunities

★ **Exhibit booth**
Size 4m x 2m

★ **Complimentary conference space**
Complimentary use of a shared meeting space (private meetings only).

★ **Recruiting package**
- Hiring signage at booth
- Promotion of an in-booth Q&A with a technologist for recruiting purposes
- 1 Tweet from FOSSASIA Singapore Twitter about job openings with link
- Job postings on event recruitment wall

★ **Featured in pre-event campaigns**
- I Love Free Software Day
- Open Tech Summit Meetups

★ **Featured during developer award ceremony**

Thought Leadership

★ **20 min keynote speaking opportunity** Sponsor to work directly with FOSSASIA on signoff for content of session.

★ **Pre or post conference email blast**
one time use of opt-in list to be sent by FOSSASIA

★ **Editorial interview and article on blogs.fossasia.org**
FOSSASIA to determine final interview content and delivery date.

Conference Access

★ **15 conference passes**
Full access to the entire conference for your staff or customers.

★ **8 social event passes**

★ **20% off additional passes for staff/customers**
Custom discount code featuring your company

Community Engagement & Brand Awareness

★ **Recognition on event signage**
Logo on conference signage.

★ **Recognition in pre-conference email marketing**
Logo under diamond sponsors.

★ **Sponsor designation in press releases**
Recognition as diamond sponsor.

★ **Keynote stage branding**
Logo prominently displayed on screen (one slide).

★ **Featured on event photo booth backdrop**
Laid out in a prominent location near registration.

★ **4 social media promotions of sponsorship**
From FOSSASIA twitter channel, facebook and linkedin.

★ **Recognition on event website**
Prominent logo display on event main page.

★ **Recognition on event mobile application**

★ **Onsite recognition**
During opening keynote.

PLATINUM SPONSORSHIP

US$ 35,000
6 available

Contact
office@fossasia.org

Marketing & Recruiting Opportunities

★ **Exhibit booth**
Size 2m x 3m

★ **Shared conference space**
Shared use of a meeting space throughout conference (private meetings only).

★ **Recruiting package**
  ○ Hiring signage at booth
  ○ Promotion of an in-booth Q&A with a technologist for recruiting purposes
  ○ 1 Tweet from FOSSASIA Singapore Twitter about job openings with link
  ○ Job postings on event recruitment wall

Thought Leadership

★ **5-minute Keynote or Conference Session**
Sponsor to work directly with FOSSASIA on signoff for content of session.

★ **Pre or post conference email blast**
one time use of opt-in list to be sent by FOSSASIA

Conference Access

★ **12 conference passes**
Full access to the entire conference for your staff or customers.

★ **6 social event passes**

★ **20% off additional passes for staff/customers**
Custom discount code featuring your company

Community Engagement & Brand Awareness

★ **Recognition on event signage**
Logo on conference signage.

★ **Recognition in pre-conference email marketing**
Logo under platinum sponsors.

★ **Sponsor designation in press releases**
Recognition as platinum sponsors.

★ **Keynote stage branding**
Logo prominently displayed on screen (one slide).

★ **Featured on event photo booth backdrop**
Laid out in a prominent location near registration.

★ **3 social media promotions of sponsorship**
From FOSSASIA twitter channel, facebook and linkedin.

★ **Recognition on event website**
Prominent logo display on event main page.

★ **Recognition on event mobile application**

★ **Onsite recognition**
During opening keynote.

GOLD SPONSORSHIP

US$ 20,000
8 available

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office@fossasia.org

Marketing & Recruiting Opportunities

★ **Exhibit booth**
Size 2m x 2m

★ **Shared conference space**
Shared use of a meeting space throughout conference (private meetings only).

★ **Recruiting package**
  ○ Hiring signage at booth
  ○ Promotion of an in-booth Q&A with a technologist for recruiting purposes
  ○ 1 Tweet from FOSSASIA Singapore Twitter about job openings with link
  ○ Job postings on event recruitment wall

Thought Leadership

★ **25 minute session speaking opportunity or bof**
Sponsor to work directly with FOSSASIA on signoff for content of session.

Conference Access

★ **8 conference passes**
Full access to the entire conference for your staff or customers.

★ **4 social event passes**

★ **20% off additional passes for staff/customers**
Custom discount code featuring your company

Community Engagement & Brand Awareness

★ **Recognition on event signage**
Logo on conference signage.

★ **Recognition in pre-conference email marketing**
Logo under gold sponsors.

★ **Sponsor designation in press releases**
Recognition as gold sponsors.

★ **Keynote stage branding**
Logo prominently displayed on screen (one slide).

★ **2 social media promotions of sponsorship**
From fossasia twitter channel, facebook and linkedin.

★ **Recognition on event website**
Prominent logo display on event main page.

★ **Recognition on event mobile application**

★ **Onsite recognition**
During opening keynote.

SILVER SPONSORSHIP

US$ 15,000

Contact
office@fossasia.org

Conference Access

★ **4 conference passes**
Full access to the entire conference for your staff or customers.

★ **2 social event passes**

★ **20% off additional passes for staff/customers**
Custom discount code featuring your company

Community Engagement & Brand Awareness

★ **Recognition on event signage**
Logo on conference signage.

★ **Recognition in pre-conference email marketing**
Logo under silver sponsors.

★ **Keynote stage branding**
Logo prominently displayed on screen (one slide).

★ **Recognition on event website**
Prominent logo display on event main page.

★ **Recognition on event mobile application**

Marketing & Recruiting Opportunities

★ **Exhibit booth**
Size 1.5m x 1.5m

★ **Recruiting package**
  ○ Hiring signage at booth
  ○ Promotion of an in-booth Q&A with a technologist for recruiting purposes
  ○ 1 Tweet from FOSSASIA Singapore Twitter about job openings with link
  ○ Job postings on event recruitment wall

BRONZE SPONSORSHIP

US$ 8,000

Contact
office@fossasia.org

Conference Access
- ★ **2 conference passes**
  Full access to the entire conference for your staff
- ★ **2 social event passes**
- ★ **20% off additional passes for staff/customers**
  Custom discount code featuring your company

Community Engagement & Brand Awareness
- ★ **Recognition on event signage**
  Logo on conference signage.
- ★ **Recognition on event website**
  Prominent logo display on event main page.
- ★ **Recognition on event mobile application**

Marketing & Recruiting Opportunities
- ★ **Exhibit booth**
  - ○ One table size 1.20m x 0.60m
- ★ **Recruiting package**
  - ○ Hiring signage at booth
  - ○ Promotion of an in-booth Q&A with a technologist for recruiting purposes
  - ○ 1 Tweet from FOSSASIA Singapore Twitter about job openings with link
  - ○ Job postings on event recruitment wall

SME EXHIBIT BOOTH

Exhibit Table Booth in Tech Pavillion

Feature your company in the exhibition hall, connect with businesses and partners, and take advantage of our attendee base for your sales or recruitment. This option includes one table with top signage, power socket, 3 exhibitor passes, and 2 social event passes.

US$ 1,500
Limited Availability

Sign Up Now At summit.fossasia.org/exhibitors

SPONSORSHIP GRID AT-A-GLANCE

Advantages	Diamond (4 Available) $50,000	Platinum (8 Available) $35,000	Gold (10 Available) $20,000	Silver (Unlimited) $15,000	Bronze (Unlimited) $8,000
1 THOUGHT LEADERSHIP					
1.1 **Editorial Interview/Article on FOSSASIA blog**: FOSSASIA to determine final content and delivery date	★				
1.2 **Pre and post conference email blast**	★	★			
1.3 **Speaking Opportunity**	20 Minute Keynote	5-minute Keynote or Conference Session	25 Minute Conference Session or BoF		
2 COMMUNITY ENGAGEMENT & BRAND AWARENESS					
2.1 **Featured on event photo booth backdrop**	★	★			
2.2 **Onsite recognition during the Opening**	★	★	★		
2.3 **Sponsor designation in press releases**	★	★	★		
2.4 **Social media promotions of sponsorship**	3x	2x	1x		
2.5 **Recognition in pre-conference email marketing**	★	★	★	★	
2.6 **Keynote stage branding**	★	★	★	★	
2.7 **Recognition on event signage**	★	★	★	★	★
2.8 **Recognition on event website**	★	★	★	★	★
2.9 **Recognition on event mobile application**	★	★	★	★	★
3 CONFERENCE ACCESS					
3.1 **Full conference pass(es)**	15	12	8	4	2
3.2 **Social event pass(es)**	8	6	4	2	2
3.3 **20% Discount on Additional Conference Passes**	★	★	★	★	★
4 MARKETING & RECRUITING					
4.1 **Exhibit booth**	4m x 2m	2m x 3m	2m x 2m	1.5m x 1.5m	table/ chair
4.2 **Complimentary meeting space (private meetings only)**	★	★	★		
4.3 **Featured at Codeheat award ceremony**	★				
4.4 **Featured during pre-event campaigns**	★				
4.5 **Recruiting package**	★	★	★	★	★

Custom Sponsorship Options

Contact office@fossasia.org

1 Day Workshop Track US$15,000 (50 pax) / US$25,000 (100 pax)

Run an one-day 8-hour professional workshop training attendees using your company's services and Open Source products. Includes promotion on event website, dedicated sign-up, access to participant info, snacks and lunch for workshop attendees, facilities, and optional video recording.

UNESCO Hackathon, US$35,000

Show how your company is supporting good causes and support the UNESCO hackathon (200 attendees) about topics like sustainability and climate change. Sponsorship includes promotion on summit and UNESCO Hackathon website, in-event promotion, a company representative as a jury member, and the opportunity to provide prizes for winners.

Diversity Scholarship US$10,000

With your support International attendees with a diversity background will have the opportunity to participate in the event. You will be recognized in emails, social media and during event as a supporter to diversity efforts.

APAC Contributors Accommodation Sponsorship $10,000

This program called "Open Tech Nights" starts three months prior the event to encourage FOSS contributors in the region to join the summit by providing accommodation in Singapore to selected developers. Selection is made based on Open Source engagement. Participating companies will be featured throughout the entire campaign.

Custom Sponsorship Options

Contact office@fossasia.org

Attendee T-shirts US$20,000 • 1 available

Includes your logo on sleeve of shirt for all attendees. Only one sponsor logo will appear on the shirt.

Breakfast, Snack & Tea Breaks US$15,000

Feature your company during breakfast and snacks at the event. Sponsorship includes large branded signage in all break areas, as well as recognition on event website.

Lunch Sponsor US$15,000

Feature your company during lunch throughout the event. Sponsorship includes large branded signage in all lunch areas, as well as recognition on event website.

Coffee Sponsorship US$10,000

Feature your company with a logo on coffee cups by a professional coffee maker throughout the event. Sponsorship includes distribution of vouchers to attendees, exhibitors and speakers.

Social Evening Event US$15,000

A great opportunity that includes verbal recognition at the social event and sponsor signage throughout the social event venue (200 attendees). This is a special event open to all speakers, business attendees and attendees with social event passes.

*Contact office@fossasia.org
to secure your sponsorship today.
events.fossasia.org*