

**foss  
asia**

**OpenTechSummit  
Singapore, March 14 - 17, 2019**

# **Sponsorship Prospectus**



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

During the four 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, Linux, Science, Hardware and more.

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

- |                                |                       |
|--------------------------------|-----------------------|
| ★ Artificial Intelligence      | ★ Tech Community      |
| ★ Blockchain                   | ★ Open Source Design  |
| ★ Cloud, Containers and DevOps | ★ Open Education      |
| ★ Kernel and Platform          | ★ Mobile Technologies |
| ★ Database                     | ★ 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 2019

## Exhibition Program

## Conference Program

### Set-up days

**Wed, March 13,**  
5:00 pm - 10:00 pm

**Thu, March 14,**  
8:00 am - 12:00 pm

Exhibition halls will open for setup from 5:00 PM - 10:00 PM on Wednesday March 13. Exhibitors can also choose to arrive at the venue from 8:00 AM on Thursday morning March 14 to set up their booth.

*Wed, Mar 13, 3:00 PM Meet & Greet Cultural Walk and Dinner*

### Day 1, Thursday 14th March

12:30 PM Exhibition Doors Open  
1:00 PM Lunch Snacks  
2:00 PM VIP Tour at Exhibition  
6:00 PM Exhibition Doors Close

8:30 AM Registration  
9:30 AM Conference Opening  
11:00 AM Coffee Break  
11:20 AM Keynotes  
12:45 PM Lunch Break  
2:00 PM Conference Program  
5:30 PM Sessions End

*7:30 PM Speakers and Exhibitors Welcome Dinner*

### Day 2, Friday 15th March

9:30 AM Exhibitors Breakfast Snacks  
10:00 AM Exhibition Doors Open  
12:00 PM Exhibitors on Stage  
2:00 PM CodeHeat Award Ceremony  
3:00 PM Hackathon Opening  
4:00 PM Happy Hour Booth-Hop  
6:00 PM Exhibition Doors Close  
10:00 PM Hackathon Day Ends

10:00 AM Keynote Sessions and Technology Tracks  
12:00 PM Business Lunch (Invitation)  
6:30 PM Sessions End

*7:00 AM Cultural Morning Tour to Merlion Statue/Marina Bay  
7:30 PM Chinatown Snacks and Clarke Quay Pub Crawl*

### Day 3, Saturday 16th 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 Doors Close  
10:00 PM Hackathon Day Ends

10:00 AM Keynotes and Technology Tracks  
12:00 PM Event Group Photo  
6:30 PM Sessions End

*7:00 PM Social Event with Buffet, Live Music and Cultural Program*

### Day 4, Sunday 17th March

8:00 AM Hackathon Continues  
9:30 AM Exhibitors Breakfast Snacks  
10:00 AM Exhibition Doors Open  
12:00 PM Exhibitors on Stage  
4:00 PM Exhibition Ends  
Until 7:00 PM - Teardown

10:00 AM Technology Tracks  
2:30 PM Hackathon Pitches  
3:30 PM Hackathon Awards  
4:00 PM Closing Session  
5:00 PM Event Ends

*8:30 PM After-Event Dim Sum and Midnight Hacks at Hackerspace*



# HOST COUNTRY & 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 the 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.



## WHY SPONSOR THE SUMMIT?

- ★ If you use/adopt FOSS/Open Source inside your company, sponsoring a FOSS event is a great way to act as a good citizen of the society and enhancing your visibility in the global tech community.
- ★ Being a featured partner of the FOSSASIA Summit gives you direct access to skilled developers and Open Source leaders for recruitment.
- ★ As a sponsor of the event you gain a competitive advantage by introducing your FOSS solutions to developers and businesses and finding new business partners.
- ★ As a partner of FOSSASIA you access leading Open Tech experts, learn how to navigate the complex Open Source environment and integrate innovative FOSS solutions in-house.

## PRE-EVENT OUTREACH CAMPAIGNS

2019 is the 10-year anniversary of FOSSASIA. We are proud to be a pioneer of the Free and Open Source Software (FOSS) in Asia. We initiate and maintain many Open Source projects ourselves. At the same time we build a strong network of developers. To celebrate our achievements, we will launch:

- ★ **Open Tech Nights** campaign: We offer free accommodation for 100 FOSS developers in the region to support their participation in the summit.
- ★ **I Love Open Tech Day**: on February 14, we will send out thank you postcard to our active contributors and supporters of the last 10 years.
- ★ **10 years FOSSASIA Documentary**: We will release a magazine (book) featuring FOSSASIA projects, developers and companies who support us during our journey.

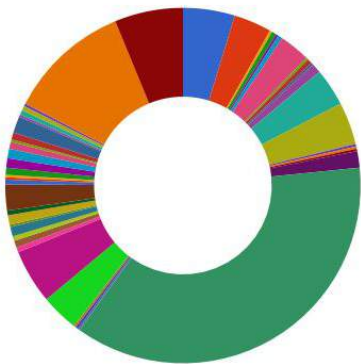


# SUMMIT ATTENDEES

IT professionals	Academic	Business	Government and NGOs
Developers of Software & Hardware, Sys-Admins, Application Maintainers	Students of Computer Science, Engineering, Law, Business Development, Researchers, PHD candidates	Senior Business Executives, VCs, Managers, Community Leaders	Minister, Top and Senior Level Representatives, Head of offices

## Numbers and Geography

- 3,301 people attended 2018 event over 4 days
- 203 speakers and 99 volunteers
- 17.2% female attendees
- Averaging an 12% year over year increase in attendee growth
- 87% of attendees visit sponsor exhibits onsite
- 61 nationalities with hundreds of attendees flying in
- 62.8% from Singapore, followed by India, US, Vietnam, Indonesia, Germany, Japan and others.
- 64.3% of attendees IT professionals
- 44% of attendees are interested in employment opportunities

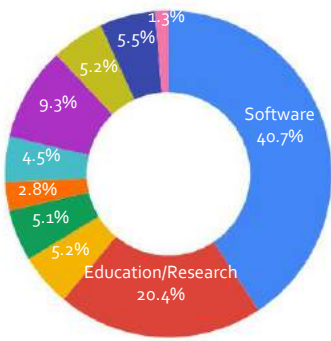


International Attendees break-down by country

India	36.5%	USA	11.2%
Vietnam	6.2%	Malaysia	4.9%
Indonesia	4.7%	Germany	3.9%
Australia	3.4%	Japan	3.4%
China	2.8%	Philippines	2.4%
		...	

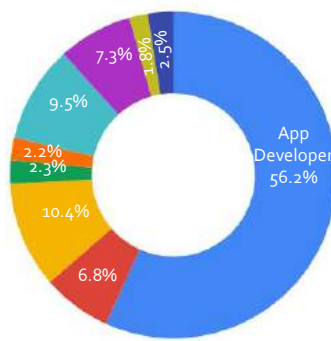


# Attendee Demographics



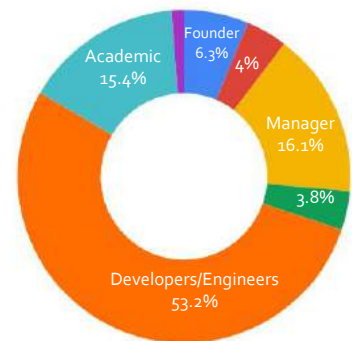
## Industry

Software / Platform 40.7%  
 Education / Research 20.4%  
 Hospitality 5.2%  
 Hardware / Electronics 5.1%  
 Government/ NGOs 2.8%  
 Insurance / Medical Service 4.5%  
 Banking / Finance 9.3%  
 Telecommunications 5.2%  
 Automotive /Transport 5.5%  
 Other 1.3%



## Expertise

Application Developer 56.2%  
 Data Scientist 6.8%  
 Security Specialist 10.4%  
 Hardware Engineer 2.3%  
 Designer 2.2%  
 Systems Admin 9.5%  
 Sales / Marketing 7.3%  
 Press / Analyst 1.8%  
 Other 2.5%



## Job Level

Founders 6.3%  
 Senior Management 4.0%  
 Manager 16.1%  
 Community Leaders 3.8%  
 Developer 53.2%  
 Academic 15.4%  
 Other 1.2%

# ATTENDING ORGANIZATIONS

- 401 unique companies and organizations attending in 2018
- 37.6% of attending organizations are global corporations
- 29% of attending organizations are startups and SMEs
- 2.8% are decision makers from government institutions and NGOs





# DIAMOND SPONSORSHIP

*US\$ 30,000*

*4 available*

*Contact*

*office@fossasia.org*

## Marketing & Recruiting Opportunities

- ★ **Exhibit booth**  
Size 2m x 6m
- ★ **Complimentary conference space**  
Complimentary use of a shared meeting space.
- ★ **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
  - Open Tech Night
  - 10 Years FOSSASIA
- ★ **Featured during developer award ceremony**

## Thought Leadership

- ★ **25 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
- ★ **2 passes for VIP Lunch** on opening day.
- ★ **Editorial interview and article on [blogs.fossasia.org](https://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 stage screens.
- ★ **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\$ 21,000

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.
- ★ **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 during developer award ceremony**  
Giving an award to the best developer of year selected through CodeHeat contest.

## Thought Leadership

- ★ **Conference Session + 5 Minute Plenary Lightning Talk**  
Sponsor to work directly with FOSSASIA on signoff for content of session.
- ★ **1 pass for VIP Lunch** on opening day.
- ★ **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 stage screens.
- ★ **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\$ 15,000  
8 available

Contact  
[office@fossasia.org](mailto:office@fossasia.org)

## Marketing & Recruiting Opportunities

- ★ **Exhibit booth**  
Size 2m x 2m
- ★ **Shared conference space**  
Shared use of a meeting space throughout conference.
- ★ **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 stage screens.
- ★ **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\$ 8,000

*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 stage screens.
- ★ **Recognition on event website**  
Prominent logo display on event main page.
- ★ **Recognition on event mobile application**

## Marketing & Recruiting Opportunities

- ★ **Exhibit booth**  
Size 2m 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 listed on event website



## BRONZE SPONSORSHIP

*US\$ 4,000*

*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 listed on event website

## 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 [2019.fossasia.org/exhibitors](https://2019.fossasia.org/exhibitors)

# SPONSORSHIP GRID AT-A-GLANCE

Advantages	Diamond (4 Available) \$30,000	Platinum (8 Available) \$21,000	Gold (10 Available) \$15,000	Silver (Unlimited) \$8,000	Bronze (Unlimited) \$4,000
<b>1 THOUGHT LEADERSHIP</b>					
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 VIP Lunch Invites	2	1			
1.4 Speaking Opportunity	25 Minute Keynote	5 Minute Plenary Lightning Talk + Conference Session	25 Minute Conference Session or BoF		
<b>2 COMMUNITY ENGAGEMENT &amp; BRAND AWARENESS</b>					
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	4x	3x	2x		
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	★	★	★	★	★
<b>3 CONFERENCE ACCESS</b>					
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	★	★	★	★	★
<b>4 MARKETING &amp; RECRUITING</b>					
4.1 Exhibit booth	2m x 6m	2m x 3m	2m x 2m	2 x 1.5m	table/ chairs
4.2 Complimentary meeting space	★	★	★		
4.3 Featured at Codeheat award ceremony	★	★			
4.4 Featured during pre-event campaigns	★				
4.5 Recruiting package	★	★	★	★	★



## Custom Sponsorship

*Contact*  
*office@fossasia.org*

### **Diversity Scholarship US\$5,000**

Participating companies will be recognized in emails, social media and during event as a supporter to diversity efforts. More importantly, many attendees who normally would not have the means to attend otherwise, will have the opportunity to participate in the event.

### **APAC Contributors Accommodation Sponsorship \$6,000**

This campaign called “Open Tech Nights” runs two/three months prior the event to encourage FOSS contributors in the region to join the summit by providing free accommodation in Singapore to selected developers. Selection is made based on their Open Source engagement over years. Participating companies will be featured throughout the entire campaign and during the event.

### **UNESCO Hackathon, US\$10,000**

Show how your company is supporting good causes and support the UNESCO hackathon about topics like sustainability and environmental challenges. A great opportunity to take advantage of our existing attendee base. 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. This opportunity can be taken by multiple companies.

# Custom Sponsorship

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## Attendee T-shirts US\$7,000 • 1 available

Includes your logo on sleeve of shirt. We will produce 1,000 T-shirts and only one sponsor logo will appear on the shirt.

## Breakfast, Snack & Tea Breaks US\$4,000

Feature your company during snacks for a day. Sponsorship includes large branded signage in break areas (exhibition hall), as well as recognition on event website.

## Coffee Sponsorship US\$5,000

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.

## Speakers & Exhibitors Welcome Dinner US\$7,000

An opportunity to host speakers and exhibitors and deliver your key message to a distinguished group. Sponsorship includes dinner in a restaurant before the event for a specified number of attendees, and promotion through all event channels.

## Social Evening Event US\$10,000

A great opportunity to support the community, make an announcement and more. Includes verbal recognition at the social event and sponsor signage throughout the social event venue. This is a special event open to all speakers, business attendees and attendees with social event passes.







FOSSasia



# fossasia



*Contact [office@fossasia.org](mailto:office@fossasia.org)  
to secure your sponsorship today.  
[events.fossasia.org](http://events.fossasia.org)*