



OpenTech  
SUMMIT

EUROPE  
Berlin  
2020

# Sponsorship Prospectus



Conference + Workshops + Exhibition:  
Wed 20 May - Thu 21 May

Dev Sprints:  
Fri 22 May

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**Be part of a leading Open Technology conference in Europe for developers, companies, educators, students and IT professionals since 2009 organized by OpnTec and TU Berlin on May 20/21, 2020.**

At the two day OpenTechSummit Europe developers, technologists, scientists, and entrepreneurs convene to collaborate, share information and learn about the latest in open technologies, including Artificial Intelligence software, Blockchain, DevOps, Cloud Computing, Database, Linux, Science, Hardware, Open Source Enterprise and more.

**Connect with the best and brightest developers at OpenTechSummit Europe.**

- |                                |                          |
|--------------------------------|--------------------------|
| ★ Artificial Intelligence      | ★ Tech Community         |
| ★ Blockchain                   | ★ Open Source Hardware   |
| ★ Cloud, Containers and DevOps | ★ Open Source Enterprise |
| ★ Kernel and Platform          | ★ Mobile Technologies    |
| ★ Database                     | ★ Web Technologies       |

**We offer sponsors unique opportunities 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
<b>Set-up</b> <b>Tue, May, 19</b> 5:00 pm -7:00 pm	Exhibition halls will open for setup from 5:00 PM - 7:00 PM.  <i>Tue, May 19, Afternoon Meet &amp; Greet</i>	
<b>Day 1, Wed</b> <b>20th May</b>	9:30 PM Exhibition Opens 5:30 PM Exhibition Closes	8:30 AM Registration 9:30 AM Conference Opening + Workshops 10:45 AM Coffee Break 11:00 AM Keynotes 12:20 Opening Group Photo 12: 30 Exhibition Tour and Lunch Break 2:00 PM Conference Program 5:30 PM Sessions End  <i>7:30 PM Social Event Dinner</i>
<b>Day 2, Thu</b> <b>21st May</b>	9:00 AM Exhibitors Breakfast 9:30 AM Exhibition Opens 5:30 PM Exhibition Closes Until 7:00 PM Teardown	9:30 AM Technology Tracks + Workshops + Coderdojo 12:00 PM Lunch 5:30 PM Sessions End  <i>7:30 PM Evening City Tour</i>
<b>DevSprint</b> <b>Friday</b> <b>22 March</b>		10:00 AM Brunch and Start of DevSprints 12:30 PM Group Photo 12:30 PM Lunch 5:00 PM End of DevSprints  <i>7:30 PM BBQ Dinner Event</i>

# Host Country and Venue



## Location

Berlin is a global tech hub with offices of the largest tech companies in Europe. With around 40,000 new companies founded each year, it is also the startup capital. And of course Berlin is the place of the fall of the wall and seat of the German government. The Open Source community and open tech conferences have a long tradition in the city. A perfect place for the OpenTechSummit.

OpenTechSummit is the place to meet Open Source developers and companies from across the world, that are leading technology development impacting businesses globally.

## Venue

The OpenTechSummit Europe is held at the TU Berlin, a prime location at the centre of Berlin in close proximity to the chancellery of Germany. The Technische Universität Berlin is Germany's first university to adopt the name "Technical University". 31,000 students study at the university in 115 degree programs. It is one of the largest institutes of technology in Germany.







## A Decade of Fostering Open Tech

Our first open tech event took place in 2009.

Since then we organized conferences and meetups around the world including in Belgium, Vietnam, Thailand, Cambodia, Japan, China, India, Germany, the US and many other places.

In 2015 we held the OpenTechSummit in Berlin as a follow-up event and with the support of the Linuxtag.

The top reasons that people attend open tech events are to learn about and evaluate new tech solutions and get hands-on experience in workshops, for networking and for recruitment purposes (both recruiters and job seekers).

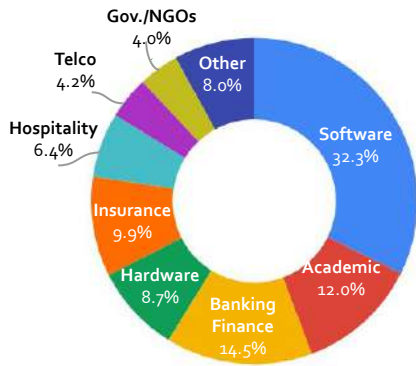
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**12 x OpenTechEvents 2019 • 2 Continents •  
76 Delegate Countries • 473 Speakers • 512 Sessions  
and Workshops • 500+ Companies • 80+ Universities**

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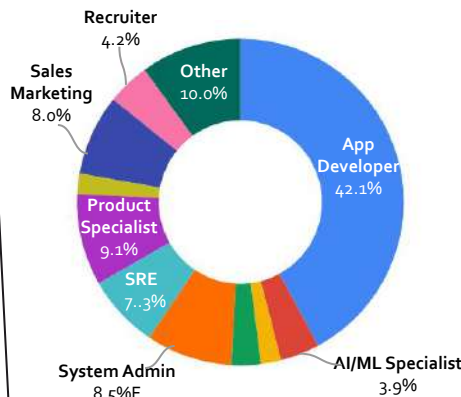


# Attendee Professional Profile



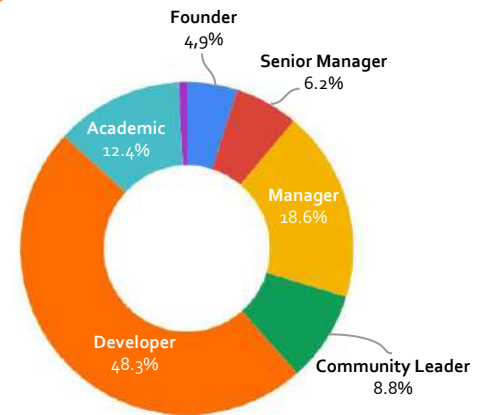
## Industry

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





# Europe

## OpenTech in Berlin

20-21 May 2020



OpenTechSummit Europe is a two day event for developers, technologists, academics and decision makers from government and business to learn and share knowledge at talks and workshops about Open Tech - software and hardware solutions and discuss opportunities with upcoming technologies.

**OpenTechSummit covers established technology solutions, as well as emerging projects. By bringing leading technologists together in one place the event provides a unique forum for defining and advancing technology development.**

### Attendees join the event to

- ☐ Learn about the latest trends in open source
- ☐ Explore career opportunities with the top tech companies
- ☐ Access leading developers experts
- ☐ Find out how others have used open source to gain efficiencies
- ☐ Gain a competitive advantage by learning about innovative open tech solutions
- ☐ Find out what leading companies are doing, and where technology is heading

### Sponsorship Benefits

- ☐ Valuable mindshare from developers and technologists
- ☐ Increase brand awareness and recognition
- ☐ Talent Recruitment
- ☐ Showcase Products & Technologies
- ☐ Create New Partnerships
- ☐ Generate Sales Leads
- ☐ Community participation in your projects
- ☐ Discuss strategic partnerships with technical product managers from other companies.
- ☐ Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior executives
- ☐ Associate your brand with one of the fastest growing technology communities

### Lucky Draw or Gadget Sponsorship



Lucky Draw Prize: Pocket Science Lab converts phones into full measurement instruments like an Oscilloscope, Multimeter, Logic Analyzer, Robot control and much more. It comes with a mobile app.



Gadget: Magic Badges are LED Badges that can be controlled through a mobile app using Bluetooth.



# SPONSORSHIP AT-A-GLANCE

## OpenTechSummit Europe

### Berlin, Germany

### 20-21 May 2020

Advantages*	Diamond (3 Available) EUR 22.000	Platinum (6 Available) EUR 16.000	Gold (8 Available) EUR 10.000	Silver (Unlimited) EUR 5.000	Bronze (Unlimited) EUR 2.500
<b>1 THOUGHT LEADERSHIP</b>					
1.1 Editorial Interview/article on blog: Editor to determine final content and delivery date	★				
1.2 Speaking opportunity: Speaker and content to be approved by content team. No sales & marketing pitches.	20 Minute Opening Keynote	10-minute Opening Keynote or Conference Session	25 Minute Conference Session or BoF		
1.3 Lightning Talk: Technology or Product Presentations (To be approved by content team. No sales & marketing pitches.)	★	★	★	★	★
<b>2 COMMUNITY ENGAGEMENT &amp; BRAND AWARENESS</b>					
2.1 Featured on photo booth background	★	★			
2.2 Recognition during opening	★	★	★		
2.3 Sponsor designation in press releases	★	★	★		
2.4 Social media promotions of sponsorship	3x	2x	1x		
2.5 Recognition in pre/after event email	★	★	★	★	
2.6 Keynote stage branding	★	★	★		
2.7 Recognition on event website	★	★	★	★	★
<b>3 CONFERENCE ACCESS</b>					
3.1 Full conference pass(es)	20	12	8	4	2
3.2 Social event pass(es)	8	6	4	2	2
3.3 20% Discount additional event passes	★	★	★	★	★
<b>4 MARKETING &amp; RECRUITING</b>					
4.1 Exhibit space (includes table/chair)	4m x 2m	3m x 2m	2m x 2m	1.5m x 1.5m	table/ chair
4.2 Featured during pre-event campaigns	★				
4.3 Recruiting package (signage and listing on job wall)	★	★	★	★	★

\* Rates excluding tax (Mehrwertsteuer)



# Additional Sponsorship Options\*

\* Rates excluding tax (Mehrwertsteuer)

## **Attendee T-shirt | EUR 5,000 and Up**

We will produce 500 T-shirts and only one company logo will appear on the sleeves of the shirts.

## **Breakfast, Snack, Coffee Break | EUR 3,000 and Up**

Sponsorship includes large branded signage in break areas.

## **Lunch Sponsor | EUR 4,000 and Up**

Feature your company during lunch with signage and get recognized on the website.

## **Coffee Sponsorship | EUR 4,000 and Up**

Attendees will receive premium coffee. There will be a sign indicating your support at the coffee stand.

## **Social Evening | EUR 4,000 and Up**

You will be prominently displayed and mentioned.

## **Lucky Draw | EUR 4,000 and Up**

Sponsor receives complete sign up data of the day.

## **Workshop Track | 50 pax, EUR 9,000 / 100 pax, EUR 16,000**

We organize a one-day workshop for a targeted group; including dedicated registration, facilities and catering.

## **Diversity Scholarship | EUR 8,000 and Up**

With your support International attendees with a diversity background will participate in the event.

## **Gadget Sponsor | EUR 2,000 and Up**

Attendees will receive an open tech gadget like a magic LED badge with info material and a sign indicating your support.

# SME EXHIBIT BOOTH

## Starting at 900 EUR\*

*Euro 1400 (Standard)*

*Euro 1100 (Before Mar. 20, 2020)*

*Euro 900 (Before Feb. 5, 2020)*

*\* Rates excluding tax  
(Mehrwertsteuer)*



## Limited Availability

### Exhibit Table Booth

- ★ Feature your company in the exhibition hall
- ★ Connect with businesses and partners
- ★ Take advantage of our attendee base for your sales or recruitment

### Exhibit Option Includes

- ★ One table with top signage
- ★ Power socket
- ★ 3 exhibitor passes
- ★ 1 social event pass

### Presentation Option

- ★ Lightning Talk (Technology or Product Presentations. To be approved by content team. No sales & marketing pitches.)

## *Book Now*

[opentechsummit.eu/exhibitors](https://opentechsummit.eu/exhibitors)







FOSSasia



# OpenTech SUMMIT



*Contact us to secure your  
sponsorship today.*

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