foss asia

OpenTechSummit
Online 2022

Sponsorship Prospectus

**Presentations + Workshops + Dev Meetings:
Thu 7 April - Sat 9 April**

summit.fossasia.org

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The FOSSASIA OpenTechSummit is Asia's leading Open Source conference for young developers, companies, and IT professionals.

FOSSASIA held its first summit in 2009 in Vietnam. The main event takes place in Singapore since 2015. Other events are run in Thailand, Myanmar and India. FOSSASIA is the first stop for young developers to learn about open source development, dev tools and business opportunities in tech. For example one third of the Github top 100 developers in India are FOSSASIA members.

Our 2021 online summit attracted over 3100 registered attendees. The top reasons for attending are an interest in technology development, recruitment (both recruiters and job seekers), and business networking.

Asia's best and brightest technologists gather at the FOSSASIA Summit.

★ Artificial Intelligence
★ Database
★ Kernel and Platform
★ Science and Tech
★ FOSS Community

★ DevOps, Cloud
★ Security, Privacy, Digital Sovereignty
★ Hardware, Firmware, Chips
★ Web & Mobile Technologies
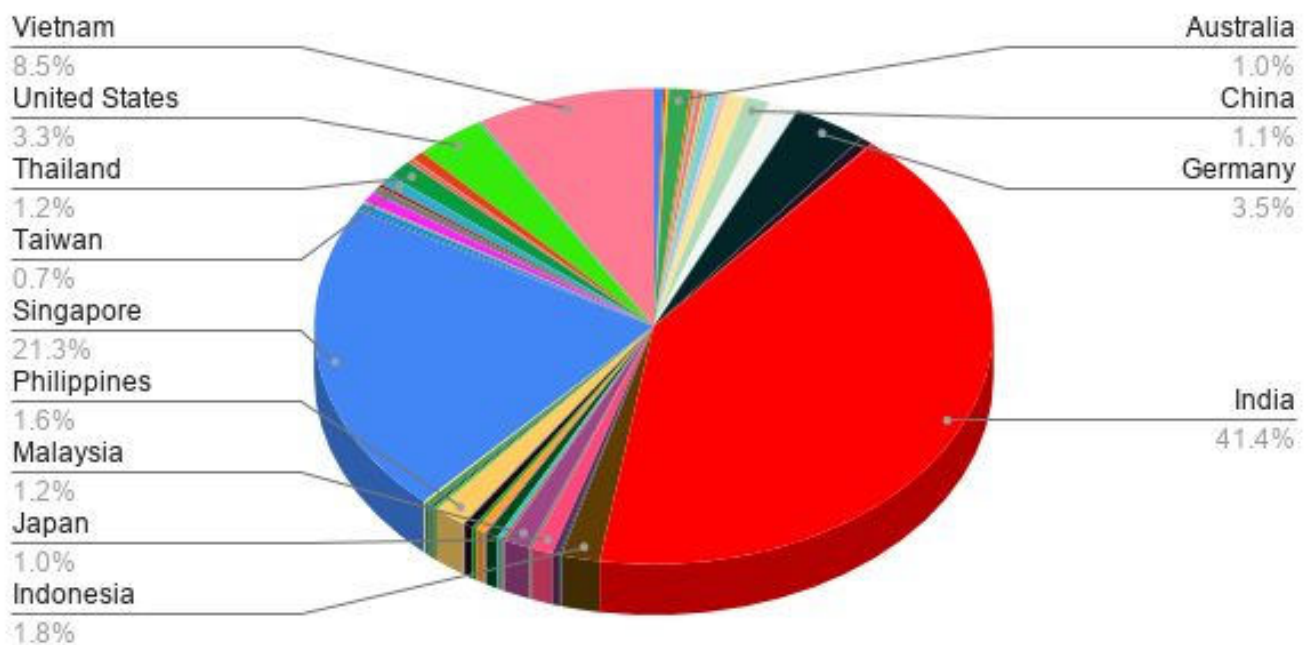★ FOSS Solutions for Global Issues

Become a sponsor and tap into the world's fastest growing markets, discover new business opportunities, increase awareness for products among technology multipliers and recruit outstanding talents.

Attendees in Online Sessions

More than 3100 attendees registered in the 2021 virtual FOSSASIA Summit. 255 speakers shared insights in talks, panels and workshops. Early afternoon sessions attracted over 200 unique participants and an average of 115 logged in users. Additionally thousands of people watch sessions on YouTube and other channels.

Attendee Breakdown in Demographics

Vietnam 8.5%
United States 3.3%
Thailand 1.2%
Taiwan 0.7%
Singapore 21.3%
Philippines 1.6%
Malaysia 1.2%
Japan 1.0%
Indonesia 1.8%
Australia 1.0%
China 1.1%
Germany 3.5%
India 41.4%

Attendees from 77 countries

FOSSASIA Virtual Summit 2021

Software Developer	627
Student	197
Founder	158
Business Strategist	137
Executive Director	86
Salesperson	66
Information Technology Consultant	64
Technology Manager	64
Engineer	47

Why do people attend the event?

- ❏ Learn about open source development and tools
- ❏ Explore career opportunities
- ❏ Access leading developer experts
- ❏ Connect with potential business partners and clients in APAC
- ❏ Find out how others are using open source to gain efficiencies
- ❏ Gain a competitive advantage with open tech solutions
- ❏ Learn about new technology trends

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 leading technology communities

Sponsorship Options

- ❏ Custom Track or Dev Sprint
- ❏ Co-Host Hackathon
- ❏ FOSSASIA Summit Sponsorship

FOSSASIA Summit 2022 (Virtual)
Sponsorship Grid at a Glance

Advantages	Platinum US$12,000	Gold US$7,500	Silver US$4,000
Logo Placement: on event page of virtual platform throughout the conference	X-Large (top)	Large (second)	Medium (third)
Keynote opportunity: Open Source session to be approved by FOSSASIA content team	20-minute Keynote	20-minute Keynote	
Talk or workshop opportunities: Featured talks or workshop session aligned with event theme (to be approved by content team)	1h		
Panel session or presentation: Sponsor's custom topic aligned with event theme	55 mins	55 mins	55 mins
Sponsor designation in session room name: One session room is labelled with your company name or a custom name of your choice.	★		
Opt-in custom mail: FOSSASIA sends out an email with customized content provided by sponsors to opt-in attendees list	★		
Opening and closing session recognition: Company and logo on slides during opening session	Full Slide with MC mentions	X-Large logo on Gold sponsor slide with MC mentions	Large logo on silver sponsor slide with MC mentions
Featured in Breaks: Sharing sponsor logo on slides and/or information in event breaks.	Full Slide	X-Large logo on shared slide	Large logo on shared slide
Video publication after event: Sessions published on FOSSASIA channels after event	★	★	★
Newsletter pre- and post-event blasts: Mentioning of company sponsorship in FOSSASIA mail outs to 30k developers and decision makers	In top content area	In top content area	In silver partner section
Attendee emails: Recognition in pre/after event email to attendees	In top content area	In top content area	In partner section
Social media promotion: Sponsor will be announced in FOSSASIA Event Twitter, LinkedIn event page, Facebook, Mastodon, and Instagram	3 x Tweets 2 x On other channels	2 x Tweets 1 x On other channels	1 x Tweet 1 x On other channels
Job announcements: Post on FOSSASIA Job board on Linkedin Group with 8.5k devs	2 x	2 x	1 x
Dedicated profile page on exhibition: Listing in exhibition area with company logo, short description, link to slide deck and video	Top position	Secondary position	Tertiary position

* Book now at summit.fossasia.org/sponsors

Custom Theme Track or Dev Sprint

$20,000 | **Contact** office@fossasia.org

1 Day Sponsored Content and Speakers

One-day 6-hour professional workshop track or dev sprint promoting your company's services and Open Source products. We will help you to reach your target audience and goals by:

- Inviting developers or students in FOSSASIA network across Asia
- Featuring your schedule and speakers
- Promoting during pre-marketing campaign of the FOSSASIA Summit
- Providing a dedicated sign-up and a video platform
- Providing contact info of registrants

Hackathon Co-Host

$25,000 | **Contact** office@fossasia.org

24 hours Online Hackathon with Custom Challenges

FOSSASIA runs regular hackathons with partners in the APAC region to tackle predefined challenges. We will help you to reach your target audience and goals by:

- Organizing and facilitate 24-hour online Hackathon
- Providing a concept and infrastructure
- Aligning with co-host on expectations and outcomes
- Inviting developers and students in FOSSASIA network across Asia
- Promoting Hackathon during pre-marketing campaign of the FOSSASIA Summit
- Providing a dedicated sign-ups
- Providing contact info of registrants
- Inviting mentors to support participants (optional)

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Reach out to us at
office@fossasia.org
to secure your sponsorship today.