THE LINUX FOUNDATION

2018 Event Sponsorship Prospectus

"We met some of the brightest and most talented attendees, and learned first-hand from industry leaders. The Linux events and sponsorship team made sure we had everything we needed for a successful event. We're looking forward to more Linux Foundation events in the future!" -EMC

TABLE OF CONTENTS

Additional 2018 events will be added shortly as dates are finalized including Cloud Foundry Summit EU, and more.

"The Linux Foundation events continue to stay 2 steps ahead of the leading edge in innovation and deliver technical education, networking and best practices like no other show. What I also like is the ability to connect with key people and not feel overwhelmed with crowds. Kudos on the effort to make it an inclusive and diverse conference. A must-attend conference on my open source and technology events calendar."

NITHYA A. RUFF, SENIOR DIRECTOR,
OPEN SOURCE PRACTICE, COMCAST

2018 EVENTS BY DATE

MARCH

Open Source Leadership Summit
March 6-8, 2018 |Fairmont Sonoma Mission Inn, Sonoma Valley, CA
CFP Close Date: January 21, 2018 | Schedule Announced: February 6, 2018

Embedded Linux Conference & OpenIoT Summit North America
March 12-14, 2018 |Hilton Portland, Portland, OR
CFP Close Date: January 7, 2018 | Schedule Announced: January 25, 2018

Open Networking Summit
March 26-29, 2018 | Intercontinental Downtown LA, Los Angeles, CA
CFP Close Date: January 14, 2018 | Schedule Announced: February 8, 2018

APRIL

Cloud Foundry Summit
April 18-20, 2018 | Boston Convention Center, Boston, MA
CFP Close Date - Friday, December 8, 2017
Schedule Announced - Week of January 31, 2018

Linux Storage Filesystem & MM Summit
April 23-25, 2018 | Lodges at Deer Valley, Park City, Utah

MAY

KubeCon + CloudNativeCon Europe
May 2-4, 2018 | Bella Center, Copenhagen, Denmark
CFP Close Date and Schedule Announced Date will be published shortly

JUNE

Automotive Linux Summit
June 20-22, 2018 | Tokyo Conference Center Ariake, Tokyo, Japan
CFP Close Date: March 18, 2018 | Schedule Announced: April 24, 2018

Open Source Summit Japan
June 20-22, 2018 | Tokyo Conference Center Ariake, Tokyo, Japan
CFP Close Date: March 18, 2018 | Schedule Announced: April 24, 2018

LinuxCon + ContainerCon + CloudOpen China
June 25-27, 2018 | China National Convention Center, Beijing, China
CFP Close Date: March 4, 2018 | Schedule Announced: April 4, 2018

AUGUST

Linux Security Summit
August 27 & 28, 2018 | Vancouver, B.C.

Open Source Summit North America
August 29-31, 2018 | Vancouver Convention Centre, Vancouver, B.C.
CFP Close Date: April 29, 2018 | Schedule Announced: June 13, 2018

SEPTEMBER

Open Networking Summit Europe
Sept 25-27, 2018 | Amsterdam, The Netherlands
CFP Close Date: June 24, 2018 | Schedule Announced: July 31, 2018

OCTOBER

JS Interactive
October 10-12, 2018 | Vancouver, BC

Open Source Summit Europe
October 22-24, 2017 | EICC, Edinburgh, United Kingdom
CFP Close Date: July 1, 2018 | Schedule Announced: August 14, 2018

Embedded Linux Conference Europe
October 22-24, 2017 | EICC, Edinburgh, United Kingdom
CFP Close Date: July 1, 2018 | Schedule Announced: August 14, 2018

KVM Forum
October 24-26, 2017 | EICC, Edinburgh, United Kingdom

Linux Security Summit
October 25 & 26, 2018 | Edinburgh, UK

NOVEMBER

Linux Kernel Summit
November 12-15, 2018 | Vancouver, BC
Maintainer Summit | November 12, 2018

Linux Plumbers Conference
November 13-15, 2018 | Vancouver, BC

KubeCon + CloudNativeCon China
November 14 & 15 | Shanghai, China

DECEMBER

KubeCon + CloudNativeCon North America
December 11-13, 2018 | Washington State Convention Center, Seattle, WA
CFP Close Date and Schedule Announced Date will be published shortly

THE LINUX FOUNDATION

Technologies Covered By Event:

Linux Kernel & Subsystems, Systems Administration

Open Source Summit, Embedded Linux Conference, Automotive Linux Summit, Linux Plumbers Conference, Linux Kernel Summit, LSF-MM Summit, Linux Security Summit, LC3 China

Containers, Cloud & Cloud Native Applications

Cloud Foundry Summit, CloudNativeCon, KubeCon, Open Source Summit, Xen Developer Summit, KVM Forum, LC3 China

DevOps, Automation, CI/CD, Microservices, Monitoring, Configuration Management, Cloud Infrastructure

Open Source Summit, Cloud Foundry Summit, CloudNativeCon, KubeCon, LC3 China

Applications

Node.js Interactive, APIStrat

Networking, Orchestration, SDN/NFV

Open Networking Summit, Open Source Summit, Open vSwitch Conference, LC3 China

Industrial IoT, Embedded, Mobile, Device Management, Real Time, Robotics & Automotive

OpenIoT Summit, Embedded Linux Conference, Automotive Linux Summit, LC3 China, Open Source Summit

Artificial Intelligence, Machine Learning, Big Data & Data Science

Open Source Summit, LC3 China

Ecosystem, Community & Professional Open Source

Open Source Leadership Summit, Open Source Summit, LC3 China, Open Compliance Summit

Invitation-Only Events

LSF-MM Summit, Kernel Summit & Open Source Leadership Summit

Linux Foundation events are where 25,000 of the world's leading technologists meet to share ideas, learn and collaborate.

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, cloud architects, network 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 partners with member companies and others to help them navigate the world of open source and best understand how to work in person with crucial but often hard to reach audiences. 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.

2017 LF EVENT **AUDIENCE SNAPSHOT**

ATTENDANCE

25,000+ attendees
25% YoY Growth

REPRESENTING

4,500+ organizations
Including corporations, associations and
academic institutions worldwide

FROM

85 countries
With representatives from US, Japan,
Germany, Korea, UK and many more

AUDIENCE BY COMPANY SIZE

COMPANY SIZE		SUM OF %
	1 - 99	26%
	100 - 499	16%
	500 - 4999	16%
	5000 - 9999	5%
	10000+	37%

More than
56%
attendees are
from the US

2017 LF EVENT **AUDIENCE SNAPSHOT** (CON'T)

AUDIENCE BY JOB FUNCTION

Development / Engineering	40%
DevOps / System Administration	20%
IT / Dev Manager, Director & VP	13%
Executive Management	7%
Marketing / Sales	6%
Student / Academic	6%
Product	4%
Press / Analyst	2%
Other	2%
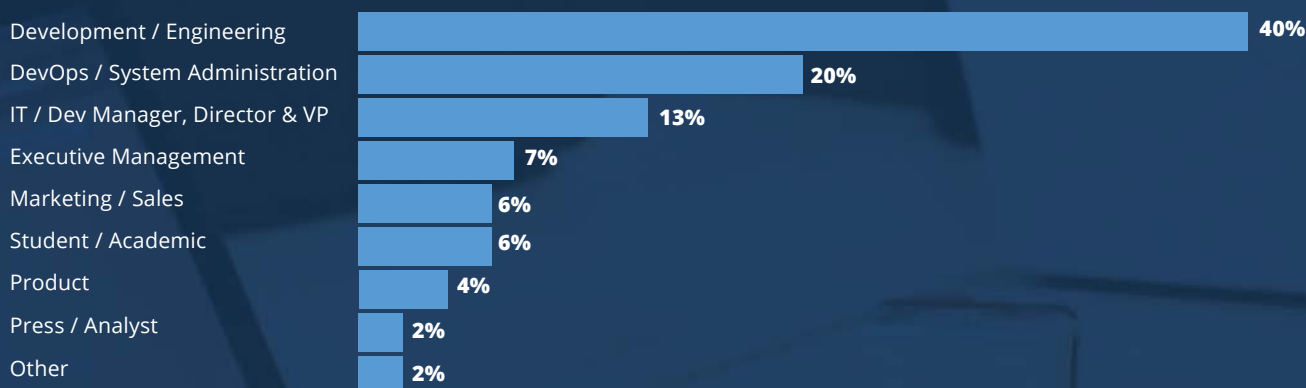
PRESS & SOCIAL MEDIA

Linux Foundation events are highly engaging and interactive.
Our 2017 events generated:

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

AUDIENCE BY INDUSTRY

- Solutions Provider / IT Consultancy **2%**
- Carriers / Telecom **5%**
- Associations / Trade Groups / Foundations **6%**
- Other **13%**
- Education / Research **4%**
- Software / Internet **48%**
- Hardware / Computers / Electronics **22%**
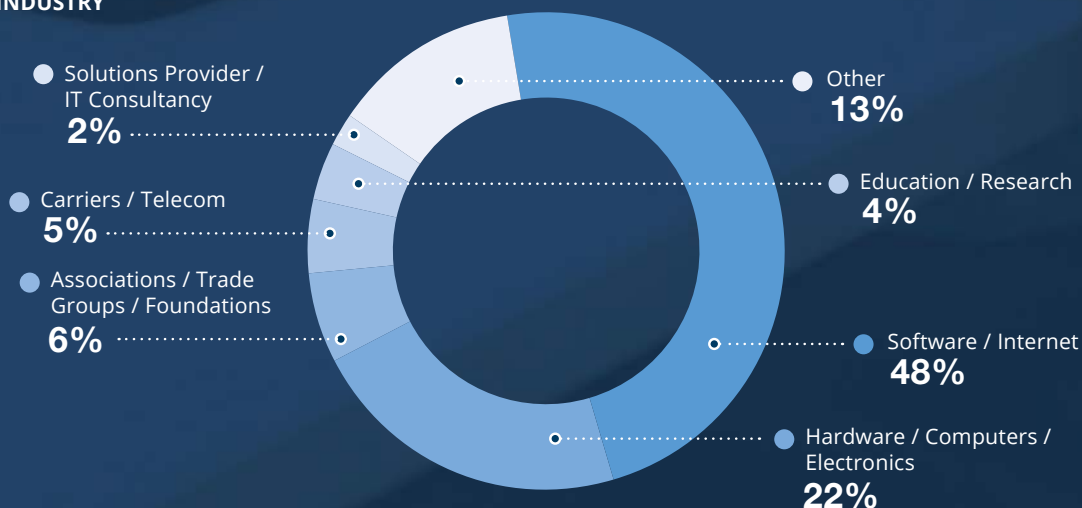
OPEN SOURCE
LEADERSHIP SUMMIT

March 6-8, 2018 | Fairmont Sonoma Mission Inn, Sonoma Valley, CA

Where industry leaders convene to drive digital transformation with open source technologies and learn how to collaboratively manage the largest shared technology investment of our time.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver innovative products and services to their users and customers, companies must learn directly from the senior technologists and thought leaders who steer the most widely used and influential projects.

The Linux Foundation Open Source Leadership Summit (OSLS) is the premier forum where these leaders convene to drive digital transformation with open source technologies and learn how to collaboratively manage the largest shared technology investment of our time.

An intimate, by-invitation only event, Open Source Leadership Summit fosters innovation, growth and partnerships among the leading projects and corporations working in open technology development. It is a must-attend for business and technical leaders looking to advance open source strategy, implementation and investment.

The Linux Foundation is home to more than 100 of the most important open source projects in the world, including Automotive Grade Linux, Cloud Foundry Foundation, Cloud Native Computing Foundation, Hyperledger, Node.js, Open Network Automation Platform and many more. Participation in Open Source Leadership Summit by senior leaders of these projects makes it an event that defines the future of software development and innovation.

"The only event where I can meet all of the key leaders across the open source cloud computing projects in person. The chance to talk in person, share aspirations and wrestle with new ideas this year have already resulted in collaboration... The institutional knowledge about open source represented by the participants is inspiring. This is an event that can help us build a better software industry."

SAM RAMJI, VP PRODUCT MANAGEMENT, GOOGLE

SPONSORSHIP OPPORTUNITIES

Executive Dinner Sponsorship
$22,000

The Linux Foundation will assist you in inviting 20 attendees of OSLS 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 OSLS

Upgrade to 40 attendees - $37,000
Executive Lunch for 20 - $20,000
Executive Lunch for 40 - $33,000

A limit of two dinner and two lunch sponsorships are available.

Co-Host Sponsorships (2 Available) - $40,000
Gain valuable mindshare as a co-host of this prestigious event.

Benefits include:
- Executive Dinner or Lunch for 20
- Logo prominently displayed in plenary session
- Recognition during opening plenary session
- Private meeting room for duration of event
- Assistance with press bookings at event
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 10 Invitations to OSLS

Attendee Cocktail Reception (2 Available) - $20,000

Benefits include:
- Logo prominently displayed at one reception
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 6 Invitations to OSLS

Attendee Lunch Sponsorship (3 2 Available) - $15,000

Benefits include:
- Logo prominently displayed at lunch for one day
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 4 Invitations to OSLS

Attendee Breakfast & Breaks Sponsorship (3 2 Available) - $10,000

Benefits include:
- Logo prominently displayed on breakfast/break buffets for one day
- Sponsor designation in press releases and email promotions
- Access to event press list
- Logo on event signage and on home page of event website
- 4 Invitations to OSLS

Embedded Linux Conference
North America

OpenIoT Summit
North America

March 12-14, 2018 | Hilton Portland, Portland, OR

Embedded Linux Conference (ELC) has been the premier vendor-neutral technical conference for the past 13 years for companies and developers using Linux in embedded products.

After a decade of collaboration, the conference extended its scope to include user-space developers - the people building applications on embedded Linux - and has become the preeminent space for product vendors as well as kernel and systems developers to collaborate with these influential technologists.

Who Attends:
- Kernel Developers and System Developers
- User Space Developers
- Product Vendors
- System Architects
- Firmware Developers
- Software Developers
- Application Developers

OpenIoT Summit is a technical conference for the developers and architects working on industrial IoT. The new industrial transformation - Industry 4.0 - requires a highly skilled pool of software engineers, developers, programmers and architects, specializing in a number of disciplines across the ecosystem.

OpenIoT Summit joins the technical experts paving the way for this transformation, along with those looking to develop the skills needed to succeed, for education, collaboration and deep dive learning opportunities.

Unlike other IoT events, OpenIoT Summit is specifically for technologists. It is a technical event created to serve the unique needs of system architects, firmware developers and software developers in the booming IoT ecosystem. Experts from the world's leading companies and open source projects will present the information needed to lead successful IoT developments and progress the development of IoT solutions.

"ELC/OpenIOT Summit was one of the most exciting conferences I've been to in recent years, there were far too many interesting talks for me to attend all I wanted and it was a great opportunity to connect with people in the community."
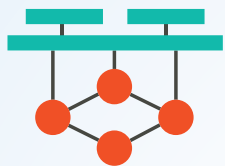
MARK BROWN, KERNEL WORKING GROUP TECHNICAL LEAD, LINARO

Over 800 participants will attend in 2018.

SPONSORSHIP OPPORTUNITIES

	DIAMOND ~~4 AVAILABLE~~ **3 AVAILABLE**	PLATINUM ~~8 AVAILABLE~~ **7 AVAILABLE**	GOLD ~~10 AVAILABLE~~ **9 AVAILABLE**	SILVER UNLIMITED	BRONZE UNLIMITED
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Onsite Recognition during Opening Keynote Session: By Event emcee.	•	•	•		
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. *Speaking slots based on availability.*	15 Minute Keynote	5 Minute Plenary Lightning Talk OR Conference Session	Conference Session or BoF		
Social Media Promotion of Sponsorship: From The Linux Foundation account - 261k followers.	4x	3x	2x		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Conference Room	Private Use - 1 Day	Private Use - 1/2 Day	Private Use - 2 Hours		
Collateral Distribution: Laid out in a prominent location near registration.	•	•	•		
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach.	•	•	•	•	
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•	•
Exhibit Booth: Includes counter with graphic, and stools. Upgrade options available.	10'w x 10'd	10'w x 10'd	6'w x 6'd	6'w x 6'd	6'w x 4'd
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	3	2	2	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	25	20	15	10	5
Partner Reception Passes	6	4	2	2	2
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage.	•	•	•	•	•
Sponsorship Cost	**$42,000**	**$30,000**	**$20,000**	**$15,000**	**$8,000**

*Start-ups may secure a Bronze Sponsorship for US$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than $5M in annual revenue; and (3) Have less than 30 employees at signing of contract.

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details on this event or discuss custom/MPO options.

March 26-29, 2018 | Intercontinental Los Angeles, Los Angeles, CA

The industry's premier open networking event brings together enterprises, carriers and cloud service providers across the ecosystem to share learnings, highlight innovation and discuss the future of Open Source Networking.

ONS is the largest, most comprehensive and most innovative Networking and Orchestration event in the world. This is the only industry event where attendees can:

- Hear from industry visionaries and leaders on the future of Networking beyond SDN/NFV
- Attend deep technical tracks on topics that are here today, tomorrow and on the horizon
- Learn from the use cases of your peers as consumption of Open Source Networking is the "new norm" and mandated by most Enterprise CIOs, Carrier CTOs and Cloud Executives

For the past seven years, ONS has united the networking industry ecosystem of network operators, both disruptive and incumbent vendors, open source projects, leading researchers and investors to discuss breaking SDN and NFV developments for immediate impact to shape the future of the networking industry.

As a Linux Foundation event, ONS continues to build on its successes as the premier open source networking event sharing the future of SDN/NFV/Orchestration by further growing the community and accelerating adoption of these technologies. We have optimized 2018 for DevOps & Technical tracks, as well as Business/Executive Leadership tracks across the Ecosystem.

ONS 2018 is the best forum for companies to strengthen their brand, establish thought leadership, connect with both end customers and partners, showcase innovative products and drive the transformation in the emerging open source networking industry.

"ONS is the landmark SDN show right now and it's a unique show that brings together many different aspects of the industry. It covers telco adoption, cloud adoption, there is more and more discussion of what enterprises of varying sizes—starting with the largest and starting in verticals like financial services—will do with SDN. Of course, the vendors across all those markets are here." - BRAD CASEMORE

IDC

2000+ Attendees in 2018

SPONSORSHIP OPPORTUNITIES

	DIAMOND 3 AVAILABLE	PLATINUM 5 AVAILABLE SOLD OUT	GOLD 6 AVAILABLE	SILVER 10 AVAILABLE 9 AVAILABLE	BRONZE* UNLIMITED
Editorial Interview and Article on Linux.com: Over 1M unique visitors per month. Linux Foundation to determine final interview content and delivery date.	•	•			
Included Add-On Event Sponsorship: At no additional cost. Sponsorship includes sponsor branding throughout evening event or developer lounge.	Evening event co-sponsor	Developer Lounge co-sponsor			
Keynote Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.	20 Minute Keynote Talk	Keynote Lightning Talk (5-7 min) or Panel Discussion Participation	Keynote Panel Discussion Participation		
Conference Track Speaking Opportunity: Moderator, panel participant or joint session with customer. All sponsor content must be approved by Program Committee and Linux Foundation. Speaking slots based on availability.	Tutorial or Conference Session	Tutorial or Conference Session	Conference Session Only		
Assistance with Press Bookings: Helping you get the most of your onsite announcements.	•	•	•		
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•	•		
Conference Room	Throughout Event	Throughout Event	One Day of Event	4 hours total	
Company Logo: Included in all event email marketing.	•	•	•	•	
Social Media Promotion of Sponsorship: From The Linux Foundation account - 261k followers.	Yes (5x)	Yes (3x)	Yes (2x)	Yes (1x)	
Partner Reception Passes: Invitations to our exclusive onsite event for speakers, press and invited guests.	8	6	4	2	1
Exhibit Booth: Includes counter with graphic, and stools. Upgrade options available.	20x10 with backwall	15x10 with backwall	10x10 with backwall	10x10 with backwall or Kiosk with graphic	Kiosk with graphic
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	5	3	2	2	1
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach.	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage.	•	•	•	•	•
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	40	30	20	10	5
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	$120,000	$90,000	$60,000	$30,000	$15,000*

*Start-ups may secure a Bronze Sponsorship for US$8,000 provided they: (1) Have been in business less than 3 years; (2) Have less than $5M in annual revenue; and (3) Have less than 30 employees at signing of contract.

Members of The Linux Foundation and LF Projects receive a 5% sponsorship discount; 7% when signing up for multiple events at once. Receive a 20% combo discount if you sign up for ONS NA & EU 2018 at the Diamond, Platinum or Gold levels.

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details on this event or discuss custom/MPO options.

CLOUD FOUNDRY SUMMIT

April 18 - 20, 2018 | Boston Convention Center, Boston, MA

Cloud Foundry Summit is the premier event for enterprise app developers. Want to focus on innovation and streamline your development pipeline?

From startups to the Fortune 500, Cloud Foundry is used by enterprises around the globe to automate, scale and manage cloud apps throughout their lifecycle. Cloud Foundry Summit is the premier event for end users to learn the platform from those who build and use it every day. Join thousands of developers in Boston to learn how to run apps at scale - using a platform or containers on multiple clouds.

Sponsoring this event is a unique opportunity to gain valuable mindshare of an elite audience of technical pioneers defining the new application delivery platform for cloud and the enterprise.

Cloud Foundry Summit 2017 brought together more than 1,600 attendees from 24 countries and showcased information from innovators and technical leaders at companies including Comcast, Liberty Mutual, Allstate and more. Join Summit 2018 for even more incredible community building, cross-company collaboration and cutting-edge training.

By sponsoring this event, you will join other prominent and previous industry sponsors such as Dell EMC, GE, Google, Huawei, IBM, and SAP in supporting the growth and innovation of Cloud Foundry, the fast-growing industry-standard platform for building the next generation of enterprise applications.

SPONSORSHIP AT-A-GLANCE

To secure your sponsorship, please contact Devin Davis at ddavis@cloudfoundry.org.

CLOUD FOUNDRY SUMMIT

	PLATINUM 5 AVAILABLE	**GOLD** 10 AVAILABLE	**SILVER** 10 AVAILABLE	**BRONZE** 10 AVAILABLE	**STARTUP*** UNLIMITED
Analyst Event	•				
Sponsor Designation in Press Release: Recognition as platinum sponsor in body of release	•				
Track Sponsorship: Program co-chair & (1) 10 minute introduction to the track	•				
Cloud Foundry Video Series: We interview you and your customers onsite to produce a range of videos that are shared across marketing channels (email, social, web, ads)	•				
Collateral Giveaway at Registration	•				
Passes to Executive Networking Event	2				
Keynote Stage Sponsor Recognition	•	•			
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by Cloud Foundry	•	•			
Speaking Opportunity: Sponsor to work directly with Cloud Foundry on sign off for content of session	(30) Minute session within sponsor's track	(5) Minute Lightning Talk in a Breakout Session			
Demo Theater: Located in the Foundry	(20) Minute Demo	(20) Minute Demo			
Executive Meeting Room	Exclusive use for duration of event	Bookable for (1) 2-hour meeting or (2) 1-hour meetings during event			
Sponsor Video Playing on Looped Screens (up to 1 minute, no audio)	3x Frequency	2x Frequency	1x Frequency		
Sponsor Message in Attendee Post-Conference Email	100 word max	75 word max	50 word max		
Recognition in Pre-Event Email Marketing	•	•	•		
Social Media Mentions from @CloudFoundry	3 Posts	2 Posts	1 Post		
Event Press and Analyst List: Contact list shared two weeks prior to event for your own outreach	•	•	•		
Mobile App Branding	•	•	•		
Lead Retrieval Devices	2	2	1		
Exhibit Booth: The Foundry is the hub of the event, providing excellent mindshare for sponsors	20'x 20' space includes backwall, 6' counter, stools, and wifi	20'x10' space includes backwall, 6' counter, stools and wifi	10'x10' space includes backwall, 6' counter, stools, and wifi	5'x5' space with 4' counter, stools, and wifi	5'x5' space with 4' counter, stools, and wifi
Recognition on Event Website: Logo on event website with click through to company website	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage	•	•	•	•	•
Developer Passes: Distributed to external, non-sponsor company employees	50	15	10	5	5
Event Attendee Passes: Full access passes for sponsor employees	30	20	15	5	5
Discounted Conference Passes: Unlimited at 20% discount	•	•	•	•	•
Non-Member Sponsorship Cost	$175,000	$82,500	$42,500	$15,000	$10,000
Member Sponsorship Cost	$150,000	$70,000	$35,000	$10,000	$7,500

Cloud Foundry reserves the right to increase/decrease the number of available sponsorships due to changes in space availability.

*In business less than 3 years, less than $3M in revenue and less than 50 employees

LINUX STORAGE
FILESYSTEM & MM
SUMMIT

April 23-25, 2018 | Park City, Utah

The Linux Storage, Filesystem & Memory Management Summit gathers the foremost development and research experts and kernel subsystem maintainers...

to map out and implement improvements to the Linux filesystem, storage and memory management subsystems that will find their way into the mainline kernel and Linux distributions in the next 24-48 months.

This three day invitation-only workshop is a community event underwritten and managed by The Linux Foundation. A nomination process takes place annually in order to decide which 85 people will be invited to attend in the coming year.

Sponsoring this event not only showcases your company's support of those developers and researchers at the forefront of important innovations in these spaces; it also offers a coveted seat at the table at the event allowing a member of your organization the opportunity to watch and affect change at the ground level.

SPONSORSHIP OPPORTUNITIES

	DIAMOND ~~1 AVAILABLE~~ SOLD OUT	PLATINUM ~~5 AVAILABLE~~ 2 AVAILABLE	GOLD UNLIMITED	SILVER UNLIMITED
Breakfast Sponsorship: Exclusive sponsor of attendee breakfast on all days of event	•			
Recognition on Event Signage: Logo on conference signage	•	•	•	•
Recognition on Event Website: Prominent logo display on all website pages	•	•	•	•
Summit Invitation: Attendee invitations to event	3	2	1	0
Sponsorship Cost	**$35,000**	**$20,000**	**$12,500**	**$6,000**

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details on this event or discuss custom/MPO options.

KubeCon | CloudNativeCon

Europe 2018

May 2 - 4, 2018 | Copenhagen, Denmark

KubeCon + CloudNativeCon gathers leading technologists from multiple open source cloud native communities to further the education and advancement of cloud native computing.

Kubernetes and other cloud native technologies enable higher velocity software development at a lower cost than traditional infrastructure. Cloud native – orchestrating containers as part of a microservices architecture – is a departure from traditional application design. The Cloud Native Computing Foundation is helping to build a map through this new terrain, and KubeCon + CloudNativeCon is where the community comes together to share their expertise on this formerly uncharted but increasingly popular territory.

Who Attends?

3,000+ developers, architects and technical leaders, CIOs, CTOs, press and analysts will gather for KubeCon + CloudNativeCon Europe.

Benefits of Sponsorship:

Meet with upstream developers and operations experts ranging from hobbyists to startup CTOs, from corporate developers to language designers and senior technology executives from all over the world.

- Learn about the latest features in Containers, Kubernetes, and Cloud Native architectures.
- Learn what other companies are doing with cloud native computing.
- Collaborate with engineering managers from other companies.
- Discuss strategic partnerships with technical product managers from other companies.
- Join CNCF's hosted projects – Fluentd, Kubernetes, OpenTracing, Prometheus, Fluentd, Linkerd, gRPC, CoreDNS, containerd, rkt, CNI, Envoy, Jaeger, Notary and TUF – and help bring cloud native project communities together.

SPONSORSHIP AT-A-GLANCE

Contact sponsor@cncf.io
to secure your sponsorship today.

	DIAMOND* 4 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START UP** OPEN
Five-Minute Keynote	●				
Collateral or Giveaway Distributed at Registration: Sponsor provides one Item/Piece	●				
Emails to opt-in Attendees	(2) emails - one prior and one post conference	(1) non-exclusive email prior to conference			
Recognition in Event Promotional Emails	logo and link	company name and link only			
Sponsor Message in Attendee Post-Conference Thank You Email	75 word max	50 word max			
Executive Meeting Room	(1) exclusive meeting room for the duration of the event	shared meeting room - bookable for (1) 2-hour meeting or (2) 1-hour meetings during event			
Lead Retrieval Device	(2) devices	(2) devices	(1) device	(1) device	(1) device
Press List Access (Provided 2 Weeks Prior)	●	●	●		
Keynote Stage Recognition	●	●	●		
Mobile App: Logo Branding on Mobile App	●	●	●	●	●
Social Media Posts	(1) pre-event stand alone tweet and (1) during the event stand alone tweet with photo of booth	(1) pre-event stand alone tweet and (1) during the event stand alone tweet with photo of booth	(1) pre-event group tweet and in (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet
Discounted Conference Passes: Unlimited 20% Discount	●	●	●	●	●
Exhibit Space with Turnkey Booth Option	6m x 6m	3m x 6m	3m x 3m	2m x 2m	(1) meter kiosk
Logo on all Conference Materials	●	●	●	●	●
Logo and One Paragraph Highlight on Conference Website	100 word max	75 word max	50 word max	logo only	logo only
Conference Attendee Passes	17	12	9	7	5
Sponsorship Cost	**$125,000**	**$75,000**	**$50,000**	**$20,000**	**$5,000**

*Platinum members of CNCF, followed by Gold members, have priority in the Diamond Sponsorship selection process (see event website for Diamond Sponsorship selection process details).

**Startup sponsors must be in business less than 3 years, less than $1M in revenue, less than 50 employees and a CNCF member.

CNCF reserves the right to increase/decrease the number of available sponsorships.

AUTOMOTIVE LINUX SUMMIT

June 20-22, 2018 | Tokyo Conference Center Ariake, Tokyo, Japan

The Automotive Linux Summit gathers together the most innovative minds from automotive expertise and open-source excellence

including automotive systems engineers, Linux experts, R&D managers, business executives, open-source licensing and compliance specialists and community developers.

The event connects the developer community driving the innovation in this area together with the vendors and users providing and using the code in order to drive the future of embedded devices in the automotive arena.

Co-located once again in 2018 with Open Source Summit Japan (formerly LinuxCon + CloudOpen + ContainerCon Japan), ALS will gather over 1,000 attendees from global companies leading and accelerating the development and adoption of a fully open software stack for the connected car.

2017 Attendee Demographics

INDUSTRY

- Software **35%**
- Automotive **37%**
- Hardware **19%**
- Media/Publishing **5%**
- Carriers/Telecommunications **2%**
- Industrial Manufacturing **2%**

JOB LEVEL

- Manager **31%**
- Director/GM **21%**
- Individual Contributor **18%**
- C-Level **15%**
- VP **14%**
- Academic **1%**
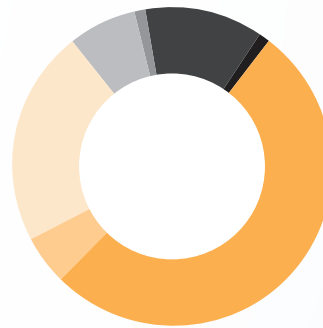
JOB FUNCTION

- Development/Engineering **52%**
- Executive Management **22%**
- Sales **12%**
- Press **7%**
- DevOps/Sys Admin **5%**
- Legal **1%**
- Student **1%**

Average Lead Scans Per Sponsor: 70
Highest Scanned Leads in 2017: 133

966 Attendees from 37 Countries and 324 Companies.

SPONSORSHIP OPPORTUNITIES

	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 10 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Onsite Recognition during Opening Keynote Session: By Event emcee.	•	•	•		
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. *Speaking slots based on availability.*	15 Minute Keynote	5 Minute Plenary Lightning Talk OR Conference Session	Conference Session or BoF		
Social Media Promotion of Sponsorship: From The Linux Foundation account - 261k followers.	4x	3x	2x		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Conference Room	Private Use - 1 Day	Private Use - 1/2 Day	Private Use - 2 Hours		
Collateral Distribution: Laid out in a prominent location near registration.	•	•	•		
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.	•	•	•	•	•
Exhibit Booth: Includes tables, chairs and company logo on signage above table. Upgrade options available.	10x10	10x10	Tabletop (Banner allowed beside and/or behind table)	Tabletop (Banner allowed behind table only)	Tabletop (Banner allowed behind table only)
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	3	2	2	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	25	20	15	10	5
Partner Reception Passes	6	4	2	2	2
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage.	•	•	•	•	•
Sponsorship Cost	**$42,000**	**$30,000**	**$20,000**	**$15,000**	**$8,000**

*Start-ups may secure a Bronze Sponsorship for US$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than $5M in annual revenue; and (3) Have less than 30 employees at signing of contract.

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details on this event or discuss custom/MPO options.

June 20-22, 2018 | Tokyo Conference Center Ariake, Tokyo, Japan

The leading conference for technologists and open source industry leaders to collaborate and share information, learn about the latest in open source technologies and find out how to gain a competitive advantage by using innovative open solutions.

Open Source Summit connects the open source ecosystem under one roof. It covers the cornerstone open source technologies with sub-conferences **LinuxCon**, **ContainerCon** and **CloudOpen**; helps ecosystem leaders to navigate open source transformation with tracks on business and compliance; and delves into the newest technologies and latest trends touching open source, including networking, serverless, edge computing, AI and much more. It is an extraordinary opportunity for cross pollination between the developers, sysadmins, devops professionals and IT architects driving the future of technology.

Over 1,000 developers, operators, and industry leaders gather annually at Open Source Summit to:

- Learn about the latest trends in open source and open technologies.
- Access leading experts to learn how to navigate the complex open source environment.
- Find out how others have used multiple open source projects for the efficiency of their systems and team.
- Explore career opportunities with the world's leading technology companies.
- Gain a competitive advantage by learning about the latest in innovative open solutions.
- Find out what industry leading companies and projects are doing in the future, and where technologies are headed.

Sponsoring allows your company to reach the most knowledgeable and influential people across the globe. Sponsor benefits:

- Talent acquisition & recruitment
- Thought leadership
- Increased brand awareness & recognition
- Highly targeted marketing opportunities
- Showing support of the Linux & open cloud communities
- Media exposure & PR announcements
- Showcase products, services & technologies
- Generate new partnerships, alliances & customers

95% of attendees visit exhibit booths at the event. Sponsors have generated over 1k leads at previous events in their booths.

1000 Attendees in 2018 in combination with the co-located Automotive Linux Summit.

SPONSORSHIP OPPORTUNITIES

	DIAMOND 4 AVAILABLE	**PLATINUM** 8 AVAILABLE	**GOLD** 10 AVAILABLE	**SILVER** UNLIMITED	**BRONZE** UNLIMITED
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Onsite Recognition during Opening Keynote Session: By Event emcee.	•	•	•		
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. *Speaking slots based on availability.*	15 Minute Keynote	5 Minute Plenary Lightning Talk OR Conference Session	Conference Session or BoF		
Social Media Promotion of Sponsorship: From The Linux Foundation account - 261k followers.	4x	3x	2x		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Conference Room	Private Use - 1 Day	Private Use - 1/2 Day	Private Use - 2 Hours		
Collateral Distribution: Laid out in a prominent location near registration.	•	•	•		
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.	•	•	•	•	•
Exhibit Booth: Includes tables, chairs and company logo on signage above table.	10x10	10x10	Tabletop (Banner allowed beside and/or behind table)	Tabletop (Banner allowed behind table only)	Tabletop (Banner allowed behind table only)
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	3	2	2	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	25	20	15	10	5
Partner Reception Passes	6	4	2	2	2
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage.	•	•	•	•	•
Sponsorship Cost	**$42,000**	**$30,000**	**$20,000**	**$15,000**	**$8,000**

*Start-ups may secure a Bronze Sponsorship for US$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than $5M in annual revenue; and (3) Have less than 30 employees at signing of contract.**

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details on this event or discuss custom/MPO options.

LINUXCON CHINA | **containercon** CHINA | **CLOUDOPEN** CHINA

LinuxCon + ContainerCon + CloudOpen China (LC3) gathers technologists and open source industry leaders from across China, the Asia Pacific and the world, to collaborate, share information and learn about the newest and most interesting open source technologies, including Linux, containers, cloud technologies, AI, networking, microservices and more; in addition to gaining insight into how to navigate and lead in the open source community. It also offers content covering the business of open source, including strategy, compliance, and other key topics necessary for companies to successfully use open source.

LC3 is a technical conference for developers, operations experts, as well as business, compliance and legal leadership to come together to learn from open source experts, have fascinating discussions, collaborate with peers, and gain a competitive advantage with innovative open solutions. While the core tracks at the event are focused on Linux, Cloud and Containers, LC3 covers all of the latest open source technologies and trends that are crucial to the advancement of open source strategy, implementation and investment.

Key Topics in 2018 include:

- AI
- Open Source Strategy & Business
- Linux Development & Administration
- Cloud Technologies
- Big Data
- Containers, Kubernetes & Cloud Native Applications
- Networking & Orchestration
- Community, Ecosystem & Compliance
- Embedded Linux & IoT

Attendee Demographics

- 2,297 Registered Attendees at LC3 2017, with 3,000 expected in 2018
- Over 95% of attendees visit sponsor booths (sponsors received up to 650 lead scans per booth in 2017)
- 93.4% of attendees in 2017 were from the Republic of China

3,000 Attendees expected in 2018

SPONSORSHIP OPPORTUNITIES

	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 10 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Editorial Interview and Article on Linux.com: Over 1M unique visitors per month. The Linux Foundation to determine final interview content and delivery date.	•				
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Onsite Recognition during Opening Keynote Session: By event emcee.	•	•			
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. *Speaking slots based on availability.*	15 Minute Keynote	5 Minute Keynote or Expo Sponsor Theater Session	Conference Session or BoF		
Social Media Promotion of Sponsorship	4x	3x	2x		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Conference Room	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Collateral Distribution: Laid out in a prominent location near registration.	•	•	•		
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach.	•	•	•	•	
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage.	•	•	•	•	•
Exhibit Booth: Includes counter with graphic, and stools. Upgrade options available.	20x20	15x15	10X10	10x10	Tabletop
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	3	2	2	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	60	35	20	12	6
Partner Reception Passes: Invitations to our exclusive onsite event for speakers, press and invited guests.	12	8	6	3	2
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	**$85,000**	**$60,000**	**$40,000**	**$20,000**	**$10,500**

*Start-ups may secure a Bronze Sponsorship for US$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than US$5 Million in annual revenue; and (3) Have less than 30 employees at signing of contract.**

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details on this event or discuss custom/MPO options.

LINUX SECURITY SUMMIT

Event Sponsorship Prospectus

The Linux Security Summit (LSS) is a technical forum for collaboration between Linux developers, researchers, and end users with the primary aim of fostering community efforts in analyzing and solving Linux security challenges.

LSS is where key Linux security community members and maintainers gather to present and discuss their work and research to peers, joined by those who wish to keep up with the latest in Linux security development and who would like to provide input to the development process.

Supporting the this event and the efforts of those gathered shows your support of the future of security.

Host Sponsorship
2 Available Per Event • $8,000

- Sponsorship of Video Recording for 1 Day of Event. Your logo (and message) will be included on the splash screen for each video and viewed by thousands throughout the year. Videos are publicly available on YouTube.
- Logo on Website with URL
- Logo on Sponsor Signage onsite
- 6 Tickets to Security Summit

General Sponsorship
2 Available Per Event • $5,000
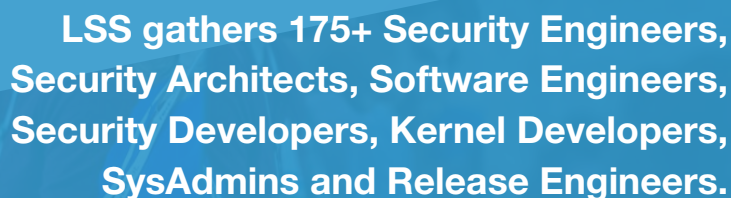
- Sponsorship of Coffee Breaks for 1 Day of Event. Your logo will appear on signage placed strategically in the coffee break area and on buffets for maximum exposure.
- Logo on Website with URL
- Logo on Sponsor Signage onsite
- 2 Tickets to Security Summit

Supporter Sponsorship
Unlimited • $3,000

- Logo on Website with URL
- Logo on Sponsor Signage onsite
- 2 Tickets to Security Summit

LSS gathers 175+ Security Engineers, Security Architects, Software Engineers, Security Developers, Kernel Developers, SysAdmins and Release Engineers.

Open Source Summit is the leading conference for open source developers and technologists to collaborate and share information, learn about the latest in open source technologies and find out how to gain a competitive advantage by using innovative open solutions.

Open Source Summit connects the open source ecosystem under one roof. It covers the cornerstone open source technologies with sub-conferences **LinuxCon**, **ContainerCon** and **CloudOpen**; helps ecosystem leaders to navigate open source transformation with the **Community Leadership Conference**, **Diversity Empowerment Summit** and tracks on business and compliance; and delves into the newest technologies and latest trends touching open source, including **networking, serverless, edge computing, AI** and much more. It is an extraordinary opportunity for cross pollination between the developers, sysadmins, devops professionals and IT architects driving the future of technology.

Over 2,000 developers and operations technologists gather annually at Open Source Summit to:

- Learn about the latest trends in open source and open technologies.
- Access leading experts to learn how to navigate the complex open source environment.
- Find out how others have used multiple open source projects for the efficiency of their systems and team.
- Explore career opportunities with the world's leading technology companies.
- Gain a competitive advantage by learning about the latest in innovative open solutions.
- Find out what industry leading companies and projects are doing in the future, and where technologies are headed.

Sponsoring allows your company to reach the most knowledgeable and influential people across the globe. Sponsor benefits:

- Talent acquisition & recruitment
- Thought leadership
- Increased brand awareness & recognition
- Highly targeted marketing opportunities
- Showing support of the Linux & open cloud communities
- Media exposure & PR announcements
- Showcase products, services & technologies
- Generate new partnerships, alliances & customers
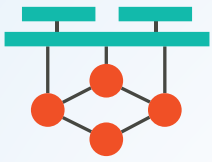
2,000+ Attendees in 2018

SPONSORSHIP OPPORTUNITIES

	DIAMOND ~~4 AVAILABLE~~ 3 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD ~~10 AVAILABLE~~ 9 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Editorial Interview and Article on Linux.com: Over 1M unique visitors per month. The Linux Foundation to determine final interview content and delivery date.	●				
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	●				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	●	●			
Onsite Recognition during Opening Keynote Session: By event emcee.	●	●			
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. *Speaking slots based on availability.*	15 Minute Keynote	5 Minute Keynote or Expo Sponsor Theater Session	Conference Session or BoF		
Social Media Promotion of Sponsorship: From The Linux Foundation account - 261k followers.	4x	3x	2x		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	●	●	●		
Conference Room	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Collateral Distribution: Laid out in a prominent location near registration.	●	●	●		
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	●	●	●	●	
Keynote Stage Branding: Logo prominently displayed on stage screens.	●	●	●	●	
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach.	●	●	●	●	
Recruiting Package: Access to job seekers through online job postings and onsite mixer.	●	●	●	●	●
Recognition on Event Website: Prominent logo display on event homepage.	●	●	●	●	●
Recognition on Event Signage: Logo on conference signage.	●	●	●	●	●
Exhibit Booth: Includes counter with graphic, and stools. Upgrade options available.	20x20	15x15	10X10	10x10	Tabletop
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	3	2	2	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
Partner Reception Passes: Invitations to our exclusive onsite event for speakers, press and invited guests.	8	6	4	3	2
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	●	●	●	●	●
Sponsorship Cost	**$65,000**	**$45,000**	**$30,000**	**$15,000**	**$8,000**

*Start-ups may secure a Bronze Sponsorship for US$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than $5M in annual revenue; and (3) Have less than 30 employees at signing of contract.

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details on this event or discuss custom/MPO options.

Sept 25-27, 2018 | Amsterdam, The Netherlands

The industry's premier open networking event brings together enterprises, carriers and cloud service providers across the ecosystem to share learnings, highlight innovation and discuss the future of Open Source Networking.

ONS is the largest, most comprehensive and most innovative Networking and Orchestration event in the world. This is the only industry event where attendees can:

- Hear from industry visionaries and leaders on the future of Networking beyond SDN/NFV
- Attend deep technical tracks on topics that are here today, tomorrow and on the horizon
- Learn from the use cases of your peers as consumption of Open Source Networking is the "new norm" and mandated by most Enterprise CIOs, Carrier CTOs and Cloud Executives

For the past seven years, ONS North America has united the networking industry ecosystem of network operators, both disruptive and incumbent vendors, open source projects, leading researchers and investors to discuss breaking SDN and NFV developments for immediate impact to shape the future of the networking industry.

ONS Europe will continue to build on its successes as the premier open source networking event sharing the future of SDN/NFV/Orchestration by further growing the community and accelerating adoption of these technologies. The event includes DevOps & Technical tracks, as well as Business/Executive Leadership tracks across the Ecosystem.

ONS Europe 2018 is the best forum for companies to strengthen their brand, establish thought leadership, connect with both end customers and partners, showcase innovative products and drive the transformation in the emerging open source networking industry.

"ONS is the landmark SDN show right now and it's a unique show that brings together many different aspects of the industry. It covers telco adoption, cloud adoption, there is more and more discussion of what enterprises of varying sizes—starting with the largest and starting in verticals like financial services—will do with SDN. Of course, the vendors across all those markets are here." - BRAD CASEMORE

IDC

1,000 Attendees expected at inaugural event.

SPONSORSHIP OPPORTUNITIES

	DIAMOND 4 AVAILABLE	PLATINUM ~~6 AVAILABLE~~ 5 AVAILABLE	GOLD 8 AVAILABLE	SILVER 10 AVAILABLE	BRONZE* UNLIMITED
Editorial Interview and Article on Linux.com: Over 1M unique visitors per month. Linux Foundation to determine final interview content and delivery date.	•	•			
Included Add-On Event Sponsorship: At no additional cost. Sponsorship includes sponsor branding throughout evening event or developer lounge.	Evening event co-sponsor	Developer Lounge co-sponsor			
Keynote Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.	20 Minute Keynote Talk	Keynote Lightning Talk (5-7 min) or Panel Discussion Participation	Keynote Panel Discussion Participation		
Conference Track Speaking Opportunity: Moderator, panel participant or joint session with customer. All sponsor content must be approved by Program Committee and Linux Foundation. Speaking slots based on availability.	Tutorial or Conference Session	Tutorial or Conference Session	Conference Session Only		
Assistance with Press Bookings: Helping you get the most of your onsite announcements.	•	•	•		
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•	•		
Company Logo: Included in all event email marketing.	•	•	•	•	
Social Media Promotion of Sponsorship: From The Linux Foundation account - 261k followers.	Yes (5x)	Yes (3x)	Yes (2x)	Yes (1x)	
Conference Room	Throughout Event	Throughout Event	One Day of Event	4 hours total	
Partner Reception Passes: Invitations to our exclusive onsite event for speakers, press and invited guests.	8	6	4	2	1
Exhibit Booth: Includes counter with graphic, and stools. Upgrade options available.	20x10 with backwall	15x10 with backwall	10x10 with backwall	10x10 with backwall or Kiosk with graphic	Kiosk with graphic
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	5	3	2	2	1
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach.	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage.	•	•	•	•	•
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	40	30	20	10	5
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	**$90,000**	**$65,000**	**$45,000**	**$20,000**	**$10,000***

*Start-ups may secure a Bronze Sponsorship for US$6,000 provided they: (1) Have been in business less than 3 years; (2) Have less than $5M in annual revenue; and (3) Have less than 30 employees at signing of contract.**

Members of The Linux Foundation and LF Projects receive a 5% sponsorship discount; 7% when signing up for multiple events at once. Receive a 20% combo discount if you sign up for ONS NA & EU 2018 at the Diamond, Platinum or Gold levels.

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details on this event or discuss custom/MPO options.

JS Interactive
NORTH AMERICA

October 10-12, 2018 | Vancouver, Canada

JavaScript has become a first class enterprise development platform.

At JS Interactive, attendees, speakers and sponsors will collaborate, network and learn from each other as they share their experiences deploying IoT, serverless, cloud native and progressive web apps, and much more. Attendees will benefit from face-to-face interaction discussing a variety of important topics like accessibility and internationalization.

The program will provide content that is appealing to a broad spectrum of members of the JavaScript ecosystem including topics like Node.js, frameworks, best practices and success stories from some of the world's biggest companies deploying innovative applications at massive scale.

With an agenda full of keynotes and breakout sessions from community and industry leaders, workshops, and ample time for connecting with other like-minded individuals, JS Interactive is the one JavaScript conference you can't afford to miss.

2017 Attendance – Total Registration:

767 attendees

2017 Attendee Demographics

18% of attendees from member companies vs. **82%** from non-member companies
- 334 companies participated (15 member companies, 319 non-member companies)

21% of attendees were women (LinuxCon averages about 13%; based on T-shirt selection)

52% of attendees came from the United States

37% of attendees came from Canada
- Attendees from 24 countries (91% Americas, 1.4% APAC, 7.6% EMEA)
  (2016 Austin Event Stats 94% Americas, 1.1% APAC, 4.9% EMEA)
- Americas breakdown by people: US - 403, Canada - 286, Mexico - 2, Brazil - 3,
  Guatemala - 2, Uruguay - 1

Over 5,289 video views of 58 recorded keynotes and conference sessions
(since posting October 10, 2017)

2017 Attendee Booth Traffic

A total of **2280 leads scanned** in the Solutions Showcase,
averaging to 162 leads per sponsor booth.

SPONSORSHIP AT-A-GLANCE

Contact us at sponsorships@jsinteractive.org to secure your sponsorship today.

	DIAMOND 1 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD 8 AVAILABLE	SILVER 15 AVAILABLE	BRONZE UNLIMITED
Blog: Featured profile or interview on Node.js and JS Foundation blog	•				
1-Minute Video During Opening Keynote Provided by sponsor company	•				
Sponsor Meeting Room	Private	Shared (2 hour blocks)			
Pre- Conference Email Blast: One email to opt-in list to be sent by event organizers	•	•			
Keynote/Breakout Session: Content to be approved by program committee	20 Minute Keynote on Day 1	10 Min Keynote*	20 Min Track Session*		
Press List Access 2 Weeks Prior to Event	List and Booking Assistance	List and Booking Assistance	List Only		
Sponsor Recognition/Logo in Promotional Emails and News Release	•	•	•	•	
Post Event Email Recognition: Sponsor logos in footer of email	•	•	•	•	
Social Media 'Thank You' Tweets	5X	3X	2X	1X	
Logo Included on "Thank You to Our Sponsors" Slide During Keynote Sessions	•	•	•	•	
Logo Included on Event Printed Signage	•	•	•	•	•
Booth in Technology Showcase	3Mx4M	3Mx3M	2Mx3M	2Mx2M	2Mx2M
Lead Retrieval Scanner	4	2	2	1	1
Logo, Description & Link on Event Website	200 Words	150 Words	100 Words	75 Words	Logo Only
Complimentary Passes: Additional passes discounted 20%	40	20	15	10	5
Sponsorship Cost	**$100,000**	**$50,000**	**$25,000**	**$10,000**	**$5,000**

*Session day selection made once sponsorship payment is received. If payment is not received within 30 days of the event, the event organizers will assign session date and time.

Embedded Linux Conference
Europe

October 22-24, 2018 | EICC, Edinburgh, UK

Embedded Linux Conference Europe (ELCE) has been the premier vendor-neutral technical conference for the past 12 years for companies and developers using Linux in embedded products.

After a decade of collaboration, the conference extended its scope to include user-space developers - the people building applications on embedded Linux - and has become the preeminent space for product vendors as well as kernel and systems developers to collaborate with these influential technologists. Embedded Linux Conference Europe, in combination with the co-located Open Source Summit Europe 2018 will gather over 2,000 technologists to learn, share and advance the technical work required for the future of Embedded Linux.

Content Areas of Focus:

- Machine Learning
- AI
- Big Data
- Networking
- Edge Computing
- Real Time
- Device Management
- Embedded Linux
- IoT Firmware
- IoT Security

Sponsoring allows your company to reach the most knowledgeable and influential people across the globe. Sponsor benefits:

- Talent acquisition & recruitment
- Thought leadership
- Increased brand awareness & recognition
- Highly targeted marketing opportunities
- Showing support of the embedded Linux community
- Media exposure & PR announcements
- Showcase products, services & technologies
- Generate new partnerships, alliances & customers

2000+ Attendees in 2018 in combination with the co-located Open Source Summit Europe.

SPONSORSHIP OPPORTUNITIES

	DIAMOND ~~4 AVAILABLE~~ 3 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD ~~10 AVAILABLE~~ 9 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Editorial Interview and Article on Linux.com: Over 1M unique visitors per month. The Linux Foundation to determine final interview content and delivery date.	•				
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Onsite Recognition during Opening Keynote Session: By event emcee.	•	•			
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. *Speaking slots based on availability.*	15 Minute Keynote	5 Minute Keynote or Expo Sponsor Theater Session	Conference Session or BoF		
Social Media Promotion of Sponsorship: From The Linux Foundation account - 261k followers.	4x	3x	2x		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Conference Room	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Collateral Distribution: Laid out in a prominent location near registration.	•	•	•		
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach.	•	•	•	•	
Recruiting Package: Access to job seekers through online job postings and onsite mixer.	•	•	•	•	•
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage.	•	•	•	•	•
Exhibit Booth: Includes counter with graphic, and stools. Upgrade options available.	20x20	15x15	10X10	10x10	Tabletop
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	3	2	2	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
Partner Reception Passes: Invitations to our exclusive onsite event for speakers, press and invited guests.	8	6	4	3	2
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	**$65,000**	**$45,000**	**$30,000**	**$15,000**	**$8,000**

*Start-ups may secure a Bronze Sponsorship for US$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than $5M in annual revenue; and (3) Have less than 30 employees at signing of contract.

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details on this event or discuss custom/MPO options.

OPEN SOURCE SUMMIT
EUROPE

October 22-24, 2018 | EICC, Edinburgh, UK

Open Source Summit is the leading conference for open source developers and technologists to collaborate and share information, learn about the latest in open source technologies and find out how to gain a competitive advantage by using innovative open solutions.

Open Source Summit connects the open source ecosystem under one roof. It covers the cornerstone open source technologies with sub-conferences **LinuxCon**, **ContainerCon** and **CloudOpen**; helps ecosystem leaders to navigate open source transformation with the **Community Leadership Conference**, **Diversity Empowerment Summit** and tracks on business and compliance; and delves into the newest technologies and latest trends touching open source, including **networking, serverless, edge computing, AI** and much more. It is an extraordinary opportunity for cross pollination between the developers, sysadmins, devops professionals and IT architects driving the future of technology.

Over 2,000 developers, operators, and industry leaders gather annually at Open Source Summit to:

- Learn about the latest trends in open source and open technologies.
- Access leading experts to learn how to navigate the complex open source environment.
- Find out how others have used multiple open source projects for the efficiency of their systems and team.
- Explore career opportunities with the world's leading technology companies.
- Gain a competitive advantage by learning about the latest in innovative open solutions.
- Find out what industry leading companies and projects are doing in the future, and where technologies are headed.

Sponsoring allows your company to reach the most knowledgeable and influential people across the globe. Sponsor benefits:

- Talent acquisition & recruitment
- Thought leadership
- Increased brand awareness & recognition
- Highly targeted marketing opportunities
- Showing support of the Linux & open cloud communities
- Media exposure & PR announcements
- Showcase products, services & technologies
- Generate new partnerships, alliances & customers

2000+ Attendees in 2018 in combination with the co-located Embedded Linux Conference Europe.

SPONSORSHIP OPPORTUNITIES

	DIAMOND ~~4 AVAILABLE~~ 3 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD ~~10 AVAILABLE~~ 9 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Editorial Interview and Article on Linux.com: Over 1M unique visitors per month. The Linux Foundation to determine final interview content and delivery date.	•				
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement.	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Onsite Recognition during Opening Keynote Session: By event emcee.	•	•			
Speaking Opportunity: All sponsor content must be approved by Program Committee and The Linux Foundation. *Speaking slots based on availability.*	15 Minute Keynote	5 Minute Keynote or Expo Sponsor Theater Session	Conference Session or BoF		
Social Media Promotion of Sponsorship: From The Linux Foundation account - 261k followers.	4x	3x	2x		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Conference Room	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Collateral Distribution: Laid out in a prominent location near registration.	•	•	•		
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach.	•	•	•	•	
Recruiting Package: Access to job seekers through online job postings and onsite mixer.	•	•	•	•	•
Recognition on Event Website: Prominent logo display on event homepage.	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage.	•	•	•	•	•
Exhibit Booth: Includes counter with graphic, and stools. Upgrade options available.	20x20	15x15	10X10	10x10	Tabletop
Lead Retrieval Scanners: Live scans, real time reporting and ability to take notes on captured leads.	3	2	2	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
Partner Reception Passes: Invitations to our exclusive onsite event for speakers, press and invited guests.	8	6	4	3	2
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Sponsorship Cost	**$65,000**	**$45,000**	**$30,000**	**$15,000**	**$8,000**

*Start-ups may secure a Bronze Sponsorship for US$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than $5M in annual revenue; and (3) Have less than 30 employees at signing of contract.**

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details on this event or discuss custom/MPO options.

October 24-26, 2018 | EICC, Edinburgh, UK

KVM Forum is an annual event that presents a rare opportunity for developers and users to meet, discuss the state of Linux virtualization technology, and plan for the challenges ahead.

KVM Forum is a highly technical conference, bringing together the developers who drive KVM development and the users who depend on KVM as part of their offerings, or to power their data centers and clouds. We invite you to be part of this important event.

The agenda will include sessions on the state of the KVM virtualization stack, planning for the future, and many opportunities for attendees to collaborate. After more than nine years in the mainline kernel, KVM continues to be a critical part of the FOSS cloud infrastructure. Come join us in continuing to improve the KVM ecosystem.

Who Attends?

300+ C-Level, Principal, Director, and Technical Leads from prominent organizations, along with Architects, Engineers and Programmers gather annually.

- 2017 Attendees came from companies including: Alibaba, Amazon, AMD, Apple, ARM, Cisco, Citrix, Dell, Freescale, Fujitsu, Google, HP, Huawei, IBM, Igalia, Intel, Linaro, NEC, Odin, Oracle, Red Hat, Samsung, Siemens AG, SUSE, Xilinx and many more.

Benefits of Sponsorship:

- Meet with upstream contributors and maintainers from all over the world.
- Learn about the latest features in libvirt, QEMU, KVM and other kernel components related to KVM.
- Learn what other companies are doing with KVM technology.
- Collaborate with engineering managers from other companies.
- Discuss strategic partnerships with technical product managers from other companies.

SPONSORSHIP OPPORTUNITIES

	PLATINUM 3 AVAILABLE	GOLD 6 AVAILABLE	SILVER UNLIMITED
Session Speaking Opportunity: Sponsor to work directly with Linux Foundation on signoff for content of session	•		
Pre or Post Conference Email Blast: One time use of opt-in list to be sent by Linux Foundation	•		
Recognition in Pre-Conference Email Marketing	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens	•	•	
Onsite Recognition during Opening Keynote Session	•	•	
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers	15	10	5
Recognition on Event Website: Prominent logo display on all website pages	•	•	•
Recognition on Event Signage: Logo on conference signage	•	•	•
Sponsorship Cost	**$20,000**	**$10,000**	**$5,000**

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details on this event or discuss custom/MPO options.

THE LINUX KERNEL SUMMIT

November 12-15, 2018 | Vancouver, BC • Maintainer Summit | November 12, 2018

The Linux Kernel Summit brings together the world's leading core kernel developers to discuss the state of the existing kernel and plan the next development cycle.

The first day of Kernel Summit is reserved for the Kernel Maintainer Summit, an invitation-only gathering of Linus Toravlds and 40 of the world's leading kernel developers for in-depth discussions and decision making on the Linux kernel.

Sponsoring Kernel Summit gets you an invitation to this exclusive gathering, and a seat at the table to be a part of these crucial decisions.

SPONSORSHIP AT-A-GLANCE

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

	ATTENDEE GIFT 1 AVAILABLE	DINNER RECEPTION 2 AVAILABLE 1 AVAILABLE	LUNCH 1 AVAILABLE	BREAKFAST 1 AVAILABLE	COFFEE BREAKS 1 AVAILABLE
Sponsor Logo on Attendee Gift	•				
Sponsor Designation in Promotional Emails	•	•	•	•	•
Recognition during Opening Session	•	•	•	•	•
Collateral Distributed to Attendees	•	•	•	•	•
Logo on Conference Signage	•	•	•	•	•
Logo on Website	•	•	•	•	•
Invite-Only Maintainer Summit Attendee Pass	1	1	1	1	1
Sponsorship Cost	**$30,000**	**$25,000**	**$25,000**	**$20,000**	**$20,000**

LINUX PLUMBERS CONFERENCE

The Linux Plumbers Conference (LPC) is a developer conference for the open source community.

The LPC brings together the top developers working on the "plumbing" of Linux — kernel subsystems, core libraries, windowing systems, etc. — and gives them three days to work together on core design problems.

The conference is divided into several working sessions focusing on different "plumbing" topics, as well as a general paper track.

LPC launched in 2008 at the behest of the community and continues to provide a space where developers working in subsystems can come together to solve problems real-time. 450 developers gather annually for this event; the conference is limited to this number of people for maximum collaboration opportunities.

SPONSORSHIP OPPORTUNITIES

	DIAMOND **1** AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED
Co-sponsor of an Attendee Reception with logo on signage	•			
Company logo on Attendee Badge Lanyard	•			
6' Table Display in conference foyer	•	•		
Printed Sign with custom sponsor graphics	•	•		
Sponsor Designation in Press Releases: Recognition as a sponsor in body of release	•	•		
Recognition During Plenary Session	•	•	•	
Logo on Conference Signage	•	•	•	•
Recognition on Event Website: Prominent logo display on all website pages	•	•	•	•
Free Attendee Passes	8	6	4	2
Sponsorship Cost	**$35k**	**$20k**	**$15k**	**$10k**

Benefits of Sponsorship:

Talent acquisition & recruitment

Support the Linux community

Gain mindshare & brand visibility

Showcase products, services & new technologies

KubeCon | CloudNativeCon

China 2018

November 14 & 15 | Shanghai, China

KubeCon + CloudNativeCon gathers leading technologists from multiple open source cloud native communities to further the education and advancement of cloud native computing.

Kubernetes and other cloud native technologies enable higher velocity software development at a lower cost than traditional infrastructure. Cloud native – orchestrating containers as part of a microservices architecture – is a departure from traditional application design. The Cloud Native Computing Foundation is helping to build a map through this new terrain, and KubeCon + CloudNativeCon is where the community comes together to share their expertise on this formerly uncharted but increasingly popular territory.

Who Attends?

2500+ developers, architects and technical leaders, CIOs, CTOs, press and analysts will gather for KubeCon + CloudNativeCon China.

Benefits of Sponsorship:

Meet with upstream developers and operations experts ranging from hobbyists to startup CTOs, from corporate developers to language designers and senior technology executives from all over the world.

- Learn about the latest features in Containers, Kubernetes, and Cloud Native architectures.
- Learn what other companies are doing with cloud native computing.
- Collaborate with engineering managers from other companies.
- Discuss strategic partnerships with technical product managers from other companies.
- Join CNCF's hosted projects – Fluentd, Kubernetes, OpenTracing, Prometheus, Fluentd, Linkerd, gRPC, CoreDNS, containerd, rkt, CNI, Envoy, Jaeger, Notary and TUF – and help bring cloud native project communities together.

SPONSORSHIP AT-A-GLANCE

Contact sponsor@cncf.io to secure your sponsorship today.

	DIAMOND* 4 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START UP** OPEN
Five-Minute Keynote	•				
Collateral or Giveaway Distributed at Registration: Sponsor provides one Item/Piece	•				
Emails to opt-in Attendees	(2) emails - one prior and one post conference	(1) non-exclusive email prior to conference			
Recognition in Event Promotional Emails	logo and link	company name and link only			
Sponsor Message in Attendee Post-Conference Thank You Email	75 word max	50 word max			
Executive Meeting Room	(1) exclusive meeting room for the duration of the event	shared meeting room - bookable for (1) 2-hour meeting or (2) 1-hour meetings during event			
Lead Retrieval Device	(2) devices	(2) devices	(1) device	(1) device	(1) device
Press List Access (Provided 2 Weeks Prior)	•	•	•		
Keynote Stage Recognition	•	•	•		
Mobile App: Logo Branding on Mobile App	•	•	•	•	•
Social Media Posts	(1) pre-event stand alone WeChat posting and (1) during the event stand alone WeChat posting with photo of booth	(1) pre-event stand alone WeChat posting and (1) during the event stand alone WeChat posting with photo of booth	(1) pre-event group WeChat posting and in (1) group WeChat posting during event	(1) pre-event group WeChat posting	(1) pre-event group WeChat posting
Discounted Conference Passes: See following page for details	•	•	•	•	•
Exhibit Space with Turnkey Booth Option	6m x 6m	3m x 6m	3m x 3m	2m x 2m	(1) meter kiosk
Logo on all Conference Materials	•	•	•	•	•
Logo and One Paragraph Highlight on Conference Website	100 word max	75 word max	50 word max	logo only	logo only
Conference Attendee Passes	(3) VIP Passes (14) Standard Passes	(3) VIP Passes (9) Standard Passes	(1) VIP Pass (8) Standard Passes	(7) Standard Passes	(5) Standard Passes
Sponsorship Cost	$125,000	$75,000	$50,000	$20,000	$5,000

*Platinum members of CNCF, followed by Gold members, have priority in the Diamond Sponsorship selection process (see event website for Diamond Sponsorship selection process details).

**Startup sponsors must be in business less than 3 years, less than $1M in revenue, less than 50 employees and a CNCF member.

CNCF reserves the right to increase/decrease the number of available sponsorships.

KubeCon | CloudNativeCon

North America 2018

December 11 - 13, 2018 | Seattle, WA

KubeCon + CloudNativeCon gathers leading technologists from multiple open source cloud native communities to further the education and advancement of cloud native computing.

Kubernetes and other cloud native technologies enable higher velocity software development at a lower cost than traditional infrastructure. Cloud native – orchestrating containers as part of a microservices architecture – is a departure from traditional application design. The Cloud Native Computing Foundation is helping to build a map through this new terrain, and KubeCon + CloudNativeCon is where the community comes together to share their expertise on this formerly uncharted but increasingly popular territory.

Who Attends?

5,000+ developers, architects and technical leaders, CIOs, CTOs, press and analysts will gather for KubeCon + CloudNativeCon North America.

Benefits of Sponsorship:

Meet with upstream developers and operations experts ranging from hobbyists to startup CTOs, from corporate developers to language designers and senior technology executives from all over the world.

- Learn about the latest features in Containers, Kubernetes, and Cloud Native architectures.
- Learn what other companies are doing with cloud native computing.
- Collaborate with engineering managers from other companies.
- Discuss strategic partnerships with technical product managers from other companies.
- Join CNCF's hosted projects – Fluentd, Kubernetes, OpenTracing, Prometheus, Fluentd, Linkerd, gRPC, CoreDNS, containerd, rkt, CNI, Envoy, Jaegar, Notary and TUF – and help bring cloud native project communities together.

SPONSORSHIP AT-A-GLANCE

Contact sponsor@cncf.io
to secure your sponsorship today.

	DIAMOND* 4 AVAILABLE	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START UP** OPEN
Five-Minute Keynote	●				
Collateral or Giveaway Distributed at Registration: Sponsor provides one Item/Piece	●				
Emails to opt-in Attendees	(2) emails - one prior and one post conference	(1) non-exclusive email prior to conference			
Recognition in Event Promotional Emails	logo and link	company name and link only			
Sponsor Message in Attendee Post-Conference Thank You Email	75 word max	50 word max			
Executive Meeting Room	(1) exclusive meeting room for the duration of the event	shared meeting room - bookable for (1) 2-hour meeting or (2) 1-hour meetings during event			
Lead Retrieval Device	(2) devices	(2) devices	(1) device	(1) device	(1) device
Press List Access (Provided 2 Weeks Prior)	●	●	●		
Keynote Stage Recognition	●	●	●		
Mobile App: Logo Branding on Mobile App	●	●	●	●	●
Social Media Posts	(1) pre-event stand alone tweet and (1) during the event stand alone tweet with photo of booth	(1) pre-event stand alone tweet and (1) during the event stand alone tweet with photo of booth	(1) pre-event group tweet and in (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet
Discounted Conference Passes: Unlimited 20% Discount	●	●	●	●	●
Exhibit Space with Turnkey Booth Option	20ft x 20ft	10ft x 20ft	10ft x 10ft	8ft x 8ft	6ft x 6ft
Logo on all Conference Materials	●	●	●	●	●
Logo and One Paragraph Highlight on Conference Website	100 word max	75 word max	50 word max	logo only	logo only
Conference Attendee Passes	17	12	9	7	5
Sponsorship Cost	**$140,000**	**$85,000**	**$55,000**	**$20,000**	**$5,000**

*Platinum members of CNCF, followed by Gold members, have priority in the Diamond Sponsorship selection process (see event website for Diamond Sponsorship selection process details).

**Startup sponsors must be in business less than 3 years, less than $1M in revenue, less than 50 employees and a CNCF member.

CNCF reserves the right to increase/decrease the number of available sponsorships due to changes in space availability.

PROMOTIONAL MARKETING OPPORTUNITIES

Please check with us on pricing and availability for individual events.

A number of other opportunities may be available depending on the event. Please inquire on these and customized opportunities.

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

Lanyards* $2,500 AND UP

Every attendee will wear a name badge and lanyard and your logo will appear across the lanyard.

Breakfast & Breaks $5,000 AND UP

Includes large branded signage in breakfast and break areas, as well as recognition on event website.

Diversity Scholarship $5,000 AND UP

Participating companies will be recognized in emails and on Twitter. More importantly, many attendees who normally would not have the means to attend otherwise, will have the opportunity to participate in the event. Sponsorship support also comes with access to the list of incoming diversity requests with accept/decline input, as well as the option to provide a "mentor" from sponsor company.

Women in Open Source/Diversity Luncheon $5,000 AND UP

Show your support of the diversity in our community that is helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch.

Keynote Live Stream & Recording $7,000 AND UP

A great sponsorship opportunity for sponsors that cannot physically be at the event. Includes logo on live stream sign-up web page, as well as on the livestream itself. Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.

Attendee T-Shirt $7,500 and up

Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt.

Attendee Lounge $7,500 AND UP

Sponsor a themed lounge such as Developer, Meetup, Community or Enterprise Lounge. Provides the space and snacks to get attendees collaborating. Includes sponsored signage in lounge areas.

Evening Event $10,000 AND UP

A great opportunity to support the community, make an announcement and more, you can be the exclusive sponsor of an onsite or offsite evening event at one of our conferences this year.

Hackathon, Dev Day or Mini Summit* $7,500 and up

A great opportunity to take advantage of our existing attendee base. Sponsorship includes promotion on our website and in event promotion as a co-located event, registration add-on opportunity on event registration form, plus venue space, internet and AV. Please contact us for a customized offer.

*Note these opportunities require a base leveled sponsorship.

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.

THE **LINUX** FOUNDATION

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

www.linuxfoundation.org