



2023 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 **”**

Additional 2023 events will be added as dates are finalized.

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LINUX FOUNDATION EVENTS

Linux Storage, Filesystem, MM & BPF Summit	8
May 8-10 Vancouver, BC	
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Open Source Summit North America	10
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Fall 2023 TBA	
Linux Plumbers Conference	22
November 13-15 Richmond, VA	
Open Source Summit Japan	24
December 5-6 Tokyo	
Cassandra Summit	27
December 12-13 San Jose, CA	

LINUX FOUNDATION PROJECT EVENTS

Automotive Grade Linux All-Members Meeting	30
March 8-9 Berlin, Germany	
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April 16-18 Amsterdam, The Netherlands	
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Automotive Grade Linux All-Members Meeting	40
July 12-13 Tokyo, Japan	
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July 27 Geneva, Switzerland	
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Open Source in Finance Forum	46
November 1 New York, NY	

CNCF EVENTS

CloudNative SecurityCon	51
February 1-2 Seattle, WA	
KubeCon + CloudNativeCon Europe	52
April 19-21 Amsterdam, The Netherlands + Online	
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May 8-9 Vancouver, BC	
KubeDay Israel	57
June 19 Tel Aviv, Israel	
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November 6-9 Chicago, IL + Online	

Sponsorship of Linux Foundation events offers a multitude of benefits:



Increase brand awareness & recognition



Showcase thought leadership



Recruit and acquire top talent



Generate sales leads and customers



Leverage highly targeted marketing opportunities



Take advantage of media exposure & PR announcements



Display products, services & technologies



Create new partnerships & alliances



Gain valuable mindshare from developers, technologists and business leaders



Demonstrate support for the important work of the open source community

Technologies Covered by Event:

Linux Systems

- Open Source Summit
- Embedded Open Source Summit
- Automotive Linux Summit
- Linux Plumbers Conference
- Linux Kernel Maintainer Summit
- Linux Security Summit

Applications

- API Specifications Conference

Networking & Edge Computing

- ONE Summit
- Open Source Summit
- DPDK Summit

IoT, Embedded & Automotive

- Embedded Open Source Summit
- Automotive Linux Summit
- Open Source Summit

Artificial Intelligence & Machine Learning

- Open Source Summit
- ONE Summit
- The Linux Foundation Member Summit

Open Source Governance, Community & Management

- The Linux Foundation Member Summit
- Open Source Summit
- Open Compliance Summit
- The Linux Foundation Member Legal Summit

Blockchain

- Hyperledger Member Summit

Hardware

- RISC-V Summit

Cloud & Cloud Native

- KubeCon + CloudNativeCon
- Open Source Summit
- ONE Summit
- Kubernetes on Edge Day
- Kubernetes Contributor Summit
- Helm Summit
- FoundationDB Summit
- ServiceMeshCon
- CloudNativeSecurityCon
- KVM Forum
- Xen Summit

Invitation-Only Events

- Linux Storage/Filesystem/MM & BPF Summit
- The Linux Foundation Member Legal Summit
- Open Compliance Summit
- Linux Kernel Maintainer Summit
- The Linux Foundation Member Summit

Linux Foundation Events are where 90,000+ developers and technologists from across the globe meet to share ideas, learn and collaborate to drive innovation.

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, architects, infrastructure managers and sysadmins, as well as technologists leading open source program offices, DevRel teams and other critical leadership functions. 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 brings together companies and individual contributors to build the greatest shared technology in history. We provide the events, training, certification, open source best practices and ecosystem development necessary to build, scale, and sustain critical open source projects and communities. As the home of over 400 open source projects driving critical technologies, there is no organization better positioned to gather the open source community for important face to face interaction to drive innovation across open source. 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.

LF EVENT AUDIENCE SNAPSHOT

*Updated with 2022 audience snapshot at the completion of events.

ATTENDANCE

90,000+ attendees

REPRESENTING

12,000+ organizations

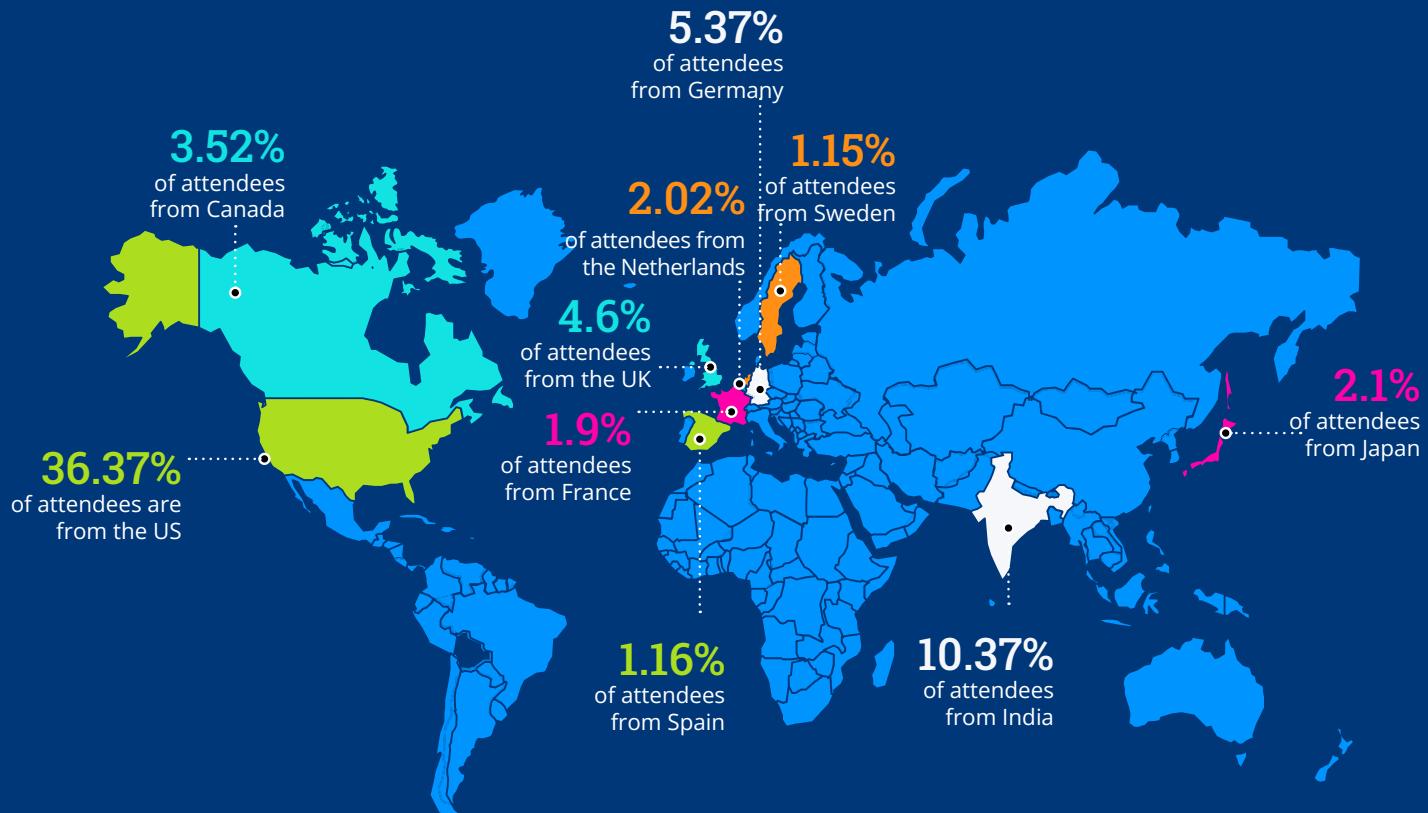
Including corporations, associations and academic institutions worldwide

FROM

175 countries

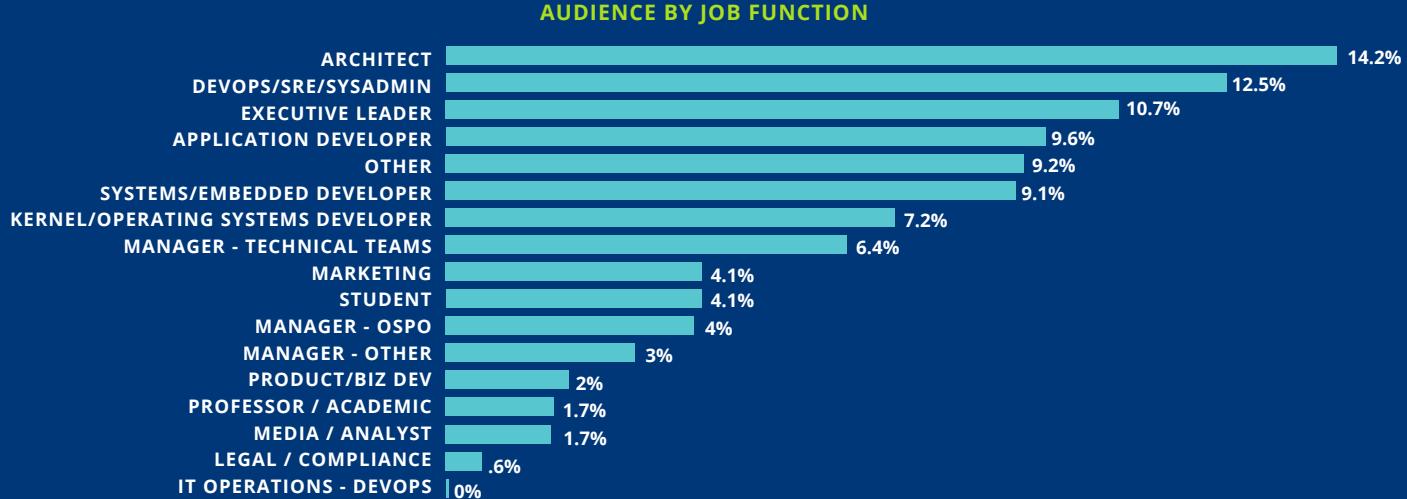
AUDIENCE BY COMPANY SIZE

COMPANY SIZE	SUM OF %
	1 - 49
	50 - 499
	500 - 999
	1,000-2,999
	3,000+

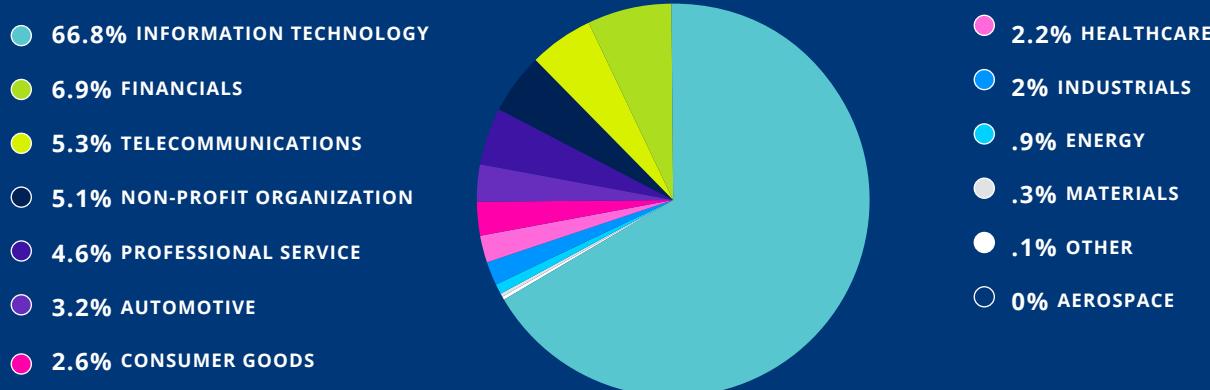


LF EVENT AUDIENCE SNAPSHOT

*Updated with 2022 audience snapshot at the completion of events.



AUDIENCE BY INDUSTRY



PRESS & SOCIAL MEDIA

Linux Foundation Events are highly engaging and interactive.
Our 2020 events generated:

35,000+
media clips

350M+
average aggregated readership during each 2 week event window.*

200K+
average number of total impressions for posts made on LF Facebook and LinkedIn during 2 week event window.*

**event window is measured as week before event + event week.*

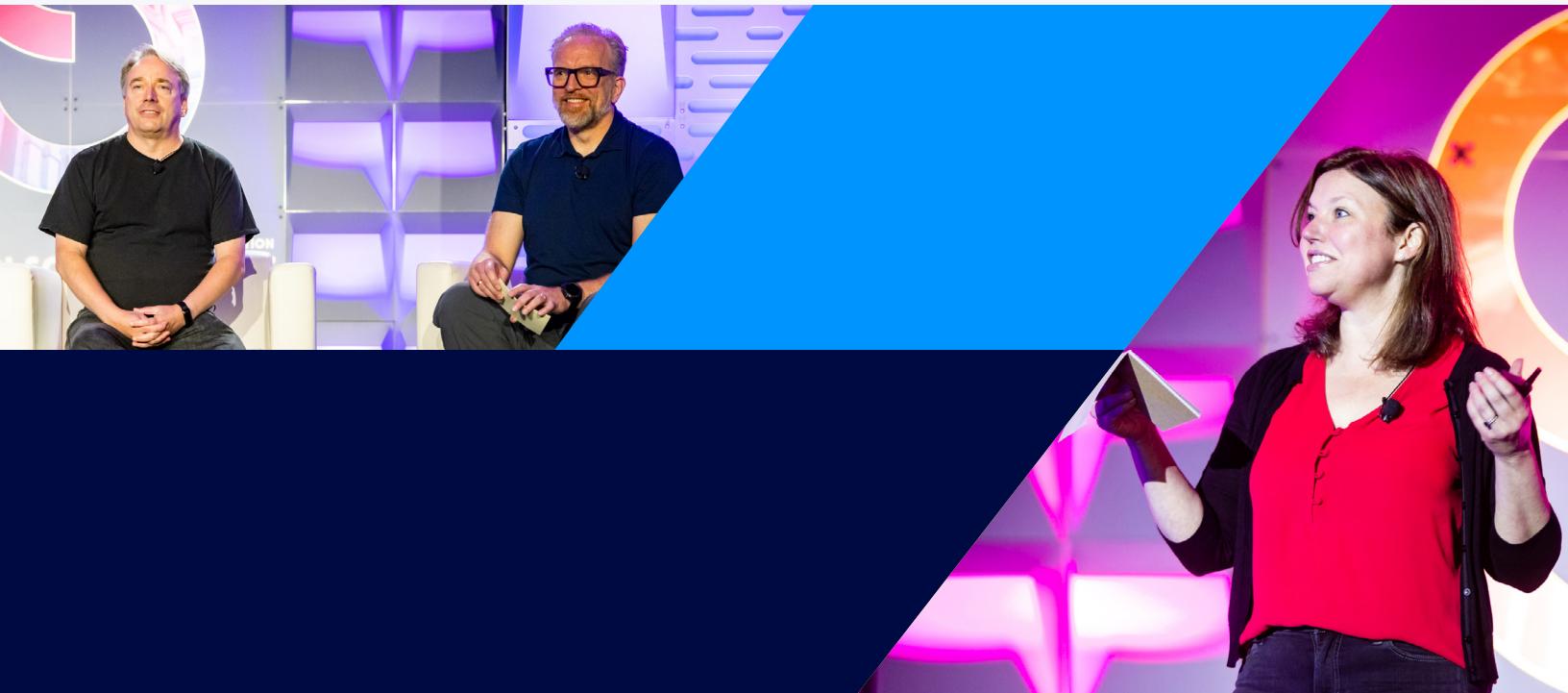
1B+
event hashtag impressions on Twitter

Nearly 500
media professionals participated, representing global media outlets



PART 1

Linux Foundation Events



About Linux Storage, Filesystem, MM & BPF Summit

May 8-10, 2023 | Vancouver, BC

Linux Storage, Filesystem, Memory Management & BPF 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 event, underwritten and managed by The Linux Foundation, is invitation only and employs **a nomination process to determine the 85 members of the community who will attend each 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 for a member of your organization to affect change at the ground level.

Sponsorships-at-a-Glance

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

	DIAMOND 1 AVAILABLE SOLD OUT	PLATINUM 5 AVAILABLE	GOLD UNLIMITED	SILVER UNLIMITED
Breakfast Sponsorship: Exclusive sponsor of attendee breakfast on all days of the event	•			
Recognition on Event Signage and Website: Prominent logo display on all event web pages, and on conference signage onsite.	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•		
Conference Attendee Invitations: Full access invitations to the entire conference for your staff or customers.	3	2	1	0

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2023 due to COVID.



About Linux Security Summit

May 10-12, 2023 | Vancouver, BC

September 20-21, 2023 | Bilbao, Spain

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 to analyze and solve Linux security challenges.

LSS is where key Linux security community members and maintainers gather to present their work and discuss research with 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.

Sponsorships-at-a-Glance

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

	PLATINUM	GOLD	SILVER
NORTH AMERICA	3 AVAILABLE	3 AVAILABLE	UNLIMITED
EUROPE	2 AVAILABLE	2 AVAILABLE	UNLIMITED
Video Recording: Your logo and an approved message will be included on the splash screen for each video. Videos are publicly available on The Linux Foundation YouTube Channel.	1 Day of Event		
Breakfast & Breaks : Your logo will appear on signage placed strategically in the coffee break area and on buffets for maximum exposure.		•	
Recognition in opening session	•	•	•
Recognition on Event Signage and Website: Prominent logo display on all the event web pages and on conference signage.	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	6	2	2
Sponsorship Cost	\$8,000	\$5,000	\$3,000

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About Open Source Summit

May 10-12, 2023 | Vancouver, BC

Join us at the premier event for open source developers, technologists and community leaders to collaborate, share information, solve problems and gain knowledge, furthering open source innovation and ensuring a sustainable open source ecosystem. **It is THE gathering place for open source code and community contributors.**

OPEN SOURCE SUMMIT IS A CONFERENCE UMBRELLA, COMPOSED OF A COLLECTION OF EVENTS COVERING THE MOST IMPORTANT TECHNOLOGIES, TOPICS AND ISSUES AFFECTING OPEN SOURCE TODAY.

Events Under the OS Summit North America 2023 Conference Umbrella include:



Who Attends Open Source Summit

Developers

Systems, Embedded, Applications,
 Kernel & Operating Systems

Operations

Architects, SRE, System Administrators
 and DevOps

Community & Leadership

Technical Managers, Community Managers,
 Executive Leaders, Legal & Compliance, OSPO Teams

Academic/Media/Other

Professors, Students, Media, Analysts,
 Product, Biz Dev, Marketing

Why Attend Open Source Summit?

Thousands of attendees attend Open Source Summit North America each year to:

- Meet face-to-face for problem-solving, discussions and collaboration
- 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 open source projects to gain efficiencies
- 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
- Explore career opportunities with the world's leading technology companies

2022 Attendee Survey Results

97% found the conference content and sessions to be informative and useful.

95% would recommend attending the event to a friend or colleague.

93% felt they had the right amount of time for networking/collaboration.

93% said they are likely to join the event in-person in the future.

Quick Facts

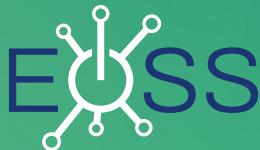
- **Anticipated 2023 Attendance: 2,000 In-Person Attendees**
- Open Source Summit North America 2022 was held as a hybrid event, gathering **2,770+** attendees from **1,041** organizations across **68** countries.
- Highest sponsor booth leads generated in 2022 — **423** with an average of **90**.

Sponsorships-at-a-Glance	DIAMOND 4 AVAILABLE 1 AVAILABLE	PLATINUM 8 AVAILABLE 6 AVAILABLE	GOLD 10 AVAILABLE 4 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Contact sponsorships@linuxfoundation.org to secure your sponsorship today.					
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.	•	•			
Recognition During Opening Keynote Session: Sponsor recognition by name.	•	•			
Custom Question in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	1			
Speaking Opportunity: Content must be approved by PC and the LF. <i>Based on availability.</i>	15-Minute Keynote	5-Minute Keynote	Conference Session or BoF		
Social Media Re-Share: The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•	•		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Meeting Room**: For private meeting use only.	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Social Media Promotion of Sponsorship: From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).	3	2	1 (shared post)		
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Collateral Distribution**: Laid out in a prominent location near registration onsite.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing	•	•	•	•	•
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	•	•	•	•	•
Recognition on Event Signage and Website: Prominent logo display on event web pages, onsite conference signage.	•	•	•	•	•
Exhibit Booth**: Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available).	20'x20'	15'x15'	10'x10'	10'x10'	Tabletop
Lead Retrieval**: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	\$70,000	\$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.

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Embedded Open Source Summit

June 27-30, 2023 | Prague, Czech Republic

About the Summit

Embedded computing systems are essential to the operation of electronic devices and systems across a wide range of industries, and the Linux Foundation is host to numerous open source projects dedicated to this space.

Embedded Open Source Summit (EOSS) is a new umbrella event for open source embedded projects and developer communities to come together under one roof for important collaboration, discussions and education.

The event is composed of micro conferences including Embedded Linux Conference and Zephyr Developer Summit. Micro conferences will include presentations, BoFs, training, workshops and min-confs designed for real time problem solving and deep discussion. Additional micro conferences in the EOSS umbrella will be announced soon. The conference will take place Tuesday, June 27-Friday, June 30 with optional co-located events and training on Monday, June 26.

Why Sponsor

Sponsoring Embedded Open Source Summit gives you the opportunity to reach a diverse and multi-faceted audience of practitioners, in one place. Many organizations are engaged in a number of the technology areas covered at Embedded Open Source Summit, making this the one conference providing you the opportunity to connect with many communities at one event and to achieve a variety of sponsorship goals:



Increase brand awareness & recognition



Showcase thought leadership



Recruit and acquire top talent



Generate sales leads and customers



Leverage highly targeted marketing opportunities



Take advantage of media exposure & PR announcements



Display products, services & technologies



Create new partnerships & alliances



Gain valuable mindshare from developers, technologists and business leaders



Demonstrate support for the important work of the open source community



Embedded Open Source Summit

June 27-30, 2023 | Prague, Czech Republic

Sponsorships-at-a-Glance

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

	DIAMOND <small>4 1 AVAILABLE</small>	PLATINUM <small>8 7 AVAILABLE</small>	GOLD <small>10 5 AVAILABLE</small>	SILVER UNLIMITED	BRONZE UNLIMITED
Blog Post: Featured profile or interview on project or LF blog.	•	•			
Pre-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Pre or Post Event Email Recognition: 50-word entry in attendee email.	•	•			
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement	•	•			
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•			
Meeting Room: For private meeting use only.	Private Use - 2 days	Private Use - 1 day			
Speaking Opportunity: Content must be approved by PC and The Linux Foundation. Based on availability.	15-Minute Keynote or 4-Hour Tutorial	5-Minute Keynote or 2-Hour Tutorial	Conference Session or BoF		
Keynote Stage Branding: Logo prominently displayed on stage.	•	•	•	•	
Social Media Recognition: Pre-determined number of "Thank you" tweets.	2	1	1	Shared Post	
Recognition on Event Signage and Website: Prominent logo display on event web pages, and onsite conference signage.	•	•	•	•	•
Post-Event Email Recognition: Sponsor logo in footer of post-event email.	•	•	•	Name Only	Name Only
Exhibit Space: Includes table and chairs.	2 Tables	2 Tables	1 Table	1 Table	1 Table
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	14	8	6	4	2
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues	•	•	•	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	\$40,000	\$25,000	\$15,000	\$7,500	\$5,000

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About Open Source Summit

September 19-21, 2023 | Bilbao, Spain

Join us at the premier event for open source developers, technologists and community leaders to collaborate, share information, solve problems and gain knowledge, furthering open source innovation and ensuring a sustainable open source ecosystem. **It is THE gathering place for open source code and community contributors.**

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Events Under the OS Summit Europe 2023 Conference Umbrella include:



LINUXCON



CLOUDOPEN



CONTAINERCON



DIVERSITY
EMPOWERMENT
SUMMIT



SUPPLYCHAIN
SECURITYCON



CRITICAL
SOFTWARE
SUMMIT



SUSTAINABILITY
CON



EMERGING
OS FORUM



OPEN
AI + DATA
FORUM



OPEN SOURCE
LEADERSHIP
SUMMIT



OPEN
SOURCE
ON-RAMP



OpenJS World

Who Attends Open Source Summit

Developers

Systems, Embedded, Applications,
Kernel & Operating Systems

Operations

Architects, SRE, System Administrators
and DevOps

Community & Leadership

Technical Managers, Community Managers,
Executive Leaders, Legal & Compliance, OSPO Teams

Academic/Media/Other

Professors, Students, Media, Analysts,
Product, Biz Dev, Marketing

Why Attend Open Source Summit?

Thousands of attendees attend Open Source Summit Europe each year to:

- Meet face-to-face for problem-solving, discussions and collaboration
- 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 open source projects to gain efficiencies
- 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
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2022 Attendee Survey Results

98% found the conference content and sessions to be informative and useful.

94% would recommend attending the event to a friend or colleague.

98% felt they had the right amount of time for networking/collaboration.

91% said they are likely to join the event in-person in the future.

Quick Facts

- **Anticipated 2023 Attendance: 2,000 In-Person Attendees**
- Open Source Summit Europe 2022 was held as a hybrid event, gathering **2,400+** attendees from **1,271** organizations across **75** countries.
- Highest sponsor booth leads generated in 2022 — **366** with an average of **121**.

Sponsorships-at-a-Glance	DIAMOND <small>4 AVAILABLE 3 AVAILABLE</small>	PLATINUM <small>8 AVAILABLE 6 AVAILABLE</small>	GOLD <small>10 AVAILABLE 4 AVAILABLE</small>	SILVER UNLIMITED	BRONZE UNLIMITED
Contact sponsorships@linuxfoundation.org to secure your sponsorship today.					
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.	•	•			
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•			
Custom Question in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	2	1			
Speaking Opportunity: Content must be approved by PC and the LF. <i>Based on availability.</i>	15-Minute Keynote	5-Minute Keynote	Conference Session or BoF		
Social Media Re-Share: The Linux Foundation Twitter account will re-tweet 1 post of your choosing. Timing determined by The Linux Foundation.	•	•	•		
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•		
Meeting Room**: For private meeting use only.	Private Use - 3 days	Private Use - 1 Day	Private Use - 4 Hours		
Social Media Promotion of Sponsorship: From The Linux Foundation Twitter. Sponsor can provide custom content (must be approved by The Linux Foundation).	3	2	1 (shared post)		
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Collateral Distribution**: Laid out in a prominent location near registration onsite.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing	•	•	•	•	•
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	•	•	•	•	•
Recognition on Event Signage and Website: Prominent logo display on event web pages, onsite conference signage.	•	•	•	•	•
Exhibit Booth**: Includes counter with graphic and stools. Table and chairs only for Bronze sponsors. (Upgrade options available).	20'x20'	15'x15'	10'X10'	10'x10'	Tabletop
Lead Retrieval**: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	20	15	10	6	3
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	\$70,000	\$45,000	\$30,000	\$15,000	\$8,000

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About Linux Security Summit

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September 20-21, 2023 | Bilbao, Spain

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Sponsorships-at-a-Glance

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	PLATINUM	GOLD	SILVER
NORTH AMERICA	3 AVAILABLE	3 AVAILABLE	UNLIMITED
EUROPE	2 AVAILABLE	2 AVAILABLE	UNLIMITED
Video Recording: Your logo and an approved message will be included on the splash screen for each video. Videos are publicly available on The Linux Foundation YouTube Channel.	1 Day of Event		
Breakfast & Breaks : Your logo will appear on signage placed strategically in the coffee break area and on buffets for maximum exposure.		•	
Recognition in opening session	•	•	•
Recognition on Event Signage and Website: Prominent logo display on all the event web pages and on conference signage.	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	6	2	2
Sponsorship Cost	\$8,000	\$5,000	\$3,000

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About The Linux Foundation Member Summit

October 24-26, 2023 | Monterey, 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 Member Summit (formerly Open Source Leadership Summit) is the annual gathering for Linux Foundation member organizations.

The event fosters collaboration, innovation, and partnerships among the leading projects and organizations

working to drive digital transformation with open source technologies. It is a must-attend for business and technical leaders looking to advance open source strategy, implementation and investment in their organizations and learn how to collaboratively manage the largest shared technology investment of our time.

For sponsors, it is an excellent opportunity to gain access to the event and the attendees for strategic discussions and collaboration.

“ 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, CHIEF STRATEGY OFFICER, DATASTAX

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Sponsorships-at-a-Glance

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	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	3 AVAILABLE	3 1 AVAILABLE	3 2 AVAILABLE	4 3 AVAILABLE	4 AVAILABLE
Conference Room* : For private meeting use only.	•				
LF Live Webinar : We will host and promote with content & speaker of your choosing. You receive contact info for webinar registrants.	•				
Speaking Opportunity : All sponsor content must be approved by the Program Committee and The Linux Foundation. Speaking slots based on availability.	15-minute Keynote	5-minute Keynote + Session	Session		
Inclusion in Onsite Press News Package : Announcements you'd like to make onsite will be included in the daily news package sent to media covering event.	•	•	•		
Recognition During Opening Keynote Session : Sponsor recognition by name.	•	•	•		
Exclusive Sponsorship of 1 Attendee Social Function : Includes branding throughout the social function.	Evening Event (1 day)	Lunch (1 day)	Breakfast & Breaks (1 day)		
Keynote Stage Branding : Logo prominently displayed on stage screens.	•	•	•	•	
Access to Event Press List	•	•	•	•	•
Member Summit Invitations : Full access passes to the entire conference for your staff or customers.	10	8	6	4	2
Recognition on Event Signage and Event Website : Prominent logo display on all event web pages and on the conference signage.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing : Includes link to your URL.	•	•	•	•	•
Sponsor Designation in Press Releases : Recognition as sponsor in the body of the release.	•	•	•	•	•
Sponsorship Cost	\$65,000	\$35,000	\$20,000	\$10,000	\$8,000

*As permitted per COVID-19 safety + social distancing requirements.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.

About Open Compliance Summit

Fall, 2023 | TBA

The Open Compliance Summit is an exclusive event for Linux Foundation members and select invitees. The summit provides a neutral environment for participants from different companies and different backgrounds to:

- Discuss and exchange compliance best practices (processes, policies, guidelines, tools, open source governance, etc.).
- Discuss common compliance challenges and how to address them.
- Increase awareness on implementing and managing a compliance program, and managing compliance via your supply chain.
- Increase involvement of participants in The Linux Foundation Open Compliance Program (tools, templates, SPDX, etc.).

This is the ONLY event focused solely on compliance in the world of open source. Attendance is limited to ensure intimate conversations and ease of networking and collaboration. This summit (like prior) will be held under the [Chatham House Rule](#).

Sponsorships-at-a-Glance

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

	GOLD 4 AVAILABLE	SILVER 4 AVAILABLE	BRONZE UNLIMITED
Shared Bookable Meeting Room* : For private meeting use only.	•		
Shared Branding on Signage in Meal Area	•		
Speaking Opportunity : All sponsor content must be approved by Program Committee and The Linux Foundation. Speaking slots based on availability.	10-Minute Keynote	5-Minute Keynote	
Exhibit Booth* : Includes (1) table and (2) chairs	•	•	•
Recognition on Event Signage and Website : Prominent logo display on all event web pages and on conference signage.	•	•	•
Recognition in Pre-Conference Email Marketing : Includes link to your URL.	•	•	•
Conference Attendee Passes : Full access passes to the entire conference for your staff or customers.	6	4	2
Recognition During Opening Keynote Session : Sponsor Recognition by Name.	•	•	•
Keynote Stage Branding : Logo prominently displayed on stage screens or signage.	•	•	•
Sponsorship Cost	\$15,000	\$10,000	\$7,000

*As permitted per COVID-19 safety + social distancing requirements.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2023 due to COVID.



2023 SPONSORSHIP PROSPECTUS

Linux Plumbers Conference

November 13-15, 2023 | Hybrid Event | Richmond, VA

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

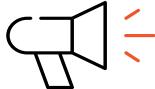
LPC brings together the top developers working on the “plumbing” of Linux — kernel subsystems, core libraries, windowing systems, etc. — and gives them three days to work together on core design problems. The conference is divided into several working sessions focusing on different “plumbing” topics, 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 in real time. 500 developers gather annually for this event; the conference is limited to this number of people for maximum collaboration opportunities.

Benefits of Sponsorship



Recruit and acquire top talent



Increase brand awareness & recognition



Generate new partnerships, alliances & customers



Showcase products, services & technologies





2023 SPONSORSHIP PROSPECTUS

Sponsorships-at-a-Glance

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

	DIAMOND <small>2 1 AVAILABLE</small>	PLATINUM <small>UNLIMITED</small>	GOLD <small>UNLIMITED</small>	SILVER <small>UNLIMITED</small>
Conference Room: For private meeting use only.	•			
Branded Session Room: With Company Name + Logo	•			
Custom Question in Post-Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with survey results.	•			
Pre- or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation	•			
Recognition During Plenary Session	•	•	•	•
Opportunity to Post on a Virtual and/or In-Person Job Board	•	•	•	•
Prominent Branding Throughout Virtual Conference and Physical Venue	•	•	•	•
Recognition on Event Website: Prominent logo display on all website pages	•	•	•	•
In-Person Conference Attendee Passes: Full access in-person passes to the entire conference for your staff or customers.	9	5	3	2
Virtual Conference Attendee Passes: Full access virtual passes to the entire conference for your staff or customers.	27	15	9	6
Sponsorship Cost	\$35,000	\$20,000	\$15,000	\$10,000

Bulk purchase of passes* from the general attendee pool (which is capped and not possible if registration is closed to general attendees) is an additional option available to certain sponsorship levels of Linux Plumbers Conference. This lets sponsors purchase an additional number of tickets with a purchase order if the conference has space available.

The maximum number of additional passes available for purchase corresponds to the sponsoring level.

- Diamond: May purchase up to 15 additional passes
- Platinum: May purchase up to 10 additional passes
- Gold: May purchase up to 5 additional passes
- Silver: No bulk purchase at this level

*Bulk purchase of passes are subject to availability and are not guaranteed.

All bulk purchases are at the regular registration rate and need to be completed with a single PO. The PO must be paid in full before the registration code will be provided.

If you are interested in purchasing bulk registration passes in addition to your sponsorship, please reach out to Courtenay Pope (ccope@linuxfoundation.org).

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A LOT ABOUT TECHNOLOGY
FROM AROUND THE WORLD.
I EVEN RECOMMENDED THE
OPEN SOURCE SUMMIT JAPAN +
AUTOMOTIVE LINUX SUMMIT TO
ALL MY COLLEAGUES. 🤘**

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About Open Source Summit Japan

December 5-6, 2023 | Tokyo, Japan

Join us at the premier event for open source developers, technologists and community leaders to collaborate, share information, solve problems and gain knowledge, furthering open source innovation and ensuring a sustainable open source ecosystem. **It is THE gathering place for open source code and community contributors.**

OPEN SOURCE SUMMIT IS A CONFERENCE UMBRELLA, COMPOSED OF A COLLECTION OF EVENTS COVERING THE MOST IMPORTANT TECHNOLOGIES, TOPICS AND ISSUES AFFECTING OPEN SOURCE TODAY.

Events Under the OS Summit Japan 2023 Conference Umbrella include:



LINUXCON



AUTOMOTIVE
LINUX SUMMIT



CLOUDOPEN



CONTAINERCON



CRITICAL
SOFTWARE
SUMMIT



COMMUNITY
LEADERSHIP
CONFERENCE



EMERGING
OS FORUM



OPEN
AI + DATA
FORUM

Why Sponsor

Sponsoring Open Source Summit gives you the opportunity to reach a diverse and multi-faceted audience of open source practitioners, in one place.

Many organizations are engaged in a number of the technology areas covered at Open Source Summit, making this the one conference providing you the opportunity to connect with many communities at one event.



Increase brand awareness & recognition



Showcase thought leadership



Recruit and acquire top talent



Generate sales leads and customers



Leverage highly targeted marketing opportunities



Take advantage of media exposure & PR announcements



Display products, services & technologies



Create new partnerships & alliances



Gain valuable mindshare from developers, technologists and business leaders



Demonstrate support for the important work of the open source community

“WE MET SOME OF THE BRIGHTEST AND MOST TALENTED ATTENDEES, AND LEARNED FIRST-HAND FROM INDUSTRY LEADERS. THE 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! ”



About Cassandra Summit

December 12-13, 2023 | San Jose, CA

It's time for the Apache Cassandra® community to gather again! Since a small group of distributed systems engineers gathered for the first Cassandra Summit, Apache Cassandra has grown into a worldwide phenomenon that powers critical workloads. The project's velocity is up, and its most exciting years are ahead. It's time to show how organizations everywhere are bridging Cassandra to the future, at Cassandra Summit 2023.

Cassandra Summit is a two-day, vendor neutral event where the industry will connect to share best practices and use cases, celebrate makers and users, forge critical relationships, and learn about advancements in the Apache Cassandra ecosystem.

The event will feature keynotes, hands-on labs, sessions, and the popular hallway track. There will also be many places to make community memories in a festival-like atmosphere with experiential, interactive exhibits and entertainment breaks.

Apache Cassandra is in use at organizations of all sizes like Ably, Apple, Backblaze, Bloomberg Engineering, Flant, Home Depot, Instana, Liquibase, Netflix, Target, Yelp, and thousands of other companies that have large, active data sets.

Cassandra Summit 2023 Topics

- Developing applications with Cassandra
- Cloud-native deployments and strategies
- Ecosystem tools that leverage Cassandra
- What's coming for future Cassandra versions
- Use cases and sharing about best practices



CASSANDRA SUMMIT

DECEMBER 12-13, 2023 • SAN JOSE, CA

2023 SPONSORSHIP

PROSPECTUS

Sponsorships-at-a-Glance

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

	DIAMOND 1 AVAILABLE SOLD OUT	PLATINUM 4 AVAILABLE 3 AVAILABLE	GOLD 6 AVAILABLE 3 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation.	•	•			
Custom Question in Post-Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow-up reporting with data results.	2	1			
Access to Event Press/Analyst List: Contact List shared one week prior to the event for your own outreach.	•	•			
Speaking Opportunity: Content must be approved by PC and The Linux Foundation. Based on availability.	15-Minute Keynote & Conference Session	10-Minute Keynote	Conference Session		
Recognition During Opening Keynote Session: Sponsor Recognition by Name.	•	•	•		
Meeting Room: For private meeting use only.	Private Use - 2 Days	Private Use - 1 Day	Private Use - 2 Hours		
Social Media Promotion of Sponsorship: Sponsor can provide custom content (must be approved by The Linux Foundation).	3	2	1 (shared post)		
Social Media Re-Share: We will retweet 1 post of your choosing. Timing determined by The Linux Foundation	•	•	•	•	
Sponsor Designation in Press Releases: Recognition as sponsor in body of release.	•	•	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens.	•	•	•	•	
Collateral Distribution: Laid out in a prominent location near the registration desk onsite.	•	•	•	•	•
Recognition in Pre-Conference Email Marketing: Includes link to your URL.	•	•	•	•	•
Recognition on Event Signage and Website: Prominent logo display on event web pages and onsite conference signage.	•	•	•	•	•
Exhibit Space: Includes counter with graphic and stools. Table and chairs only for Silver and Bronze sponsors. (Upgrade options available).	20'x20'	10'x10'	10'x10'	Table	Table
Lead Retrieval: Live scans, real time reporting and ability to take notes on captured leads.	3	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	30	15	10	6	4
Exhibit Hall Passes: Exhibit hall passes will only provide access to the exhibit hall, not entire conference.	30	25	20	10	4
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•	•
Sponsorship Cost	\$70,000	\$40,000	\$25,000	\$12,000	\$7,000

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2023 due to COVID.



PART 2

Linux Foundation Project Events



Automotive Grade Linux All Member Meeting

March 8-9, 2023 | Berlin, Germany

The Automotive Grade Linux All-Member Meetings take place bi-annually and are the meeting place for the Automotive Grade Linux (AGL), a Collaborative Project of The Linux Foundation, which is dedicated to creating open source software solutions for automotive applications.

Sponsorships-at-a-Glance

Contact events@automotivelinux.org to secure your sponsorship today. **Sponsorship Deadline: February 10, 2023**

	DIAMOND 1 AVAILABLE	PLATINUM 1 AVAILABLE	GOLD 3 AVAILABLE	SILVER 6 AVAILABLE
Collateral at Registration: Ability to provide a piece of collateral or give-away for attendees when they check-in	•			
Speaking Opportunity: Sponsor to work directly with AGL on signoff for content of session	Keynote, Day 1 20 mins	Keynote, Day 1 15 mins	Keynote 15 mins	
Recognition in Pre-Conference Email Marketing	•	•	•	
Keynote Stage Branding: Logo in Welcome slides	•	•	•	
Recognition in Opening & Closing Keynotes	•	•	•	
Recognition on Event Website: Prominent logo displayed on website	•	•	•	•
Recognition on Event Signage: Logo on onsite signage	•	•	•	•
Exhibit Space: The Demo Showcase is the hub of the event, providing excellent mindshare for sponsors	•	•	•	•
All Attendee Access at Demo Showcase Reception	•	•	•	•
Sponsorship Cost	\$20,000	\$15,000	\$10,000	\$5,000

Add-On Opportunities

Lunch Sponsor

\$2,000 • 2 AVAILABLE

Logo on lunch signage and event website. Thank you in opening and closing remarks.

Offsite Reception Sponsor

\$10,000 • 1 AVAILABLE

Logo on reception signage and cocktail napkins and Event website. Thank you in opening and closing remarks.

Welcome Reception Sponsor

\$5,000 • 1 AVAILABLE

Logo on reception signage and cocktail napkins and Event website. Thank you in opening and closing remarks.

About Cephalocon

April 16-18, 2023 | Amsterdam, The Netherlands

Cephalocon 2023 brings together the global Ceph community, comprised of passionate storage engineers and researchers.

Ceph is an open source distributed object store and file system designed to provide excellent performance, reliability and scalability.

Why Sponsor Cephalocon 2022?

Sponsoring this event is a unique opportunity to gain valuable mindshare of an elite audience of engineers, researchers and end-users.

Building on the success of Ceph Days and virtual Developer Summits, Cephalocon brings together more than 400 attendees from across the globe to showcase Ceph's history and its future, real world applications, and of course, highlight vendor solutions. Cephalocon 2023 promises to make for incredible community building, cross-company collaboration and cutting-edge training.

By sponsoring this event, you will join other prominent industry sponsors in supporting the growth and innovation of Ceph and its global community.

Contact us at sponsorships@ceph.foundation to secure your sponsorship, request additional details or discuss custom options.

Sponsorships-at-a-Glance

Contact us at sponsorships@ceph.foundation to secure your sponsorship.

CATEGORY	DELIVERABLES	PLATINUM	GOLD	SILVER	STARTUP
		4 2 AVAILABLE	6 AVAILABLE	UNLIMITED	UNLIMITED
Speaking Opportunity	15 minute keynote or 30-minute breakout presentation: Content to be approved by program committee	•			
*Speaker name and session abstract are required by February 25.	5 minute keynote or 15-minute breakout presentation: Content to be approved by program committee		•		
	Lightning Talk or BoF: Content to be approved by program committee			•	
On-Site Experience	Recognition on Event Signage: Sponsor logo on conference signage	•	•	•	•
	Collateral Distribution: Laid out in a prominent location near registration	•	•	•	
	1-minute video during opening keynote: Provided by sponsor company	•	•		
	Logo included on "Thank you to our Sponsors" slide: Appears during keynote sessions	•	•	•	•
	Exhibit Booth: • Lead retrieval device (Live scans, real time reporting and ability to take notes on captured leads) • Location selected in order of sponsorship tier	10'x10'	8'x8'	6'x6'	6' tabletop
	Conference Room: For private meeting use only.	(SHARED)	(SHARED)		
Marketing/ Brand Exposure	Blog Post: Featured profile or interview on project blog	•	•		
	Assistance with press bookings at event: Helping you get the most out of an on-site announcement	•	•		
	Sponsor recognition in news release	•	•		
	Recognition on Event Website: Prominent logo display on event homepage	•	•	•	•
	Social Media Recognition: Pre-determined number of "Thank you" tweets	(1) pre and (1) during	(1) pre and (1) during	(1) pre-event	(1) pre-event
	Job Opening Recognition: Call-out during keynotes of specific job openings	•	•	•	•
	Webinar: Ceph will host and promote with content & speaker of Sponsor's choosing. Sponsor will receive contact info for webinar registrants.	•			
Email Promotion	Pre-Conference Email Blast: 1 email to opt-in list to be sent by event organizers	•			
	Pre- or Post- Event Email Recognition: 50-word entry in attendee email	•	•	•	•
	Post-Event Email Recognition: Sponsor logo in footer of post-event attendee email	•	•	•	Name only
Post-Event	Opportunity to add pre-approved custom question to the post-event attendee survey: Follow up reporting will be provided with survey results	•	•		
	Post-Event Data Report: Provides event demographics and additional details on event performance	•	•	•	•
Misc.	Complimentary attendee passes to be shared by Sponsor	5	4	3	2
	20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues	Unlimited	Unlimited	Unlimited	Unlimited
Sponsorship Cost		Member \$30,000 Non-Member \$36,000	Member \$20,000 Non-Member \$24,000	Member \$12,500 Non-Member \$15,000	Member \$5,000 Non-Member \$6,000

About LF Energy Summit

June 1-2, 2023 | Paris, France

The LF Energy Summit will gather stakeholders from the energy and technology industries with policymakers and academics from around the world to advance the open source technologies needed to develop a modern technology stack for the power sector to achieve decarbonization goals. Attendees will include developers along with decision makers within utilities, power transmission and distribution companies, carbon tracking companies, RE credits and markets companies, and those providing technology solutions to the industry.

Sponsorships-at-a-Glance

Contact Dan Brown, dbrown@linuxfoundation.org, to secure your sponsorship today. Signed sponsorship contracts must be received by **May 12, 2023**.

	DIAMOND 1 AVAILABLE	PLATINUM 3 2 AVAILABLE	GOLD UNLIMITED	SILVER UNLIMITED	COMMUNITY PARTNER UNLIMITED
Speaking Session: Speaker and content must be approved by the Program Committee. No sales or marketing pitches allowed.	10-minute keynote and 30-minute breakout session	30-minute breakout session			
Pre-Event Attendee Email: sent to opt-in attendees by LF Energy on behalf of sponsor.	1 Exclusive	1 Shared Platinum Sponsors Email	1 Shared Gold Sponsors Email		
Post-Event Attendee Email: sent to opt-in attendees by LF Energy on behalf of sponsor.	1 Exclusive	1 Shared Platinum Sponsors Email			
Exhibit Space + Lead Retrieval App: Lead retrieval to be used for lead capture in onsite exhibit space only.	Including pull-up banner, 6' table, 2 chairs, and power Use of lead retrieval app (no physical device provided)	Including pull-up banner, 6' table, 2 chairs, and power Use of lead retrieval app (no physical device provided)	6' table, 2 chairs, and power Use of lead retrieval app (no physical device provided)		
Collateral Distribution: Located in a prominent location in the Sponsor Showcase					Displayed on shared Community Partner table
Social Media Promotion from @LFE_Foundation	3 posts	2 posts	1 post		
Logo Recognition in Marketing Emails: sent by LF Energy	•	•	•	•	
Website Logo Recognition: Logo and web link on event website.	•	•	•	•	•
Onsite Logo Recognition: Logo included in 'Thank You to Our Sponsors' keynote slide and sponsor signage.	•	•	•	• (keynote slide only)	• (keynote slide only)
Conference Passes: Additional passes discounted 20%.	5	3	2	1	1 (with promotion of event only)
Sponsorship Cost	\$30,000	\$15,000	\$10,000	\$5,000	Complimentary

*LF Energy Members receive a 10% discount on sponsor packages.

Marketing + Branding Opportunities

These enhanced marketing opportunities require a leveled sponsor package. Please note, these additional opportunities are not eligible for a LF Energy member discount.

Contact Dan Brown, dbrown@linuxfoundation.org, to secure your sponsorship today. Signed sponsorship contracts must be received by **May 12, 2023**.



Keynote + Breakout Session Recording

\$7,500 • 1 available

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the LF Energy YouTube channel after the event. Benefits include:

- Sponsor recognition slide with logo at the beginning of each video recording
- Sponsor recognition in post-event email to attendees.

Lanyards \$5,000 • 1 available

Showcase your logo on every attendee with the lanyard sponsorship.* Logo size and placement subject to lanyard design and LF Energy approval. Logo must be single color only (no gradient colors).

*sponsorship must be confirmed with payment by April 7, 2023.



Coffee Breaks Sponsor \$7,500 • 1 available

Keep onsite attendees well-fueled with coffee and snacks. Benefits include:

- Prominent sponsor branding on signage
- Logo on napkins

Location, layout and menu items will be determined by LF Energy.



Lunch Sponsor \$7,500 • 1 available

Attendees participating onsite will enjoy lunch service with your branding near the service stations. Benefits include:

- Prominent sponsor branding on signage

Location, layout and menu items will be determined by LF Energy.



Attendee Giveaway \$5,000 • 1 available

Sponsor logo size, color, and placement will be based on the item and design and are subject to LF Energy approval. Logo must be single color only (no gradient).

*sponsorship must be confirmed with payment by April 7, 2023.

R/Medicine 2023

June 5-9, 2023 | Virtual

The goal of the R/Medicine conference and community is to promote the development and use of R-based tools to improve clinical research and practice.

R is a free and open-source programming language for reproducible statistical computing, data visualization, and application development. R is the gold standard in reproducible research for academia and industry and has powerful capabilities to create highly customizable, interactive, analytic dashboards, as well as predictive models that employ machine learning, deep learning, and artificial intelligence.

R/Medicine was formed through a collaborative effort of the R Consortium with academic and industry partners including Yale University, Stanford University, the Mayo Clinic, and RStudio, Inc (now Posit, PBC). Presentations at R/Medicine conferences showcase how the R ecosystem is currently leveraged in medical applications including clinical trial design and analysis, personalized medicine, the development of machine learning models using laboratory and patient record data, and reproducible research.

The inaugural R/Medicine conference was a two-day event held in 2018 at Yale University that featured distinguished speakers including Rob Tibshirani (Professor

of Biomedical Data Science at Stanford and inventor of the LASSO method of regularized linear regression), Max Kuhn (a best-selling author of books on machine learning, the former Senior Director of Statistics at Pfizer and the creator of R packages and {tinymodels} meta-packages used by millions of people), and 150 attendees. For the second year, a half-day preconference workshop was added to the schedule that featured parallel workshops for attendees in order to provide data literacy and data science education.

The 2020, 2021, and 2022 R/Medicine Conferences were held virtually as single-track events with two days of short courses followed by two days of keynotes and contributed presentations. The virtual format proved extremely successful — in 2022, we had 473 attendees from 53 countries, with a wide range of experience.

This year's five-day event will be two days of preconference short courses, one day of hands-on practice, followed by two days of keynotes and contributed presentations from representatives of biostatistics, the pharmaceutical industry, regulators, and clinical laboratories.

Partnerships

We are interested in developing partnerships with organizations that aim to offer state-of-the-art education in basic data literacy and more advanced data science in a way that is suitable to "end-user" healthcare professionals, including professionals that have no programming background, ranging from data managers all the way to healthcare executives.

Sponsorships-at-a-Glance

Contact r-medicine-events@linuxfoundation.org to secure your sponsorship today.

Sponsorship Deadline: May 12, 2023

	GOLD UNLIMITED	SILVER UNLIMITED	BRONZE UNLIMITED
Direct Access to One of the Main Organizers: We will address any questions or extra requests and work with you to find creative ways to optimize the value you receive from your sponsorship!	•		
Pre-Conference Email Blast: 1 email to opt-in list to be sent by event organizers. Copy provided by sponsor.	•		
Social Media Recognition: "Thank you" tweets.	•	•	
Email Recognition: Logo included in attendee emails.	•	•	
Recognition on Event Website: Your organization's logo prominently displayed on the landing page of the conference website and at the beginning of each recorded talk.	•	•	
Virtual Presence: Sponsor will host a virtual space where you can connect with attendees, Wednesday, June 7 on SpatialChat.	•	•	•
Recruiting: Sponsor will be able to participate in the job recruitment session to promote the company and job openings. Sponsors will also have access to attendee resumes and Data Science Portfolios.	•	•	•
Conference Attendee Passes: Full-access passes to the entire virtual conference for your staff or customers.	10	5	2
Sponsorship Cost	\$10,000	\$7,000	\$5,000

Marketing Promotional Opportunity



Session Recording Sponsor

\$5,000 • 1 available

Extend your presence long after the conference concludes with your logo included on the post-event session recordings.

June 7, 2023 | Virtual

Sponsorships-at-a-Glance

Sponsorship Deadline: May 5, 2023 | Contact events@prestodb.io to secure your sponsorship today.

	PREMIER SPONSOR 4 AVAILABLE	EVENT PARTNER UNLIMITED	COMMUNITY PARTNER UNLIMITED
Speaking Opportunity: all sponsor content must be approved by Program Committee and Presto. No sales & marketing pitches allowed. Speaking slots based on availability.	5 minute speaking slot		
Pre- or Post-Conference Email: One time use of opt-in list to be sent by event organizers pre or post-event.	•		
Post-Event Recognition: sponsor logo in footer of post-event email.	•	•	•
Social Media "Thank You" Tweet	(1) Pre-event and (1) Post-event	(1) Pre-event	(1) Post-event
Recognition During Keynotes: logo included in "Thank You to Our Sponsors" slide during keynote	•	•	•
Custom Questions in Post Event Attendee Survey: Opportunity to add question of your choice (must be approved by The Linux Foundation), and follow up reporting with data results.	•		
Recognition on Virtual Platform and Website: Prominent logo display on all event web pages, virtual event platform and on conference signage onsite.	•	•	•
Virtual Exhibit Booth: The virtual 'booth' components include: - Ability to post videos, demos, links and files - Chat directly with online attendees - Capture leads and booth traffic data for online attendees	•	•	
Custom Platform Notification: One custom notification sent to attendees in the platform (must be approved by event organizers)	•		
Group Booth Shared with Other Community Partners: dedicated time slot for demo/Q&A in booth, public group chat & private 1:1 chat, downloadable resources/assets, post-event data of visitors (name, title, company, country/state, email)			•
Sponsorship Cost	\$8,000	\$2,500	Complimentary

Xen Project Developer and Design Summit

June 24-26, 2023 | Prague, Czech Republic

The Xen Project creates an industry leading open source hypervisor that is powering some of the largest clouds in production today.

During 15 years of development, the Xen Project enabled many different use cases covering datacenter and server virtualization, cloud computing, desktop virtualization, security for desktop computing and within hardware appliances.

The Xen Project has also started to expand into new markets covering NFV, mobile virtualization, embedded virtualization and automotive.

The Xen Project Developer and Design Summit brings together the Xen Project's community of developers and power users for their annual developer conference. The conference is about sharing ideas and the latest developments, sharing experience, planning, collaboration and above all to have fun and to meet the community that defines the Xen Project.

Sponsorships-at-a-Glance

Contact sponsorships@linuxfoundation.org to secure your sponsorship today. **Sponsorship deadline is May 19, 2023.**

	DIAMOND UNLIMITED	PLATINUM UNLIMITED	GOLD UNLIMITED
Speaking Opportunity: All sponsor content must be approved by the Program Committee and Xen Project. No sales or marketing pitches allowed.	•		
Recognition During Opening Session: Sponsor recognition by name and with logo on screen.	•		
Message in Attendee Post-Conference Email: 50-word entry in attendee email.	•		
Collateral Distribution: Marketing materials laid out in a prominent location near registration.	•	•	
Recognition in Pre-Event Attendee Email: Sponsor logo in pre-event email.	•	•	
Recognition on Event Website: Prominent logo display on event website.	•	•	•
Recognition on On-site Sponsor Signage: Sponsor logo on conference signage.	•	•	•
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.	18	4	2
Sponsorship Cost	\$15,000	\$5,000	\$2,000

Add-On Sponsorship Opportunities

These enhanced marketing opportunities require a leveled sponsor package.



Lanyards \$3,000 • 1 Available

Showcase your logo on every attendee with the lanyard sponsorship. Logo size, color, and placement will be based on lanyard design.

Evening Reception \$5,000 • 1 Available

Xen will organize an off-site evening event and invite all attendees to network, talk shop and meet new people. The Xen team will manage the logistics and experience, you sit back and enjoy the recognition.

Diversity Scholarship \$5,000 • Unlimited

Xen Project's scholarship program provides support to women, people of color, and people with disabilities who many not otherwise have the opportunity to attend Xen Project events for financial reasons. Equal access and diversity are important to Xen, and we aim to remove this obstacle for underrepresented attendee groups. Showcase your organization's support of this important initiative by sponsoring the Diversity Scholarship.



Registration Scholarship

\$1,500 • 1 Available

Showcase your organization's support of this important initiative by sponsoring the Registration Scholarship. Sponsor receives recognition during opening session.



Breakfast & Break Sponsor

\$2,500 • 3 Available (1 per day)

Signage on all breakfast and break stations in common areas.



Recording Sponsor \$5,000 • 1 Available

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the Xen YouTube channel after the event. Benefits include: sponsor recognition slide with logo at the beginning of each video recording, and sponsor recognition in post-event email to attendees.



Lunch Sponsor

\$3,500 • 3 Available (1 per day)

Signage on all lunch stations in common areas.

July 12-13, 2023 | Tokyo, Japan

The Automotive Grade Linux All-Member Meetings take place bi-annually and are the meeting place for the Automotive Grade Linux (AGL), a Collaborative Project of The Linux Foundation, which is dedicated to creating open source software solutions for automotive applications.

Sponsorship Deadline: June 9, 2023

Contact events@automotivelinux.org to secure your sponsorship today.

Sponsorships-at-a-Glance

	DIAMOND \$20,000 1 AVAILABLE	PLATINUM \$15,000 1 AVAILABLE	GOLD \$10,000 3 AVAILABLE	SILVER \$5,000 6 AVAILABLE
Collateral at Registration: Ability to provide a piece of collateral or give-away for attendees when they check-in	•			
Speaking Opportunity: Sponsor to work directly with AGL on signoff for content of session	Keynote, Day 1 20 mins	Keynote, Day 1 15 mins	Keynote 15 mins	
Recognition in Pre-Conference Email Marketing	•	•	•	
Keynote Stage Branding: Logo in welcome slides	•	•	•	
Recognition in Opening & Closing Keynotes	•	•	•	
Recognition on Event Website: Prominent logo displayed on website	•	•	•	•
Recognition on Event Signage: Logo on onsite signage	•	•	•	•
Exhibit Space: The Demo Showcase is the hub of the event, providing excellent mindshare for sponsors	•	•	•	•
All Attendee Access at Demo Showcase Reception	•	•	•	•

Add-On Opportunities

Lunch Sponsor

\$2,000 • 2 AVAILABLE

Logo on lunch signage and event website. Thank you in opening and closing remarks.

Offsite Reception Sponsor

\$10,000 • 1 AVAILABLE

Logo on reception signage and cocktail napkins and Event website. Thank you in opening and closing remarks.

Welcome Reception Sponsor

\$5,000 • 1 AVAILABLE

Logo on reception signage and cocktail napkins and Event website. Thank you in opening and closing remarks.

Open Source Congress

July 27, 2023 | Geneva, Switzerland

Following the January 2023 publication from Linux Foundation Research entitled [*Enabling Global Collaboration: How Open Source Leaders are Confronting the Challenges of Fragmentation*](#), the Linux Foundation is hosting an invitational, Geneva-based Congress to explore how to address gaps identified in the report, and create new opportunities to enhance ecosystem-wide collaboration on important topics.

With discussions led by open source foundation leaders and key stakeholders, the Open Source Congress aims to identify and advance common interests within and across project communities on issues such as regulation, cybersecurity, sustainability, and diversity, equity, and inclusion. Among the objectives is the development of an open source “Credo,” or statement of common values, as well as a research report that captures the key findings and discussions.

Sponsorships-at-a-Glance

Contact sponsorships@linuxfoundation.org to secure your sponsorship.

CATEGORY	DELIVERABLES	TITLE	INNOVATION	SUPPORTING
		3 AVAILABLE*	3 AVAILABLE*	3 AVAILABLE*
Event Deliverables	Preliminary input into the format and agenda of the Congress	•	•	
	Logo placement on event website	Tier 1	Tier 2	Tier 3
	Recognition in pre-conference attendee email	•	•	•
	Verbal recognition from main stage	•		
	Open Source Congress Invitation, subject to Linux Foundation approval	3	2	1
Research Deliverables	Logo placement on research report	Tier 1	Tier 2	Tier 3
	Acknowledgment in the research report	•	•	•
	Opportunity to review the research report prior to publication	•	•	•
Sponsorship Cost		\$30,000	\$20,000	\$10,000

*Limitations may apply.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.

If applicable, surplus funds will be allocated to future Open Source Congress events or research projects.

GraphQLConf 2023

September 19-21, 2023 | San Francisco Bay Area, CA

GraphQLConf — The Official Conference by the GraphQL Foundation

The inaugural GraphQLConf, presented by the GraphQL Foundation, is a premier event uniting the global GraphQL community to promote education, adoption, and advancement of GraphQL. This conference offers valuable insights through workshops, presentations, and panel discussions, covering best practices, innovative use cases, and the latest advancements in GraphQL. By bringing together a diverse group of developers, architects, and technology enthusiasts, GraphQLConf sets the stage for the ongoing success and expansion of GraphQL and its ecosystem across industries.

Why Sponsor GraphQLConf 2023?

GraphQL is in a hyper growth phase with prominent production deployments in a wide range of high profile companies such as Airbnb, Atlassian, Audi, CNBC, GitHub, Major League Soccer, Netflix, Shopify, The New York Times, Twitter, Pinterest, and Yelp. While just over 10% of enterprises were using GraphQL APIs in production in 2021, that number will grow to over 50% by 2025, according to Gartner. Are you looking for an effective way to reach a large audience and establish your brand as a thought leader? Sponsoring GraphQLConf is a unique opportunity to gain valuable mindshare with an elite audience that will define how organizations adopt and expand their usage of GraphQL.

GraphQLConf will attract members of the GraphQL community from around the world. Developers, users, architects, and technology leaders from multiple industries will gather in San Francisco to meet, collaborate and build. GraphQLConf 2023 represents the inaugural event in the GraphQL Foundation's official conference series for GraphQL. Investing in GraphQLConf's first conference provides the opportunity to build brand awareness and loyalty with leaders and decision makers in organizations across the GraphQL community.

Contact the GraphQLConf team at graphqlconf@graphql.org to secure your sponsorship, request additional details, or discuss custom options.

Sponsorships-at-a-Glance

Contact graphqlconf@graphql.org to secure your sponsorship today.

CATEGORY	DELIVERABLES	DIAMOND 4 AVAILABLE	PLATINUM 6 AVAILABLE	GOLD 8 AVAILABLE	SILVER UNLIMITED
Speaking Opportunity	Speaking Opportunity: Content to be approved by the Program Committee.	10-minute Keynote or 2 Breakout Sessions	5-minute Keynote or Breakout Session	Breakout Session	
Marketing/ Brand Exposure	Logo Recognition in Marketing Emails: Logo placement on pre-event marketing emails sent by GraphQL.	•	•	•	•
	Social Media: From the @GraphQL Twitter handle. Retweets to be approved by GraphQL.	3 Thank You Tweets + 1 Retweet	2 Thank You Tweets + 1 Retweet	1 Shared Gold Sponsor Thank You Tweet + 1 Retweet	
	Press Release Recognition: Sponsor designation in press releases.	•	•	•	
	Press Access: Access to the event press / analyst list 1-2 weeks prior to the event plus assistance with press bookings.	•	•	•	•
Email Promotion	Pre or Post-Conference Email Blast: Dedicated one-time use of opt-in list to be sent by GraphQL. <i>Subject to GraphQL approval; cannot include sales pitches.</i>	•	•		
Onsite Experience	Keynote Stage Recognition: Verbal recognition during opening keynote session.	•	•		
	Keynote Stage Branding: Logo prominently displayed on keynote stage screens.	•	•	•	•
	Recognition on Event Signage: Logo displayed on onsite conference signage.	•	•	•	•
	Exhibit Booth: Includes tabletop, 2 chairs, 5 amps of power, power strip, and conference wi-fi. Upgrade options available.	Priority booth selection.	•	•	•
	Lead Retrieval Devices: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1
	Conference Attendee Passes: Full access passes to the conference for your staff or customers.	15	10	5	2
Post-Event	20% Discount on Additional Conference Passes: For use by your colleagues, partners, or customers.	•	•	•	•
	Custom Question(s) in Post-Event Attendee Survey: Opportunity to add question(s) of your choice (subject to approval by GraphQL), and follow up reporting with data results.	2	1		
	Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•	•	•
Sponsorship Cost (through May 31)		\$70,000	\$50,000	\$25,000	\$10,000
After May 31		\$75,000	\$55,000	\$30,000	\$12,000

Promotional Marketing Opportunities

These enhanced marketing opportunities require a leveled sponsor package unless otherwise noted.



Official GraphQLConf Attendee Party

\$50,000 • 1 available

Sponsor can host this evening with exclusive branding on all food and drink stations and prominently placed signage. Attendees participating onsite will enjoy an evening reception with food, drinks and new friends. Benefits include:

- Recognition on the conference website
- Reception with sponsor name listed on the official conference schedule
- Exclusive branding on food and drink stations and prominently placed signage
- Logo on drink tickets (limited to 2 per attendee)
- Exclusive opportunity to provide reception giveaway and/or raffle.



Conference Wi-Fi

\$7,500 • 1 available

Keep attendees connected by sponsoring our dedicated conference Wi-Fi throughout the venue. Benefits include:

- Provide a name of your choice for the SSID (subject to venue capabilities and approval by GraphQL)
- Signage with logo throughout the entire conference venue notating your Wi-Fi sponsorship



Attendee Breakfast

\$5,000 • 2 available, 1 per day

Help attendees start their day off right! Benefits include:

- Prominent sponsor branding on signage
- Sponsor recognition on web agenda

Location, layout and menu items will be determined by GraphQL.



Attendee AM Break

\$5,000 • 2 available, 1 per day

Keep onsite attendees well-fueled with beverages and snacks during the morning session break. Benefits include:

- Prominent sponsor branding on signage
- Sponsor recognition on web agenda

Location, layout and menu items will be determined by GraphQL.



Keynote Live Stream & Recording

\$10,000 • 1 Available

Expand the reach of the event by sponsoring the live streaming of the keynotes to a remote audience. Benefits include:

- Logo displayed on the live stream feed page on the event website
- Sponsor recognition in live stream promotions
- Ability to use recordings on sponsor website or in promotional materials



Breakout Session Recording

\$10,000 • 1 available

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the GraphQL YouTube channel after the event. Benefits include:

- Sponsor recognition slide with logo at the beginning of each video recording
- Sponsor recognition in post-event email to attendees.

To secure your sponsorship, contact the GraphQLConf team at graphqlconf@graphql.org.



Attendee PM Break

\$5,000 • 2 available, 1 per day

Keep onsite attendees well-fueled with beverages and snacks during the afternoon session break. Benefits include:

- Prominent sponsor branding on signage
- Sponsor recognition on web agenda

Location, layout and menu items will be determined by GraphQL.



Developer Lounge

\$10,000 • 1 available

Provides the space and comfortable seating area to get developers hacking. Benefits include:

- Prominent location in event common area
- Signage with logo
- Sponsor recognition on the event website



Diversity + Equity + Inclusion Lunch

\$10,000 • 1 available

DOES NOT REQUIRE LEVELED SPONSOR PACKAGE

Everyone attending GraphQLConf in person is invited to join this special lunch program featuring discussion around diversity, equity, and inclusivity. The sponsor of this onsite-only event positions themselves as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community. Benefits include:

- Lunch provided to attendees
- Option to set the topic and create content for the program (subject to approval by GraphQL)
- Option to nominate presenters/facilitators (subject to approval by GraphQL)
- Optional (1) 5-minute opening statement by sponsor
- Recognition on the conference website
- Program listed on the official conference schedule
- Sponsor logo recognition on onsite signage



Swag Bag

\$7,500 • 1 available

Onsite attendees will receive a conference bag including event swag. Logo will be placed on bag along with event branding. Size and placement subject to design and GraphQL approval. Logo must be single color only (no gradient colors).



Lanyards

\$5,000 • 1 available

Showcase your logo on every attendee with the lanyard sponsorship. Logo size and placement subject to lanyard design and GraphQL approval. Logo must be single color only (no gradient colors).



Job Board

\$5,000 • 1 available

Support the growth of the open source community with a prominently displayed Job Board for job seekers and hiring companies to connect! Benefits include:

- Prominent location in the Sponsor Showcase
- Logo on Job Board



Diversity Scholarship

\$5,000 • Unlimited

DOES NOT REQUIRE LEVELED SPONSOR PACKAGE

Showcase your organization's support of GraphQL's scholarship program by sponsoring the Diversity Scholarship. Benefits include:

- Recognition on pre-event promotion
- Recognition during the opening keynote
- Signage onsite at the event

To secure your sponsorship, contact the GraphQLConf team at graphqlconf@graphql.org.

About Open Source in Finance Forum

November 1, 2023 | New York, NY

The Open Source in Finance Forum is a conference for experts across financial services, technology and open source to deepen collaboration and drive innovation across the industry in order to deliver better code faster.

Financial services firms make extensive use of open source, and are now starting to take full advantage of this incredible resource. By becoming strategic contributors to open source projects, companies decrease development costs, improve security, attract developers, and innovate faster. This event will showcase recent developments and the direction of open source in financial services; provide practical knowledge and guidance on best practices, tools and technologies; explore how to build a successful community; and provide unparalleled opportunities to network with the executives and individuals driving open source in financial services.

We want to give the best value possible for sponsors of OSFF, whether you are a FINOS Member or not. Your sponsorship shouldn't just be a single transaction, it should be part of an integrated plan to capture the attention of the FINOS Community not just once, but multiple times.

In all of our marketing, but especially for sponsorship of OSFF, we believe in the power of the "story arc". We want to give sponsors and members the opportunity to connect with the FINOS Community, as well as OSFF attendees multiple times throughout the year. By the time you get to OSFF at your sponsor table, your interactions with attendees are not the climax, but actually the denouement ("the final part of a play, movie, or narrative in which the strands of the plot are drawn together and matters are explained or resolved.")

Our sponsorship levels give you the ability to be part of podcasts, blog posts, social posts, that hit the entire FINOS Ecosystem, as well as additional opportunities to participate in webinars and in-person meetups that hit specific communities and interests around open source regulation in finance, interoperability (desktop and others), open source readiness (compliance, OSPOs, etc), and then the technical projects that live in the [FINOS landscape](#).

If you're looking for a custom package, please reach out to us at sponsorships@linuxfoundation.org so that we can make sure the sponsorship meets your company's goals.

Additional sponsorship opportunities:

- FINOS Member Meeting — London, June 14-15 (Members Only)
- FINOS In Person Meetups (New York and London)
- FINOS Webinars
- FINOS Open Source in Finance Podcast

2022 Events by the Numbers

NEW YORK

600+

Attendees &
Participants

53% Financial Services Industry
Attendee Makeup

50+ Thought-Leading Speakers

250+ Organizations Represented

PAST SPEAKERS

Many of the world's financial services and open source technology experts have presented in previous years. Each year the lineup is a who's who of financial services, fintech, and open source industry thought leaders delivering world-class content to attendees. 2023 will undoubtedly maintain that tradition in New York.



Alejandra
Villagra,
Citi



Bjarne
Stroustrup,
Morgan Stanley



Russell Green,
Deutsche Bank



Neema Raphael,
Goldman Sachs



Chris Wright,
Red Hat



Vanessa
Fernandes,
Itau Unibanco



Kim Prado,
Royal Bank of
Canada (RBC)



Tracy Miranda,
Continuous
Delivery
Foundation



Justin Rackliffe,
Fidelity
Investments



Keesa Schreane,
Refinitiv



PRESENTED
BY



2023 SPONSORSHIP PROSPECTUS

Sponsorships-at-a-Glance

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

CATEGORY	DELIVERABLES	LEADER 4 AVAILABLE	CONTRIBUTOR 6 AVAILABLE	COMMUNITY 10 AVAILABLE	START-UP 10 AVAILABLE
Marketing/ Brand Exposure	Speaking Speaking Opportunity: Content must be approved by Program Committee and FINOS. <i>Based on availability.</i>	10 Minute Keynote			
	Logo Recognition: Logo placement on pre-event marketing: Website, Emails and Social	1st Priority	2nd Priority	3rd priority	
	Blog Post: Dedicated pre-event blog post promoting the sponsor's involvement in OSFF (& FINOS if applicable). Subject to FINOS approval; cannot include sales pitches.	1	1		
	Monthly Mentions on Open Source in Finance Podcast: Pre-event podcasts.	1x Dedicated	1x Shared	1x Shared	
	Pre or Post Event Podcast Interview: On Open Source in Finance Podcast.	1			
	Press Access: Access to the event press / analyst list 1-2 weeks prior to the event plus assistance with press bookings.	•	•	•	
	Social Media: From the FINOS Twitter handle. Retweets to be approved by FINOS. Dedicated for Leaders only.	2 Monthly Mentions + 2 Thank You Tweets (1 day-of event and 1 post-event) + 1 Retweet	1 Monthly Mention + 2 Thank You Tweets (1 day-of event and 1 post-event) + 1 Retweet	1 Monthly Mention + 2 Thank You Tweets (1 day-of event and 1 post-event)	2 Thank You Tweets (1 day-of event and 1 post-event)
Email Promotion	Job Board: Feature OS-Related Job Postings	5	3	1	
	Pre-Event Email Blast: Dedicated, one-time use of opt-in list to be sent by FINOS. <i>Subject to FINOS approval;</i> cannot include sales pitches.	2			
On-Site Experience	Post-Event Email Recognition: Logo recognition in post-event attendee email communication.	1st Priority	2nd Priority	3rd priority	
	FINOS Executive Member Reception Invitations: Invitations to attend the Executive Reception hosted the week of OSFF.	3 invitations	2 invitations		
	Exhibit Booth*: Includes table, (2) chairs, & tabletop sign with sponsor logo. Upgrade options available.	•	•	•	
CONTINUES ON NEXT PAGE					
	Non-Member Price	\$45,000	\$30,000	\$15,000	\$5,000
	FINOS Member Sponsorship Price	\$35,000	\$20,000	\$10,000	\$3,500



2023 SPONSORSHIP PROSPECTUS

Sponsorships-at-a-Glance

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

CATEGORY	DELIVERABLES	LEADER 4 AVAILABLE	CONTRIBUTOR 6 AVAILABLE	COMMUNITY 10 AVAILABLE	START-UP 10 AVAILABLE
CONTINUED FROM PREVIOUS PAGE					
On-Site Experience (continued)	Recognition on Event Signage: Prominent logo display on onsite conference signage.	1st Priority	2nd Priority	3rd priority	4th priority
	Keynote Stage Branding: Logo prominently displayed on keynote stage screens.	1st Priority	2nd Priority	3rd priority	4th priority
	Keynote Stage Recognition: Verbal recognition during opening keynote session.	•	•	•	
	Conference Bag Insert: Option to place marketing material or swag item in conference bags. <i>Item subject to FINOS approval.</i>	3x	2x	1x	1x
	Shared Sponsor Meeting Room: For private meeting use only, based on availability.	1st Priority	2nd Priority		
	Collateral Distribution: Laid out in a prominent location near registration onsite. Collateral provided by sponsor.	1st Priority	2nd Priority	3rd priority	4th priority
MISC.	Conference Attendee Passes — Internal: Full access passes to the conference for your staff.	11 Members 5 Non-Members	8 Members 4 Non-Members	8 Members 2 Non-Members	3 Members 2 Non-Members
	Conference Attendee Passes — VIP Clients: Full access passes to the conference for your VIP clients.	5	3	2	
	20% Discount on Conference Passes — VIP Clients: For use by your VIP clients, available to FINOS Gold and Silver Members only.	Unlimited	Unlimited	Unlimited	Unlimited
Post Event	Custom Question(s) in Post-Event Attendee Survey: Opportunity to add question(s) of your choice (subject to approval by FINOS), and follow up reporting with data results.	2x	1x		
	Post-Event Blog Post: Follow up blog post on FINOS.org. (Potential amplification in LF Newsletter).	1x Dedicated	1x Dedicated	1x Dedicated	
	Post-Event Data Report: Provides event demographics and additional details.	•	•	•	•
Non-Member Price		\$45,000	\$30,000	\$15,000	\$5,000
FINOS Member Sponsorship Price		\$35,000	\$20,000	\$10,000	\$3,500

*As permitted per COVID-19 safety + social distancing requirements.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2023 due to COVID.



**CLOUD NATIVE
COMPUTING FOUNDATION**

PART 3
CNCF Events





CLOUDNATIVE SECURITYCON

NORTH AMERICA 2023

CloudNativeSecurityCon is a two-day event designed to foster collaboration, discussion and knowledge sharing of developer first cloud native security practices. The goal is to bring application developers and modern security experts together to not just propose solutions that incrementally improve what has come before, but to give room to cutting edge projects and advances in modern security approaches. Topics of sessions and lightning talks presented by expert practitioners include architecture and policy, secure software development, supply chain security, identity and access, forensics, and more.

Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for level sponsorships must be received by **January 5, 2023**.


Event Dates:

February 1-2, 2023



Location: Seattle Convention Center, Seattle, WA


Estimated Number of Attendees:

1000+


Who Attends?

CloudNativeSecurityCon is a developer first cloud native security conference. Attendees include (but are not limited to):

- Application Developers
- Executive Leadership
- IT Operations
- Students
- Technical Management
- Hobbyists
- Researchers
- Academia

SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 6 AVAILABLE SOLD OUT	PLATINUM LIMITED AVAILABILITY 2 AVAILABLE	GOLD LIMITED AVAILABILITY	START-UP* LIMITED AVAILABILITY
Five-minute keynote <i>*Topic subject to program committee approval</i>	✓			
Logo recognition on keynote screen	✓	✓		
Email to opt-in attendees <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email	(1) pre-conference group email		
Sponsor recognition in pre- and post-conference email to attendees	logo	logo		
Sponsor recognition in pre-event promotional emails	logo and link	company name and link only		
Twitter posts from official @CloudNativeFdn handle	(1) pre-event standalone tweet with social card	(1) pre-event group tweet	(1) pre-event group tweet	
Logo on onsite sponsor signage	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓
Complimentary onsite attendee passes <i>To be used for onsite booth staff, attendees and guests; Includes access to keynotes, sessions, and exhibits</i>	6	4	3	2
Onsite exhibit space <i>Includes counter or table, (2) stools or chairs, wastebasket, basic power</i>	10' x 10' exhibit space with branded 2m wide counter	8' x 8' exhibit space with draped 6' table	6' x 4' exhibit space with draped 6' table	6' x 4' exhibit space with draped 6' table
Physical lead retrieval device(s) <i>To be used for lead capture within onsite exhibit space only</i>	(2) devices	(1) device	(1) device	(1) device
SPONSORSHIP COST	\$75,000	\$40,000	\$15,000	\$5,000

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

*Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.



KubeCon



CloudNativeCon

Europe 2023

The Cloud Native Computing Foundation's flagship conference gathers adopters and top technologists from leading open source and cloud native communities to further the education and advancement of cloud native computing.

Benefits of Sponsorship:

- Engage with the industry's top developers, end users, and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups.
- Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.
- Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.
- Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world.
- Associate your brand with one of the fastest-growing technology communities.
- Support and engage with the ecosystem and the community that is the engine driving some of the highest velocity open source projects in the industry.
- Join [CNCF's hosted projects](#) such as containerd, CoreDNS, Envoy, etcd, Fluentd, Harbor, Helm, Jaeger, Kubernetes, Linkerd, Open Policy Agent, Prometheus, Rook, SPIFFE, SPIRE, TiKV, TUF, Vitess, and many more - and help bring cloud native project communities together.
- Give back to the open source community. CNCF reinvests profits from our events to directly support CNCF's hosted projects.



Event Dates:

April 18: Pre-Event Programming
April 19 - 21: Main Conference



Location: RAI, Amsterdam,
The Netherlands + Online



Estimated Number of Attendees*:
8,000+ Onsite | 6,000+ Virtual



Who Attends? Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon.



1 co-located event day
3 main conference days



**200+ sessions and
keynotes**



**5,000+ participating
companies**



Given the continuing fluidity of COVID-19, the format of the event is subject to change. If this should happen, sponsors will be notified of said changes and options will be made available to them as early as possible.



KubeCon

CloudNativeCon

Europe 2023

SPONSORSHIP BENEFITS AT-A-GLANCE

Contact sponsor@cnf.io to secure your sponsorship today. Signed contracts must be received by **January 26, 2023**.

Diamond sponsors are selected by random lottery drawing. CNCF platinum members, followed by gold members, have priority in the diamond sponsorship lottery. Signed diamond sponsorship contracts must be received by December 8, 11:59 PM Pacific Time to be included in the lottery.

	DIAMOND 6 AVAILABLE SOLD OUT	PLATINUM OPEN	GOLD OPEN	SILVER OPEN	START- UP* OPEN	END USER** OPEN
Speaking opportunity <i>Content must meet CFP criteria and is subject to program committee approval</i>	Choice of (1) 5-minute keynote or (1) 35-minute breakout session					
Email to opt-in attendees <i>Sent by CNCF on behalf of sponsor</i>	(1) exclusive pre- or post-conference email					
Opportunity to participate in media + analyst panel during the event	✓					
Recognition in event promotional emails	logo and link	company name and link only				
Sponsor recognition in pre- and post-conference email to attendees	logo	logo				
Preferred placement of sponsor announcements in official event news package	✓	✓				
Logo recognition in post-event transparency report	✓	✓				
List of registered press/analysts (<i>provided 3 weeks prior to event</i>)	✓	✓	✓			
Logo recognition on keynote screen	✓	✓	✓			
Opportunity to provide (1) contributed article to key publications pre- or post-event	✓	✓	✓	✓		
Logo on onsite sponsor signage	✓	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓	✓	✓
Opportunity to include news announcements in official event news package	✓	✓	✓	✓	✓	✓
Twitter posts from official @KubeCon_ handle	(1) pre-event standalone tweet with social card and (1) customizable news spotlight during event	(2) pre-event group tweets and (1) group tweet during event	(1) pre-event group tweet and (1) group tweet during event	(1) pre-event group tweet	(1) pre-event group tweet	(1) pre-event group tweet
Complimentary onsite attendee passes <i>To be used for onsite booth staff, attendees and guests. Includes access to keynotes, sessions, and exhibits onsite as well as to virtual event platform</i>	20	15	12	8	5	5
Unlimited 20% discount on additional onsite attendee passes	✓	✓	✓	✓	✓	✓
Onsite exhibit space <i>Turnkey booth includes back wall, counter with graphics, (2) stools, (1) wastebasket, basic power, and carpet</i>	9m (w) x 6m (d) raw exhibit space	6m (w) x 6m (d) raw exhibit space or turnkey	4.5m (w) x 3m (d) raw exhibit space or turnkey	3m (w) x 2.5m (d) turnkey only	2.5m (w) x 2m (d) turnkey only	2.5m (w) x 2m (d) turnkey only
Physical lead retrieval device(s) for onsite use	(3) devices	(2) devices	(2) devices	(1) device	(1) device	(1) device
SPONSORSHIP COST	\$155,000	\$92,000	\$60,000	\$23,000	\$8,000	\$8,000

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

*Start-up sponsors must be CNCF members, must be in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.

**Available to CNCF end user members and supporters. Primary focus of end user sponsorship is recruiting.

CNCF-HOSTED CO-LOCATED EVENTS



ArgoCon
EUROPE

CiliumCon
EUROPE



Istio Day
EUROPE



Observability Day
EUROPE

CNCF-hosted co-located events are being planned in-person and will now only be held on one day, followed by three days of KubeCon + CloudNativeCon. In-person attendees will now have the option to register for an All-Access In-Person KubeCon + CloudNativeCon pass that will include entry to all CNCF-hosted co-located events + KubeCon + CloudNativeCon. All-Access attendees will be able to participate in any co-located event session of their choosing, offering sponsors a larger audience to engage with.

Recorded content from the event will be available 48-72 hours post event on YouTube for those that cannot attend onsite. All attendees will be required to adhere to our health and safety protocols. Visit our [website](#) for full details.

Contact sponsor@cncf.io to secure your sponsorship today! Signed contracts must be received by 23 February 2023, 11:59 PM PST.



Event Date:
18 April 2023



Location: RAI, Amsterdam,
The Netherlands



Estimated Number of Attendees: 2,500+



Who Attends? Developers,
architects and technical leaders,
CIOs, CTOs, press and analysts
from around the world gather at
KubeCon + CloudNativeCon.

SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND	PLATINUM	GOLD UNLIMITED
Keynote at selected co-located event <small>*Topic subject to program committee approval</small>	(1) 5-minute keynote		
Email to opt-in attendees	(1) combined pre- or post-conference email (150 words)		
Table Top Sponsor Space + Lead Retrieval**	(1) Lead Retrieval Device, 6'x4' footprint includes (1) 6' table, 2 chairs, & power	(1) Lead Retrieval Device, 4'x4' footprint includes (1) tall cocktail table, (1) chair, & power	
Recognition during opening session			
(1) Social media mention from @KubeCon or project handle	Group mention Diamond Sponsors	Group mention Platinum + Gold Sponsors	
Logo on sponsor signage			
Logo recognition on event schedule			
Logo and link on event webpage			
Complimentary IN-PERSON All-Access Pass: Includes CNCF-hosted Co-located Events (Tues) + KubeCon + CloudNativeCon Europe (Wed-Fri)	4	3	1
Provide attendee giveaway during selected in-person co-located event. Giveaways must be distributed at sponsor table top and/or meeting room. <small>*CNCF Approval Required</small>			
SPONSORSHIP COST	\$42,500	\$32,500	\$10,000

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

**Onsite leads only, access to 2,500+ co-located event attendees

CNCF-HOSTED CO-LOCATED EVENTS



Please see below for available sponsorship opportunities per co-located event.

CO-LOCATED EVENT	DIAMOND	PLATINUM	SESSION RECORDING
ArgoCon	4 AVAILABLE 2 AVAILABLE	3 AVAILABLE 1 AVAILABLE	1 AVAILABLE SOLD OUT
CiliumCon	3 AVAILABLE	2 AVAILABLE 1 AVAILABLE	1 AVAILABLE
Cloud Native Wasm Day	3 AVAILABLE 1 AVAILABLE	2 AVAILABLE	1 AVAILABLE SOLD OUT
Cloud Native Telco Day	3 AVAILABLE	2 AVAILABLE	1 AVAILABLE
Istio Day	3 AVAILABLE	2 AVAILABLE 1 AVAILABLE	1 AVAILABLE
Kubernetes on Edge Day	3 AVAILABLE 2 AVAILABLE	2 AVAILABLE 1 AVAILABLE	1 AVAILABLE
Kubernetes HPC + Batch Day	3 AVAILABLE	2 AVAILABLE	1 AVAILABLE
Linkerd Day	3 AVAILABLE	2 AVAILABLE	1 AVAILABLE
Observability Day	3 AVAILABLE 2 AVAILABLE	2 AVAILABLE SOLD OUT	1 AVAILABLE SOLD OUT



Event Dates:
May 8-9, 2023



Location:
Vancouver
Convention
Center,
Vancouver, BC



**Estimated
Number of
Attendees:**
500+

cdCon+GitOpsCon is designed to foster collaboration, discussion, and knowledge sharing by bringing communities, vendors, and end users to meet, discuss, collaborate and start shaping the future of GitOps and CD together. GitOps is a practice that enables organizations to take a declarative approach to cloud native infrastructure and application delivery using CD best practices.

This event is aimed at audiences that are new or already using GitOps and CD. Get connected and learn from practitioners about pitfalls to avoid, hurdles to jump, and how to adopt most popular open source GitOps and CD Technologies such as Argo, Flux, Jenkins, Spinnaker, Tekton, and CDEvents in your cloud native environment.

Topics include getting started with GitOps, scaling and managing GitOps, lessons learned from production deployments, CD best practices, advanced delivery techniques, CD in action, supply chain security technical sessions, and thought leadership.

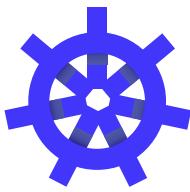
Contact sponsor@cncf.io to secure your sponsorship today. Signed contracts for level sponsorships must be received by **April 5, 2023**.

SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 6 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	SILVER LIMITED AVAILABILITY	START-UP* LIMITED AVAILABILITY
Five-minute keynote (<i>topic subject to program committee approval</i>)	✓				
Logo recognition on keynote screen	✓	✓			
Email to opt-in attendees (<i>sent by event organizers on behalf of sponsor</i>)	(1) exclusive pre- or post-conference email	(1) pre-conference group email			
Sponsor recognition in pre- and post-conference email to attendees	logo	logo			
Sponsor recognition in pre-event promotional emails	logo and link	company name and link only	company name and link only		
Twitter posts from official @gitopswg and @CDeliveryFdn handle	(1) pre-event standalone tweet with social card	(1) pre-event group tweet	(1) pre-event group tweet	(1) post-event group tweet	
Logo on onsite sponsor signage	✓	✓	✓	✓	✓
Logo and link on conference website	✓	✓	✓	✓	✓
Logo recognition on conference schedule	✓	✓	✓	✓	✓
Complimentary onsite attendee passes (<i>to be used for onsite booth staff, attendees and guests; Includes access to keynotes, sessions, and exhibits</i>)	5	4	3	2	2
Onsite exhibit space (<i>includes counter or table, (2) stools or chairs, wastebasket, basic power</i>)	3M branded backwall and counter	2M branded backwall and counter	Branded counter	6' table top	6' table top
Physical lead retrieval device(s) (<i>to be used for lead capture within onsite exhibit space only</i>)	(2) devices	(1) device	(1) device	(1) device	(1) device
SPONSORSHIP COST	\$60,000	\$45,000	\$20,000	\$10,000	\$5,000

CDF and CNCF reserve the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

*Start-up sponsors must be CDF or CNCF members, must be in business for less than 3 years, must have less than \$1M in revenue and less than 50 employees.



KubeDay

ISRAEL



Event Dates:
June 19, 2023

Join us in Tel Aviv for KubeDay Israel! Meet, network, and collaborate with peers and like-minded people in the cloud native community. Sponsoring this event allows you to gain valuable mindshare of a targeted audience while engaging with 300+ developers, architects, and technical leaders face-to-face.

Why sponsor?

- Engage with the industry's top developers, end users, and vendors.
- Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.
- Associate your brand with one of the fastest-growing technology communities.

Contact sponsor@cnf.io to secure your sponsorship today. All signed contracts must be received by **May 26, 2023**.



Location:
Expo Tel Aviv,
Tel Aviv, Israel



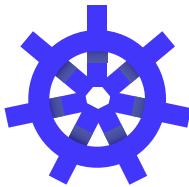
**Estimated
Number of
Attendees:**
300+

SPONSORSHIP BENEFITS AT-A-GLANCE

SPONSORSHIP BENEFIT	DIAMOND 3 AVAILABLE	PLATINUM LIMITED AVAILABILITY	GOLD LIMITED AVAILABILITY	LOCAL SUPPORTER* LIMITED AVAILABILITY
Speaking Opportunity: All sponsor content must be approved by the co-chairs. Speaking slots based on availability.	5-Minute Keynote			
Recognition on Opening Keynote Screen	✓	✓		
Email Blast: One time use of opt-in list to be sent by CNCF. Content provided by sponsor.	(1) Exclusive Pre- or Post-Conference Email	150 Words in (1) Pre-Conference Group Email		
Sponsor Recognition in Pre- and Post-Conference Email to Attendees	Logo and Link	Logo and Link		
Social Media Promotion of Sponsorship: From official @CloudNativeFdn handle	(1) Pre-Event Standalone Tweet with Social Card	(1) Pre-Event Group Tweet	(1) Pre-Event Group Tweet	
Sponsor Recognition in Pre-Event Promotional Emails	Logo and Link	Logo and Link	Company Name and Link Only	Company Name and Link Only
Recognition on Sponsor Event Signage, Website, and Conference Schedule: Prominent logo display on all event web pages, conference schedule, and sponsor signage onsite	✓	✓	✓	✓
Complimentary Onsite Attendee Passes: To be used for onsite booth staff, attendees and guests	5	4	3	2
Onsite Exhibit Space: Includes basic power and wastebasket	2.5m x 2.5m Exhibit Space including (2) 1.8m Tables or Similar	2 x 2m Exhibit Space including (1) 1.8m Table or Similar	2 x 2m Exhibit Space including (1) 1.8m Table or Similar	1.5m x 1.5m Exhibit Space including (1) Cocktail Table or Similar
Physical Lead Retrieval Device(s): To be used for lead capture within onsite exhibit space only	(2) devices	(1) device	(1) device	(1) device
Post-Event Transparency Report: Provides event demographics and additional details on event performance	✓	✓	✓	✓
SPONSORSHIP COST	\$30,000	\$20,000	\$15,000	\$5,000

CNCF reserves the right to make minor adjustments to the sponsorship benefits and to increase/decrease the number of available sponsorships.

*Local supporter sponsorships are only available to organizations whose offices are solely based in Israel.



MARKETING PROMOTIONAL OPPORTUNITIES

Contact sponsor@cncf.io to secure your sponsorship today. All signed contracts must be received by **May 26, 2023**.

Dan Kohn Diversity Scholarship

\$1,500 + UNLIMITED

The Cloud Native Computing Foundation's scholarship program supports individuals who may not otherwise have the opportunity to attend KubeDay. Diversity scholarships support traditionally underrepresented and/or marginalized groups in the technology and/or open source communities including, but not limited to, persons identifying as LGBTQIA+, women, persons of color, and/or persons with disabilities. Need-based scholarships are granted to active community members who are not being assisted or sponsored by a company or organization, and are unable to attend for financial reasons. Showcase your organization's support of this important initiative and help remove obstacles for underrepresented attendee groups.

Benefits include:

- Logo and link on conference website
- Logo recognition on onsite signage
- Logo recognition in post-event transparency report
- (1) pre-event group post from the official @CloudNativeFdn Twitter handle
- Sponsor recognition in scholarship acceptance notifications

Session Recording

\$5,000 + 1 AVAILABLE

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the CNCF YouTube channel after the event.

Benefits include:

- Sponsor recognition slide with logo at the beginning of each video recording
- Sponsor recognition in post-event email to attendees

Attendee T-Shirt

\$5,000 + 1 AVAILABLE

Signed Contract Deadline: April 26, 2023

Sponsor logo will be placed on the sleeve of all attendee t-shirts. Logo size, color, and placement will be based on the t-shirt design and are subject to CNCF approval. Logo must be single color only (no gradient).

Only confirmed level sponsors of KubeDay Israel are eligible for this opportunity.

Break, Lunch + Reception

\$3,500 + 1 AVAILABLE

Sponsor recognition signage on all break, lunch, and reception stations

**KubeCon****CloudNativeCon**

North America 2023

The Cloud Native Computing Foundation's flagship conference gathers adopters and top technologists from leading open source and cloud native communities to further the education and advancement of cloud native computing.

Benefits of Sponsorship:

- Engage with the industry's top developers, end users, and vendors – including the world's largest public cloud and enterprise software companies as well as hundreds of innovative startups.
- Inform and educate the cloud native community about your organization's products, services, open source strategies, and cloud native direction.
- Take advantage of a professionally-organized conference run by a neutral nonprofit where content is curated by the community.
- Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior technology executives from all over the world.
- Associate your brand with one of the fastest-growing technology communities.
- Support and engage with the ecosystem and the community that is the engine driving some of the highest velocity open source projects in the industry.
- Join [CNCF's hosted projects](#) such as containerd, CoreDNS, Envoy, etcd, Fluentd, Harbor, Helm, Jaeger, Kubernetes, Linkerd, Open Policy Agent, Prometheus, Rook, SPIFFE, SPIRE, TUF, TiKV, TUF, Vitess, and many more - and help bring cloud native project communities together.
- Give back to the open source community. CNCF reinvests profits from our events to directly support CNCF's hosted projects.

**Event Dates:**

November 6: Pre-Event Programming
November 7-9: Main Conference



Location: McCormick Place, Chicago, Illinois + Online

**Estimated Number of Attendees*:**

8,000+ Onsite | 6,000+ Virtual



Who Attends? Developers, architects and technical leaders, CIOs, CTOs, press and analysts from around the world gather at KubeCon + CloudNativeCon.



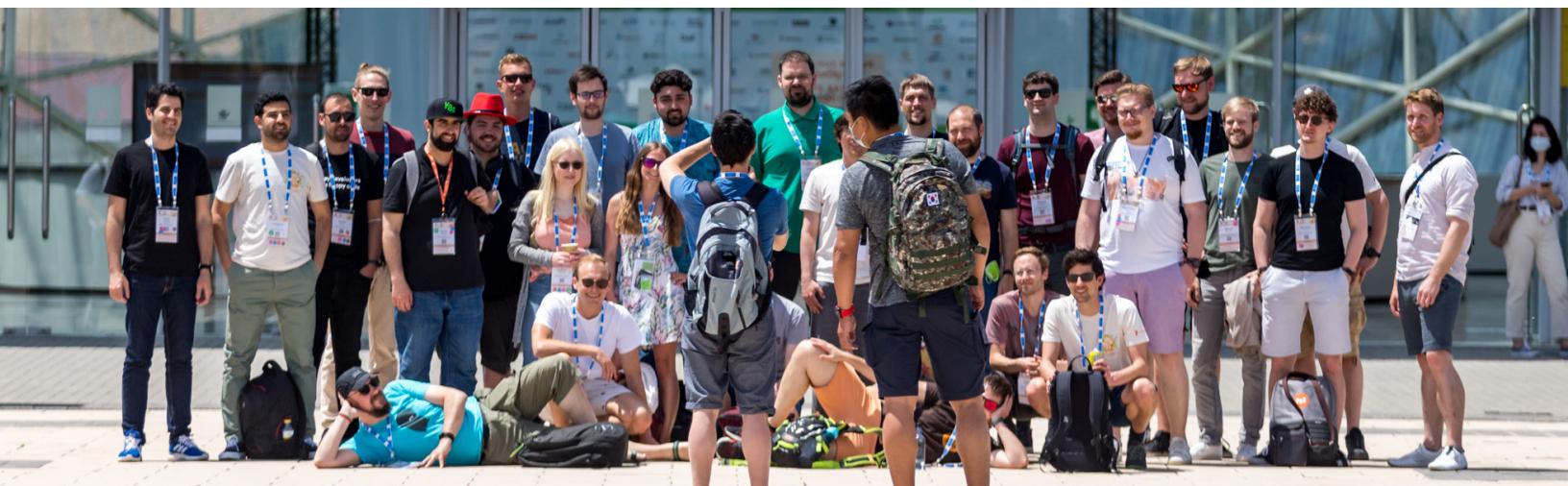
1 co-located event day
3 main conference days



**200+ sessions and
keynotes**



**5,000+ participating
companies**



Given the continuing fluidity of COVID-19, the format of the event is subject to change. If this should happen, sponsors will be notified of said changes and options available to them as early as possible.

*Estimates are based on registration trends from previous events and influenced by many factors, including but not limited to, COVID-19 related travel restrictions as well as health + safety requirements. Estimates may change based on the current situation and updated numbers will be shared with sponsors leading up to the event.

Conference Wi-Fi

\$20,000 **1 AVAILABLE** **SOLD OUT**

Keep attendees connected by sponsoring our dedicated conference Wi-Fi throughout the venue.

Benefits include:

- Provide a name of your choice for the SSID (subject to approval by CNCF)
- Signage with logo throughout the entire conference venue notating your Wi-Fi sponsorship.

Virtual Platform Sponsor

\$15,000 EACH **4 AVAILABLE**

Bring the KubeCon + CloudNativeCon experience to a wide audience around the world! Keynotes and sessions will be live-streamed on the virtual platform and available to watch on-demand.

Benefits include:

- Sponsor logo branding on virtual platform
- Clickable rotating banner ad on virtual platform
- Sponsor recognition slide with logo at the beginning of each session livestream in the virtual platform
- Sponsor recognition in pre-event email to attendees.

Coffee Bar

\$20,000 EACH **2 AVAILABLE** **1 AVAILABLE**

Keep onsite attendees well-caffeinated with complimentary specialty coffees served from a sponsor-branded coffee lounge.

Benefits include:

- Dedicated space with coffee bar and basic lounge seating in the Solutions Showcase
- Prominent sponsor branding
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Specialty coffees served during morning and lunch breaks
- (1) 43" monitor or similar. Sponsor may provide (1) video or slides to be played on a loop on the monitor (no audio).
- Additional opportunities at sponsor's own expense (subject to availability and approval by CNCF):
 - Branded coffee cups
 - Branded napkins.

Lounge location, layout, and design, as well as coffee service and operating hours will be determined by CNCF. Lead retrieval, sponsored promotions and sales activities are not permitted in the lounge.

Activation Zone

\$20,000 EACH **2 AVAILABLE** **1 AVAILABLE**

Create an interactive environment for onsite attendees to engage in fun activities, hands-on games, coding challenges, or other immersive experiences. No demos or presentations. This is your opportunity to stand out and get creative.

Benefits include:

- Dedicated 20ft x 20ft raw island space in the Solutions Showcase
- Logo recognition on Solutions Showcase map
- Sponsor recognition in (1) of (4) daily event update emails sent to attendees by CNCF
- Sponsor recognition and activation description on event website
- Optional: Sponsor may set up competitions and provide prizes at own expense (subject to approval by CNCF).

The location of the activation zone within the Solutions Showcase will be pre-determined by CNCF and may not be combined with a sponsor's booth space. The activation zone is intended for pre-approved hosted activities only and may not be treated as additional exhibit space.

The sponsor is responsible for building out the space including all furniture, AV, power, internet, etc. at their own expense. Activation zones must meet general event and venue requirements, including but not limited to, height restrictions, health + safety protocols, and fire safety measures. Layout, design, branding, and all activities are subject to review and approval by CNCF and the venue. The sponsor is responsible for onsite logistics and staffing of the activation zone.

Lead retrieval and sponsor-hosted activities are permitted within the activation zone.

Only confirmed level sponsors of KubeCon + CloudNativeCon North America 2023 are eligible for this opportunity. One activation zone per sponsor only.





LF Live - a sponsored, live webinar opportunity from The Linux Foundation

LF Live provides a platform for you to:

- ▶ Expand your lead generation efforts.
- ▶ Deliver important and impactful content.
- ▶ Reinforce your company's position in the open source ecosystem as a thought leader, partner and resource.

Webinar Schedule:

5 min: Intro/housekeeping

30 min: Presentation

10 min: Q/A

5 min: Closing

The Details:

Up to 50 minute webinar, including introductions, presentation, Q&A, and closing, presented by sponsor.

Sponsor drives the content by selecting topic and creating title, abstract and presentation deck (think of this as a session proposal for an event - a topic, case study, tutorial, workshop, etc. No sales/product pitching. Must be reviewed and approved by LF).

5 week full production schedule, including 2 weeks of promotion.

Sponsorship Package:

- ✓ Individual webinar webpage showcasing:
 - Webinar's title and abstract
 - Company logo
 - Speaker's picture, title, and bio
- ✓ Event listing on:
 - events.linuxfoundation.org, under Community Events
 - linuxfoundation.org, under Resources
- ✓ LF marketing support via 1 email push and posts across all LF social media channels (up to 2 rounds - Twitter, Facebook, LinkedIn, Instagram).
- ✓ LF to provide snackable graphic for promotional use with webinar title, details and sponsor logo.
- ✓ LF to provide Event Moderator to assist during webinar with introductions, flow, and Q&A.
- ✓ Ability for sponsor to hold a giveaway.
- ✓ Sponsor will receive all leads (registered and attended - name, title, company, email address), within 24 hours of webinar close.
- ✓ Webinar accessible on LF YouTube channel for up to a year.

Our audience is widespread, engaged, and ready to hear from you. Don't miss this chance to get your brand and message in front of the entire open source community. You've invested valuable time and resources into this year's business goals - take this opportunity to connect with customers and drive new prospects.

Opportunity available for \$19,500.

Contact sponsorships@linuxfoundation.org and book today!

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;
5% discount or 7% when signing up for multiple events at once.**



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

events.linuxfoundation.org