

10

YEARS

A large, stylized graphic element consisting of a red outline of the number "10" containing a white banner with the word "YEARS" in red capital letters. The background of the banner is white with a slight shadow effect.

OCTOBER 30
thru NOVEMBER 2

THE BEST IN OPEN SOURCE DELIVERED LIVE
IN-PERSON & TO DEVICES AROUND THE WORLD

PROSPECTUS

2022.ALLTHINGSOPEN.ORG
INFO@ALLTHINGSOPEN.ORG

2022 is our 10 YEAR ANNIVERSARY!



2013 YEAR ONE (1) 600+ REGISTRATIONS

A small footprint and limited programming, but feedback overwhelmingly positive from attendees and partners. Long lines form on Day 1 - and we are grateful.



2015 1,600+ REGISTRATIONS

Footprint and programming expand to 4th floor ballrooms. Job Board, Sticker Table and author book signings added.



2017 3,200+ REGISTRATIONS

Number of free tables to nonprofits and underrepresented orgs increases. Focus on ML/AI and Blockchain begins. Start the Open Source 101 series.



2019 4,900+ REGISTRATIONS

Another giant leap. Year one for Official ATO Poster. 100+ sponsor and partner tables. 2,000+ t-shirts given away to attendees.



2021 4,800+ REGISTRATIONS

Hybrid format for first time ever (in-person and virtual). Safety protocols in place - feedback very positive. Approximately 1,000 attend in-person over 2.5 days - thousands more join from home.

2014 1,100+ REGISTRATIONS

Footprint and programming grows, and so does attendance. Rooms overflowing. Real focus on inclusion and diversity begins.



2016 2,400+ REGISTRATIONS

A giant leap. Footprint includes entire Convention Center. A Who's Who of Open Source founders and CEO's participate. Start-Up Pitch Competition added.



2018 4,100+ REGISTRATIONS

Year one (1) of stand-alone Inclusion & Diversity event. More than 400 hundred register and attend - a tremendous success.



2020 7,400+ REGISTRATIONS

The global pandemic begins in March. Transition to virtual-only format. Feedback overwhelmingly positive from attendees and partners. 200+ speakers and sessions. A truly global audience.



2022 HAPPY ANNIVERSARY!

Hybrid format (in-person and online). Onsite programming will be live streamed. Downtown Raleigh, NC USA.

The 2022 Event

In 2022 the conference will feature two co-located events, a day of workshops, and two full days of in-person and virtual programming

*Subject to change based on COVID-19 situation.

Co-Located Events

**Sunday, October 30 and
Monday, October 31**

In conjunction with ATO, we are thrilled to host two, FREE co-located events in 2022 on Sunday, October 30th – the Inclusion & Diversity event, and Monday, October 31st - the Community Leadership Summit (CLS). Both events will require separate registrations but both will be FREE. See pages 13 – 14 for more information. This day will also be the first official move-in day for sponsors and partners.

INCLUSION + DIVERSITY

IN OPEN SOURCE



COMMUNITY LEADERSHIP SUMMIT

**Workshops & Special Events
Monday, October 31**

Monday will feature extended workshop sessions and will be the second move-in day for sponsors.

**Tuesday, November 1
& Wednesday, November 2**

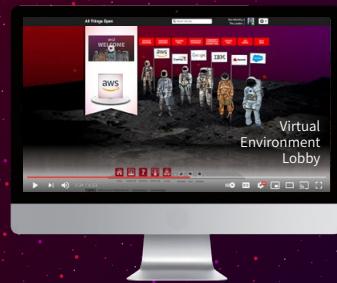
Traditional conference days featuring 15-minute keynotes, Featured Lunch Sessions, and 15, 45 and 90 minute breakout sessions.

In-Person

In-person programming takes place at The Raleigh Convention Center. Each day will feature ~15 tracks of sessions and nearly 100 speakers. *note, a number of in-person sessions will be live streamed to the virtual platform

Virtual

For those who cannot attend in person, virtual programming will be available on a robust platform (hosted by 6Connex). Live streamed sessions will include the Inclusion & Diversity program (Sunday), as well as keynotes and a number of track sessions on Tuesday and Wednesday.



Certified



ALL THINGS OPEN IS A PROUD CERTIFIED B CORP. It took 1.5 years of consistent work and documentation to achieve the certification and was worth every minute of effort. The focus of the event remains providing world-class educational and networking opportunities at a price allowing access to both traditional and non-traditional attendees.

2022 Sponsorship Packages

All packages listed below are available. However, please note we are flexible and open to customization. Our goal is to maximize ROI for our partners. *Please note that payment in full for all sponsorships must be received no later than Friday, September 30, 2022.

Presenting Sponsor / \$35,000USD / (LIMIT 6)

PRE-EVENT

- Premium logo placement on all pre-event marketing, to include website and emails and across a variety of social media platforms.
- Five (5) dedicated messages in pre-event emails linking to the URL of the sponsor's choice. (Subject to ATO approval)
- Full and consistent credit in marketing messaging for making free passes to the **virtual event** possible. Includes messaging on the registration page, in blog posts and in social media campaigns.
- One (1) dedicated pre-event blog post promoting the sponsor's involvement in ATO. (Subject to ATO approval)
- Multiple mentions in social media posts.
- Access to event Press List 2-3 weeks prior to event.

AT EVENT / IN-PERSON & VIRTUAL BENEFITS

In-Person Opportunities:

- Double-Booth space (20 ft long) in a premier location at the Raleigh Convention Center.
- One (1) Tier 1 opportunity. Choice based on availability. Please scroll to page 9 for options.
- Logo on prominent event banner hung in convention center lobby.
- Premium logo placement on all hanging video monitors located throughout the Raleigh Convention Center.

- Free conference registration for booth team and up to 10 attendees. All additional registrations at the Early Bird rate (\$99 per person).
- Seating for up to 5 people at Tuesday evening Speaker / Sponsor Dinner.
- Premium logo placement on main event signage.
- Option to place up to 3 pieces of marketing material / swag in conference bags (size and weight restrictions apply).

- One (1) Track Session sponsorship. Some tracks will be both in-person and virtual. Both include pre-event publicity. In-person will include signage outside of the track room (with corporate logo and QR code). Virtual will include logo with URL on the virtual event site.
- Promotion as Title-level sponsor of the Community Leadership Summit.
- Promotion as Title-level sponsor of the Inclusion & Diversity event.
- Premium logo placement on event schedule pdf.

POST-EVENT

- Access to full list of all opted-in attendees with name, email, company name and title.
- Premium logo placement in post-event email communication.
- Placement of up to five (5) messages/offers in the official ATO post-event Virtual Swag bag.
- Up to 10 conference t-shirts for your team, to be mailed to you.

GENERAL MARKETING OPPORTUNITIES

(across both Virtual & In-Person events)

- One (1) guaranteed speaking slot for the sponsor's company on a track of their choice. Slots are available on a first-come, first-served basis. Request to place speaker on schedule must be received from sponsor as soon as possible
- **inclusion cannot be guaranteed.**
This spot is over and above any speaker chosen through the CFS (Call for Speakers) selection process.

LIVE STREAMING SPONSOR / \$25,000USD/ (LIMIT 1)

We'll be streaming live programming to a worldwide audience in 2022, and you can make it possible! Includes logo placement in the live stream itself, and logo placement in the intro of all post-event recordings. This ensures exposure not only at/during the event but long into the future.

PRE-EVENT

- Corporate logo in all pre-event marketing as the “Live-Stream” sponsor, to include website and emails and across a variety of social media platforms.
- One (1) dedicated message in pre-event emails linking to the URL of the sponsor's choice. (Subject to ATO approval)
- Multiple mentions in social media posts.
- Access to event Press List 2-3 weeks prior to event.

AT EVENT / IN-PERSON & VIRTUAL BENEFITS

In-Person Opportunities:

- One (1) standard-sized booth (10ft long x 5ft deep) at the Raleigh Convention Center. Priority placement behind Presenting level sponsors.
- Free conference registration for booth team and up to two (2) additional attendees. All additional registrations at the Early Bird rate (\$99 per person).
- Seating for one (1) at Tuesday evening Speaker / Sponsor Dinner.
- Logo placement on main event signage.
- Option to place one (1) piece of marketing material / swag in conference bags (size and weight restrictions apply).
- Logo placement on event schedule pdf.

Virtual Opportunities:

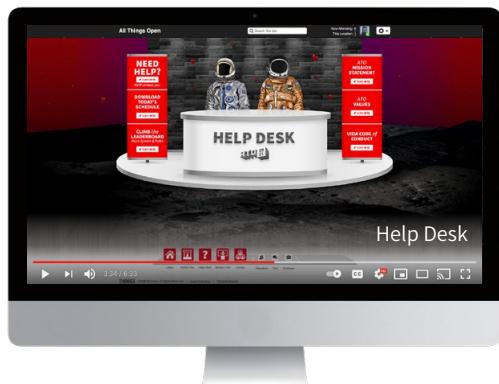
- One (1) exhibit booth located in a premier location in the virtual exhibit hall.
- Secondary logo placement on event schedule pdf.

POST-EVENT

- Logo placement in the intro of all post-event recordings.
- Access to full list of all opted-in attendees with name, email, company name and title.
- Logo placement in post-event email communication.
- Placement of up to one (1) message/offer in the official ATO post-event Virtual Swag bag.
- Up to three (3) conference t-shirts for your team to be mailed to you.

2022 VIRTUAL ENVIRONMENT

The virtual platform will again be 6Connex.
Below are examples of the 2021 virtual environment.



Platinum Sponsor / \$15,000USD

PRE-EVENT

- Premium logo placement on all pre-event marketing, to include website and emails and across a variety of social media platforms.
- Three (3) dedicated messages in pre-event emails linking to the URL of the sponsor's choice. (Subject to ATO approval)
- One (1) dedicated pre-event blog post promoting the sponsor's involvement in ATO. (Subject to ATO approval)
- Multiple mentions in social media posts.
- Access to event Press List 2-3 weeks prior to event.

AT EVENT / IN-PERSON & VIRTUAL BENEFITS

In-Person Opportunities:

- Double-Booth space (20 ft long) in a premier location at the Raleigh Convention Center. Second choice regarding location (behind Presenting level sponsors).
- One (1) Tier 2 opportunity. Choice based on availability. Please scroll to page 9 for options.
- Secondary placement on all hanging monitors at Raleigh Convention Center.

- Free conference registration for booth team and up to 5 attendees. All additional registrations at the Early Bird rate (\$99 per person).
- Seating for up to 3 people at Tuesday evening Speaker / Sponsor Dinner.
- Secondary logo placement on main event signage.
- Option to place up to 2 pieces of marketing material / swag in conference bags (size and weight restrictions apply).

Virtual Opportunities:

- One (1) exhibit booth located in the Virtual Exhibit Hall.
- Secondary logo placement on signage in the Virtual ATO Lobby.
- One (1) cycling promotional ad (secondary placement) on the Event Navigation Bar (visible throughout the entire environment).

GENERAL MARKETING OPPORTUNITIES

(across both Virtual & In-Person events)

- One (1) guaranteed speaking slot for the sponsor's company on the Case Study/ Demo or "Sponsored" track. Slots are

available on a first-come, first-served basis. Request to place speaker on schedule must be received from sponsor as soon as possible - inclusion cannot be guaranteed. This spot is over and above any speaker chosen through the CFS (Call for Speakers) selection process.

- Promotion as Gold-level sponsor of the Community Leadership Summit.
- Promotion as Gold-level sponsor of the Inclusion & Diversity event.
- Secondary logo placement on event schedule pdf.

POST-EVENT

- Access to full list of all opted-in attendees with name, email, company name and title.
- Secondary logo placement in post-event email communication.
- Placement of up to three (3) messages/ offers in the official ATO post-event Virtual Swag bag.
- Up to 8 conference t-shirts for your team to be mailed to you.



2019



2021



2021

Safety protocols will be in place of course. Booth traffic should be excellent.



2019

Gold Sponsor / \$10,000USD

PRE-EVENT

- Logo placement on all pre-event marketing, to include website and emails and across a variety of social media platforms.
- Two (2) dedicated messages in pre-event emails linking to the URL of the sponsor's choice. (Subject to ATO approval)
- One (1) dedicated pre-event blog post promoting the sponsor's involvement in ATO. (Subject to ATO approval)
- Multiple mentions in social media posts.
- Access to event Press List 2-3 weeks prior to event.

AT EVENT / IN-PERSON & VIRTUAL BENEFITS

In-Person Opportunities:

- One (1) standard-sized booth (10ft long x 5ft deep) at the Raleigh Convention Center. Priority placement behind Presenting and Platinum level sponsors.
- One (1) Tier 3 opportunity. Choice based on availability. Please scroll to page 10 for options.

- Logo placement on all hanging video monitors located throughout the Raleigh Convention Center - placement after Presenting and Platinum levels.
- Free conference registration for booth team and up to 3 attendees. All additional registrations at the Early Bird rate (\$99 per person).
- Seating for up to 2 people at Tuesday evening Speaker / Sponsor Dinner.
- Logo placement on main event signage.
- Option to place up to 2 pieces of marketing material / swag in conference bags (size and weight restrictions apply).

Virtual Opportunities:

- One (1) exhibit booth located in the Virtual Exhibit Hall.
- Logo placement on signage in the Virtual ATO Lobby.

GENERAL MARKETING OPPORTUNITIES

(across both Virtual & In-Person events)

- One (1) guaranteed speaking slot for the sponsor's company on the "Sponsored"

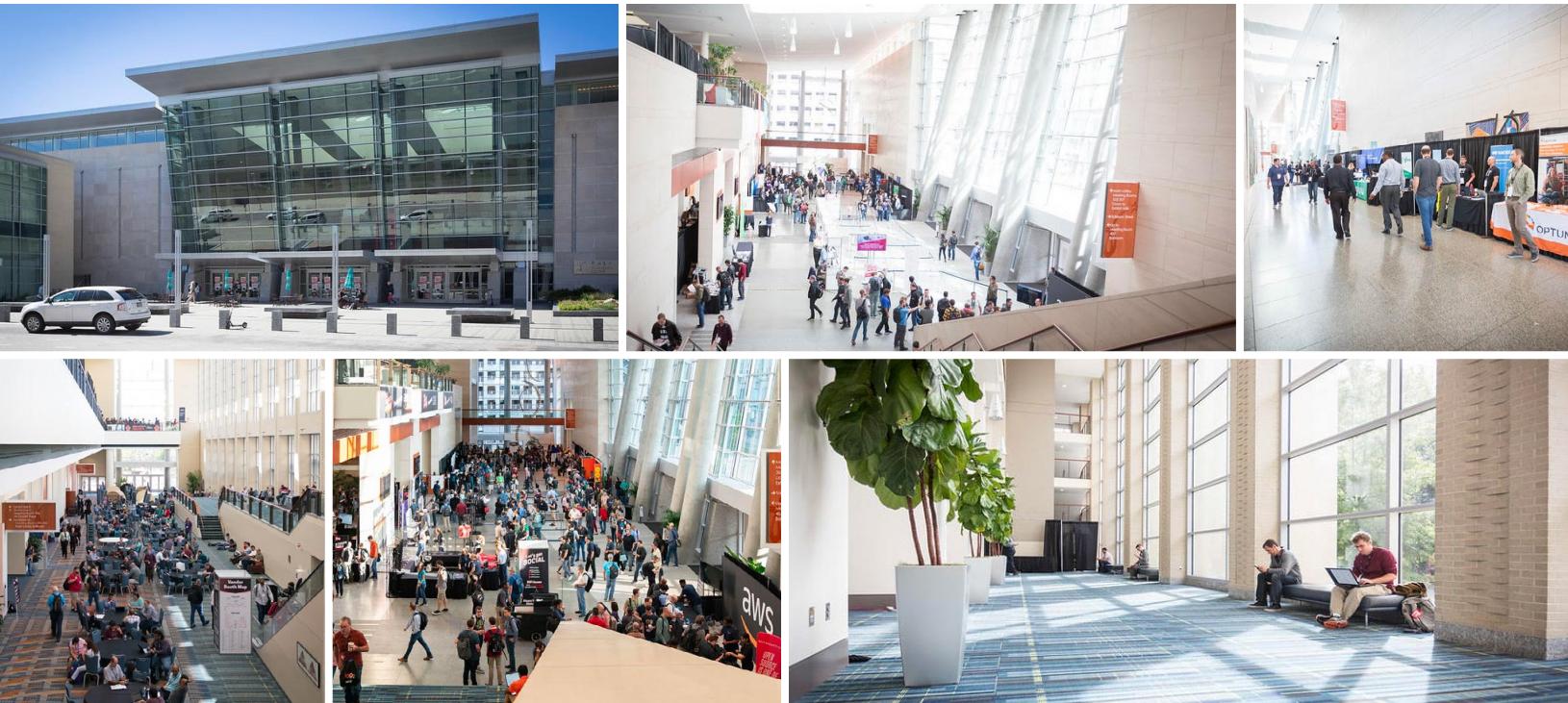
track. Slots are available on a first-come, first-served basis. Request to place speaker on schedule must be received from sponsor as soon as possible - inclusion cannot be guaranteed. This spot is over and above any speaker chosen through the CFS (Call for Speakers) selection process.

- Promotion as Silver-level sponsor of the Community Leadership Summit.
- Promotion as Silver-level sponsor of the Inclusion & Diversity event.
- Logo placement on event schedule pdf.

POST-EVENT

- Access to full list of all opted-in attendees with name, email, company name and title.
- Logo placement in post-event email communication.
- Placement of two (2) messages/offers in the official ATO post-event Virtual Swag bag.
- Up to five (5) conference t-shirts for your team to be mailed to you.

The Raleigh Convention is perfectly designed to safely and comfortably accommodate our robust schedule and variety of in-person vendor booths.



Silver Sponsor / \$5,000USD

PRE-EVENT

- Select placement on all pre-event marketing, to include website and emails and across a variety of social media platforms.
- One (1) dedicated message in pre-event emails linking to the URL of the sponsor's choice. (Subject to ATO approval)
- Multiple mentions in social media posts.
- Access to event Press List 2-3 weeks prior to event.

AT EVENT / IN-PERSON & VIRTUAL BENEFITS

In-Person Opportunities:

- One (1) standard-sized booth (10ft long x 5ft deep) at the Raleigh Convention Center. Priority placement behind Presenting, Platinum and Gold level sponsors.
- Free conference registration for booth team and up to two (2) additional attendees. All additional registrations at the Early Bird rate (\$99 per person).
- Seating for one (1) at Tuesday evening Speaker / Sponsor Dinner.
- Logo placement on main event signage.
- Option to place one (1) piece of marketing material / swag in conference bags (size and weight restrictions apply).

Virtual Opportunities:

- One (1) exhibit booth located in the Virtual Exhibit Hall.

POST-EVENT

- Access to full list of all opted-in attendees with name, email, company name and title.
- Logo placement in post-event email communication.
- Placement of one (1) message/offer in the official ATO post-event Virtual Swag bag.
- Up to three (3) conference t-shirts for your team to be mailed to you.

Bronze Sponsor / \$2,500USD

PRE-EVENT

- Logo placement on all pre-event marketing, to include website.
- Mention in social media posts.
- Access to event Press List 2-3 weeks prior to event.

AT EVENT / IN-PERSON & VIRTUAL BENEFITS

In-Person Opportunities:

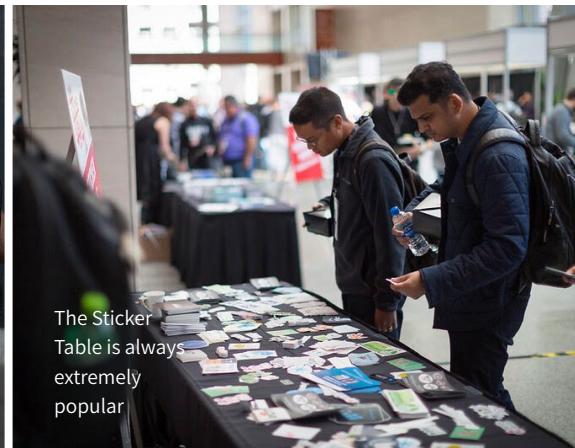
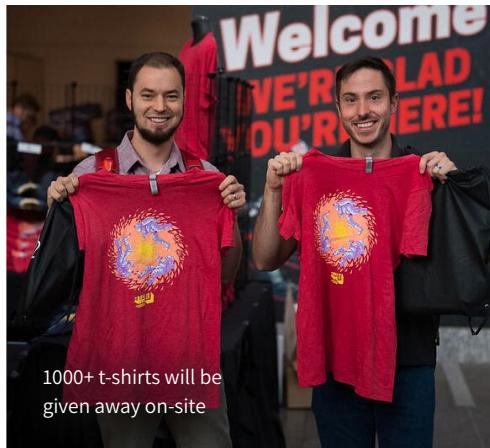
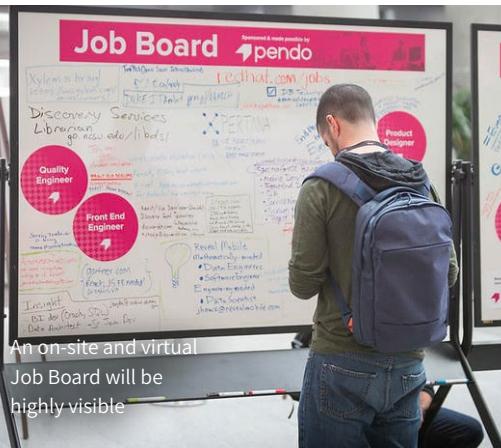
- One (1) standard-sized booth (10ft long x 5ft deep) at the Raleigh Convention Center. Priority placement behind Presenting, Platinum, Gold & Silver level sponsors.
- Free conference registration for booth team and one (1) additional attendee. All additional registrations at the Early Bird rate (\$99 per person).
- Seating for one (1) at Tuesday evening Speaker / Sponsor Dinner.
- Logo placement on main event signage.

Virtual Opportunities:

- One (1) exhibit booth located in the Virtual Exhibit Hall.

POST-EVENT

- Access to full list of all opted-in attendees with name, email, company name and title.
- Option to place one (1) piece of marketing material / swag in conference bags (size and weight restrictions apply).
- Placement of one (1) message/offer in the official ATO post-event Virtual Swag bag.
- Up to two (2) conference t-shirts for your team to be mailed to you.



Marketing Opportunities

Tier 1

LANYARD & NAME TAG (LIMIT 1) **SOLD OUT**

Amazing visibility guaranteed when your logo is on the lanyards and name tags worn by all our in-person attendees! Lanyard can be printed by ATO or provided by the sponsor. ATO will custom-print name tags onsite for each attendee.

CONFERENCE BAG (LIMIT 1) **SOLD OUT**

Have your logo on the conference bag handed out to every onsite attendee. Provides some of the best exposure available. Bag will be printed by ATO.

MAP & SCHEDULE KIOSK (LIMIT 1)

Your signage + one (1) marketing piece will be placed by/on large rocket-shaped kiosks located in the Convention Center lobby on the 3rd floor. Excellent walk-by traffic is guaranteed. Includes pre-event promotion (blog post, tweets, etc.) and day-of-promotion.

MOBILE APP (LIMIT 1)

Place your logo on the mobile app downloaded by onsite attendees. Includes logo and link. Highly visible and consistent exposure. Also includes one (1) direct message to those using the app each day of the conference, pre-event promotion (blog post, social media, etc.), and onsite signage.

CONFERENCE T-SHIRT (LIMIT 1) **SOLD OUT**

Let ATO place your logo on all event t-shirts distributed to attendees, sponsors and speakers. The shirt has become highly sought after and is a marketing piece that keeps on working. The shirt will be cool and made of very nice material, something people will actually wear over and over. Includes 1,000 shirts distributed before and during the event (assuming shirts are available after the first day giveaway), as well as pre-event promotion (blog post, social media messaging, etc.) and signage at the event itself.

SPEAKER/SPONSOR DINNER (LIMIT 1) **SOLD OUT**

Each year we bring all speakers and sponsors together for a wonderful dinner and drinks. Help us make this possible and put your name on it. Includes signage and a speaking opportunity at the dinner.

JOB'S BOARD (LIMIT 1)

Put your logo on two highly-visible job boards located in the lobby of the Convention Center as well as the virtual job board in the virtual environment. Both onsite and virtual are highly trafficked and very popular with attendees looking for jobs. Sponsorship includes logo on the (onsite) boards along with 3 pre-printed stickers featuring jobs at your company.

Tier 2

VOLUNTEER SPONSOR (LIMIT 1)

Every year, ATO depends on the dedication of countless volunteers whose efforts make the event a success. Help us recognize them for their hard work! Your sponsorship will include a pre-event blog post, social media recognition, onsite recognition and on-site signage.

ONSITE & WEBSITE SCHEDULE

Your logo + QR code and link will be placed on printed onsite schedules distributed at kiosks during the entire event. In addition, your logo and link will be placed at the top of the 2022.allthingsopen.org Schedule page (high visibility and traffic). Every visitor to the Schedule page will see your logo.

WELCOME SOCIAL / OCTOBER 31 (LIMIT 1)

Sponsor the Welcome Social on Monday evening, October 31, and welcome everyone to the event. Always a highlight and an opportunity for excellent early recognition to hundreds of attendees. Includes one (1) pre-event blog post, social media recognition, messaging on the event mobile app, on-site signage and announcements at the event.

TUESDAY SOCIAL / NOVEMBER 1

(LIMIT 1) **SOLD OUT**

Place your name on the largest social hosted by ATO each year! This event follows the first day of programming and is highly anticipated by speakers, sponsors and attendees. Includes one (1) pre-event blog post, social media recognition, messaging on the event mobile app, on-site signage and announcements at the event.

SEND-OFF SOCIAL / NOVEMBER 2 (LIMIT 1)

Sponsor the last official event of the conference on Wednesday evening and leave attendees with your name top-of-mind. Includes one (1) pre-event blog post, social media recognition, messaging on the event mobile app, on-site signage and announcements at the event.

FEATURED LUNCH SESSIONS

(LIMIT 3 ON TUESDAY & 3 ON WEDNESDAY)

Host your very own lunch session on Tuesday or Wednesday, October 1st or 2nd. As there is a limited number of featured lunch sessions, your exposure will be maximized and there is an increased likelihood of excellent attendance. Includes messaging via the mobile app.

CONFERENCE POSTER (LIMIT 1) **SOLD OUT**

Place your logo + QR code on what has become a much anticipated tradition and guarantee exposure long into the future. Hundreds will be given away onsite, including (artist) signed copies. Includes pre-event blog post and promotion, as well as signage at the event itself.

Tier 3

STUDENT SCHOLARSHIPS (LIMIT 2)

Every year we make event scholarships to attend ATO available to students from some of the RTP and surrounding areas top universities, including Duke, NC State, Wake Forest, UNC Chapel Hill, North Carolina A&T, Wake Technical College, UNC Charlotte, Clemson University, and more. Typically 100-150 scholarships are made available. Includes one (1) pre-event blog post, social media promotion as well as onsite signage. In addition, you will be recognized and copied on emails to all ATO scholarship recipients. If desired, ATO is happy to help coordinate onsite meet-ups with the scholarship recipients.

STICKER TABLE (LIMIT 2)

Put your name on the very popular Give-One/Take-One sticker table. Includes signage and pre-event blog post/tweet promotion. The table is located in the main lobby of the Convention Center, a very high traffic area.

TRACK SPONSORSHIP

Put your company name on a track at the conference! Provides great exposure to a targeted audience. Tracks hosted in 2022 will include:

- **101** (both conference days)
- **Big Data** (both conference days) **SOLD OUT**
- **Blockchain / Web3** (both conference days)
- **Business** (both conference days)
- **Case Study / Demo** (recorded & live streamed / both conference days)
- **Cloud** (recorded & live streamed / both conference days)
- **Community** (recorded & live streamed / both conference days)
- **Databases** (Wednesday, November 2)
- **Developer 1** (recorded & live streamed / both conference) **SOLD OUT**
- **Developer 2** (recorded & live streamed / both conference) **SOLD OUT**
- **Developer 3** (both conference days)
- **DevOps** (recorded & live streamed / both conference days)
- **Hardware / IoT** (Tuesday, November 1)
- **Linux** (Tuesday, November 1)
- **Machine Learning / AI** (both conference days)
- **Networking/Infrastructure** (Wednesday, November 2)
- **Security** (recorded & live streamed / both conference days)

Some tracks will be both in-person and virtual, some in-person only. Both include pre-event publicity. In-person promotion includes signage outside the track room (logo + QR code). Virtual promotion includes logo with URL on the virtual event site. Based on availability with preference given to Presenting level sponsors.

SPEAKER & SPONSOR LOUNGE HOST (LIMIT 1)

Our speakers and sponsors love to have a quiet place to prepare for presentations, relax during the event and have access to snacks and drinks. Sponsorship includes name on signage at entrance to room along with promotion to speakers and sponsors in advance of event.

ATO/OSSC MEETUP FREE PASSES (LIMIT 1)

Make free passes possible to members of the ATO RTP and Open Source South Carolina meetup groups. Both currently have 3,500+ members between them. Includes mention + link in multiple messages to each group pre-event. Every year we give 100+ free passes to members of these meetups.

Additional Sponsorship Opportunities

These opportunities can be secured by your company in addition to the sponsorship packages listed above OR as an "a la carte" sponsorship (you will not attach it to a specified sponsorship package listed above).

UNDERREPRESENTED SCHOLARSHIPS

\$5,000 FOR 50 SCHOLARSHIPS / \$10,000 FOR 100 SCHOLARSHIPS

Every year, we make scholarships available to groups supporting traditionally underrepresented populations, including females and other minorities. Groups we partner with include GirlDevelopIT, Women Who Code, ChickTech, and many many more. Includes pre-event blog post, press release, social media promotion, as well as signage and thank you's at the conference. Also includes email thank you to all scholarships recipients that you will be copied on.

INCLUSION & DIVERSITY IN OPEN SOURCE

TITLE: \$10,000 / GOLD: \$5,000 / SILVER: \$2,500

For the fifth year we will host the Inclusion & Diversity (I&D) event co-located with All Things Open, and we could not be happier about it. Sponsor this event stand-alone at the Title, Gold or Silver level. Includes pre-event logo inclusion on the website as well as onsite signage, promotion and recognition.

COMMUNITY LEADERSHIP SUMMIT (CLS)

TITLE: \$10,000 / GOLD: \$5,000 / SILVER: \$2,500

We are thrilled to partner with CLS to locate the 2022 event onsite alongside All Things Open. You can sponsor this event stand-alone at the Title, Gold or Silver level. Includes pre-event logo inclusion on the website as well as onsite signage, promotion and recognition.

PHYSICAL CONFERENCE BAG INSERT / \$1,500

Place an item of your choice (must not exceed width, height and weight limits) in the on-site conference bag distributed to onsite attendees while supplies last!

VIRTUAL POST-EVENT SWAG BAG INSERT / \$1,500

Place an item in the post-event virtual swag bag. This is sent to every registered attendee via email and includes a variety of offers and discounts from sponsors and partners.

COMMUNITY FIRST SPONSORSHIP / \$5,000

Help us put the open source community's welfare first! We will promote health habits and by placing your logo on floor stickers in front of all 20 hand sanitizing stations located throughout the Convention Center (to include your messaging and a QR code if desired). Your logo will also be included on signage found at all water bottle filling stations (to include your messaging and a QR code if desired). In addition, we welcome the opportunity for you to provide branded face masks and bottles of hand sanitizer which we will happily distribute to all attendees during All Things Open check-in and registration. This marketing opportunity also includes a pre-event blog post and social media promotion as well as onsite recognition and digital signage.

2022 Sponsorship Overview

	PRESENTING	LIVE STREAMING	PLATINUM	GOLD	SILVER	BRONZE
Pre-Event Benefits						
Logo/URL placement on event website	Premium	2nd Priority	2nd Priority	✓	✓	✓
Logo/URL placement in pre-event emails	Premium	2nd Priority	2nd Priority	✓	✓	✓
Dedicated messages in pre-event emails	5	1	3	2	1	
Visible credit + promotion for making free tickets available	Premium	Premium				
Pre-event promotional blog post (distributed by ATO)	1		1	1		
Pre-event social media mentions	Premium	✓	✓	✓	✓	✓
Access to pre-event press list	✓	✓	✓	✓	✓	✓
At Event/In-Person Benefits						
Exhibit booth at Convention Center	2 Premium	1 Standard	1 Premium	1 Standard	1 Standard	1 Standard
Tier marketing opportunity	Tier 1		Tier 2	Tier 3		
Logo placement on all hanging video monitors located throughout the Raleigh Convention Center.	Premium	2nd Priority	2nd Priority	✓		
Free conference registrations	10	2	5	3	2	1
Seating at Speaker / Sponsor Dinner.	5	1	3	2	1	1
Logo placement on main event signage	Premium	2nd Priority	2nd Priority	✓	✓	✓
Marketing materials / swag in conference bags	3	1	2	2	1	1
At-Event/ Virtual Benefits						
Exhibit booth in Virtual Exhibit Hall	1 Premium	2nd Priority	1 Standard	1 Standard	1 Standard	1 Standard
Signage in Virtual Lobby	Premium	Premium	2nd Priority	✓		
Rotating signage in Virtual Exhibit Hall	✓	✓				
Cycling promotional ad on the Event Navigation Bar	Premium	Premium				
General Marketing Opportunities						
Guaranteed speaking slot	1		1			
Track sponsorship	1					
Community Leadership Summit (CLS) sponsorship	Title Level		Gold Level	Silver Level		
Inclusion & Diversity event sponsorship	Title Level		Gold Level	Silver Level		
Logo placement on event schedule pdf	Premium	2nd Priority	2nd Priority	✓		
Post-Event Benefits						
Opt-In Attendee List	✓	✓	✓	✓	✓	✓
Logo/URL placement in post-event emails	Premium	2nd Priority	2nd Priority	✓	✓	✓
Item inclusion in virtual swag bag	5	1	3	2	1	1
Conference t-shirts	10	3	8	5	3	2

2021 BY THE NUMBERS

4,832 Registrations

86 Countries Represented

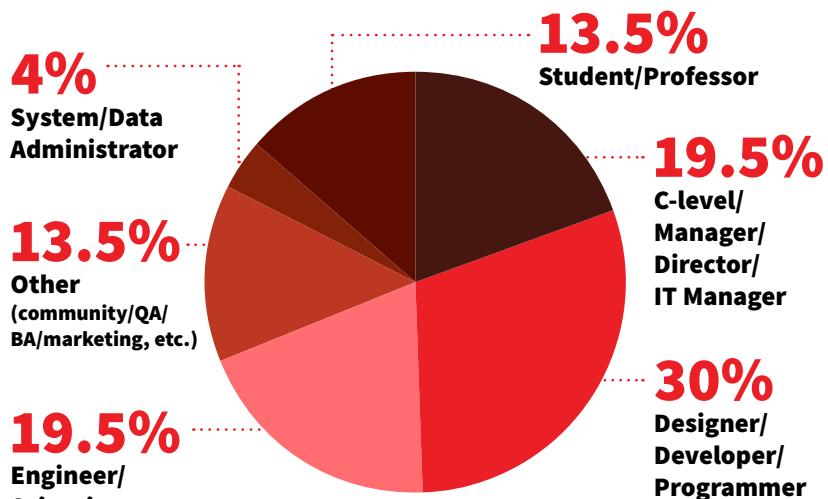


41% Attendees Influence Spending Decisions

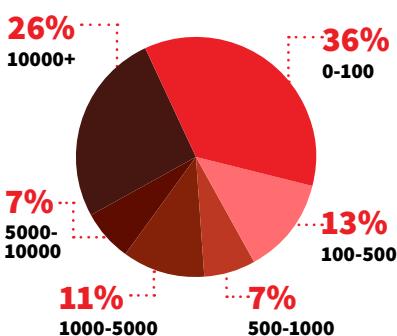
1,000+ T-Shirts Given Away



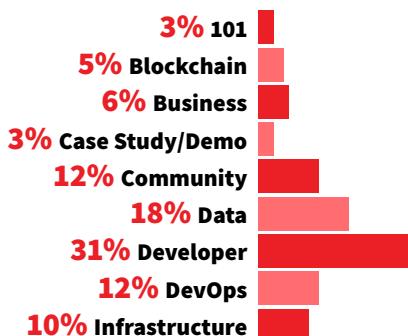
Type of Attendee



Attendee Organization/ Company Size



Attendee Track/ Focus Area of Interest



INCLUSION + DIVERSITY IN OPEN SOURCE

IN OPEN SOURCE

More than 400 registered for year 4 of Inclusion & Diversity in Open Source.

The event was also live streamed worldwide.

COMMUNITY LEADERSHIP SUMMIT

The Community Leadership Summit was co-located for the second time with ATO, and it was a tremendous success. More than 500 attended sessions from all over the world.

Inclusion & Diversity in Open Source

SUNDAY, OCTOBER 30 • RALEIGH CONVENTION CENTER

The **2022** Inclusion & Diversity event will feature traditional talks, panel discussions and attendee Q&A around a variety of predetermined topics. Subject matter experts, community and company leaders, and technologists of all types will attend and participate.



Nithya Ruff, Open Source Programs Office (OSPO) Manager at Amazon will serve as emcee. Speakers will be announced when the schedule is released in early August.

2021 SPEAKERS



**NIGEL
BROWN**

VMWARE



**DEMETRIS
CHEATHAM**

GITHUB



**MASON
EGGER**

DIGITAL OCEAN



**DAVID
GRIZZANTI**

COMCAST



MATT CANTU

UNIVERSITY OF
NEBRASKA AT OMAHA
AND CHAOSS



**RUTH
KEGAH**

ANIMALZ



**CLARENCE
CLAYTON**

RED HAT



**KOREN
TOWNSEND**

RED HAT

2021 TOPICS

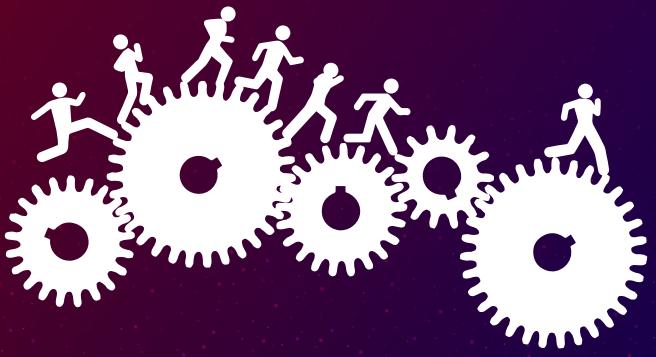
- All In for Maintainers: Creating an Inclusive Culture Within Communities
- LGTM - limiting / being mindful of the use of acronyms
- Let Me Introduce Y'all to Y'all
- Adopting Open Source Practices to Build More Inclusive Products and Services
- CHAOSS Diversity, Equity and Inclusion (DEI) Open Source Badging Initiative
- Careers in Tech: Calling All Majors!
- Building Inclusion Through Effective Moderation



2021 SPONSORS



Community Leadership Summit (CLS)



MONDAY, OCTOBER 31
RALEIGH CONVENTION CENTER

Building on the tremendous success of the original ATO/CLS partnership in 2020 and 2021, the Community Leadership Summit (CLS) will once again be held in conjunction with All Things Open.

The event will be hosted onsite at the Raleigh Convention Center. In 2021 more than 500 attended and participated virtually from all over the world. Attendance and participation are expected to be excellent once again in 2022.

ABOUT CLS

The place where community leadership is crafted.

The Community Leadership Summit 2022 brings together community leaders, organizers and managers and the projects and organizations that are interested in growing and empowering a strong community. Leading minds in community management, relations and online collaboration will discuss, debate and continue to refine the art of building an effective and capable community.

The event will feature moderated and facilitated discussions to deliver a rich set of content driven by a diverse audience.

Thought leaders in the community space are consistently featured, and 2022 will be no different.

2021 Moderators



**JONO
BACON**

JONO BACON CONSULTING



**AMBER
GRANER**

CORELIGHT INC.



**JASON
HIBBETS**

RED HAT



**JEN
WIKE HUGER**

RED HAT



**LISA-MARIE
NAMPHY**

COCKROACH LABS



User Groups*

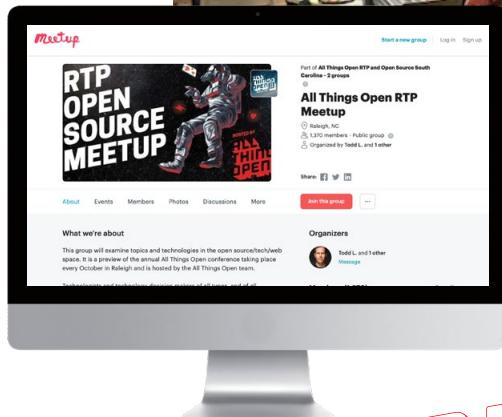
SPONSORING USER GROUPS CAN BE CHOSEN AS A STAND-ALONE OPPORTUNITY ONLY. THEY ARE NOT CONSIDERED A TIER ADD-ON. IF INTERESTED CONTACT US DIRECTLY.

All Things Open is proud to host two of the most active “open source” user groups in the U.S.

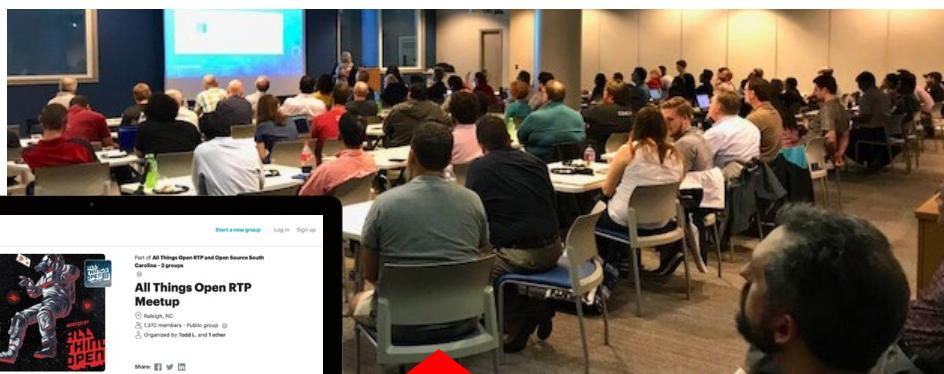
Sponsorship of one or both of these groups can be included with an All Things Open sponsorship and includes logo(s) on marketing materials, banner logo inclusion, distribution of materials, speaking opportunities, etc.

The Research Triangle Park (RTP)

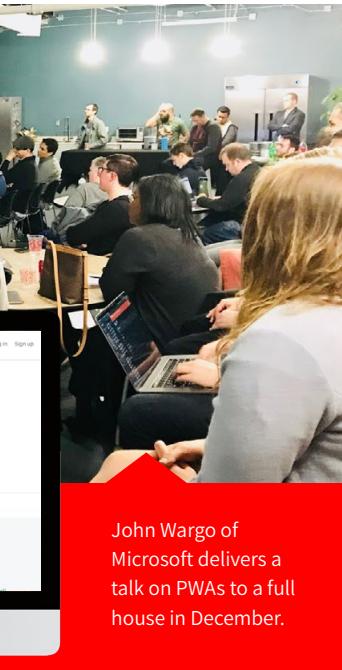
user group has 2,300+ members, meets regularly, and hosts some of the top speakers in the region. Attendance averages 75-100+ and while the majority are technologists, the audience includes community leaders and education attendees (students, professors, college IT staffs) from local colleges and universities.



Grant Ingersoll of Wikimedia speaks to a full house.



Attendance leans heavily technologists, but also includes community and education.



John Wargo of Microsoft delivers a talk on PWAs to a full house in December.

The **Open Source South Carolina** user group is hosted regularly in Columbia and has 1,250+ members from throughout the state and region. Attendance averages 50 - 100+ and leans heavily toward technologists. However, community leaders and those in education (students, professors, college IT staffs) attend as well.

*Please note in-person meetups are scheduled to resume beginning Q2 of 2022. Most will be hybrid in format (in-person and live streamed), but some will be in-person only or virtual only. Subject to change based on COVID of course.

OPEN SOURCE 101

SPRING 2022

Tuesday, March 29, 2022

A VIRTUAL EVENT

*Please note Open Source 101 sponsorship is separate from All Things Open. However, we wanted you to be aware of the series in case there is interest.

2022 & 2023 PLANS

The 2022 event will be virtual in format and take place Tuesday, March 29. We chose the virtual/online format due to COVID and Omicron, and in the interest of attendee safety, which is always a top concern. In-person events are scheduled to resume beginning in Q2 of 2022, assuming the pandemic situation continues to improve of course. Future Open Source 101 conferences (2023 and beyond) are expected to be hybrid in format (both in-person and live streamed to a global audience).

ABOUT OPEN SOURCE 101

Open Source 101 is a one-day conference focusing on the tools and processes foundational to open source, open tech and the open web.

For 5 years All Things Open has hosted this event series in multiple locations around the U.S. and online as a virtual event. Attendance pre-COVID (in-person) averaged 500+ and registrations post-COVID (online) have averaged 1,000+. Attendees include a good mix of technologists, developers, decision makers, students and community members. Programming is structured to highlight both technology and processes, and is routinely delivered by industry thought leaders and experts.

OPENSOURCE101.COM

2021 by the Numbers

1345

TOTAL REGISTRANTS

74% U.S. BASED ATTENDEES

26% INTERNATIONAL ATTENDEES

43 U.S. STATES REPRESENTED



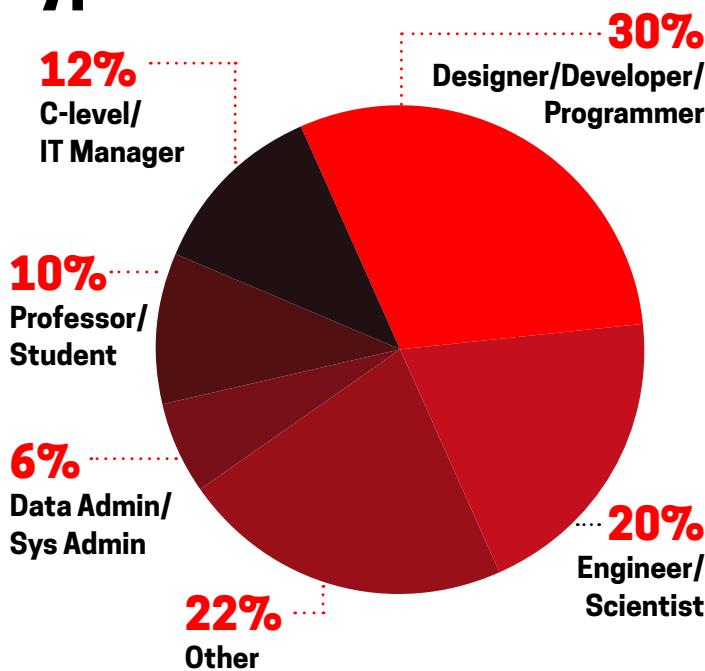
59 COUNTRIES REPRESENTED

35.8%

Attendees influence spending decisions in their company/organization.

*note, 2021 was a virtual event

Type of Attendee

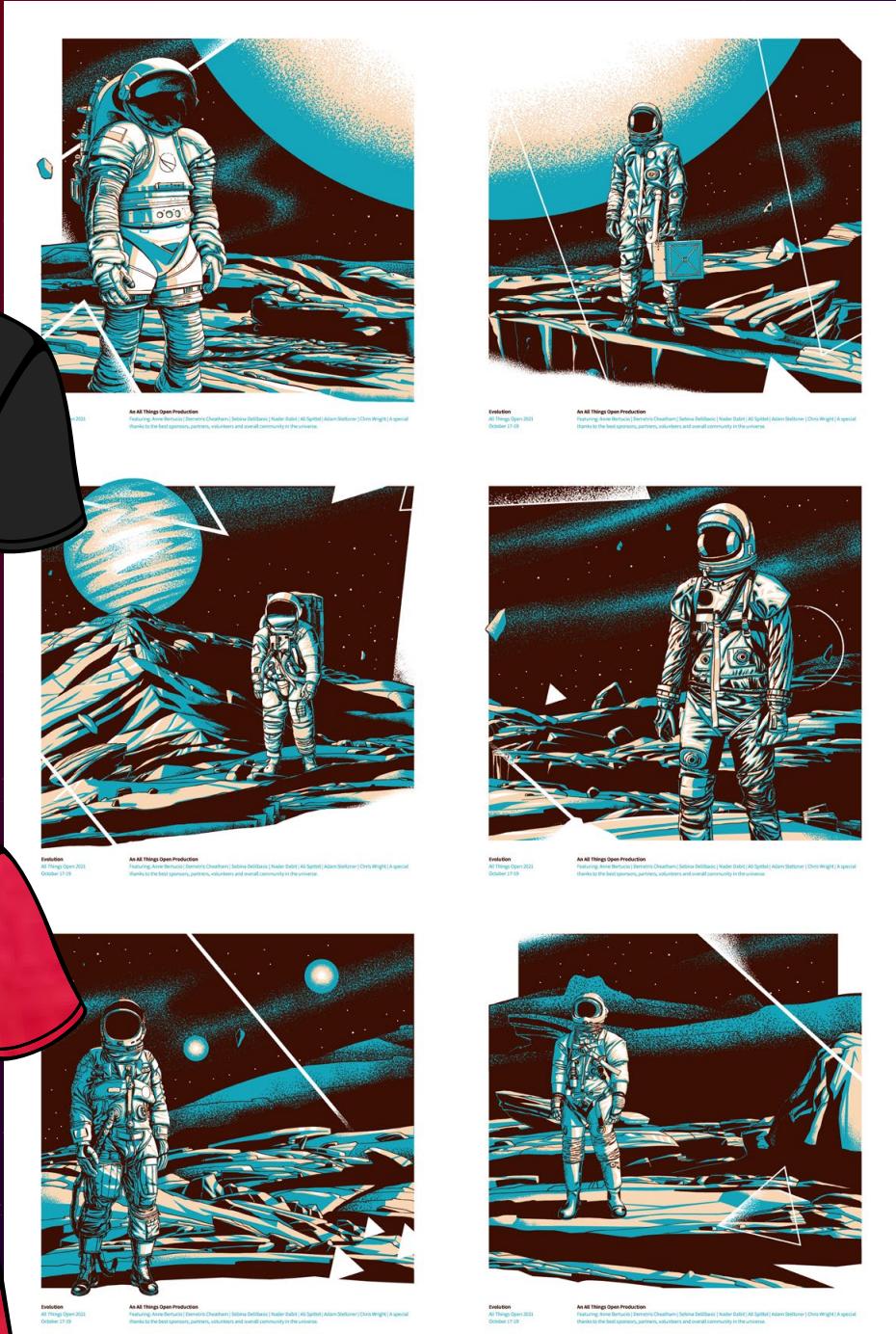


2021 T-Shirts & Poster

An official t-shirt and poster will again be available to conference attendees. Hundreds of each will be given away.

T-SHIRT

The 2021 t-shirt sponsor was the team at Red Hat.



PROMOTIONAL POSTER

The 2021 poster title was "Evolution". Poster sponsor was Salesforce.



All Things Open 2022 TERMS & CONDITIONS

(Please complete form below and return)

This Sponsorship Agreement (the "Agreement") is entered into by and between All Things Open ("ATO") and _____ ("Company/Company's") (together, the "Parties" and each, a "Party") with effect from the last date listed in the signature block below (the "Effective Date"). The following terms and conditions apply to Company's participation in and sponsorship of the All Things Open conference, taking place from October 30 - November, 2, 2022 (the "Event").

SPONSORSHIP BENEFITS:

_____ (Company) shall serve as a non-exclusive sponsor of the Event and agrees to pay the sponsorship fee of \$_____ USD ("Sponsorship Fee"). In exchange, Company shall receive the benefits outlined for the _____ level of sponsorship of which opportunities are identified on pages 4-11 of the 2022 ATO prospectus document.

1. INTELLECTUAL PROPERTY

1.1. During the term of, and subject to the provisions of this Agreement, Company hereby grants to ATO a non-exclusive, non-assignable, royalty-free, revocable right to use the name and logo of Company for the sole purpose of marketing said Company and associated products and services in connection with the Event. To the extent permitted to do so pursuant to this Section 1.1, ATO shall use Company's logo/marks solely in accordance with Company's logo use guidelines (as provided) and will comply promptly with requests to change any such usage so as to conform to those guidelines.

1.2. Any materials provided by Company to ATO in connection with Company's sponsorship of or other participation in the Event ("Materials") shall remain the property of the Company. ATO shall maintain and shall not remove any and all Company marks, logos or other indications of Company ownership that appear on the Materials.

2. INDEMNIFICATION

2.1. Company will defend, indemnify and hold harmless ATO, its Affiliates and their employees, contractors, agents, officers and directors from and against any and all claims, damages, obligations, losses, liabilities, costs or debt, and expenses (including without limitation attorneys fees) arising out of or related to any claim, suit, action or proceeding arising out of or relating to (a) an allegation that Company marks or materials infringe a third party's United States patent or copyright, or misappropriates such third party's trade secrets; and (b) Company's gross negligence or willful misconduct.

2.2. ATO will defend, indemnify and hold harmless Company, its Affiliates and their employees, contractors, agents, officers and directors from and against any and all claims, damages, obligations, losses, liabilities, costs or debt, and expenses (including without limitation attorneys fees) arising out of or related to any claim, suit, action or proceeding arising out of or relating to (a) an allegation that ATO has infringed a third party's intellectual property rights; and (b) ATO's gross negligence or willful misconduct.

3. LIMITATION OF LIABILITY

In no event shall either party or any of its members, officers, employees, contractors, facilities, representatives, agents, or assigns be liable for any special, indirect, consequential, punitive, or incidental damages, however caused, whether based on contract, negligence, strict liability in tort, warranty, or any other legal theory, including but not limited to, lost or damaged data, substitute goods, lost profits, lost revenue, loss of anticipated profits, interruption of business, loss of goodwill, computer failure or malfunction, interruption of service, or loss of use of equipment, facilities or services. In no event shall any aggregate liability of a party exceed the amount of the fee paid by Sponsor under this Agreement.

4. EXHIBITOR CONDUCT / AGREES TO COMPLY

Company - should it choose to be an Exhibitor at the event - agrees to comply with and abide by the All Things Open Code of Conduct identified at the URL www.allthingsopen.org/ato-2022-code-of-conduct. In addition, all Exhibitors and their representatives shall conduct themselves in a manner consistent with standards of decency and good taste. ATO reserves the right to regulate and/or restrict exhibits to suitable methods of operation and display of materials and will work with Company prior to the event to reach agreement. Exhibitors and their representatives shall not enter into another Exhibitor's space without permission or when unattended. Attendants, models, and other employees must confine their activities to the contracted exhibit space. In the event of such restriction or regulation, ATO is not liable for any refunds of rental fees or other exhibit expenses.

5. CANCELLATION

Company can cancel participation in the 2022 All Things Open conference with written notice to info@allthingsopen.org. Company is entitled to a refund of any funds previously paid according to the following schedule:

- Ninety (90) days prior to Day One of the conference (October 30): 100% of any monies paid
- Sixty (60) days prior to Day One of the conference (October 30): 75% of any monies paid
- Forty-five (45) days prior to Day One of the conference (October 30): 50% of any monies paid
- Thirty (30) days or less prior to Day One of the conference (October 30): 0% of any monies paid

In the event the Event is cancelled by All Things Open due to acts of force majeure or otherwise, Company will receive a refund of any monies paid according to the schedule identified above. *Please note the schedule assumes benefits will be received by Company in the weeks / months leading up to the Event, including things such as logo(s) inclusion on the event website and in marketing materials, (possible) promotional blog posts, etc.

Force Majeure, as defined by ATO, shall mean acts and events not within the parties' control, and which the parties have been unable, by the exercise of due diligence, to avoid or prevent. Events of force majeure include without limitation: acts of God; strikes, lockouts or other industrial disputes; epidemics, pandemics, civil disturbances, acts of domestic or foreign terrorism, wars within the continental United States, riots, or insurrections; landslides, lightning, earthquakes, fires, storms, floods or washouts; arrests or restraint of governments and people; declarations of emergencies by applicable Federal, State, or local authorities; or explosions.

If the Event is rescheduled for acts of force majeure (including coronavirus) and/or other reasons, Company will be given a choice of transferring its sponsorship to the rescheduled event at no extra cost or receiving a refund of monies due (according to the above schedule).

If the in-person portion of the Event is cancelled by All Things Open or by another "official" entity due to health-related or attendance concerns, All Things Open retains the right to host the Event entirely on a virtual platform of it choosing on October 30, October 31, November 1, and November 2.

6. PHOTOGRAPHY / VIDEO RECORDING

No exhibit, performance, or event presented at the show shall be photographed, videotaped, broadcast, or recorded for commercial use, sale, or distribution of any kind by the Company without express written consent prior to Day One of the event. Exhibitors shall not photograph or videotape the exhibit or product of another exhibitor without the prior written consent of ATO and the Exhibitor involved. ATO reserves the right to photograph and/or videotape any exhibit at the show for use in request for proposals, future promotional materials, and otherwise as determined by ATO. Nothing in this section restricts Company's right photograph or videotape its own exhibit, trademarks, products, or activity that includes Company's employees (e.g., a Company employee speaking at an event). Company may use such photographs and videos without obtaining any authorization from ATO. Company agrees that it will not violate any third party rights.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the Effective Date.

Your Company Information

Contact Name _____ Company Name _____
Street Address _____
City, State _____ Zip Code _____
Phone Number _____ Fax Number _____
Email _____ Website _____
Other Contact Information _____

Payment Options

Check - Please forward an invoice

Will pay by credit card - Contact Todd Lewis directly at 803.240.1213 to make payment

Sponsorship Confirmation

Completing and signing this form will reserve your sponsorship request and allow us to move forward with collecting company logos, descriptions, URLs, etc. for marketing purposes.

I understand that payment in full of this sponsorship is due to All Things Open before 5:00pm ET on Friday, September 30, 2022. Should payment in full not be received by this date, I understand that my company may not be promoted as a sponsor of this event or be permitted to participate as a sponsor of this event.

TOTAL AMOUNT DUE \$

Name _____ Date _____

Signature _____

Complete, scan and email this form to or for further information or questions contact:

JENNIFER SUBER

Sponsorship Coordinator

jennifer@allthingsopen.org

803.608.6161