

# THE OPEN SOURCE ANALYTICS CONFERENCE



## Prospectus

# What is OSA CON about?

OSA CON is the go-to conference for all things **Open Source Analytics**. We're all about bringing together data scientists, engineers, analysts, infrastructure gurus and product managers along with Open Source communities and leaders.

Participants will get to learn, share, connect and discuss the latest developments in Open Source analytics; data ingestion, orchestration, databases, infrastructure, governance, visualization and AI, the whole modern data stack.

In 2023, OSA CON is going big. We're reaching out to every major open source project. We're also **emphasizing the acceleration of AI** and its profound impact on the world. We'll be looking at ways that AI is changing analytics—and also where it's not.

We're therefore introducing an AI track, focusing on how builders are integrating AI into their products, communities, and changing the data landscape.

#OSACon

# Conference format and topics

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- 100% digital and free
  - 3 days
  - Session types:
    - Keynotes
    - Talks
    - Panels
  - Topics:
    - Project Reports and Applications
    - Innovative use cases for data
    - Open Source: community, licensing, biz models
    - Data Storage and Query
    - Visualization Technologies
    - Orchestration
    - Data Science
    - Artificial Intelligence
    - Platform Management
    - Security, Privacy, and Governance
    - Crazy New Tech
-

# Event features

*Sessions will be recorded and promoted on social networks.*

- Free access
- Participants chat
- Recordings accessible as soon as the session ends
- Virtual booths, including option for one-on-one meetings
- Space for sharing resources
- Virtual swag bag

# OSACon 2022

## results

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# 2022 Key metrics

479

Registrants

+16

Participant  
countries

29

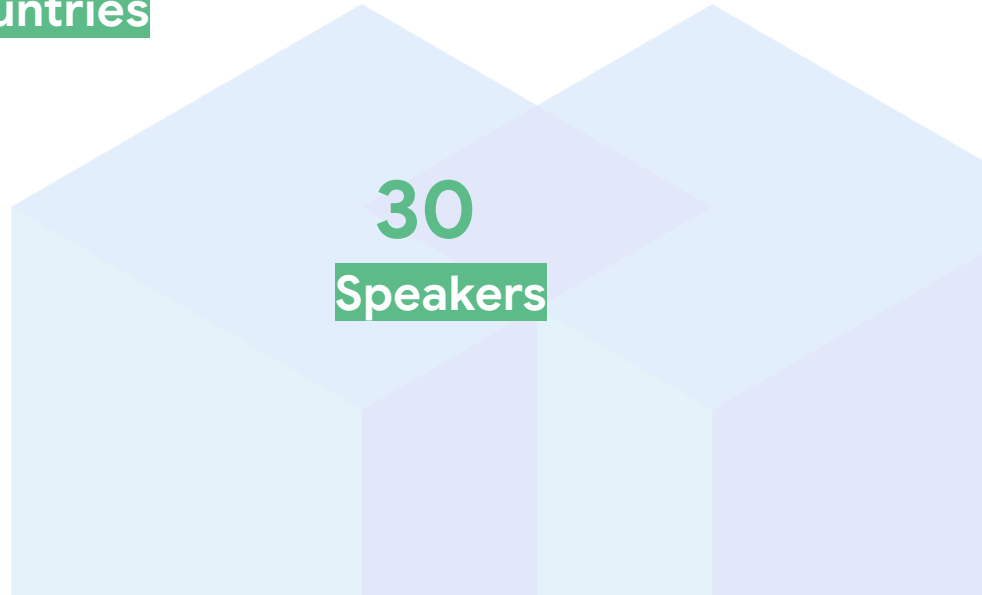
Sessions

+4K

Recordings  
views

30

Speakers



# 2022 participant communities and sponsors



AIRBYTE



bytewax



Tabular



kafka



dagster



DataHub



MotherDuck



Apache  
Airflow



Acryl Data



ahana



meltano



ALTINITY®



preset™

# Sponsorship opportunities

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# Reasons to sponsor

*Connect with the doers, data scientists, engineers, analysts, infrastructure gurus and product managers, along with Open Source communities and leaders.*

- ✓ Reach technical decision makers in key companies
- ✓ Increase your brand's awareness
- ✓ Connect with a specialized audience
- ✓ Share your success story
- ✓ Reach out to a global audience

# Estimated impact

*We are expecting  
2.5k registered  
participants, from  
all over the world*

- 2.5k registrants
- +2k live viewers
- +3k recordings views (up to March 2024)
- +1.5k leads (participants who accept to share personal data ~30%)
- ~300 live viewers by session

# Reach

We will run a global promotion campaign consisting of:

- Contacting community members
- Communicate through the different Open Source project channels
- Communication focused on the doers, as in the leaders
- Promotion within previous editions participants
- Direct invitations to organizations interested in data analytics.
- Partnering with the different open source communities

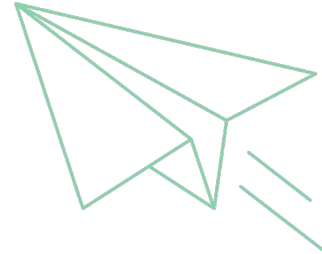
# Sponsorships

|  | Gold (3 available)                  | Silver (5 available)               | Community Partner   |
|--|-------------------------------------|------------------------------------|---------------------|
| Benefits   | \$6,000                             | \$3,000                            | \$1,000             |
| Branded talk ("session presented by X") - includes call to action. Talk is recorded and stays available for on-demand access | Yes                                 | -                                  | -                   |
| Participants data (opt-ins) or Call to action  | Sponsored session participants data | Call to action at post-event email | -                   |
| Item in virtual swag bag   | Yes                                 | Yes                                | Yes                 |
| Brand presence on website  | Gold level                          | Silver level                       | Partner level       |
| Brand presence on live session   | Gold level                          | Silver level                       | -                   |
| Brand presence on recordings (bumper)  | Gold level                          | Silver level                       | -                   |
| Social media mentions  | 1                                   | Group sponsor posts                | Group sponsor posts |
| Mention in event chat  | 1                                   | 1                                  | -                   |
| Virtual booth  | Yes                                 | Yes                                | Yes                 |

# Deliverables

For all the sponsorships we will deliver:

- Sponsors guide
- Final report including:
  - Reach results
  - Participant demographics
  - Website analytics
  - Promotion campaign results
  - Social media promotions
- Talk recordings



# Contact us

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