



OpenTechSummit (Virtual)  
Singapore 2021

# Sponsorship Prospectus



**Presentations + Workshops + DevSprints:  
Sun 13 March - Sun 21 March**



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# **FOSSASIA OpenTechSummit is Asia's leading Open Technology conference for developers, companies, educators, and IT professionals since 2009.**

During the summit, developers, technologists, scientists, and entrepreneurs convene to collaborate, share information and learn about the latest in open technologies, including Artificial Intelligence software, DevOps, Cloud Computing, Database, Linux, Science, Hardware, Open Source Enterprise and more.

**Asia's best and brightest Open Source developers will gather for the event.**

- ★ Artificial Intelligence
- ★ Blockchain
- ★ Cloud, Containers and DevOps
- ★ Kernel and Platform
- ★ Database
- ★ Tech Community
- ★ Open Source Hardware
- ★ Open Source Enterprise
- ★ Mobile Technologies
- ★ Web Technologies

**FOSSASIA offers sponsors unique opportunity to tap into the world's fastest growing markets, discover new business opportunities, increase awareness for products among technology multipliers and recruit outstanding talents.**



## FOSSASIA Summit Highlights

FOSSASIA held its first summit in 2009. For over a decade, FOSSASIA Summit continues to be a platform for fostering open source technology and collaboration across Asia. Feedback from attendees has been overwhelmingly positive. The top reasons that people attended FOSSASIA Summit were to attend tech sessions and workshops, for networking and for recruitment purpose (both recruiters and job seekers).

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**Virtual Event • Workshops • Sessions • Exhibition •  
Meetups • Sessions • Technology Tracks •**

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2000+ attendees, 300+ participating companies

70+ nations and South East Asian member countries

40+ international open source organizations

30+ Asian based user groups

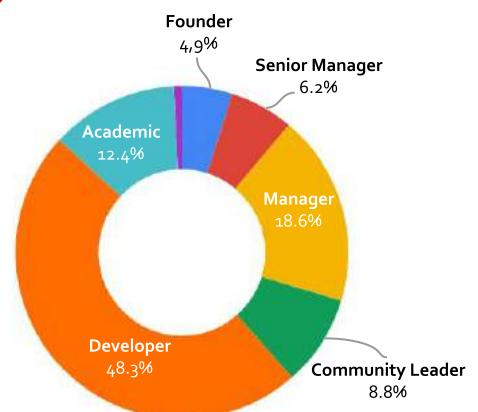
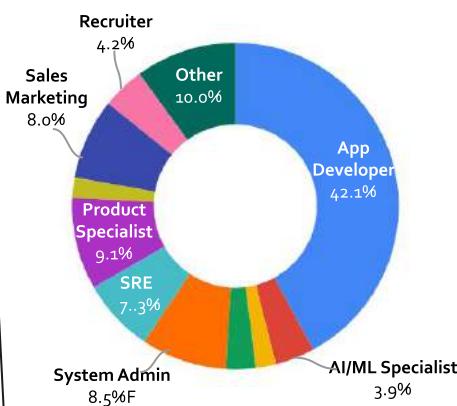
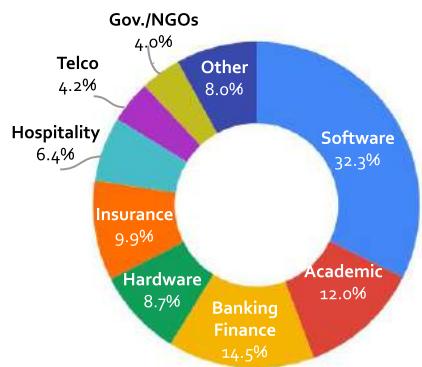
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## Attendee Demographics

Attendees from 71 countries across 6 continents

- 66.2% from Singapore
- Other countries with sizable audience include India (4.1%), Vietnam (3.3%), Indonesia (2.2%), Malaysia (2.2%), Japan (2%), China (1.3%), Germany (1.2%)
- 38% of returned attendees
- 54.3% of attendees IT professionals
- 33% of attendees are interested in employment opportunities

# Attendee Professional Profile



## Industry

Software / Platform 32.3%  
 Banking / Finance 14.5%  
 Academic 12.0%  
 Insurance / Medical Service 9.9%  
 Hardware / Electronics 8.7%  
 Hospitality 6.4%  
 Telecommunications 4.2%  
 Government/ NGOs 4.0%  
 Other 8.0%

## Expertise

Application Developer 42.1%  
 AI/ML Specialist 3.9%  
 Data Scientist 2.0%  
 Security Specialist 2.9%  
 System Admin 8.5%  
 Site Reliability Engineer 7.3%  
 Product Specialist 9.1 %  
 UX/UI Designer 2.0%  
 Sales / Marketing 8.0 %  
 Recruiter 4.2%  
 Other 10.0%

## Job Level

Founder 4.9%  
 Senior Management 6.2%  
 Manager 18.6%  
 Community Leader 8.8%  
 Developer 48.3%  
 Academic 12.4%  
 Other 0.8%

# Participating Companies

- 300+ unique companies attending in 2019 event
- 32.5% of attending organizations are global corporations
- 38% of attending organizations are startups and SMEs
- 4.0% are decision makers from government institutions and NGOs





## Why to Attend?

- Learn about the latest trends in open source
- Explore career opportunities with the top tech companies
- Access leading developers experts
- Find out how others have used open source to gain efficiencies
- Gain a competitive advantage by learning about innovative open tech solutions
- Find out what leading companies are doing, and where technology is heading

## Sponsorship Benefits

- Valuable mindshare from developers and technologists
- Increase brand awareness and recognition
- Talent Recruitment
- Showcase Products & Technologies
- Create New Partnerships
- Generate Sales Leads
- Community participation in your projects
- Discuss strategic partnerships with technical product managers from other companies.
- Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior executives
- Associate your brand with one of the fastest growing technology communities

## Sponsorship Options

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

# FOSSASIA Summit 2021 (Virtual) Sponsorship Grid at a Glance

Advantages	Platinum US\$15,000	Gold US\$10,000	Silver US\$7,000	Bronze US\$2,500
<b>Website recognition:</b> Logo on event page and virtual platform	X-Large	Large	Medium	Standard
<b>Keynote opportunity:</b> Open Source session to be approved by FOSSASIA	20-minute Keynote			
<b>Workshop opportunity:</b> Open Source related session to be approved by FOSSASIA	90 mins	90 mins		
<b>Panel or presentation session:</b> Open Source related Content to be approved by FOSSASIA content team	40 mins	40 mins	40 mins	25 mins
<b>Opening session recognition:</b> MC mentions company and logo on slides during opening session	★	★	★	★
<b>Video publication after event:</b> Sessions published on FOSSASIA channel after event	★	★	★	★
<b>Sponsor designation in session room name:</b> One session room is labelled with your company name or a custom name of your choice.	★			
<b>Coffee corner chat room:</b> Facilitate one open mic coffee corner hallway conversation with participants during a break (20-min).	★	★	★	
<b>Event breaks:</b> Logo on slides during event breaks	X-Large	Large	Medium	Normal
<b>Virtual exhibition:</b> Listing on exhibition page with company logo, short description, link to slide deck, option of virtual exhibition room	Top Position	Second Position	Third Position	Fourth Position
<b>Full conference business passes:</b> Full access passes for team or partners.	15	10	5	3
<b>20% discount business passes:</b> Share a custom discount code featuring your company.	★	★	★	★
<b>Linkedin promotion:</b> Sponsor will be announced in FOSSASIA group.	1X	1X	1X	
<b>Facebook promotion:</b> Sponsor will be announced on FOSSASIA page.	1X	1X	1X	
<b>Twitter promotion:</b> Sponsor can provide custom content (in line with editorial to be approved).	2X	1X	1X	1X
<b>Newsletter pre- and post-event blasts:</b> Mentioning of company in FOSSASIA mail outs	★	★	★	★
<b>Attendee emails:</b> Recognition in pre/after event email to attendees	★	★	★	★

# VIRTUAL EXHIBITOR

US\$ 950

## *Booking*

Sign up now at  
[summit.fossasia.org/exhibitors](http://summit.fossasia.org/exhibitors)

### Virtual Exhibition

- ★ Listing on exhibition page in exhibitors section with
  - Logo of your organisation
  - Company description
  - Link to company slide deck
- ★ Virtual video room for up to 10 people to connect with participants throughout event

### Company Shout-out

- ★ Company feature in exhibitors shout-outs
- ★ Share about your organisation and products in a 5 minute lightning session (we recommend a 2 min pre-produced video followed by a short presentation)

### Conference Access

- ★ 2 conference full access business passes
- Full access to the entire conference for your staff or customers.
- ★ 20% off additional business passes for staff/customers
- Custom discount code featuring your company

### Community Engagement & Brand Awareness

- ★ Recognition in pre-conference email marketing exhibitors section
- Includes name of your company or organisation
- ★ One tweet announcement about your exhibition on event Twitter with link to exhibition page area





# Custom Track or Dev Sprint

\$15,000 | Contact [office@fossasia.org](mailto:office@fossasia.org)

## 1 Day Sponsored Content and Speakers

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

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

# Co-Host Hackathon

\$20,000 | Contact [office@fossasia.org](mailto:office@fossasia.org)

## 24 hours Online Hackathon with Custom Challenges

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

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



# fossasia



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to secure your sponsorship today.*