



# Airflow Summit

September 19-21, 2023

Toronto, Canada

Marriott Downtown at Eaton Centre

<https://airflowsummit.org>

# Airflow Summit Goal



*Airflow Summit 2023  
will be the 4th edition of  
this very successful event,  
while being the 1st  
in-person Airflow global  
conference.*

The Airflow Summit goal is to showcase Apache Airflow as a state-of-the-art workflows technology, meeting the evolving needs of users and calling for more contributions to maintain strong position of the project.

Furthermore, the event aims to empower the Airflow community with the knowledge and confidence to establish and extend Airflow as a standard orchestration tool within their organization.

# 2022 edition was hybrid with 13 local events



Airflow Summit 2022 was held in hybrid format, having 13 in-person events located all over the world:

- London, UK
- Tokyo, Japan
- Lagos, Nigeria
- New York, USA
- Bengaluru, India
- SF Bay Area, USA
- Paris, France
- Warsaw, Poland
- Melbourne, Australia
- Sydney, Australia
- São Paulo, Brazil
- Tel Aviv, Israel
- Seattle, USA



# Airflow Summit 2022 in numbers



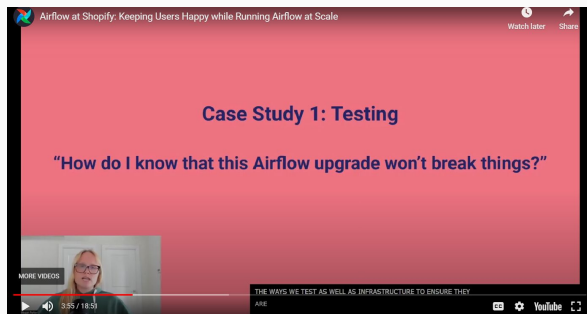
# Apache Airflow projects



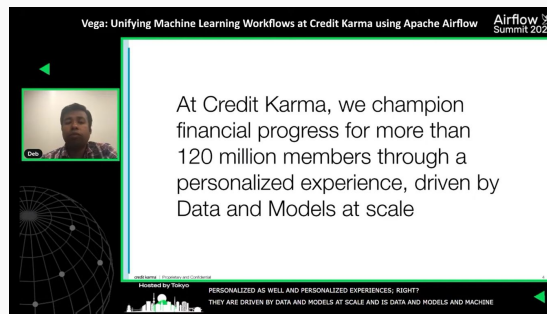
Apache Airflow helps businesses to reach their goals, and it is one of the most popular open-source data engineering projects.

Apache Airflow users shared their cases at the 2022 summit:

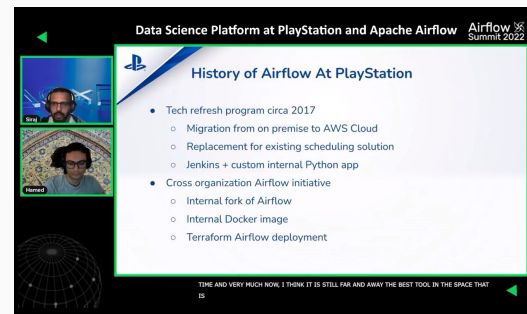
## Airflow at Shopify: Keeping Users Happy while Running Airflow at Scale



## Unifying Machine Learning Workflows at Credit Karma using Apache Airflow



## Data Science Platform at PlayStation and Apache Airflow



# Structure & Content



- Airflow Summit will be held in-person, and will consist of a multi-day program distributed over 3 days.
- Content will include:
  - **Airflow Intro talks** - gentle introduction to Airflow for new Airflow users
  - **New features** - using the new features of Airflow for experienced Airflow users
  - **Use Cases** - using Airflow for various sizes of businesses
  - **Committer/Roadmap** - what new things are coming to Airflow and why
  - **Airflow as a platform** - building on top of Airflow to make it more powerful
  - **Workshops** - hands-on content relevant to Airflow
  - Community talks
- Networking time for contacting with the participants.
- The sessions will be recorded and published at Youtube after the event.

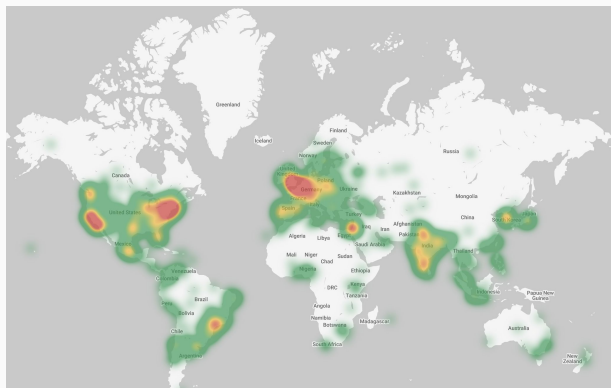


# Audience **profile**



Our attendees will be a healthy mixture of:

- Data Scientists
- Data Engineers
- Business Intelligence Analysts
- DevOps Engineers using Apache Airflow
- Potential users of Apache Airflow - those who are considering moving from other workflow engines
- Users or developers of products built on top of Airflow
- Members of other communities that collaborate with Apache Airflow community
- Non-coding community members



2022 *heat map*



*We are  
expecting  
400-500  
in-person  
participants.*



We will run a global promotion campaign consisting of:

- Contacting community members through the different project communication channels
- Ads focused on the Airflow to-be users and contributors
- Promotion within previous events participants (10k+)
- Promote the event within the Organizations that are using Apache Airflow
- Provide scholarships and support travel expenses for participants from under represented groups
- Invite local communities focused on data



# Reasons to sponsor:



*This in-person event is an opportunity to get in contact with users, committers and contributors.*



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

# Sponsorship opportunities



Benefits   Price (usd)	Platinum \$60,000	Gold \$30,000	Silver \$15,000	Diversity & Inclusion*** \$5,000	Community Partner \$1,500
Keynote (includes branding)	Yes	Yes	-	-	-
Opportunity to present a Workshop (Add-on)	Yes	Yes	-	-	-
Call to action at Pre or Post-Conference Email Blast (One time use of opt-in list)	Yes	Yes	-	-	-
Opportunity to include swag in kit for participants	Yes	Yes	Yes	Yes	Yes
Opportunity to participate in virtual swag bag	Yes	Yes	Yes	Yes	Yes
Opportunity to organize reception (sponsor hires the venue & catering)	Yes	Yes	-	-	-
Space at the networking area	Table x/ 2 chairs (space for back wall)	Table w/ 2 chairs	Table w/ 2 chairs	Table w/ 2 chairs	-
Brand presence on recordings	Platinum level	-	-	-	-
Brand presence on signage	Platinum level	Gold level	Silver level	Diversity level	Partner level
Brand presence on website and communication	Platinum level	Gold level	Silver level	Diversity level	Partner level
Social media mentions	3	1	Group posts	1	Group posts
Brand presence on online event	Yes	Yes	Yes	Yes	Yes
Conference passes (secure conference access)**	5	3	2	2	1

\* Personal data of participants who accept to share, \*\* Additional passes available subject to approval, \*\*\* Scholarships for under represented groups.

# Enhance your presence: Sponsorship add-ons



- Sponsor can hire/buy swag directly
- 10% discount if a Platinum, Gold or Silver sponsorship is acquired

Sponsorship	Opportunities	Benefits	Price (usd)
Speakers dinner	1	- Dinner/reception before the event - Includes a 5mins message and brand presence	\$4,500
Reception Day 1 (available only for Platinum or Gold sponsors)	1	- 1st day of the event, at the end of the sessions - Includes 5mins message and brand presence	\$5,000**
Reception Day 2 - offsite (available only for Platinum or Gold sponsors)	1	- 2nd day of the event, offsite location, at the end of the sessions - Includes 5mins message and brand presence	\$5,000
Lanyards	1	- Includes event logo and sponsor's logo	\$1,500
Attendee T-shirt	1	- Includes event logo at the front and sponsor logo at the arm	\$6,000
Attendee Hat	1	- Includes event logo at the front and sponsor logo at the back	\$6,500
Coffee breaks 1 day of the event	3	- Brand presence at coffee area	\$4,500**
Lunch 1 day of the event	3	- Brand presence at lunch area	\$4,500**
Women & LGBTQ in Open Source breakfast	1	- Special breakfast for women and LGBTQ members - Includes 5 mins welcome message, and brand presence at breakfast area	\$2,000
Speaker gifts	1	- Includes event logo and sponsor's logo	\$3,500
Participants kit tote bag	1	- Includes event logo and sponsor's logo	\$2,000
Captioning/ Signal language translator	1	- Captioning at the recorded sessions	\$5,000
Workshop	4	- Contact data of workshop participants*	\$5,000

\* Personal data of participants who accept to share, \*\*This price is not the actual cost, it is just the brand presence

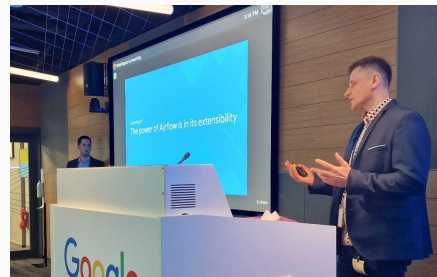
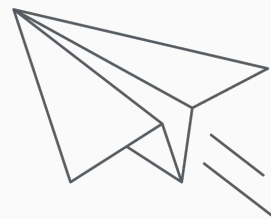


# Deliverables



For all the sponsorships we will deliver:

- Guide pre-event
- Final report including:
  - Reach results
  - Participants profile and demographics
  - Website analytics
  - Promotion campaign results
  - Social media promotions
- In-person talks recordings
- Contact database\* (Platinum and Gold levels)



\* Only of participants who accept to share.



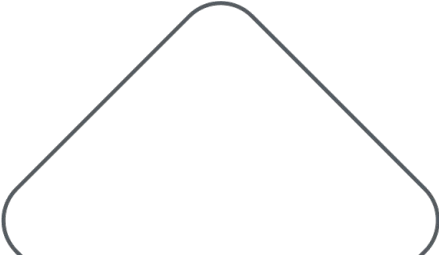

# Contact us

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<https://airflowsummit.org>



*Prospectus is subject to reviews by  
the Organizer Committee, and  
might be updated as needed.*

