Airflow Summit

September 19-21, 2023
Toronto, Canada
Marriott Downtown at Eaton Centre

https://airflowsummit.org

Airflow Summit **Goal**

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.

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

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

7,664
Online participants

5
Days

105
Reached countries

1,911
Watched replay

53
Talks

438
In-person participants

6
Watch parties

15
Sponsors & partners

4
Workshops

69
Speakers

13
In-person events in all continents

94,152
Twitter reach
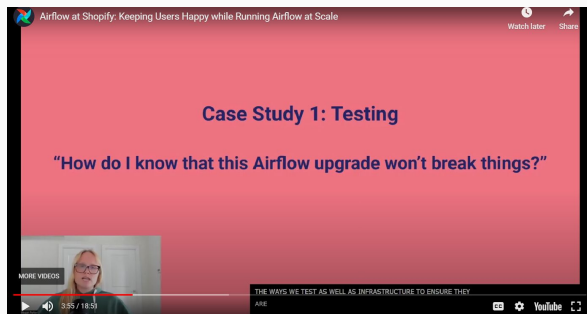
6,224
Recordings views up to Feb 2023

Apache Airflow projects

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

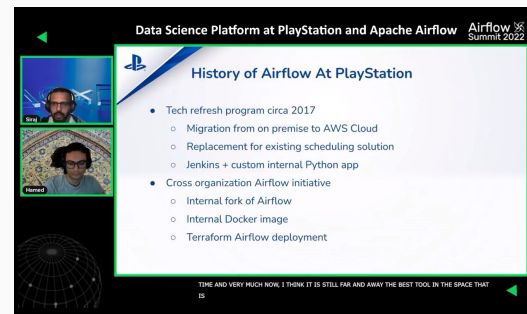Apache Airflow users shared their cases at the 2022 summit:

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

Unifying Machine Learning Workflows at Credit Karma using Apache Airflow
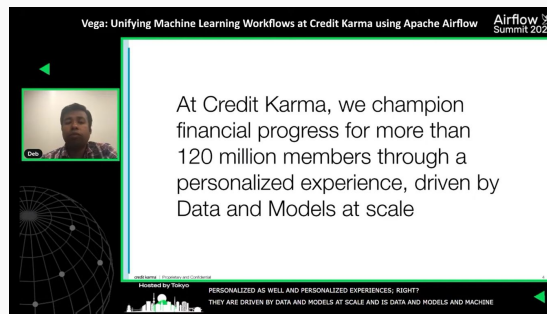
Data Science Platform at PlayStation and Apache Airflow

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

2022 heat map

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

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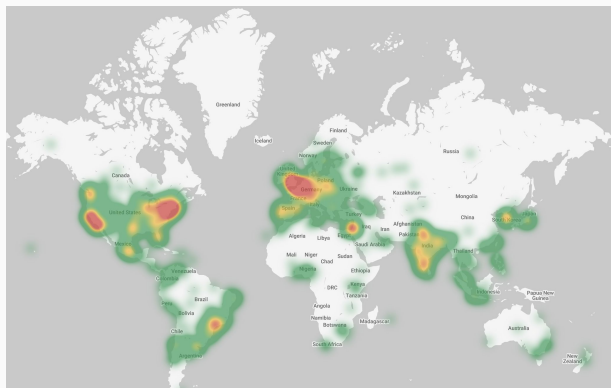
We are expecting 400-500 in-person participants.

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
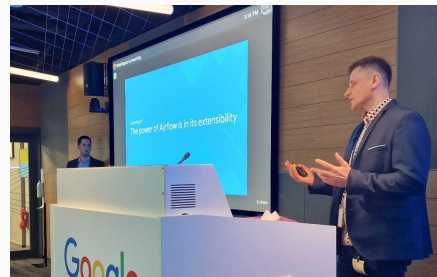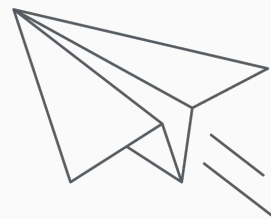
Deliverables

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

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