FOSS asia

OpenTechSummit
Vietnam 2024

Sponsorship Prospectus

Conference + Workshops + Exhibition:
Mon 8 April - Wed 10 April

FOSSASIA Summit is Asia's leading developer conference since 2009.

FOSSASIA Summit 2024 is a **hybrid** 3-day event targeting **computer science students, corporate developers**, **business professionals** and **open source contributors**.

Why sponsor the FOSSASIA Summit

- ☐ Learn how others are using open source to gain efficiencies.
- ☐ Take advantage of recruitment opportunities with developers from around the world.
- ☐ Increase awareness for your technologies and products among a selected tech audience.
- ☐ Connect in-person with tech experts, business professionals and developers who are relevant for the success of your business.

Target audience 2024
- Computer Science Students
- Corporate Developers
- Business Professionals
- Open Source Contributors and Community Leaders

Anticipated 2024 attendance
- 3,000 in-person participants
- 3,000 online participants

FOSSASIA Summit Topics
- Open Source
- Cloud and DevOps
- Artificial Intelligence
- Operating Systems
- Blockchain & Financial Services
- Web & Mobile
- Hardware, Firmware, Chips
- Robotics
- Databases

FOSSASIA offers sponsors a unique opportunity to connect with professionals, discover new business opportunities, increase awareness for products among tech multipliers and to recruit outstanding talents.

Event Schedule

Dates in 2024	Exhibition Program	Conference Program
Training Day **Sat, 6th April**	10:00 AM - 4:00 PM Dedicated workshops are held in selected universities across the cities.	
Set-up Day **Sun, 7th April,** 12:00 PM - 5:00 PM	Exhibition halls will open for setup from 12:00 PM - 5:00 PM on Sunday April 7. Exhibitors can also choose to arrive at the venue from 7:00 AM on Monday morning April 8 to set up their booth. *10 AM City Excursion & 6:00 PM Meet & Greet*	
Day 1, Monday **8th April**	8:00 AM Exhibition Doors Open and Breakfast 10:30 AM Exhibition & Tea Break 12:30 PM Exhibition Tour & Lunch 3:30 PM Exhibition & Tea Break 6:00 PM Exhibition Doors Close *7:00 PM Social Evening Event*	8:00 AM Open for Registration 9:00 AM Program Starts 10:00 AM Keynotes 12:20 PM Group Photo 12:30 PM Lunch 1:30 PM Program Continues After Lunch 2:00 PM Keynotes 5:30 PM Sessions End
Day 2, Tuesday **9th April**	8:00 AM Exhibition Doors Open and Breakfast 10:30 AM Exhibition & Tea Break 12:30 PM Exhibition Tour & Lunch 3:30 PM Exhibition & Tea Break 6:00 PM Exhibition Doors Close *7:00 PM Social Evening Event*	7:00 AM Open for Registration 9:00 AM Program Starts 10:00 AM Keynotes 12:30 PM Lunch 1:30 PM Program Continues After Lunch 2:00 PM Keynotes 5:30 PM Sessions End
Day 3, Wednesday **10th April**	8:00 AM Exhibition Doors Open and Breakfast 10:30 AM Exhibition & Tea Break 12:30 PM Exhibition Tour & Lunch 3:30 PM Exhibition & Tea Break 5:00 PM Exhibition Ends Until 9:00 PM - Teardown	7:00 AM Open for Registration 9:00 AM Program Starts 10:00 AM Keynotes 12:30 PM Lunch 1:30 PM Program Continues After Lunch 2:00 PM Keynotes 5:30 PM Sessions End

Host Country and Venue City

Viet Nam

Vietnam's robust economic growth in the recent years together with its young population creates a favorable environment for tech businesses to thrive. Additionally, the Vietnamese government has been actively promoting the technology and startup sector through various incentives, including tax breaks and funding opportunities. Vietnam's rising tech ecosystem, strong manufacturing base, rapid e-commerce growth makes the country an attractive destination for major tech players and startups seizing new businesses opportunities with open technologies.

FOSSASIA Summit is the place to meet talented developers and companies from across Asia, that are increasingly leading technology development impacting businesses globally.

Hanoi

Hanoi is a home to numerous tech companies, startups, incubators and accelerators. The city has several prestigious universities and educational institutions, providing access to a young and educated workforce. Noi Bai International Airport is well-connected by air to major cities across Asia and around the world, making it convenient for international attendees. Additionally attendees can explore city's historical sites, enjoy its diverse cuisine, and experience its unique blend of tradition and modernity.

2023 Hybrid Event Recap

- ❑ Number of unique onsite participants: **1,417** people from **54 countries**
- ❑ Number of unique online viewers/participants: **58,243** people **90%** from China
- ❑ Number of speakers: **157** people from **22** countries
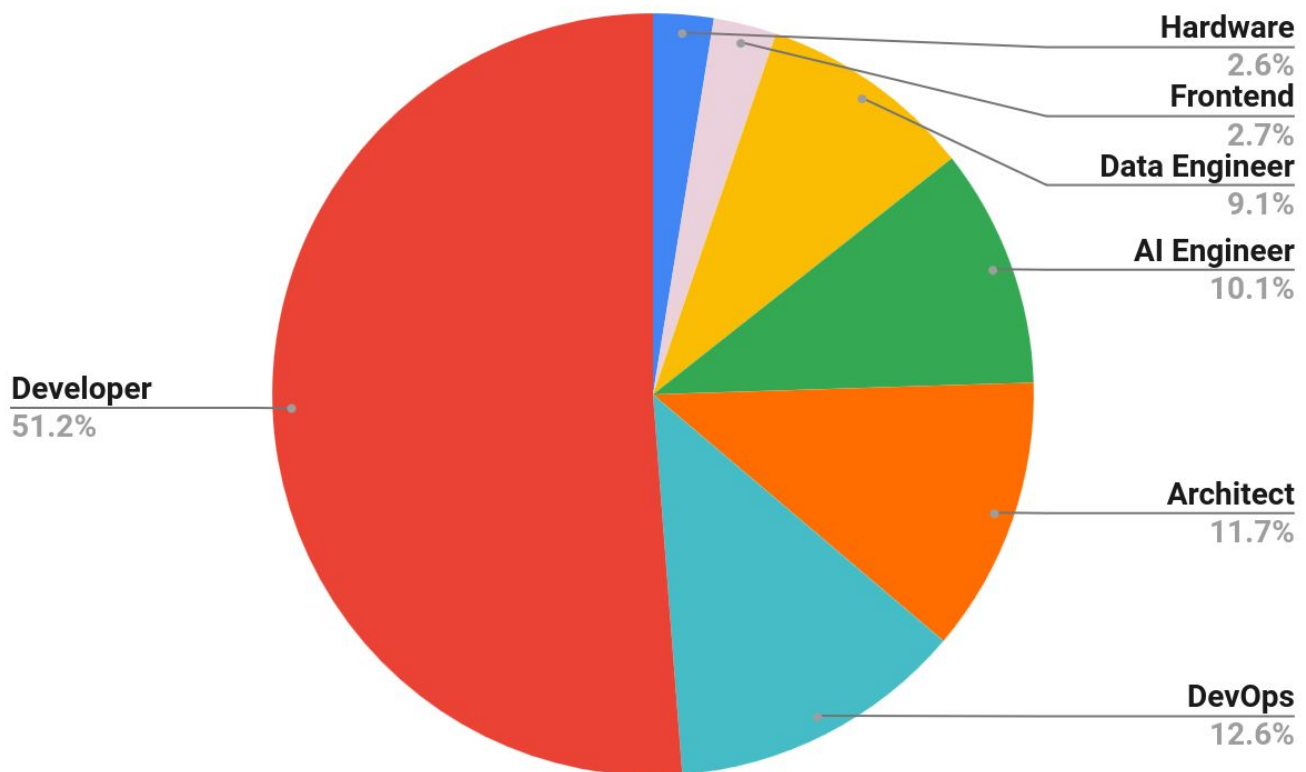- ❑ Number of sessions: **155** sessions

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Attendee Demographics Map

Asia 81.5%, **Europe** 8.2%, **America** 7.5%, **Australia** 1.8%, **Africa** 1%

Participants / Top Job Functions

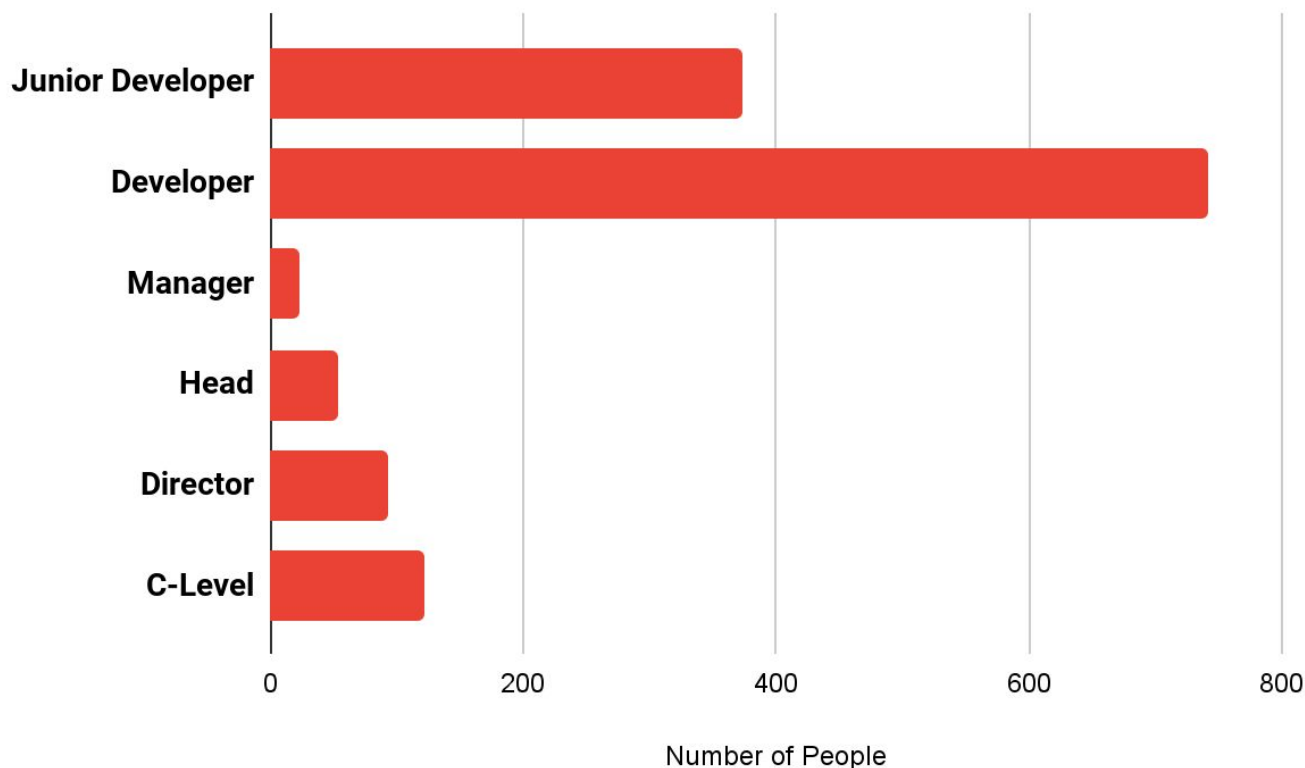| Job Function	Percentage
Developer	51.2%
Hardware	2.6%
Frontend	2.7%
Data Engineer	9.1%
AI Engineer	10.1%
Architect	11.7%
DevOps	12.6%

Participants / Top Industries

- ❏ Software and IT services
- ❏ E-commerce
- ❏ Financial Services
- ❏ Mobility
- ❏ Robotics
- ❏ Research and Education

Participants Career Levels

Number of People

Participants / Top Companies

FOSSASIA Summit 2024
Sponsorship Grid at a Glance

Advantages	Diamond (2 Available) US$52,000	Platinum (4 Available) US$33,000	Gold (6 Available) US$16,000	Silver (Unlimited) US$5,500
1. Keynotes: Speaker and content to be approved by content team. No sales & marketing pitches.	20 Minute Keynote	10-minute Keynote		
2. Speaking opportunities: Speaker and content to be approved by content team. No sales & marketing pitches.	110 Minute Conference Session	55 Minute Conference Session	25 Minute Conference Session	10 Minute Conference Session
3. Pre or post-conference email blast: One time use of opt-in attendee list to be sent by FOSSASIA.	★	★		
4. Custom question in post event attendee survey: Opportunity to add question of your choice (must be approved by FOSSASIA), and follow up reporting with data results.	2 questions	2 questions	1 question	
5. Exhibition space: You will get a dedicated space with tables, chairs and electricity plugs.	4m x 2m	3m x 2m	3m x 1.5m	2m x 1.5m
6. Recognition in pre/after event email: We will recognize your contribution in our EDMs.	★	★	★	★
7. Featured during pre-event marketing campaigns: We will post about your sponsorship on our digital campaign promotions.	★			
8. Recognition on event website, platform, and at venue: We will add your logo to our digital platforms and on the exhibition wall screen (in breaks and other times).	★	★	★	★
9. Keynote stage branding on joint banner: You will be featured on a sponsor banner on the side of the keynote stage.	★	★	★	
10. Recognition during opening: The MC will Thank you during the welcome note.	★	★	★	
11. Sponsor designation in press releases: You will be mentioned in any press releases.	★	★	★	
12. Social media promotions of sponsorship: There will be customized postings about you on our social media channels.	3x	2x	1x	
13. Full conference pass(es)	20	12	8	4
14. 20% Discount additional event passes	★	★	★	★
15. Recruiting opportunities: Connect with attendees in the exhibition and announce job vacancies on FOSSASIA job board.	★	★	★	★

** Fees are as follows: Bank Transactions 1%, Credit Cards 3%, Paypal 8%

FOSSASIA Summit 2024
Custom Opportunities at a Glance

Custom Sponsorship Opportunities	Cost*
1/2 Day Dedicated Track 3-hour professional workshop using your company's services and Open Source products. Includes promotion on the summit website, dedicated sign-up, access to participant info, snacks and lunch for workshop attendees, facilities. Approx. 75 pax. (depending on room availability)	**US$24,000**
1 Day Dedicated Track One-day 6-hour professional workshop using your company's services and Open Source products. Includes promotion on the summit website, dedicated sign-up, access to participant info, snacks and lunch for workshop attendees, facilities. Approx. 75 pax. (depending on room availability)	**US$39,000**
Diversity Fund Enable diverse participants (women, attendees from developing countries, disabled people, LGBTQ and others) to join the event. Company will be listed as diversity fund sponsor on website and mentioned at opening and closing. The fund will be distributed among applicants, covering ticket fees, accommodation and transportation.	**US$20,000**
Attendee T-shirts We will produce 1,500 event T-shirts and only one company logo will appear on the sleeves of the shirts. The T-shirts will be distributed to event attendees.	**US$15,000**
Social Networking Evening at Venue 200 invitation-only participants from selected companies, partners, open source foundations, and educational institutions. The sponsor name will be listed on the program schedule. Sponsor representative has the option to deliver a 10-min speech at the opening of the social networking event.	**US$12,000** per event
4. Lunch Sponsor The lunch will be listed together with the sponsor name on the event program. Lunch will be served in the exhibition hall at 12:30PM daily.	**US$7,000** per lunch
5. Breakfast Sponsor The breakfast will be listed together with the sponsor name on the event program. Breakfast will be served in the exhibition hall at 8:00AM daily.	**US$4,000** per breakfast
6. Tea Break Sponsor The tea break will be listed together with the sponsor name on the event program. Tea breaks will be served in the exhibition hall at 10:30AM and 3:30PM daily.	**US$4,000** per tea break
7. Booth Only Feature your company and products in the exhibition area and connect with participants for promotion and recruitment purposes. The tabletop booth will be approximately 1.5m x 1.5m. There will be a table with two chairs and a power plug	**US$2,000**

** Fees are as follows: Bank Transactions 1%, Credit Cards 3%, Paypal 8%

fossasia

Contact *office@fossasia.org*
to secure your sponsorship today.
summit.fossasia.org