OCT 7-9, 2025, SEATTLE, USA

AIRFLOW SUMMIT

PROSPECTUS

3.0

AIRFLOW SUMMIT 2025

OCTOBER 7-9, SEATTLE

Welcome to Airflow Summit 2025, the largest global gathering of Apache Airflow users, contributors, and data orchestration professionals.

This year's summit is especially exciting as we proudly unveil **Apache Airflow 3.0 -** the most significant release in the platform's history.

Airflow Summit 2025 will bring together data engineers, architects, open-source contributors, and business leaders to explore the groundbreaking features of Airflow 3.0, share real-world use cases, and shape the future of data workflows.

Join us as we celebrate the evolution of Apache Airflow and discover how this release is set to redefine data orchestration.

EVENT'S PROGRAM

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Multi-day event distributed over 3 days
through keynotes, talks, and workshops.

- The program includes:
  - **Airflow 3.0** new features (see next page)
  - Airflow Intro talk - an introduction for new Airflow users
  - Airflow Use Cases across various organization sizes
  - Roadmap - what new things are coming to Airflow and why
  - Airflow as a platform - building on top of Airflow to make it more powerful
  - **Expert led workshops** - hands-on content relevant to Airflow
  - Community talks
- Streaming of keynotes and sponsored sessions.
- Networking activities: opening reception, lunch, exhibit floor, closing session.

AIRFLOW 3.0

Key Features

- Multi-runtime support – Enables DAG execution across multiple runtimes (e.g. Celery, Kubernetes)
- API-first design – Full REST API coverage and extensibility
- Separation of DAG parsing and scheduling – Introduced in earlier versions, improved in 3.0 for better performance and scalability
- Improved support for ML/dbt workflows
  - Highlighted by contributors as common orchestration targets, especially with dynamic task mapping and trigger rules

VENUE

ABOUT THE VENUE

Hyatt Regency Hotel - Seattle

- Located at **808 Howell Street**, in the heart of downtown Seattle
- Largest hotel in the Pacific Northwest, offering extensive conference space
- Features meeting rooms with views of Lake Union, Elliott Bay, and city skylines
- Within walking distance of major attractions:
  - Space Needle
  - Pike Place Market
  - Lake Union Park
- Surrounded by restaurants, shops, and city life – perfect for attendee downtime

WHO ATTENDS?

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Airflow Summit attracts a global community of professionals, including:

- Data Engineers & Developers mastering workflow automation with Apache Airflow

- Enterprise Architects & CTOs building scalable, data-driven ecosystems

- Data Scientists & Analysts integrating AI/ML workflows with Airflow

- Open-Source Contributors shaping the future of Airflow

- Technology Decision Makers evaluating innovative data orchestration solutions

- Attendees represent a diverse range of industries, including technology, finance, healthcare, e-commerce, and more.

FEATURED KEYNOTE SPEAKERS

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Amogh Desai
Senior Software Engineer at
Astronomer

Ash Berlin-Taylor
Airflow PMC member & Director
Airflow Engineering at Astronomer
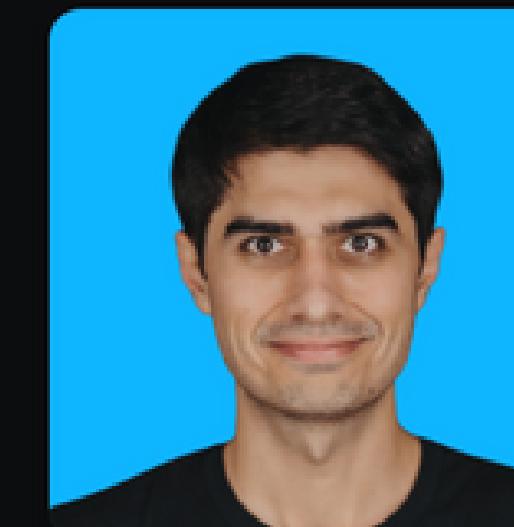
Brent Bovenzi
Staff Frontend Engineer at
Astronomer

Brooke Jamieson
Senior Developer Advocate at AWS
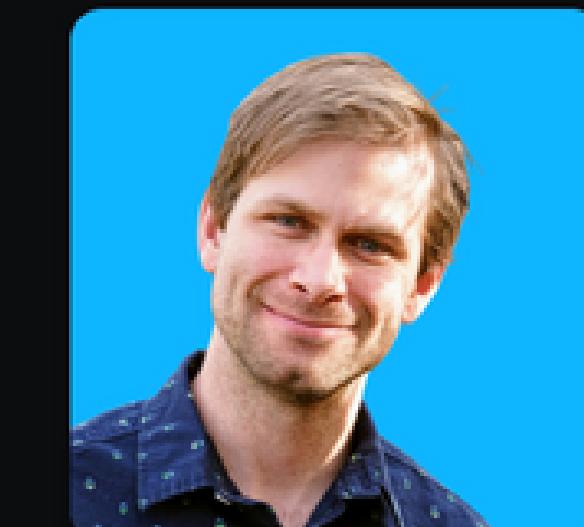
Buğra Öztürk
Data Engineer at Mollie

Daniel Standish
Senior Software Engineer at
Astronomer & PMC Member at
Apache Airflow

Jed Cunningham
Airflow PMC member & Principal
Software Engineer at Astronomer
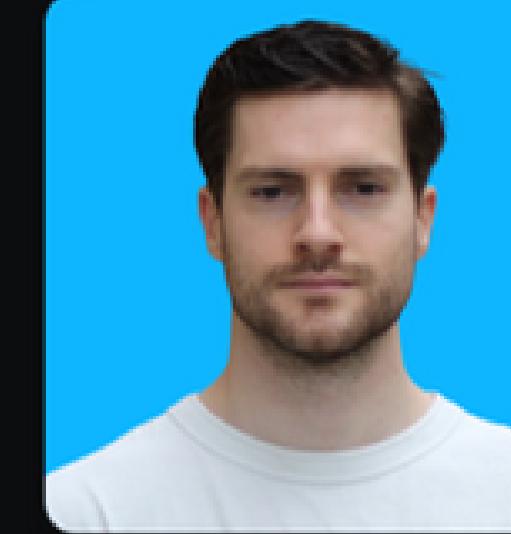
Jens Scheffler
Technical Architect of Digital
Testing Automation at Bosch

FEATURED KEYNOTE SPEAKERS
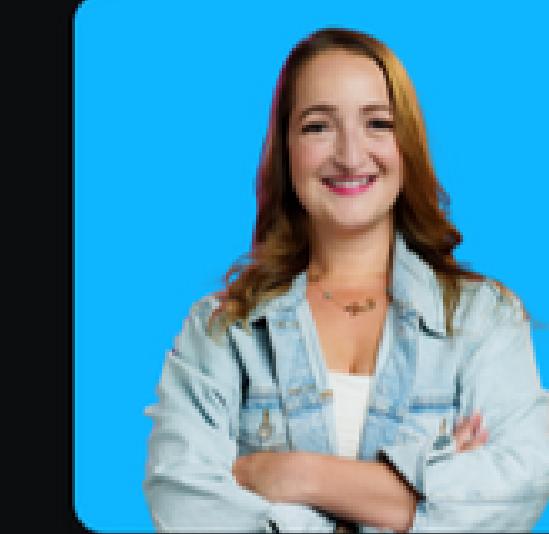
Kaxil Naik
Airflow PMC member & Committer I Senior Director of Engineering at Astronomer

Pierre Jeambrun
Airflow PMC member & Committer I Freelance Software Engineer

Tala Karadsheh
Senior Director, Business Insights at GitHub

Tzu-ping Chung
Software Engineer and Architect at Astronomer

Vikram Koka
Chief Strategy Officer at Astronomer & PMC Member of Apache Airflow

Vincent Beck
Software engineer at AWS

Constance Martineau
Staff Product Manager at Astronomer

PREVIOUS EDITIONS

AUDIENCE SNAPSHOT (2024)

Trusted by industry leaders in cloud, fintech, retail tech, and big data - attendees include experts from Astronomer, Bloomberg, Credit Karma, AWS, and Google.

65% Engineers
Data, Software, Staff, Platform

14% Data Professionals

10% Managers & Leads

GLOBAL REACH & IMPACT
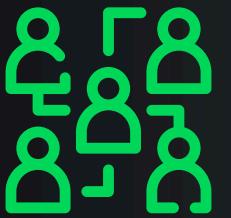
The strong turnout and diversity of previous editions show that Airflow Summit is a truly global event.

30+

Countries represented

182

Participating organizations
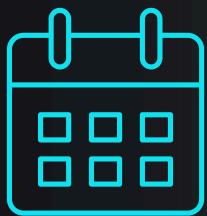
Industry

Tech, finance, e-commerce, healthcare and more.

2024 PROGRAM HIGHLIGHTS

The 2024 edition delivered a rich, community-driven program featuring curated content, expert-led workshops, and diverse speakers selected from an impressive pool of submissions.

3 days
of curated content

105
Talks

7
Expert-led workshops

142
Speakers

PREVIOUS SPONSORS

ASTRONOMER

Google Cloud

IBM

aws

BROADCOM

bmc

Qbiz

snowflake

Microsoft

preset

KIWI·COM

lakeFS

unravel

VinkOS
DATA ENGINEERING | DATA SCIENCE

IMPETUS

AIRBYTE

Fivetran

FIREBOLT

MC MONTE CARLO

DoubleCloud

BECOME A SPONSOR

REASONS TO SPONSOR

- Own the Airflow 3.0 Moment
  - Position your brand at the forefront of the latest orchestration breakthrough.
- Meet High-Intent Engineers & Buyers
  - Connect with senior data engineers, platform leads, and decision-makers actively building modern data stacks.
- Showcase & Influence
  - Host talks or workshops to demonstrate real-world impact and position your team as trusted experts.
- Drive Pipeline & Partnerships
  - Build visibility, trust, and meaningful leads in a highly engaged, global open-source community.

DELIVERABLES

- Opportunity to directly get participant's contact data (by badge scanning).
- Event sponsor's website including: guide to the event, promo assets, venue information, vendor's contacts.
- Periodic online sessions for solving any concerns.
- Participant's data (depending sponsorship level).
- Final report including:
  - Reach results
  - Demographic and Firmographic data on participants
  - Website analytics
  - Promotion campaign results
  - Social media posts (depending sponsorship level)
- Sponsored talks recordings

Talks will be recorded and promoted after the event.

SPONSORSHIP PACKAGES

BENEFIT	PLATINUM $70,000	GOLD $45,000	SILVER $22,000	BRONZE* $12,000	COMMUNITY** $3,000	ONLINE EVENT SPONSORSHIP $5,000
BRANDED SIMULTANEOUS TALK - 25 MIN.	✅	✅	✅	❌	❌	❌
EXPERT LED WORKSHOP - 90 MIN.	✅	Add-on workshop	❌	❌	❌	❌
ACCESS TO PARTICIPANTS' DATA (Only the ones who agreed to share the data with sponsors → opt-ins)	In-person and online participants data	In-person participants	Session participants	❌	❌	Online participants only
OPPORTUNITY TO INCLUDE SWAG IN EACH PARTICIPANT'S KIT (All participants receive an Airflow Summit swag kit)	✅	✅	✅	❌	❌	✅ Virtual swag***
EXHIBIT FLOOR (Table, chairs, electric power)	1 table 6ft x 30in + 1 cocktail table	1 table 6ft x 30in	1 table 6ft x 18in	1 cocktail table	1 shared table***	-
JOB OFFERS PROMOTION (Up to 3 job offers)	✅	✅	✅	✅	✅	✅
BRAND PRESENCE ON RECORDINGS	✅	❌	❌	❌	❌	✅
BRAND PRESENCE ON SIGNAGE	✅	✅	✅	✅	✅	-
BRAND PRESENCE ON WEBSITE	✅	✅	✅	✅	✅	✅
SOCIAL MEDIA MENTIONS (Airflow Summit YT channel, Linkedin)	3	2	Group posts	Group posts	Group posts	Group posts
NO. OF CONFERENCE PASSES	5	4	3	2	1	10
DISCOUNT ON ADDITIONAL PASSES	25%	20%	15%	10%	10%	20%

*Limited to startups and small enterprises
**Limited to non-profit and communication collaborators

ADD-ONS

Platinum & Gold Sponsors will get access to the AMA Roundtable with Airflow PMCs***

BENEFIT	DETAILS	PRICE	OPPORTUNITIES
SPEAKERS & SPONSORS RECEPTION	• Networking reception with buffet - 1 day before the event • Includes a 5 min. message and brand presence	$4,000	2
SPEAKER'S GIFTS	• Includes event's and sponsor's logo	$7,000	1
DEI BREAKFAST	• Breakfast for women and LGBTQ members • Includes a 5 min. welcome message and brand presence	$4,000	1
T-SHIRTs for all in-person attendees	• Includes the event's logo at the front and sponsor's logo at the arm	$12,000	2
EXPERT LED WORKSHOP (Gold sponsors only)	• 90 min. sponsored expert led workshop • A shared workshop's email pre-event • Data of participants registered for the workshop (Opt-ins)	$9,000	2
1 DAY STREAMING (Highlighted brand presence - "sponsored by [COMPANY]" during the online event that is happening October 15-16)	• Logo on bumpers • Online participant's data (Opt-ins) • Call to Action (link to a sponsor's website) - 1st day of the event	$9,500	3

SPONSOR'S PARTICIPATION TIMELINE

Event Launch

Feb

Initial q&a sponsorships call

Apr

Estimated limit to confirm sponsorships that include session or workshop.

Jun

Limit for sharing sponsored session information and speakers bio.

Aug

Limit to register sponsor's passes.

Oct

Jan

Mar

Exhibit floor plan to be shared with sponsors.

May

Estimated limit to confirm all sponsorships.

Jul

Final logistics to be shared with sponsors.

Sep

Event execution

We will be happy to get you onboard!

Contact us:

sponsorships@airflowsummit.org
Linkedin
IG @AirflowSummit
https://airflowsummit.org

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

About Apache Airflow®

Apache Airflow is an open-source platform that has become the gold standard for orchestrating complex data workflows. With its vibrant community and versatile architecture, Airflow enables organizations to automate, scale, and optimize their data pipelines. The launch of Airflow 3.0 cements its role as the foundation of modern data engineering.

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Airflow® Summit is produced by:

SG Software Guru, an agency and media for engaging with technical audience.

- We get developers. We ourselves are developers and understand their needs and pains, we always reach from a common ground.
- We are experienced. We have more than 20 years in business during which we have performed all kinds of engagements for developers.
- We are connected. Through our media business unit we reach more than 1k software professionals every month. We engage live with more than 20k developers every year through our different events.
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