



October 28-30, 2020 | Convention Centre Dublin, Dublin, Ireland

2020 Sponsorship Prospectus





KVM Forum is an annual event that presents a rare opportunity for developers and users to meet, discuss the state of Linux virtualization technology, and plan for the challenges ahead.

KVM Forum is a highly technical conference, bringing together the developers who drive KVM development and the users who depend on KVM as part of their offerings, or to power their data centers and clouds. We invite you to be part of this important event.

The agenda will include sessions on the state of the KVM virtualization stack, planning for the future, and many opportunities for attendees to collaborate. After more than nine years in the mainline kernel, KVM continues to be a critical part of the FOSS cloud infrastructure. Come join us in continuing to improve the KVM ecosystem.

Who Attends?

350+ C-Level, Principal, Director, and Technical Leads from prominent organizations, along with Architects, Engineers and Programmers gather annually.

“ 2018 Attendees came from companies including: Alibaba, Amazon, AMD, Apple, ARM, Cisco, Citrix, Dell, Freescale, Fujitsu, Google, HP, Huawei, IBM, Igalia, Intel, Linaro, NEC, Odin, Oracle, Red Hat, Samsung, Siemens AG, SUSE, Xilinx and many more.

Benefits of Sponsorship:

- “ Meet with upstream contributors and maintainers from all over the world.
- “ Learn about the latest features in libvirt, QEMU, KVM and other kernel components related to KVM.
- “ Learn what other companies are doing with KVM technology.
- “ Collaborate with engineering managers from other companies.
- “ Discuss strategic partnerships with technical product managers from other companies.



Sponsorship Opportunities

	PLATINUM 3 AVAILABLE	GOLD 6 AVAILABLE	SILVER UNLIMITED
Session Speaking Opportunity: In conjunction with The Linux Foundation, develop and present a session at the event	•		
Pre- or Post-event Email Blast: One time use of opt-in list to be sent by The Linux Foundation	•		
Recognition in Pre-Conference Email Marketing	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens	•	•	
Onsite Recognition during Opening Keynote Session	•	•	
Conference Attendee Passes: Full-access passes to the entire conference for your staff or customers	15	10	5
Recognition on Event Website: Prominent logo display on all website pages	•	•	•
Recognition on Event Signage: Logo on conference signage	•	•	•
20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	•	•	•
Sponsorship Cost	\$20,000	\$10,000	\$5,000

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details or discuss custom options.

The Linux Foundation reserves the right to increase/ decrease the number of available sponsorships and update deliverables based on venue restrictions.



PROMOTIONAL MARKETING OPPORTUNITIES

Contact

[sponsorships@
linuxfoundation.org](mailto:sponsorships@linuxfoundation.org)

to secure your
sponsorship today.

Please note, these additional
opportunities are not eligible for the
LF member discount.



Attendee T-Shirt

\$5,000 • 1 AVAILABLE

Includes sponsor logo on the KVM branded attendee shirt, to be distributed to all attendees. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.



Video Recording

\$15,000 • 1 AVAILABLE

Keynote and session recordings will be housed on a YouTube channel and displayed on the KVM Forum homepage.

Includes:

- Company logo on the opening slide transition for every video.
- Recognition in post-event email to attendees announcing the videos are live (estimated 2 weeks after the event).
- Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.



Technologies Covered By Event:

Linux Systems

Open Source Summit, Embedded Linux Conference, Automotive Linux Summit, Linux Plumbers Conference, Linux Kernel Maintainer Summit, LSF-MM Summit, Linux Security Summit

Cloud Infrastructure

Cloud Foundry Summit, Open Source Summit, Xen Developer Summit, KVM Forum

Applications

Node+JS Interactive, ASC API Specifications Conference

Networking & Edge Computing

Open Networking & Edge Summit, Open Source Summit, Open vSwitch Conference, DPDK Summit

IoT, Embedded & Automotive

Embedded Linux Conference, Automotive Linux Summit, Open Source Summit

Artificial Intelligence & Machine Learning

Open Source Summit, Open Networking & Edge Summit, Open FinTech Forum, The Linux Foundation Member Summit

Open Source Governance, Community & Management

The Linux Foundation Member Summit, Open Source Summit, Open Compliance Summit, Open FinTech Forum, The Linux Foundation Member Legal Summit

Cloud Native Applications

KubeCon + CloudNativeCon, Open Source Summit, Open FinTech Forum, Open Networking & Edge Summit, Kubernetes Summit, Kubernetes Contributor Summit, Helm Summit, FoundationDB Summit, ServiceMeshCon, PromCon

Blockchain

Hyperledger Global Forum, Hyperledger Member Summit, Open Source Summit, Open FinTech Forum

Hardware

OpenPOWER Summit, RISC-V Roadshow

Invitation-Only Events

LSF-MM Summit, The Linux Foundation Member Legal Summit, Open Compliance Summit, Linux Kernel Maintainer Summit & The Linux Foundation Member Summit

Linux Foundation events are where 35,000+ developers and technologists from across the globe meet to share ideas, learn and collaborate to drive innovation.

Open source communities are nearly always virtual and distributed, so when they get together face to face, they can make quick progress on issues big and small. In this way, events help maintain the vibrancy of global open source communities and ensure their long-term sustainability.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver the most innovative products and services to their users and customers, companies must learn directly from the technologists who steer the most widely used and influential projects.

Linux Foundation events are the meeting place of choice for open source maintainers, developers, architects, infrastructure managers and sysadmins, as well as technologists leading open source program offices, DevRel teams and other critical leadership functions. They are:

- “ The best place to quickly gain visibility within the open source community and to advance open source development work by forming connections with the people evaluating and creating the next generation of technology.
- “ A forum to identify software trends early to inform future technology investments.
- “ The ripest recruiting ground in today’s technology landscape.
- “ The ideal venue to showcase technologies and services to influential open source professionals, media, and analysts around the globe.

The Linux Foundation brings together companies and individual contributors to build the greatest shared technology in history. We provide the events, training, certification, open source best practices and marketing, and necessary to build, scale, and sustain critical open source projects and communities. As the home of over 200 open source projects driving critical technologies, there is no organization better positioned to gather the open source community for important face to face interaction to drive innovation across open source. And, unlike for-profit event management firms, any money generated by our events is channeled back into supporting open source communities to support their growth.

Contact us today for more information on sponsoring at sponsorships@linuxfoundation.org.

2018 LF EVENT **AUDIENCE SNAPSHOT**

*Audience Snapshot Numbers will be updated for 2019 at the end of the year.

ATTENDANCE

32,000+ attendees

28% YoY Growth

REPRESENTING





11,000 organizations

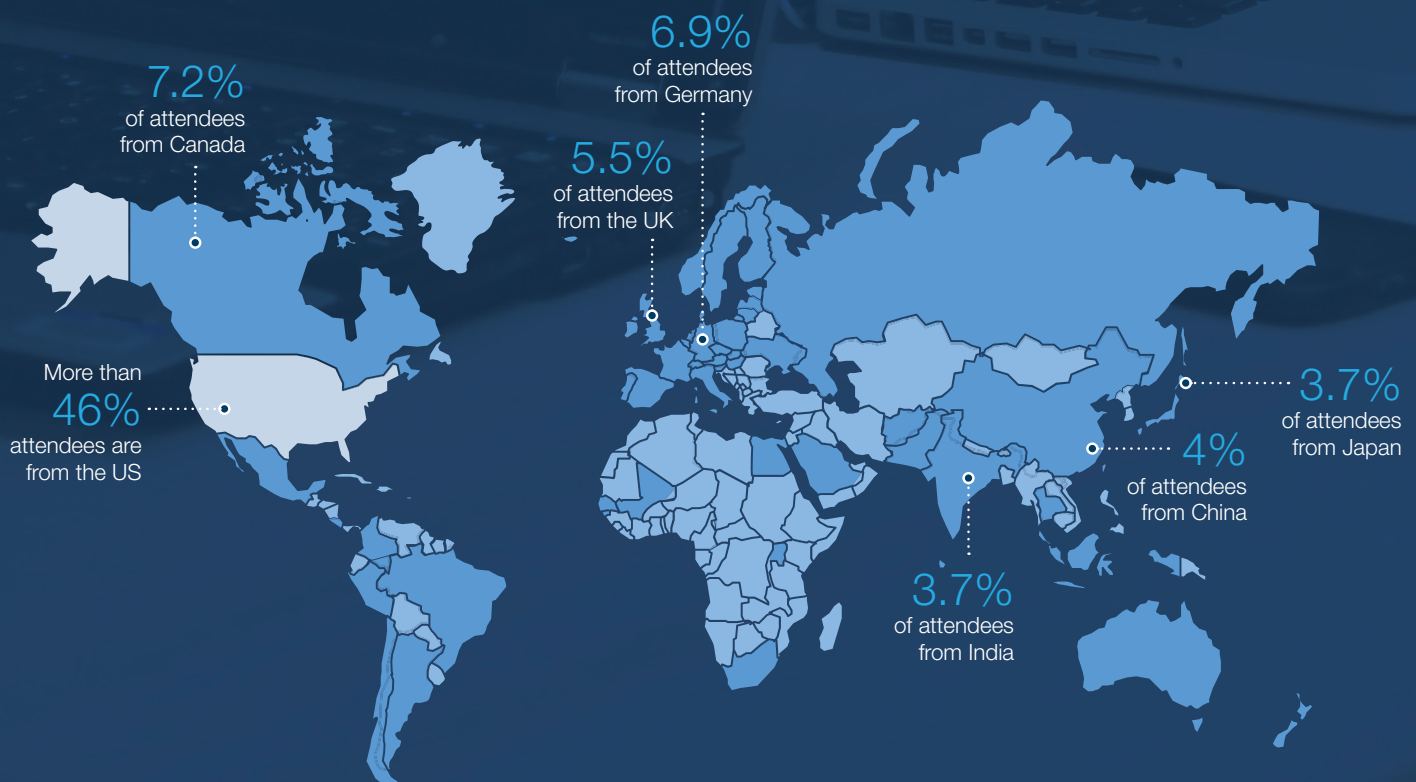
Including corporations, associations and academic institutions worldwide

FROM

113 countries

AUDIENCE BY COMPANY SIZE

COMPANY SIZE	SUM OF %
 1 - 99	15%
 100 - 499	16%
 500 - 4999	27%
 5000+	42%

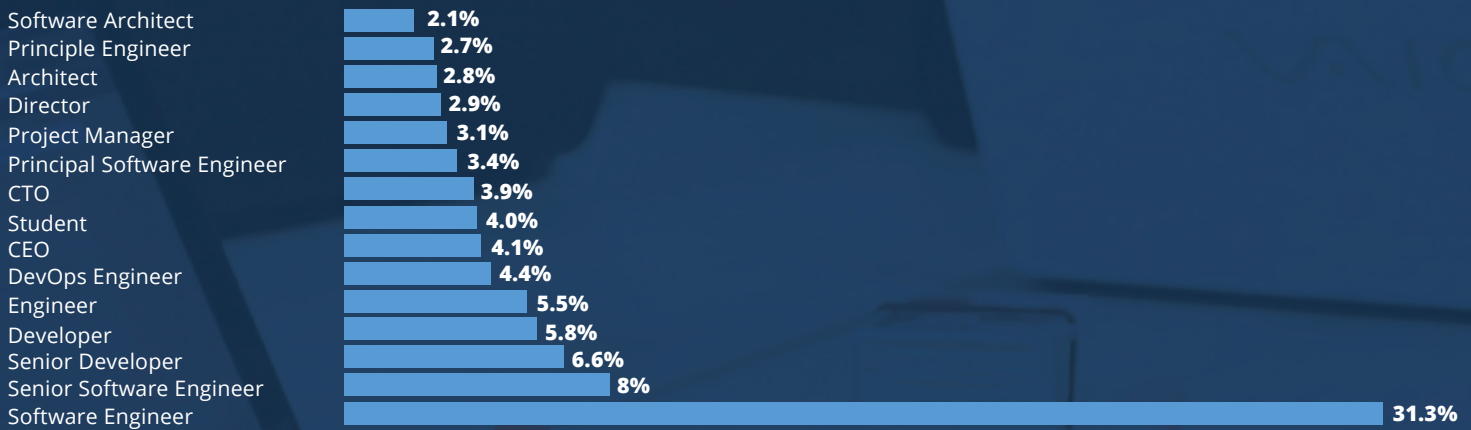


2018 LF EVENT AUDIENCE SNAPSHOT (CON'T)

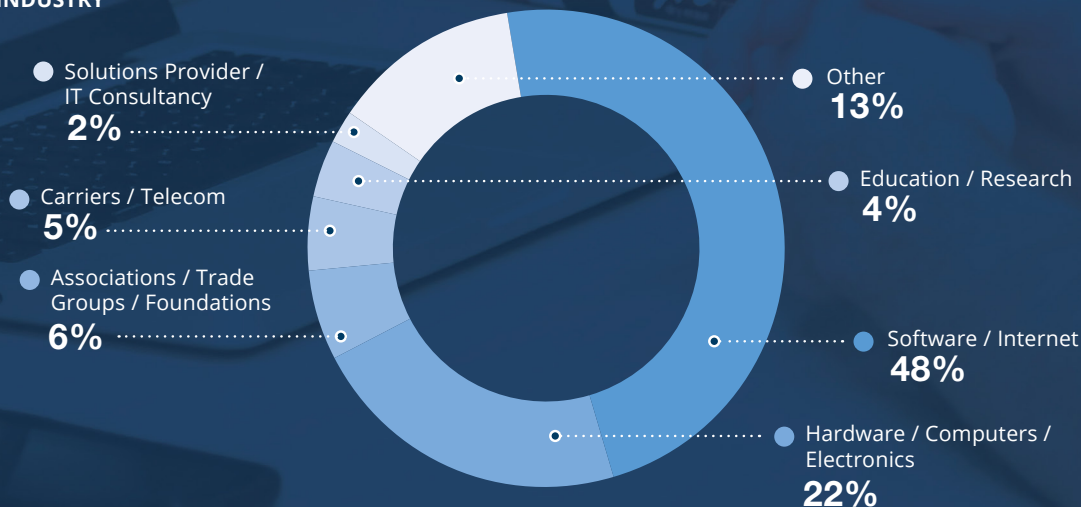
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AUDIENCE BY JOB FUNCTION

80% of Event Attendees Are in Technical Roles



AUDIENCE BY INDUSTRY



PRESS & SOCIAL MEDIA

Linux Foundation events are highly engaging and interactive. Our 2018 events generated:

Press & Media information is from 2018 events and will be updated by 12/31/19 with 2019 information.

7,500+
media clips with
152,000,000+
impressions

90,000+
social media
engagements
on Facebook,
Google+ & Twitter

374,000,000+
event keyword
impressions on
social media

Over 150
press in
attendance



Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events and/or creating a custom sponsor package? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization's individual needs.

Linux Foundation Corporate Members receive sponsorship discounts on Linux Foundation events; 5% discount or 7% when signing up for multiple events at once.



Contact sponsorships@linuxfoundation.org
to secure your sponsorship today.

www.events.linuxfoundation.org