



THE LINUX FOUNDATION



September 15-16, 2020 | Tokyo Conference Center Ariake, Tokyo, Japan  
2020 Sponsorship Prospectus



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September 15 & 16, 2020 | Tokyo, Japan

Open Source Summit is the premier event for open source developers, technologists and leadership to collaborate, share information, and gain knowledge, furthering open source innovation in software development and helping to create more sustainable open source ecosystems.

Automotive Linux Summit gathers the most innovative minds leading and accelerating the development and adoption of a fully open software stack for the connected car from across the open source community and automotive industry for collaboration and shared learnings to drive innovation of embedded devices in the automotive arena. Attendees include automotive systems engineers, Linux experts, R&D managers, business executives, open-source licensing and compliance specialists and community developers.

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#### **Attendees join the event to:**

- Learn about the latest trends in open source and automotive
- Explore career opportunities with the world's leading technology companies
- Access leading experts to learn how to navigate the complex open source environment
- Find out how others have used open source to gain efficiencies and increase innovation internally
- Gain a competitive advantage learning about new innovative open solutions & technologies. Find out what industry-leading companies and projects are doing in the future, and where technologies are headed

#### **Sponsorships offer a multitude of benefits:**

- Valuable mindshare from developers, technologists and business leaders
- Increase brand awareness & recognition
- Thought Leadership
- Talent Recruitment
- Media Coverage
- Showcase Products & Technologies
- Create New Partnerships
- Generate Sales Leads
- Community participation in your projects and alliances & customers
- Support the important work of the open source community



**1000+ Attendees Gather at Automotive Linux Summit and Open Source Summit Japan annually.**

**2019 EVENT HIGHLIGHTS**

**1000+ Attendees from 284 organizations across 40 countries**

**Sponsors generated up to 213 leads in exhibit booths**

**96% of attendees visit exhibit booths onsite**

**More than 75 senior executive and C-level decision-makers joined the event**

**66% of attendees were in technical positions**

**95% of attendees found the event a valuable use of time and plan to attend again in the future**

**ATTENDEE DEMOGRAPHICS**



**Industry**

- Software / Internet **48.35%**
- Automotive / Transport **17.52%**
- Internet or Web Services **10.13%**
- Education / Research **3.98%**
- Media / Publishing **2.84%**
- Consulting **2.50%**
- Non-profit **2.50%**
- Telecommunications **2.28%**
- Banking / Finance / Insurance **1.71%**
- Carriers / Telecommunications **1.48%**
- Industrial Manufacturing & Machinery **1.37%**
- Government **0.57%**
- Healthcare / Medical Devices / Rx **0.57%**
- Transportation / Logistics / Warehousing **0.46%**
- Aerospace / Defense **0.34%**
- Associations / Trade Groups / Foundations **0.34%**
- Energy **0.34%**
- Retail / E-Commerce **0.34%**
- Other **2.39%**



**Job Level**

- Individual Contributor **36.57%**
- Manager **21.53%**
- Director **8.57%**
- Academic **7.21%**
- CXO / ED **5.02%**
- VP / SVP / GM **2.82%**
- Other **18.29%**



**Job Function**

- Developer **12.96%**
- Sales/Marketing/Business Development **10.97%**
- Student **5.64%**
- Executive Management (VP/CxO) **4.49%**
- Product Management **3.87%**
- IT Operations - DevOps **3.66%**
- Media/Analyst **2.4%**
- Legal / Compliance **2.3%**
- IT Operations - Sys Admin **2.3%**
- Program Office Leader **1.36%**
- Professor/Academic **1.25%**
- Other **6.27%**



**Country**

- Japan **60.30%**
- United States **8.00%**
- India **6.30%**
- South Korea **3.90%**
- China **3.20%**
- United Kingdom **2.50%**
- Germany **2.20%**
- Taiwan **1.10%**
- France **1.00%**
- Other **5.9%**



From our presentation in #OSSummit in Tokyo, thanks again for all the awesome contributions from the Japanese community to #OpenAPI #Generator ☀️☀️☀️ Looking forward to the next Open Source Summit. #OpenSource #AutoLinux #OSSummit



11:59 PM - 18 Jul 2019



Great panel session moderated by @stevenphtan at #OSSummit Tokyo. Very interesting to learn from end users what challenges they are facing in cloud native storage management.



10:04 PM - 18 Jul 2019



At #OSSJapan with @HarshitPrasad8 . Amazing speakers lined up and great experience. 🍀🌟 #ossummit @linuxfoundation



11:27 PM - 16 Jul 2019



Knowledge is power. Documenting knowledge encourages equity and inclusion. ❤️❤️ #ossummit



10:56 PM - 16 Jul 2019 from Chiyoda-ku, Tokyo



Very much enjoyed being part of the Civil Infrastructure Platform team at #OSSummit Japan @linuxfoundation - great team, great event !



7:48 AM - 19 Jul 2019



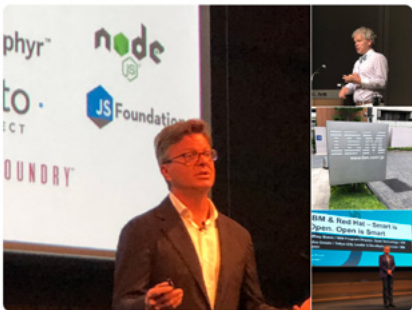
@linuxfoundation Automotive Grade Linux presented as an #ecosystem, 50% of car industries is already part of it. #autolinux cc @fab\_mob



6:07 PM - 16 Jul 2019



A great week in Japan for @linuxfoundation #OSSummit 2019 and @IBMJapan1 office to discuss #OpenSource & @IBMDeveloper transformation. Thank you to all my community friends and #IBM colleagues! どうもありがとうございます! @tmmoore\_1 @bradtopol @wtejada223 @rwlord @CallforCode



12:23 AM - 22 Jul 2019



Great presentation by Xing and Takei-san on building telemetry and anomaly detection for storage #opensds #OpenDataAutonomy #Ifevents #ossummit



1:48 AM - 17 Jul 2019



Had the best time in Japan at @linuxfoundation #ossummit. Thanks to @codethink for sending me!



5:33 PM - 20 Jul 2019

## BENEFITS OF SPONSORING



Generate new partnerships, alliances & customers



Increase brand awareness & recognition



Showcase your thought leadership



Demonstrate support for the Linux & open cloud communities



Take advantage of media exposure & PR announcements



Showcase products, services & technologies



Leverage highly targeted marketing opportunities



Recruit and acquire top talent



## PAST ATTENDEES INCLUDE:

<b>CTO</b> <i>Abalta Technologies</i>	<b>Engineer</b> <i>CANON</i>	<b>Engineer</b> <i>FirstServer, Inc.</i>	<b>Associate Analyst</b> <i>KDDI Research</i>
<b>CTO</b> <i>Acer Inc.</i>	<b>TEST ARCHITECT</b> <i>CERNER</i>	<b>Founder</b> <i>Flowchain</i>	<b>Principal Software Engineer</b> <i>Konsulko Group</i>
<b>Deputy CTO</b> <i>ACTIA Automotive SA</i>	<b>Senior Systems Engineer</b> <i>Cisco Japan</i>	<b>Contributor</b> <i>Forbes</i>	<b>Principal Engineer</b> <i>LG Electronics</i>
<b>Engineer</b> <i>ADIT</i>	<b>CTO</b> <i>Cloud Foundry Foundation</i>	<b>Deputy Head of Department</b> <i>Fujitsu</i>	<b>CEO</b> <i>Linaro</i>
<b>Associate Director</b> <i>Advanced Data Controls Corp.</i>	<b>Executive Director</b> <i>Cloud Native Computing Foundation</i>	<b>Software Engineer</b> <i>Furukawa Electric, Co., Ltd.</i>	<b>Technical Director</b> <i>Luxoft</i>
<b>Engineer</b> <i>Advanced Driver Information Technology</i>	<b>Software Engineer</b> <i>CloudMosa, Inc.</i>	<b>Editorial Staff</b> <i>Gijutsu Hyohron Co. Ltd.</i>	<b>Engineer</b> <i>Macnica Solutions Corp</i>
<b>Enterprise Architect</b> <i>Akamai Technologies</i>	<b>Chief Engineer</b> <i>CLSA</i>	<b>Devops</b> <i>Goldman Sachs</i>	<b>Research Manager</b> <i>Mazda Motor Corporation</i>
<b>Director of Vehicle Software and Systems Architecture</b> <i>Alta Motors</i>	<b>Software Developer</b> <i>Codethink Ltd</i>	<b>Software Engineer</b> <i>Google</i>	<b>Senior Technical Manager</b> <i>MediaTek Inc.</i>
<b>Search CX Support Engineer</b> <i>Amazon Inc</i>	<b>Director</b> <b>Concurrent Nippon Corporation/</b> <i>Application Engineering</i>	<b>VP of Asia-Pacific Operations</b> <i>Green Hills Software</i>	<b>Open Source Senior Software Engineer</b> <i>Mentor Graphics</i>
<b>CEO</b> <i>Amegumi Inc</i>	<b>System Architect</b> <i>Continental Automotive Japan</i>	<b>Founder</b> <i>HashiCorp</i>	<b>Senior Application Engineer</b> <i>Microchip Technology</i>
<b>Director</b> <i>Aquinet</i>	<b>Software developer</b> <i>Credit Suisse</i>	<b>Sr Data Architect</b> <i>HERE Technologies</i>	<b>Head Researcher</b> <i>Mitsubishi Electric Corporation</i>
<b>Sr. Manager, IoT Ecosystem</b> <i>Arm</i>	<b>Software Engineer</b> <i>Cyber Trust Co., Ltd.</i>	<b>Lead Architect</b> <i>Hewlett Packard Enterprise</i>	<b>R&amp;D Architect</b> <i>Mitsui &amp; Co., Ltd.</i>
<b>Director, Innovation</b> <i>Audiokinetic</i>	<b>SRE</b> <i>CyberAgent, Inc.</i>	<b>Group Manager</b> <i>Hitachi Solutions, Ltd.</i>	<b>Application Engineer</b> <i>Monolithic Power Systems</i>
<b>Sr. Software Engineer</b> <i>Autodesk</i>	<b>Software Engineer</b> <i>Cybozu Labs, Inc.</i>	<b>Chief Engineer</b> <i>Honda R&amp;D Co., Ltd. Automobile R&amp;D Center</i>	<b>Software Engineer</b> <i>Nanjing Fujitsu Nanda Software Technology.Co.,Ltd</i>
<b>Executive Director</b> <i>Automotive Grade Linux</i>	<b>Head of Onboard-System Architecture and IoT</b> <i>Daimler AG - Mercedes-Benz Vans</i>	<b>Director Software Engineering</b> <i>Houghton Mifflin Harcourt</i>	<b>Senior Expert</b> <i>NEC</i>
<b>Program Manager</b> <i>Azure</i>	<b>Developer</b> <i>Debian</i>	<b>Director of Storage Open Source Department</b> <i>Huawei</i>	<b>Senior Research Engineer</b> <i>Nippon Telegraph and Telephone</i>
<b>Senior Technical Evangelist</b> <i>Black Duck by Synopsys</i>	<b>Engineer</b> <i>DENSO</i>	<b>Research Engineer</b> <i>Hyundai Motor Company</i>	<b>Executive Director</b> <i>Nomura Securities Co., Ltd.</i>
<b>CTO Office, Compute Architecture</b> <i>Bloomberg LP</i>	<b>Technical Director</b> <i>DICE / EA</i>	<b>Application Security Engineer</b> <i>Indeed</i>	<b>Open Source Compliance Officer</b> <i>OLYMPUS Corp.</i>
<b>Software Engineer</b> <i>bol.com</i>	<b>Senior Project Manager</b> <i>Elektrobit Nippon KK</i>	<b>Engineer</b> <i>Industrial Technology Research Institute</i>	<b>CEO</b> <i>Open Invention Network</i>
<b>Developer</b> <i>Booking.com B.V.</i>	<b>CTO Automotive &amp; Embedded Systems</b> <i>EPAM</i>	<b>CTO</b> <i>IoT.bzh</i>	<b>Chairman of the Board / Research Fellow</b> <i>OpenID Foundation / NRI</i>
<b>Engineering Manager</b> <i>Bose Automotive G.K.</i>	<b>Architect/Tech Evangelist</b> <i>ExxonMobil</i>	<b>Computer Engineer</b> <i>iPadPlaza</i>	<b>Developer</b> <i>Orange // SSPO</i>
<b>Senior Mgr., Software Engineering</b> <i>Bose Corporation</i>	<b>Technical Fellow</b> <i>Faraday Future</i>	<b>Director</b> <i>IVIS</i>	<b>Engineer</b> <i>Osaka NDS</i>
<b>General Manager</b> <i>Brison Inc.</i>	<b>Software Engineer</b> <i>Fidelity Investments</i>	<b>Security Analyst</b> <i>Kaspersky Labs Japan</i>	<b>Engineer</b> <i>Panasonic</i>

## PAST ATTENDEES INCLUDE:

**Product Manager**

*Pinterest*

**IoT Services**

*Plat'Home Co., Ltd.*

**CEO**

*PowerBoosterFuel*

**Engineer**

*Privater*

**Senior Engineer**

*Qualcomm CDMA Technologies*

**Developer**

*Ragnatech*

**Managing Director**

*RAL Capital Ltd*

**Country Manager**

*RealVNC*

**Director**

*Robert Bosch GmbH*

**Head of Software Development Center**

*ROHM Semiconductor GmbH*

**Developer Advocate**

*SAKURA Internet Inc.*

**Software Engineer**

*Salesforce*

**Linux Kernel Media Maintainer**

*Samsung*

**Expert Engineer**

*SELTECH Corporation*

**Senior Systems Engineer**

*Sharjah Economic Development Department*

**Manager**

*Shimafuji Electric Inc.*

**Developer**

*Shinhancard*

**Software Architect**

*Siemens AG*

**Engineer**

*Socionext Inc.*

**Technician support**

*Sogebank S.A*

**Senior Staff Software Engineer**

*Sony*

**Infrastructure Engineer**

*Start Today Technologies, Inc*

**Manager, Engineering Management DIV.**

*Subaru Corp.*

**Engineer**

*Suzuki Motor Corporation*

**SysAdmin**

*Swissquote*

**Research Scientist**

*Toshiba*

**Architect**

*Toyota InfoTechnology Center Co.,Ltd.*

**Group Manager**

*TOYOTA MOTOR CORPORATION*

**Software Engineer**

*Trend Micro Inc.*

**Sr. Program Manager**

*Uber Technologies*

**Operating Officer**

*Ubiquitous Corporation*

**Software Engineer**

*UBS*

**Middleware Engineer**

*Witz Corporation*

**Engineer**

*Xevo K.K.*

**Engineer**

*Yahoo Japan*

**Big Data Researcher**

*Yarch*

*Software Engineer*

*Yazaki Corporation*





# Sponsorship Opportunities

	DIAMOND 4 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 10 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
<b>Assistance with Press Bookings at Event:</b> Helping you get the most out of an on-site announcement.	•				
<b>Pre or Post-Conference Email Blast:</b> One time use of opt-in list to be sent by The Linux Foundation.	•				
<b>Onsite Recognition during Opening Keynote Session:</b> By Event emcee.	•	•	•		
<b>Speaking Opportunity:</b> All sponsor content must be approved by Program Committee and The Linux Foundation. <i>Speaking slots based on availability.</i>	15-minute Keynote	5-minute Keynote or Conference Session	Conference Session or BoF		
<b>Social Media Promotion of Sponsorship:</b> From The Linux Foundation Events account	3x	2x	1x		
<b>Sponsor Designation in Press Releases:</b> Recognition as sponsor in body of release.	•	•	•		
<b>Conference Room:</b> For private meeting use only.	Private Use - 1 Day	Private Use - 1/2 Day	Private Use - 2 Hours		
<b>Collateral Distribution:</b> Laid out in a prominent location near registration.	•	•	•		
<b>Recognition in Pre-Conference Email Marketing:</b> Includes link to your URL.	•	•	•	•	
<b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens.	•	•	•	•	
<b>Recognition on Event Website:</b> Prominent logo display on event homepage.	•	•	•	•	•
<b>Exhibit Booth:</b> Includes tables, chairs and company logo on signage above table.	10'x10' (feet)	10'x10' (feet)	8'w x 6' d (feet)	8'w x 6' d (feet)	6'w x 6' d (feet)
<b>Lead Retrieval Scanners:</b> Live scans, real time reporting and ability to take notes on captured leads.	3	2	1	1	1
<b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or customers.	25	20	15	10	5
<b>20% Discount on Additional Conference Passes:</b> For use by your customers, partners or colleagues.	•	•	•	•	•
<b>Recognition on Event Signage:</b> Logo on conference signage.	•	•	•	•	•
<b>Sponsorship Cost</b>	<b>\$42,000</b>	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$8,000</b>

\*Start-ups may secure a Bronze Sponsorship for US\$4,000 provided they: (1) Have been in business less than 3 years; (2) Have less than \$5M in annual revenue; and (3) Have less than 30 employees at signing of contract.

Contact us at [sponsorships@linuxfoundation.org](mailto: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

Each opportunity listed includes **2 conference passes** for sponsoring company. Please note, these additional opportunities are not eligible for the LF member discount.



## Keynote Live Stream & Recording

**\$7,000 • 1 AVAILABLE**

Includes logo on live stream home page and on event website. Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.



## Lanyards

**\$7,500 • 1 AVAILABLE**

Every attendee at the event will wear a name badge and lanyard and your logo will appear across the lanyard. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.

*Level sponsorship required.*



## Women in Open Source Lunch

**\$10,000 • 1 AVAILABLE**

*75-100 expected attendance*  
 Show your support of the women in our community that are helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch. Optional giveaway, provided by sponsor, must be approved by The Linux Foundation.



## Onsite Happy Hour & Onsite Reception

**\$15,000 • 1 AVAILABLE**

*500-750 expected attendance*  
 Spark conversation about your brand during our Technology Showcase Happy Hour. Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage.

*Level sponsorship required.*



## Breakfast & Breaks

**\$12,000 • 1 AVAILABLE**

Includes large branded signage in breakfast and break areas, as well as recognition on event website.

*Level sponsorship required.*



## Conference Session Recording

**\$15,000 • 1 AVAILABLE**

Sponsor video recordings of all conference sessions from the event, that will be published on YouTube and event home page and available publicly for anyone to view. Sponsorship includes Company logo on the opening slide transition for every conference session video, resulting in tens of thousands of views of your logo over the course of a year, and recognition in post-event email to attendees announcing the videos are live. **Gather a group of companies to jointly sponsor together!**

## Technologies Covered By Event:

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### 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](mailto: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

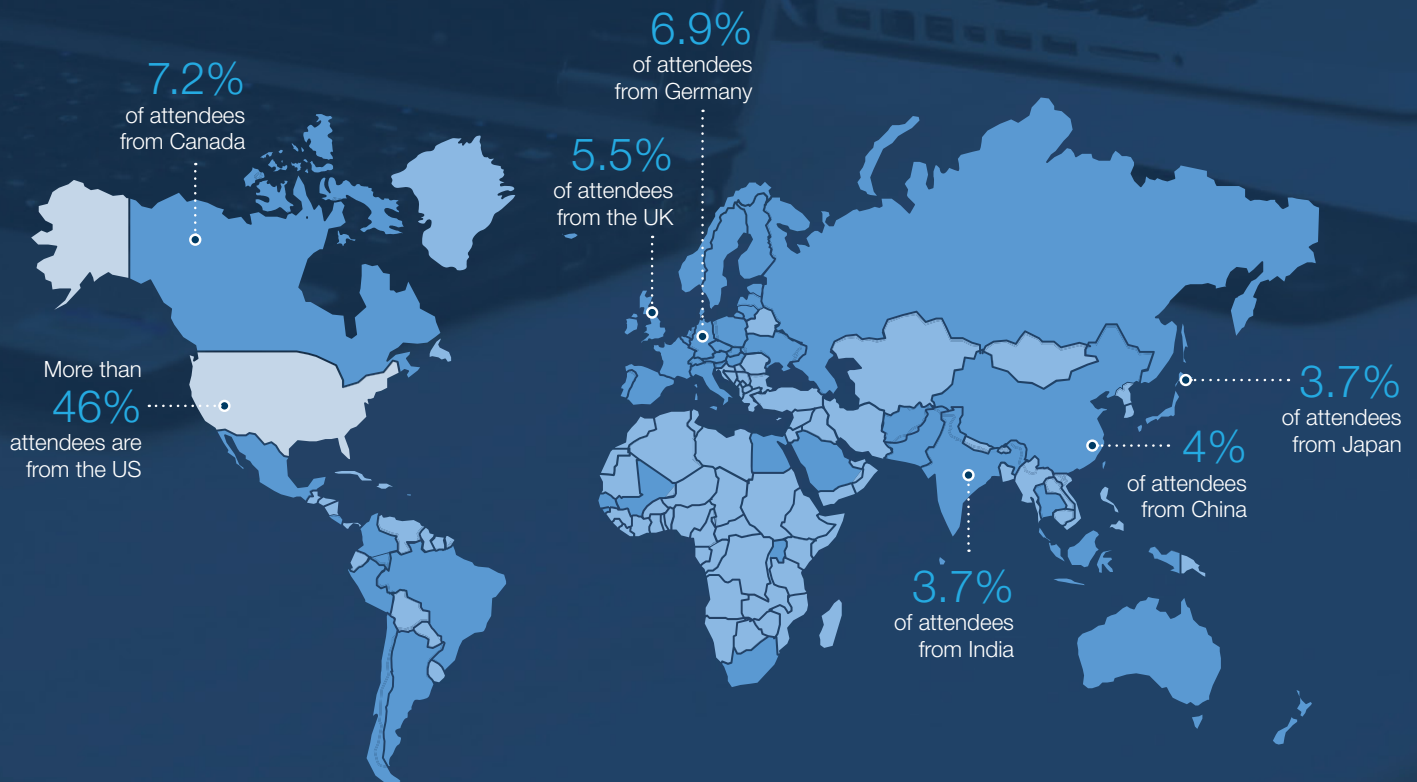
Including corporations, associations and academic institutions worldwide

## FROM

# 113 countries

## AUDIENCE BY COMPANY SIZE

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

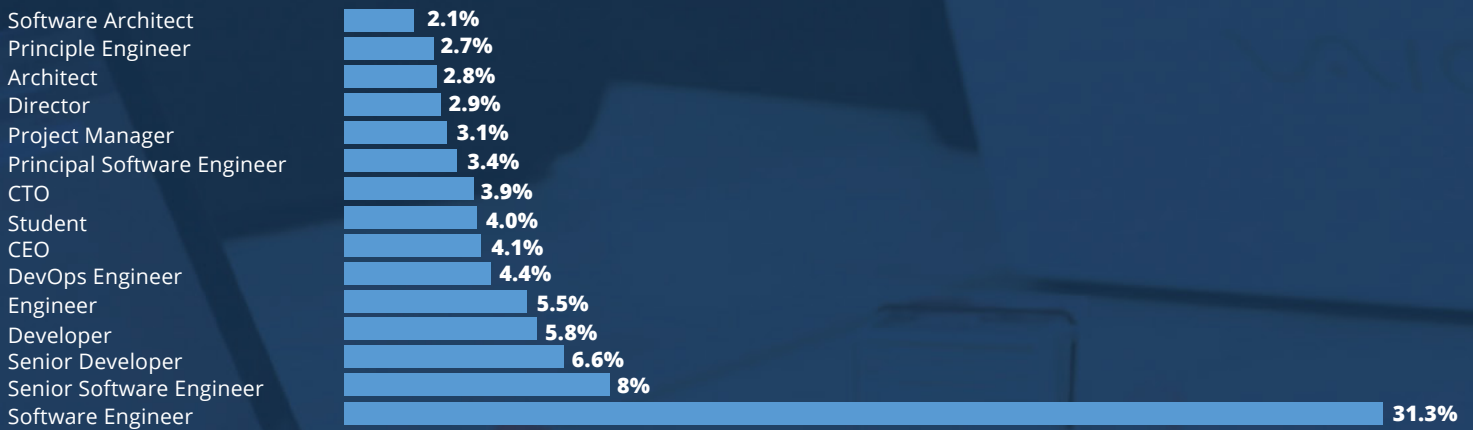


# 2018 LF EVENT AUDIENCE SNAPSHOT (CONT)

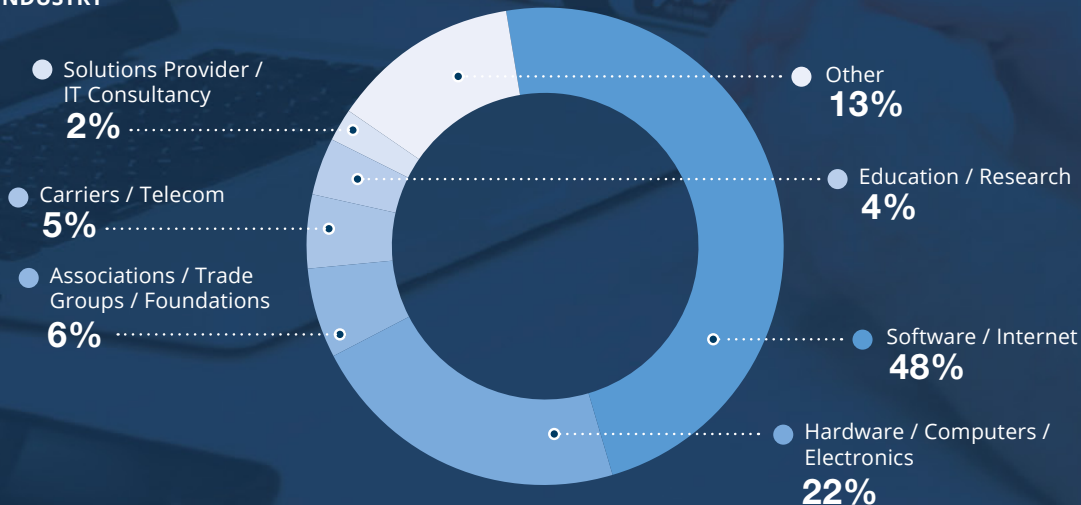
\*Audience Snapshot Numbers will be updated for 2019 at the end of the year.

## 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](mailto:sponsorships@linuxfoundation.org)  
to secure your sponsorship today.

[www.events.linuxfoundation.org](http://www.events.linuxfoundation.org)