

**foss
asia**

**OpenTechSummit
Singapore, March 22 - 25, 2018**

Sponsorship Prospectus



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FOSSASIA OpenTechSummit is Asia's leading Open Technology conference for developers, companies, educators, and IT professionals since 2009.

During the four days summit developers, technologists, scientists, and entrepreneurs convene to collaborate, share information and learn about the latest in open technologies, including Artificial Intelligence software, DevOps, Cloud Computing, Linux, Science, Hardware and more.

3,000+ of Asia's best and brightest open source developers will gather for the event.

- | | |
|--|--------------------------------|
| ★ Artificial Intelligence, Algorithms, Search Engines, Cognitive Experts | ★ DevOps and Cloud |
| ★ Open Design and Imaging Solutions | ★ Internet Society & Community |
| ★ Science, Tech and Education | ★ Open Event Solutions |
| ★ Kernel and Platform | ★ Security and Privacy |
| ★ Database | ★ Open Source in Business |
| | ★ Blockchain |

FOSSASIA offers sponsors the unique opportunity to tap into the world's fastest growing markets, discover new business opportunities, increase awareness for products among technology multipliers and recruit outstanding talents.

PRELIMINARY EVENT SCHEDULE

	Exhibition Program	Conference Program
Day 1, Thursday	12:00 PM Exhibition & Career Fair Doors Open 1:00 PM Welcome Snacks 3:00 PM VIP Tour at Exhibition 3:00 PM Career Booth Crawl 6:00 PM Exhibition Doors Close	12:00 PM VIP Lunch 1:30 - 2:45 PM Conference Opening 2:45 PM Coffee Break
	7:30 PM Speakers and Exhibitors Welcome Dinner	
Day 2, Friday	9:30 AM Exhibitors Breakfast Snacks 10:00 AM Exhibition Doors Open 12:00 PM Business Lunch (Invitation) 5:00 PM Happy Hour Booth-Hop 6:00 PM Exhibition Doors Close	10:00 AM - 5:30 PM Keynote Sessions, Business and Technology Tracks 2:00 PM CodeHeat Award Ceremony 5:30 PM Sessions End
	7:30 PM Chinatown Snacks and Clarke Quay Pub Crawl	
Day 3, Saturday	9:30 AM Exhibitors Breakfast Snacks 10:00 AM Exhibition Doors Open 10:30 AM Young Developers Booth Tour 2:00 PM Lucky Draw 5:30 PM Exhibition Ends	10:00 AM - 7:00 PM Keynotes, Business and Technology Tracks, Young Developers Day 12:00 PM Conference Group Photo 7:00 PM Sessions Close
	7:30 PM Social Event with Live Music and Cultural Program (Business Partners and Speakers Reception)	
Day 4, Sunday	10:00 AM - 3:30 PM Foyer Showcases of Open Source Projects	10:00 AM - 4:00 PM Business and Technology Tracks 4:00 PM Closing Session
	5:00 PM Event Ends	
	7:30 PM After-Event Dim Sum and Midnight City Hack Lounge	



HOST COUNTRY & VENUE



Singapore

Singapore - home of FOSSASIA Summit is the entrance point to South East Asia, a market of 650 million people. The central geographical location and a world class infrastructure and government make Singapore the perfect destination for technology leaders. The city has become the Silicon Valley of the Asian Pacific region. It is a hub attracting major tech players, multinational corporations and startups seizing new businesses opportunities with open technologies.

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

Lifelong Learning Institute

The Lifelong Learning Institute (LLI) is centrally located - 300 meters from Paya Lebar Metro station. This brand new complex is a dedicated space with modern facilities for education and training purposes built by Singapore Ministry of Education. LLI is a prime venue for major tech and education conferences in the country.



SUMMIT ATTENDEES

IT professionals

Developers of Software & Hardware, Sys-Admins, Application Maintainers

Academic

Students of Computer Science, Engineering, Law, Business Development, Researchers, PHD candidates

Business

Senior Business Executives, VCs, Managers, Community Leaders

Government and NGOs

Minister, Top and Senior Level Representatives, Head of offices

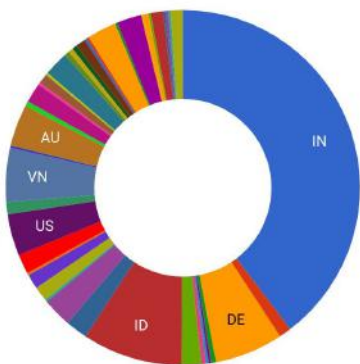
Numbers and Geography

- 3,145 people attended 2017 event over 3 days
- 229 speakers and 60 volunteers
- 23.6% female attendees

- Averaging an 18% year over year increase in attendee growth
- 92% of attendees visit sponsor exhibits onsite

- 41 nationalities with hundreds of attendees flying in
- 70.8% from Singapore, followed by India, Indonesia, Germany, Vietnam, Australia, Japan, Malaysia

- 60% of attendees IT professionals
- 62% of attendees are interested in employment opportunities



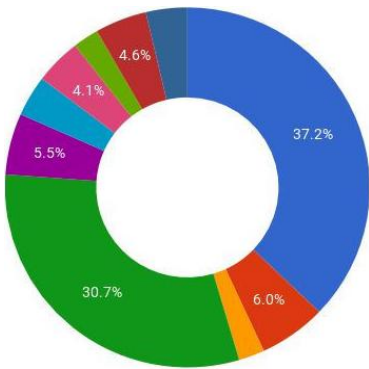
International Attendees break-down by country

India	39.6%
Indonesia	9.1%
Germany	6.2%
Vietnam	4.9%
Australia	3.8%

USA	3.8%
Japan	2.7%
Taiwan	2.7%
Malaysia	2.2%
Philippines	2.0%

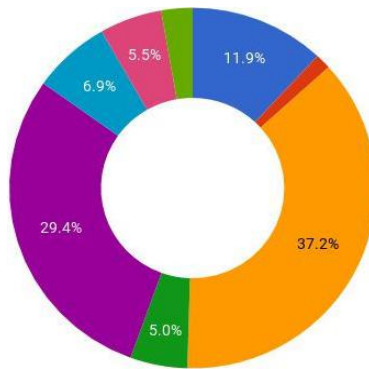
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Attendee Demographics



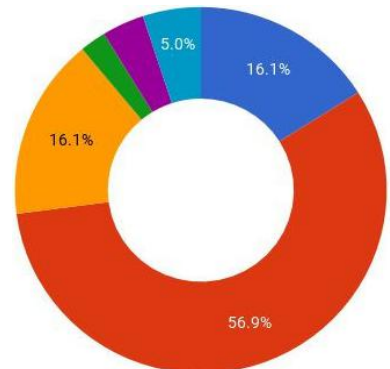
Industry

Software / Internet 37.2%
 Education / Research 30.7%
 Media / Publishing 6.0%
 Hardware / Electronics 5.5%
 Government/ NGOs 4.6%
 Insurance / Medical Service 4.1%
 Banking / Finance 3.7%
 Telecommunications 3.6%
 Automotive /Transport 2.3%
 Other 2.3%



Job Function

Developing / Engineering 37.2%
 Student / Academic 29.4%
 Sales / Marketing / Product 11.9%
 Executive Management 6.9%
 DevOps / Systems Admin 5.5%
 Legal / Compliance 2.8%
 Press / Analyst 1.3%
 Other 5.0%



Job Level

C-Level 3.7%
 Director 5.0%
 Manager 16.1%
 Individual Contributor 56.9%
 Academic 16.0%
 Other 2.3%

ATTENDING ORGANIZATIONS

- 322 Companies and organizations attending in 2017
- Attendees from 56 Universities
- 36.2% of attending organizations are global corporations
- 24% of attending organizations are startups and SMEs
- 4.6% are decision makers from government institutions and NGOs



DIAMOND SPONSORSHIP

US\$ 30,000

4 available

Contact

office@fossasia.org

Marketing & Recruiting Opportunities

- ★ **Exhibit booth**
Size 2m x 6m
- ★ **Complimentary conference space**
Complimentary use of a shared meeting space.
- ★ **Access to event press list**
Contact list shared two weeks prior to event for your own outreach.
- ★ **Recruiting package**
 - Hiring signage at booth
 - Promotion of an in-booth Q&A with a technologist for recruiting purposes
 - 1 Tweet from FOSSASIA Singapore Twitter about job openings with link
 - Job postings listed on event website

Thought Leadership

- ★ **25 min keynote speaking opportunity** Sponsor to work directly with FOSSASIA on signoff for content of session.
- ★ **Pre or post conference email blast**
one time use of opt-in list to be sent by FOSSASIA
- ★ **2 passes for VIP Lunch** on opening day.
- ★ **Editorial interview and article on blogs.fossasia.org**
FOSSASIA to determine final interview content and delivery date.

Conference Access

- ★ **15 conference passes**
Full access to the entire conference for your staff or customers.
- ★ **8 social event passes**
- ★ **20% off additional passes for staff/customers**
Custom discount code featuring your company

Community Engagement & Brand Awareness

- ★ **Recognition on event signage**
Logo on conference signage.
- ★ **Recognition in pre-conference email marketing**
Logo under diamond sponsors.
- ★ **Sponsor designation in press releases**
Recognition as diamond sponsor.
- ★ **Keynote stage branding**
Logo prominently displayed on stage screens.
- ★ **Featured on event photo booth backdrop**
Laid out in a prominent location near registration.
- ★ **4 social media promotions of sponsorship**
From FOSSASIA twitter channel, facebook and linkedin.
- ★ **Recognition on event website**
Prominent logo display on event main page.
- ★ **Recognition on event mobile application**
- ★ **Onsite recognition**
During opening keynote.

PLATINUM SPONSORSHIP

US\$ 21,000
8 available

Contact
office@fossasia.org

Marketing & Recruiting Opportunities

- ★ **Exhibit booth**
Size 2m x 3m
- ★ **Shared conference space**
Shared use of a meeting space throughout conference.
- ★ **Access to event press list**
Contact list shared two weeks prior to event for your own outreach.
- ★ **Recruiting package**
 - Hiring signage at booth
 - Promotion of an in-booth Q&A with a technologist for recruiting purposes
 - 1 Tweet from FOSSASIA Singapore Twitter about job openings with link
 - Job postings listed on event website

Thought Leadership

- ★ **Conference Session + 5 Minute Plenary Lightning Talk**
Sponsor to work directly with FOSSASIA on signoff for content of session.
- ★ **1 pass for VIP Lunch** on opening day.
- ★ **Pre or post conference email blast**
one time use of opt-in list to be sent by FOSSASIA

Conference Access

- ★ **12 conference passes**
Full access to the entire conference for your staff or customers.
- ★ **6 social event passes**
- ★ **20% off additional passes for staff/customers**
Custom discount code featuring your company

Community Engagement & Brand Awareness

- ★ **Recognition on event signage**
Logo on conference signage.
- ★ **Recognition in pre-conference email marketing**
Logo under platinum sponsors.
- ★ **Sponsor designation in press releases**
Recognition as platinum sponsors.
- ★ **Keynote stage branding**
Logo prominently displayed on stage screens.
- ★ **Featured on event photo booth backdrop**
Laid out in a prominent location near registration.
- ★ **3 social media promotions of sponsorship**
From FOSSASIA twitter channel, facebook and linkedin.
- ★ **Recognition on event website**
Prominent logo display on event main page.
- ★ **Recognition on event mobile application**
- ★ **Onsite recognition**
During opening keynote.

GOLD SPONSORSHIP

US\$ 15,000
10 available

Contact
office@fossasia.org

Marketing & Recruiting Opportunities

- ★ **Exhibit booth**
Size 2m x 2m
- ★ **Shared conference space**
Shared use of a meeting space throughout conference.
- ★ **Access to event press list**
Contact list shared two weeks prior to event for your own outreach.
- ★ **Recruiting package**
 - Hiring signage at booth
 - Promotion of an in-booth Q&A with a technologist for recruiting purposes
 - 1 Tweet from FOSSASIA Singapore Twitter about job openings with link
 - Job postings listed on event website

Thought Leadership

- ★ **25 minute session speaking opportunity or bof**
Sponsor to work directly with FOSSASIA on signoff for content of session.

Conference Access

- ★ **8 conference passes**
Full access to the entire conference for your staff or customers.
- ★ **4 social event passes**
- ★ **20% off additional passes for staff/customers**
Custom discount code featuring your company

Community Engagement & Brand Awareness

- ★ **Recognition on event signage**
Logo on conference signage.
- ★ **Recognition in pre-conference email marketing**
Logo under gold sponsors.
- ★ **Sponsor designation in press releases**
Recognition as gold sponsors.
- ★ **Keynote stage branding**
Logo prominently displayed on stage screens.
- ★ **2 social media promotions of sponsorship**
From fossasia twitter channel, facebook and linkedin.
- ★ **Recognition on event website**
Prominent logo display on event main page.
- ★ **Recognition on event mobile application**
- ★ **Onsite recognition**
During opening keynote.

SILVER SPONSORSHIP

*US\$ 8,000
unlimited*

*Contact
office@fossasia.org*

Conference Access

- ★ **4 conference passes**
Full access to the entire conference for your staff or customers.
- ★ **2 social event passes**
- ★ **20% off additional passes for staff/customers**
Custom discount code featuring your company

Community Engagement & Brand Awareness

- ★ **Recognition on event signage**
Logo on conference signage.
- ★ **Recognition in pre-conference email marketing**
Logo under silver sponsors.
- ★ **Keynote stage branding**
Logo prominently displayed on stage screens.
- ★ **Recognition on event website**
Prominent logo display on event main page.
- ★ **Recognition on event mobile application**

Marketing & Recruiting Opportunities

- ★ **Exhibit booth**
Size 2m x 1.5m
- ★ **Access to event press list**
Contact list shared two weeks prior to event for your own outreach.
- ★ **Recruiting package**
 - Hiring signage at booth
 - Promotion of an in-booth Q&A with a technologist for recruiting purposes
 - 1 Tweet from FOSSASIA Singapore Twitter about job openings with link
 - Job postings listed on event website

BRONZE SPONSORSHIP

US\$ 4,000
unlimited

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Conference Access

- ★ **2 conference passes**
Full access to the entire conference for your staff
- ★ **2 social event passes**
- ★ **20% off additional passes for staff/customers**
Custom discount code featuring your company

Community Engagement & Brand Awareness

- ★ **Recognition on event signage**
Logo on conference signage.
- ★ **Recognition on event website**
Prominent logo display on event main page.
- ★ **Recognition on event mobile application**

Marketing & Recruiting Opportunities

- ★ **Exhibit booth**
 - One table and 2 chairs
- ★ **Recruiting package**
 - Hiring signage at booth
 - Promotion of an in-booth Q&A with a technologist for recruiting purposes
 - 1 Tweet from FOSSASIA Singapore Twitter about job openings with link
 - Job postings listed on event website

STARTUP & SME EXHIBIT BOOTH

Exhibit Table Booth

Feature your company in the exhibition hall, connect with businesses and partners, and take advantage of our attendee base for your sales or recruitment. This option includes **one table and 2 chairs, 2 exhibitor passes, 1 social event pass.**

US\$ 1,500
Limited Availability

SPONSORSHIP GRID AT-A-GLANCE

Advantages	Diamond (4 Available) \$30,000	Platinum (8 Available) \$21,000	Gold (10 Available) \$15,000	Silver (Unlimited) \$8,000	Bronze (Unlimited) \$4,000
1 THOUGHT LEADERSHIP					
1.1 Editorial Interview/Article on FOSSASIA blog: FOSSASIA to determine final content and delivery date	★				
1.2 Pre and post conference email blast	★	★			
1.3 VIP Lunch Invites	2	1			
1.4 Speaking Opportunity	25 Minute Keynote	5 Minute Plenary Lightning Talk + Conference Session	25 Minute Conference Session or BoF		
2 COMMUNITY ENGAGEMENT & BRAND AWARENESS					
2.1 Featured on event photo booth backdrop	★	★			
2.2 Onsite recognition during Opening Keynote Session	★	★	★		
2.3 Sponsor designation in press releases	★	★	★		
2.4 Social media promotions of sponsorship	4x	3x	2x		
2.5 Recognition in pre-conference email marketing	★	★	★	★	
2.6 Keynote stage branding	★	★	★	★	
2.7 Recognition on event signage	★	★	★	★	★
2.8 Recognition on event website	★	★	★	★	★
2.9 Recognition on event mobile application	★	★	★	★	★
3 CONFERENCE ACCESS					
3.1 Full conference pass(es)	15	12	8	4	2
3.2 Social event pass(es)	8	6	4	2	2
3.3 20% Discount on Additional Conference Passes	★	★	★	★	★
4 MARKETING & RECRUITING					
4.1 Exhibit booth	2m x 6m	2m x 3m	2m x 2m	2 x 1.5m	table/ chairs
4.2 Complimentary meeting space	★	★	★		
4.3 Access to event press list	★	★	★	★	
4.4 Recruiting package	★	★	★	★	★



Promotional Marketing Opportunities

Custom Sponsorship

Exhibition Happy Hour or Career Booth Crawl **\$4,000 • 3 available**

Make your company stand out during the career booth crawl or spark conversation about your brand during a Technology Showcase Happy Afternoon Hour. Your company will be the host of a booth crawl with exclusive branding on all food and drink stations and prominently placed signage.

CodeHeat Award Ceremony **Sponsorship US\$8,000 • 2 available**

You will have the privilege giving the prize and being featured verbally and visually on the big screen during this session, on the codeheat.org website main page, with a mention on the twitter account and an after program email to 1500+ participating developers. The ceremony takes place after keynote sessions on Friday. Here we recognize and reward FOSSASIA's best developers of the year that participated in our global coding program CodeHeat.

Hackathon, Dev Day Track **US\$10,000 Per Day**

Set up a hackathon or dedicated special topics track. A great opportunity to take advantage of our existing attendee base. Sponsorship includes promotion on website and in-event promotion as a special topic track, plus venue space, Internet and AV. This opportunity can be taken by multiple companies together.

Track Co-Host \$6000

Sponsor a themed track such as Artificial Intelligence, Science and Technology, Kernel and Platform, DevOps, Business, Security and Privacy or Blockchain. Sponsorship includes logo on website, sponsor signage at track location, two social media sponsor mentions from FOSSASIA Twitter and thank you in opening session of track.

Promotional Marketing Opportunities

Custom Sponsorship

Speakers & Exhibitors Welcome Dinner or VIP Lunch US\$3,500

An opportunity to host a group of VIPs, speakers and attendees and deliver your key message to a distinguished group. Sponsorship includes either lunch on the opening day with VIPs or dinner in a restaurant before the event for a specified number of attendees, and promotion through all event channels.

Saturday Social Evening Event US\$15,000 and up

A great opportunity to support the community, make an announcement and more. Includes verbal recognition at the social event and sponsor signage throughout the social event venue. This is a special event open to all speakers, business attendees and attendees with social event passes.

Lucky Draw US\$5000 • 1 available

Includes large branded signage at lucky draw area in exhibition hall, two social media mentions from FOSSASIA Twitter and thank you at announcements of draw, as well as recognition on event website.

Attendee T-shirts US\$7,000 • 1 available

Includes your logo on sleeve of shirt. We will produce 1,000 T-shirts and only one logo will appear on the shirt.

Lanyards US\$8,500 • 1 available

Every attendee at the event will wear a FOSSASIA lanyard and your logo will appear on the lanyard.

Conference Session Video Recordings \$2,000 One Track/Day

Our event videos are viewed by thousands after the event. Your logo will be displayed on each talk's introduction screen providing huge visibility.

Breakfast & Breaks US\$4,000

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

Attendee Dev Lounge \$6,000

Sponsor a themed lounge area such as DevOps, Containers, AI, Conversational Web or Linux in the exhibition hall or foyer. Provides the space and snacks to get attendees collaborating. Includes sponsored signage in lounge area.



fossasia



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