

SPONSORSHIP PROSPECTUS



APACHECON

Tomorrow's Technology Today since 1998.



Intentionally intimate, offering unparalleled educational, networking, and collaboration opportunities. Discover the latest innovations in Containers, Cloud, DevOps, IoT, Servers, and Web Frameworks, plus many other Apache projects and communities in a collaborative, vendor-neutral Environment.

2019 events are taking place in Washington, D.C., Chicago, Las Vegas, and Berlin. Join us!



SPONSORSHIP PROSPECTUS

APACHECON EUROPE 2019

SPONSORSHIP PROSPECTUS

APACHECON EUROPE 2019
BERLIN 22-24 OCTOBER

ApacheCon is the official global conference series of The Apache Software Foundation (ASF). Since 1998 –before the ASF’s incorporation– ApacheCon has been drawing participants at all levels to explore "Tomorrow’s Technology Today" across 300+ Apache projects and their diverse communities. ApacheCon showcases the latest developments in ubiquitous Apache projects and emerging innovations through hands-on sessions, keynotes, real-world case studies, trainings, hackathons, and more.

ApacheCon showcases the latest breakthroughs from ubiquitous Apache projects and upcoming innovations in the Apache Incubator, as well as Open Source development and leading community-driven projects "The Apache Way." Attendees learn about core Open Source technologies independent of business interests, corporate biases, or sales pitches.

The ApacheCon program is dynamic, evolving at each event with content directly driven by select Apache Project developer and user communities. ApacheCon delivers state-of-the-art content that features the latest Open Source advances in Big Data, Cloud, Community Development, FinTech, IoT, Machine Learning, Messaging, Programming, Search, Security, Servers, Streaming, Web Frameworks, and more in a collaborative, vendor-neutral environment.



Established in 1999, the all-volunteer ASF oversees more than 350 leading Open Source projects, including Apache HTTP Server –the world’s most popular Web server software. Through the ASF’s meritocratic process known as "The Apache Way," more than 730 individual Members and 7,000 Committers across six continents successfully collaborate to develop freely available enterprise-grade software, benefiting millions of users worldwide: thousands of software solutions are distributed under the Apache License; and the community actively participates in ASF mailing lists, mentoring initiatives, and ApacheCon, the Foundation’s official global conference series.



ApacheCon highlights include:

- **Timely Content** – learn first-hand from the largest collection of global Apache project communities through detailed sessions, and standalone tracks such as Big Data, CloudStack Community Conference, Geospatial, IoT, Machine Learning, TomcatCon, and Apache Traffic Server/Traffic Control Summit. Breaking industry news? You'll hear it here first.
- **Innovation Insight** – presentations from the Apache Incubator (the ASF's hub for Open Source innovations, where more than 50 projects are currently undergoing development) include the latest developments in data science, Cloud, embedded systems, IoT/edge, and many other categories, as well as industry-specific areas such as climate, microfinances, and cryptography. Learn what's next.
- **Knowledge Exchange** – meet the people behind dozens of Apache projects through ample networking opportunities, including BarCamp Apache, hackathons, BoFs, and corridor discussions. Driving a project in new directions? Starting a new initiative? Ideation sparks here.
- **Education** – gain the latest skills with in-depth tutorials, trainings, and workshops with low student-to-instructor ratios. Classes are often led by the original creators and companies behind some of the most popular projects in Open Source.
- **Sponsor Showcase and Expo** – engage with some of the commercial products and service providers behind Apache project communities in a friendly, relaxed, non-sales environment.
- **Deliberately Intimate** – unlike other industry events, one of the biggest draws of ApacheCon is access to participants at all levels, from presenters to attendees to sponsors to Apache Members and Committers, Apache Project Management Committee members, ASF leadership, and more.

Global Community: reflecting the worldwide Apache Community, ApacheCon hosting cities have included: Atlanta (2x), Austin (2x), Denver, Las Vegas (3x), Miami, Montréal, New Orleans, Oakland, Orlando, Portland OR, San Diego, San Francisco, Santa Clara, and Vancouver (2x) in North America; Amsterdam (3x), Budapest, Dublin, London, Seville, Sinsheim, and Stuttgart in Europe; and Colombo and Sri Lanka in Asia.

ApacheCon 2019: North America/Las Vegas, September 9-12, and Europe/Berlin, October 22-24. The Apache Software Foundation will be celebrating its 20th Anniversary at these events and will feature special activities in honor of this milestone.

SPONSORSHIP PROSPECTUS APACHECON EUROPE 2019



Apache Roadshows: smaller events with a more focused program and regional community engagement are being held in 2019 in Washington, D.C. (March 25), featuring Open Source in government, cybersecurity, and career development; and Chicago (May 13-14), featuring AdTech, FinTech, community diversity, and more.

Why Sponsor: ApacheCon is the primary gathering of the collective Apache community worldwide; positioning your brand alongside the world's largest Open Source foundation is one of the most effective ways to gain visibility and competitive advantage. Sponsors who showcase their products, people, and community support benefit by extending their brands to the greater Apache community, engaging with industry influencers, and connecting with potential future collaborators. Many sponsors consider ApacheCon to be an invaluable resource for recruiting top Open Source talent.

Delegates: attendees include individual developers and users, Fortune 500 companies, start-ups, educators, consultants, community managers, Open Source enthusiasts, influencers, and analysts from more than 60 countries.

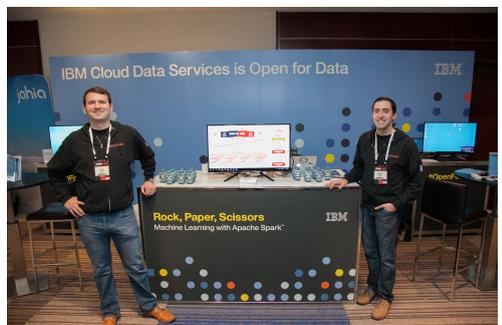
Past ApacheCon Sponsors Include: Adobe, Amazon, AppDynamics, Apple Developer Connection, Azul, BitRock, CafeSoft, Canonical, Citrix, Cloudant, Cloudera, CloudOps, codeBusters, CollabNet, Comcast, Compaq Computers, Covalent, CryptoCard, Datadog, Day Software, Dito, EarthWeb, Expedia, Facebook, Fujitsu Siemens Computers, Func, FuseSource, GlueCode, Google, GridGain, Hewlett Packard, Hippo, Hortonworks, HotWax, IBM, Intel, IONA, Java Community Process, Joost, Linode, Lucent, LucidWorks, Netcraft, Ning, Novell, ODPI, Optiver, Oracle, Pivotal, Red Hat, Riptano, SAP, ShapeBlue, Snapbridge, SourceForge, SpringSource, Stuttgart Region Development Corporation, Sun, Talend, Talener, Topicus, Ubuntu, VeriSign, VMWare, Wirtschaftsministerium Baden Wurttemberg, WSO2, Yahoo!, and dozens of other Fortune 500 companies.

SPONSORSHIP PROSPECTUS

APACHECON EUROPE 2019

Past Community and Media Partners Include: Addison Wesley Professional, ADMIN Magazine, Apache Week, Apress, Aventail, BeyondTrees, BlackHat, Breakpoint Books, c|net, COMDEX, CrowdVine, Daemon News, developpez.com, DevTownStation, dkd Internet Service GmbH, Dr. Dobb's Journal, DZone, Eclipse Magazine, Electrovaya, Enterprise Development Magazine, Entwickler Magazin, ePrivacy Group, eSecurity Journal, Feathercast, FreeNetworks, Hackerthreads, Grid Dynamics, InfoWorld, innoQ Deutschland GmbH, International PHP Magazine, Internet.com, Internet World, Intrafind Software AG, Jahia, Java Developers

Journal, Java Magazin, Java Pro, Java World, JAX Magazine, John Wiley & Sons, Linux Business Week, Linux Enterprise, LinuxFest Northwest, The Linux Foundation, LinuxFund, The Linux Gazette, Linux Journal, Linux Pro Magazine, LinuxQuestions.org, Linux World, Lynx-Consulting GmbH, Manning Publications, Methods & Tools, Nereide, New Architect, TheNextWeb, ONLAMP.com, Open Enterprise Trends, Open Magazine, O'Reilly & Associates, O'Reilly Network, Oracle Magazine, OSCON, OSDN, OStatic, pair Networks, PHP Magazin, Programmer's Paradise, ReadWriteWeb, S&S Media, Sam's Publishing, Secure Computing Magazine, Sentric, slab - Software Quality Lab, SLAC (Southern California Linux Expo), Sourceforge, SYS-CON, Thawte, Tribal Knowledge Group, UnixNT News, Unix Review, Visual Basic Programmer's Journal, Web Services Journal, WebSphere Developer's Journal, XML Journal, XML Magazine, XML.com, and zanox.de AG.



SPONSORSHIP PROSPECTUS

APACHECON EUROPE 2019



SPONSORSHIP PROSPECTUS

APACHECON EUROPE 2019

Sponsorship Levels & Benefits

| TYPE | BENEFITS | AMOUNT | LIMIT |
|--------------------------|--|---------|-------|
| Platinum | 15-minute keynote (if requested at least 4 months before event) Message in pre-conference email Session speaking opportunity (if requested at least 2 months before event) Recognition during keynote Logo and link on event website Social media mentions Logo on event signage Exhibit booth (15sqm) Conference passes (8) | €27,500 | 2 |
| Gold | Session speaking opportunity (if requested at least 2 months before event) Recognition during keynote Logo and link on event website Social media mentions Logo on event signage Exhibit booth (7.5sqm) Conference passes (6) | €16,500 | 4 |
| Silver | Recognition during keynote Logo and link on event Website Social media mentions Logo on event signage Exhibit table Conference passes (4) | €11,000 | 3 |
| Bronze | Logo and link on event Website Logo on event signage Exhibit table Conference passes (2) | €5,500 | 5 |
| Recording Sponsor | Recognition on event Website Recognition on intro/outro slide of all recorded sessions, published in our YouTube channel | €13,500 | 2 |
| Lunch Sponsor | Recognition on event Website Social media mentions Your logo on sponsor materials on all tables. All sponsor materials produced and provided by sponsor. | €12,000 | 2 |
| Evening Reception | With dedicated special signage and material drop area at evening networking event Company name and link on event Website Company name on event signage | €6,000 | 1 |
| Coffee Break | Social media mentions Branded coffee cups with your logo. | €1,500 | 1 |

SPONSORSHIP PROSPECTUS

APACHECON EUROPE 2019

| | | | |
|--------------------------|---|--------|---|
| | <i>A barista onsite offering a variety of specialties.</i> | | |
| Speaker's Dinner | Meet all speakers and sponsors Recognition on event Website Social media mentions Your logo on sponsor materials on all tables. All sponsor materials produced and provided by sponsor. <i>A great opportunity for extra visibility & networking.</i> | €4,500 | 1 |
| Hackspace Sponsor | Recognition on event Website Social media mentions Screen projection of your logo and sponsor materials at the hackathon. All sponsor materials produced and provided by sponsor Conference passes (2) | €3,500 | 1 |
| Lanyard | Company logo imprinted on the lanyards beside ACEU logo. Badges and lanyards are required to be worn during the entire conference. Company name and link on event Website Company name on event signage | €3,000 | 3 |
| Lightning Talks | Sponsor snacks and beer with special signage and material drop area for one of ApacheCon's most entertaining activities Company name and link on event Website Company name on event signage | €2,000 | 2 |
| BarCamp Sponsor | Recognition on event Website Social media mentions Screen projection of your logo and sponsor materials at the barcamp. All sponsor materials produced and provided by sponsor. Conference passes (2) | €2,000 | 1 |
| Swag Bags | Your logo alongside the ApacheCon logo. (Must be requested at least 2 months before event) | €2,000 | 2 |
| Swag Inclusion | Swag/material insertion in conference swag bag | €600 | |

Contact Us

Contact us at planners-aceu19@apachecon.com, visit the ApacheCon Website at <http://apachecon.com/>, and follow us on [@apachecon](https://twitter.com/apachecon) on Twitter. We are happy to assist with any Apache Roadshow and/or ApacheCon event questions and look forward to hearing from you!



2019: Washington, DC | Chicago | Las Vegas | Berlin
Join us!

<http://apachecon.com/>