

APACHECON@HOME

Sept. 29-Oct. 1, 2020



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apachecon.com

SPONSORSHIP PROSPECTUS

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 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.

ABOUT THE ASF: Established in 1999, the all-volunteer Apache Software Foundation oversees more than 350 leading open source projects, including Apache HTTP server — the world’s most popular web server software. Through the meritocratic process known as The Apache Way, more than 730 Members and 7,000 Committers across six continents collaborate to develop freely available, enterprise-grade software, benefitting millions of users worldwide. Thousands of software solutions are distributed under the Apache license, and the community does it all collaborating through mailing lists, mentoring initiatives, and ApacheCon.

APACHECON HIGHLIGHTS

- ✦ **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, Apache Traffic Server/Traffic Control Summit.
- ✦ **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 BarCampApache, hackathons, BoFs, and corridor discussions.
- ✦ **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.

ATTENDEES

ApacheCon attendees include individual developers and users, Fortune 500 companies, start ups, educators, consultants, community managers, influencers, and analysts from more than 60 countries. This year, thanks to a virtual event, we expect an even more diverse audience.

PAST SPONSORS

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, DataStax, 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, Ripitano, 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 LEVELS

LEVEL	BENEFITS	COST
Platinum	<ul style="list-style-type: none">• All the benefits of Gold sponsorship• Full company name and brief message in video pre-rolls• 10% discount on sponsorship of next in-person ApacheCon• Promoted office hours during ApacheCon@Home	\$5,000
Gold	<ul style="list-style-type: none">• All the benefits of Silver sponsorship• Logo and link on splash screen at the start of videos published to YouTube• Recognition during keynote• Individual “Thank you to our sponsors” video published with YouTube playlist	\$3,000
Silver	<ul style="list-style-type: none">• All the benefits of Bronze sponsorship• Booth space in the virtual expo hall	\$1,500
Bronze	<ul style="list-style-type: none">• Recognition on event website• “Thank you to our sponsors” video published in the YouTube playlist	\$750

As this is our first ApacheCon@Home virtual event, we are still exploring additional benefits we can offer our sponsors. We'll keep you updated as new options become available, and if there are ideas you'd be interested in, please let us know.

Email sponsor@apachecon.com with any questions or to start your sponsorship. We look forward to working with you!