

# APACHECON ASIA

## 2022



ApacheCon@Home 2020 brought together attendees from more than 100 countries around the world.

## SPONSORSHIP PROSPECTUS

# ABOUT APACHECON

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.

# 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.

## DIVERSE PARTICIPATION

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 include individual developers and users, Fortune 500 companies, start ups, educators, consultants, community managers, influencers, and analysts.

# APACHECON ASIA 2022

## Conference Overview

### TIME & LOCATION

July 29-31, 2022, 3 days

Keynote + Technical Sessions on July 29, 30, 31

In addition, there will be 1 ApacheCon Asia Live online meetup on July 2, 9, 16 and 23 to warm up.

### CONFERENCE FORMAT

Online conference

Keynote

Technical Presentations covering more than 10 subject directions.

### CONFERENCE SCALE

Tens thousands of attendees from around the world are expected to share in this open source event beyond the limits of geographic space

Attendees include Apache members and Committers, Apache Project Management Committee members, ASF leadership, individual and enterprise developers, and open source enthusiasts

# APACHECON ASIA

## More than 10 online forums covering different technical directions

\*\* Example of 2021 forum setting, 2022 may be fine-tuned from there

Tracks	Track Chairs
<a href="#">API / Microservice</a>	Ming Wen
<a href="#">Big Data</a>	Duo zhang, Junping Du, Lidong Dai
<a href="#">Community</a>	Jianshen Li
<a href="#">Data Visualization</a>	Ovilia Zhang
<a href="#">Incubator</a>	Juan Pan
<a href="#">Integration</a>	Willem Jiang, Zoran Regvart, Maria Arias de Reyna
<a href="#">IoT and IIoT</a>	Xiangdong Huang, Christofer Dutz
<a href="#">Keynote</a>	Jerry Tan
<a href="#">Messaging</a>	Jia Zhai, Dianjin Wang
<a href="#">Middleware</a>	Liang Zhang, Jean-Baptiste Onofre
<a href="#">Observability</a>	Sheng Wu
<a href="#">Streaming</a>	Yu Li
<a href="#">Web Server/Tomcat</a>	Huxing Zhang
<a href="#">Workflow/Data Governance</a>	Wei Guo

# APACHECON ASIA 2022 SPONSORSHIP LEVELS

	Strategic	Platinum	Gold	Silver	Bronze
Cost	120,000	60,000	40,000	20,000	10,000
Available	1	5	8	Unlimited	Unlimited
CONTENT BENEFITS					
Keynote Speech	✓	✓			
Eligibility to sponsor the online meetup	✓	✓	✓		
Host oral appreciation	✓	✓	✓	✓	
PROMOTION BENEFITS					
Logo on the conference T-shirts (global mailing)	✓				
Add your promotional materials to the souvenir pack (global mailing)	✓	✓	✓		
Pre-conference advertising	VIDEO	POSTER	POSTER	POSTER	
All-round media promotion	✓				
In-depth media promotion		✓			
Basic media promotion			✓		
Logo on official website	FIRST LINE	✓	✓	✓	✓
Logo in the conference omni-channel promotion	FIRST LINE	✓	✓	✓	✓
Logo on the live-streaming platform	FIRST LINE	✓	✓	✓	✓

# APACHECON ASIA 2022

## Special Sponsorship

### ApacheCon Asia Live (for Gold and above Sponsors only)

¥ 30,000元

Independent online meetup can be produced and held within 1 month before the conference.

The content of the meetup must be focused on the Apache projects, and the speech must be submitted to the conference organizing committee for review.

The conference organizing committee will assist in the media dissemination of the online meetup.

The ApacheCon Asia brand will be licensed for external promotion of the meetup.

# STRATEGIC SPONSORSHIP

¥ 120,000元

## CONTENT:

1. keynote speech (15 minutes).
2. Eligibility to sponsor the online meetup.
3. Host oral appreciation.

## PROMOTION:

1. Logo on the conference T-shirts (global mailing).
2. Add your promotional materials to the conference souvenir pack (global mailing).
3. Pre-conference advertising: corporate video rotation.
4. All-round media promotion, including: pre-conference & post-conference press releases, speech reports, post-conference interviews.
5. Company name, logo in the conference omni-channel promotion.
6. Company name, logo in the first line of the sponsorship page on the conference official website.
7. Company name, logo in the first line on the live-streaming platform.

# PLATINUM SPONSORSHIP

¥ 60,000元

## CONTENT:

1. keynote speech (15 minutes).
2. Eligibility to sponsor the online meetup.
3. Host oral appreciation.

## PROMOTION:

1. Add your promotional materials to the conference souvenir pack (global mailing).
2. Pre-conference advertising: corporate poster rotation.
3. In-depth media communication, including: pre-conference & post-conference press releases, speech reports.
4. Company name, logo in the conference omni-channel promotion.
5. Company name, logo on the conference official website.
6. Company name, logo on the live-streaming platform.

# GOLD SPONSORSHIP

¥ 40,000元

## CONTENT:

1. Eligibility to sponsor the online meetup.
2. Host oral appreciation.

## PROMOTION:

1. Add your promotional materials to the conference souvenir pack (global mailing).
2. Pre-conference advertising: corporate poster rotation.
3. Basic media communication, including: pre-conference & post-conference press releases.
4. Company name, logo in the conference omni-channel promotion.
5. Company name, logo on the conference official website.
6. Company name, logo on the live-streaming platform.

# SILVER SPONSORSHIP

¥ 20,000元

1. Host oral appreciation.
2. Pre-conference advertising: corporate poster rotation.
3. Company name, logo in the conference omni-channel promotion.
4. Company name, logo in the first line of the sponsorship page on the conference official website.
5. Company name, logo in the first line on the live-streaming platform.

# BRONZE SPONSORSHIP

¥ 10,000元

1. Company name, logo in the conference omni-channel promotion.
2. Company name, logo in the first line of the sponsorship page on the conference official website.
3. Company name, logo in the first line on the live-streaming platform.

**The conference is also open for individual [Star Sponsorship].  
Star sponsorship will be available after the official website is launched.  
We will centrally appreciate individual sponsors on official website and  
live streaming platform.**

# Sponsorship Process & Notes



1. The number of sponsorship seats is limited, in case of conflict at the same level, they will be reserved according to the contract signing time.
2. The logos of sponsors at the same level will be displayed in alphabetical order by company brand.
3. ApacheCon Asia 2022 will cooperate with SegmentFault which will be responsible for some of the sponsorship related work, including contract signing, payment collection, invoicing, etc.

# ApacheCon Asia 2021 Sponsors

Strategic



Platinum



Gold



Silver



Strategic Media

**segmentfault** 思否

# ApacheCon

## PAST SPONSORS

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CloudOps  
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Comcast  
Compaq Computers  
Covalent  
CryptoCard  
Datadog  
Day Software  
DataStax  
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Facebook

Fujitsu Siemens Computers  
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SpringSource  
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Talener  
**Tencent**  
Topicus  
Ubuntu  
US Postgresql Association  
VeriSign  
VMWare  
Wirtschaftsministerium  
Baden Wurttemberg  
WSO2  
Yahoo!  
and dozens of other Fortune  
500 companies.

# ApacheCon Asia 2021

## Event Review

3 days conference

13 keynotes

140+ topics

18 speakers, responsible for 14 Tracks

80 sessions in Chinese, 78 in English

100 domestic speakers, 80 overseas speakers

More than 40 volunteers

Big Data has the most topics, 36 in total, with many speakers from Silicon Valley

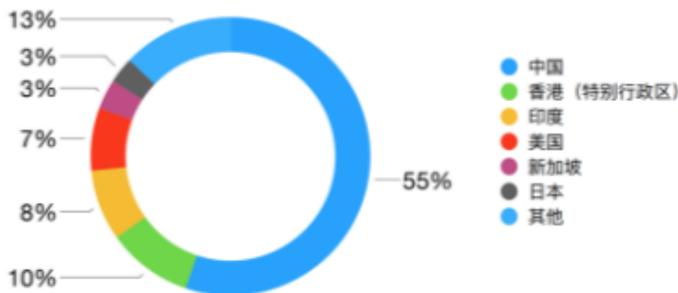
Hopin has 2196 registrants and 771 attendees

675K live visits on SegmentFault Developer Community

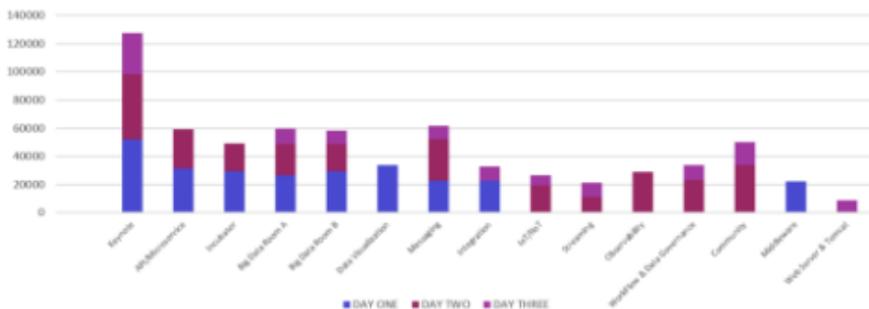
# ApacheCon Asia 2021

## Attendance Data

### Regional Distribution of Registered Attendees



### 2021 Live streaming viewing data on SegmentFault, total visits 675k+



# ApacheCon Asia 2021 Working Group



姜宁



适兕 · ...



黄向东...



潘娟 (T...



温铭 @...



Huxing



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代立冬 ...



王殿进...



Cynthi...



波波 N...



谭中意

# CONTACT

**Topic Submission:**

**Media/Community Cooperation:**

**Corporate Sponsorship/Ticketing Cooperation:**