APACHECON
North America

LAS VEGAS
SEPTEMBER 9–12, 2019

THE OFFICIAL CONFERENCE SERIES OF THE APACHE SOFTWARE FOUNDATION

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 | Las Vegas | Sept. 9-12, 2019

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 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 BarCampApache, 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.

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.

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, s-lab - 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 Levels & Benefits

Type	Benefits	Amount	Limit
Platinum	15-minute keynote Session speaking opportunity Recognition during keynote Logo and link on event website Logo on event signage Logo on T-shirt Large exhibit table (12') Conference tickets (8)	$30,000	4
Gold	Session speaking opportunity Recognition during keynote Logo and link on event website Logo on event signage Logo on T-shirt Exhibit table (6') Conference tickets (6)	$18,000	6
Silver	Recognition during keynote Logo and link on event website Logo on event signage Logo on T-shirt Exhibit table (6') Conference tickets (4)	$12,000	N/A
Bronze	Logo and link on event website Logo on event signage Logo on T-shirt Exhibit table (6') Conference tickets (2)	$7,000	N/A
Recording	Video recording for keynotes with sponsor watermark and audio recording for all tracks Company name and link on event website Company name on event signage	$15,000	2
Registration *New for 2019*	Logo on check-in screens onsite/signage at desk as well as in online registration system Company name and link on event website Company name on event signage	$15,000	2
Lanyards	Company logo imprinted on the lanyards along with the ACNA logo. Badges/lanyards required during the entire conference Company name and link on event website Company name on event signage	$3,500	2

Mobile App *New for 2019*	Sponsor's logo and banner ad displayed within the app Logo on event Mobile App signage Email (1) to all attendees on how to use the mobile app; sponsor's logo and hyperlink to sponsor's website included Company name and link on event website Company name on event signage	$10,000	1
Hotel Key Card *New for 2019*	Put your logo in the hands of every attendee; sponsor custom created graphic on the hotel key card, given out to all attendees who reserve a hotel room within ACNA's room block Company name and link on event website Company name on event signage	$5,000	1
Photographer *New for 2019*	Still photography for the duration of the event; logo included on post-event shared photos website Company name and link on event website Company name on event signage	$3,000	1
Lunch	With dedicated special signage and material drop area Company name and link on event website Company name on event signage	$20,000	3
Coffee Break	With shared special signage and material drop area Company name and link on event website Company name on event signage	$1,500	10
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	$7,000	3
Speaker Dinner	Thank-you dinner for ApacheCon speakers, with dedicated special signage and material drop area Recognition on speaker dinner communications Dinner tickets (4) Company name and link on event website Company name on event signage	$5,000	1
Hackathon Refreshments	Sponsor drinks or snacks with shared special signage and material drop area Company name and link on event website Company name on event signage	$500	10
Lighting 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	$2,500	2

Swag Bags	Feature your logo alongside the ApacheCon logo Company name and link on event website Company name on event signage	$2,500	2
Swag Inclusion	Swag/material in conference swag bag	$500	Until full

Contact Us

Contact us at planners-acna19@apachecon.com, visit the ApacheCon website at http://apachecon.com/, and follow us on @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, D.C. | Chicago | Las Vegas | Berlin
Join us!
http://apachecon.com/