



EUROPE  
Online  
2021

# Sponsorship Prospectus



Virtual Event from Berlin Mon 17 - Fri 21 May

Conference + Workshops + Exhibition:  
Event Languages: German/English

[opentechsummit.eu/partners](https://opentechsummit.eu/partners)



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**Be part of a leading Open Technology conference in Europe for developers, companies, educators, students and IT professionals since 2009.**

At the OpenTechSummit Europe developers, technologists, scientists, and entrepreneurs convene to collaborate, share information and learn about the latest in open technologies. Participants at the event also discuss open source business opportunities, policies and best practices and topics such as privacy, data protection and digital sovereignty. The event languages are English and German.

**Connect with the best and brightest developers at OpenTechSummit Europe.**

- |                                |                             |
|--------------------------------|-----------------------------|
| ★ Artificial Intelligence      | ★ Digital Sovereignty       |
| ★ Blockchain                   | ★ Security and Privacy      |
| ★ Cloud, Containers and DevOps | ★ Tech Community            |
| ★ Kernel and Platform          | ★ Open Source Hardware      |
| ★ Database                     | ★ Open Source Enterprise    |
|                                | ★ Web & Mobile Technologies |

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





## A Decade of Fostering Open Tech

Our first open tech event took place in 2009. Since then we organized conferences and meetups around the world including in Belgium, Vietnam, Thailand, Cambodia, Japan, China, India, Germany, the US and many other places. In 2015 we held the OpenTechSummit in Berlin as a follow-up event and with the support of the Linuxtag. In 2019 our European Open Tech festival attracted more than 3000 people.

The top reasons that people attend open tech events are to learn about and evaluate new tech solutions and get hands-on experience in workshops, for networking and for recruitment purposes (both recruiters and job seekers).

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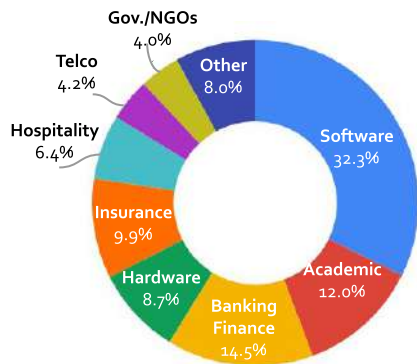
**Virtual Event • Workshops • Sessions • Exhibition •  
Meetups • Sessions • Technology Tracks •**

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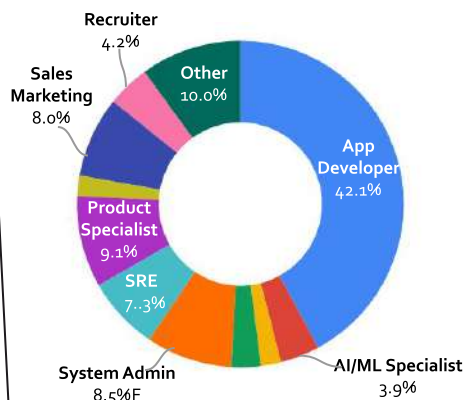
# Attendee Professional Profile

The OpenTechSummit Festival 2019 attracted over 3000 attendees.



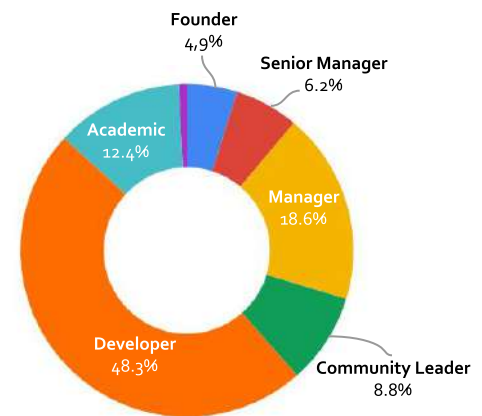
## Industry

Software / Platform 32.3%  
 Banking / Finance 14.5%  
 Academic 12.0%  
 Insurance / Medical Service 9.9%  
 Hardware / Electronics 8.7%  
 Hospitality 6.4%  
 Telecommunications 4.2%  
 Government/ NGOs 4.0%  
 Other 8.0%



## Expertise

Application Developer 42.1%  
 AI/ML Specialist 3.9%  
 Data Scientist 2.0%  
 Security Specialist 2.9%  
 System Admin 8.5%  
 Site Reliability Engineer 7.3%  
 Product Specialist 9.1 %  
 UX/UI Designer 2.0%  
 Sales / Marketing 8.0 %  
 Recruiter 4.2%  
 Other 10.0%



## Job Level

Founder 4.9%  
 Senior Management 6.2%  
 Manager 18.6%  
 Community Leader 8.8%  
 Developer 48.3%  
 Academic 12.4%  
 Other 0.8%

# Participating Companies

- 300+ unique companies attending in 2019 event
- 32.5% of attending organizations are global corporations
- 38% of attending organizations are startups and SMEs
- 4.0% are decision makers from government institutions and NGOs





# Europe

## Reasons to Attend Virtual from Berlin



OpenTechSummit Europe is an event for developers, technologists, academics and decision makers from government and business to learn and share knowledge at talks and workshops about Open Tech - software and hardware solutions and discuss opportunities with upcoming technologies. The event takes place with sessions in English and German.

**OpenTechSummit covers established technology solutions, as well as emerging projects. By bringing leading technologists together in one place the event provides a unique forum for defining and advancing technology development.**

## Attendees join the event to

- ☐ Learn about the latest trends in open source
- ☐ Explore career opportunities with the top tech companies
- ☐ Access leading developers experts
- ☐ Find out how others have used open source to gain efficiencies
- ☐ Gain a competitive advantage by learning about innovative open tech solutions
- ☐ Find out what leading companies are doing, and where technology is heading

## Sponsorship Benefits

- ☐ Valuable mindshare from developers and technologists
- ☐ Increase brand awareness and recognition
- ☐ Talent Recruitment
- ☐ Showcase Products & Technologies
- ☐ Create New Partnerships
- ☐ Generate Sales Leads
- ☐ Community participation in your projects
- ☐ Discuss strategic partnerships with technical product managers from other companies.
- ☐ Meet with developers and operations experts ranging from startup CTOs to corporate developers to senior executives
- ☐ Associate your brand with one of the fastest growing technology communities

# SPONSORSHIP AT-A-GLANCE

## OpenTechSummit Europe

### Online Event from Berlin, 17-21 May 2021

| Advantages   | Platinum<br>€ 15,800 | Gold<br>€ 10,800 | Silver<br>€ 6,800 | Bronze<br>€ 3,800 |
|--|----------------------|------------------|-------------------|-------------------|
| <b>Website recognition:</b> Logo on event page and virtual platform  | X-Large              | Large            | Medium            | Standard          |
| <b>Keynote opportunity:</b> Open Source session to be approved by FOSSASIA   | 20-minute Keynote    |                  |                   |                   |
| <b>Workshop opportunity:</b> Open Source related session to be approved by FOSSASIA  | 4h                   | 2h               |                   |                   |
| <b>Panel or presentation session:</b> Open Source related Content to be approved by FOSSASIA content team  | 40 mins              | 40 mins          | 40 mins           | 20 mins           |
| <b>Opening session recognition:</b> MC mentions company and logo on slides during opening session  | ★                    | ★                | ★                 | ★                 |
| <b>Video publication after event:</b> Sessions published on FOSSASIA channel after event   | ★                    | ★                | ★                 | ★                 |
| <b>Sponsor designation in session room name:</b> One session room is labelled with your company name or a custom name of your choice.                          | ★                    |                  |                   |                   |
| <b>Coffee corner chat room:</b> Facilitate one open mic coffee corner hallway conversation with participants during a break (20-min).                          | ★                    | ★                | ★                 |                   |
| <b>Event breaks:</b> Logo on slides during event breaks  | X-Large              | Large            | Medium            | Normal            |
| <b>Virtual exhibition:</b> Listing on exhibition area with company logo, short description, link to slide deck and video and option of virtual exhibition room | Top Position         | Second Position  | Third Position    | Fourth Position   |
| <b>Full conference business passes:</b> Full access passes for team or partners.   | 10                   | 7                | 5                 | 2                 |
| <b>20% discount business passes:</b> Share a custom discount code featuring your company.  | ★                    | ★                | ★                 | ★                 |
| <b>Linkedin promotion:</b> Sponsor will be announced in FOSSASIA group.  | 1X                   | 1X               | 1X                |                   |
| <b>Facebook promotion:</b> Sponsor will be announced on FOSSASIA page.   | 1X                   | 1X               | 1X                |                   |
| <b>Twitter promotion:</b> Sponsor can provide custom content (in line with editorial to be approved).  | 2X                   | 1X               | 1X                | 1X                |
| <b>Newsletter pre- and post-event blasts:</b> Mentioning of company in FOSSASIA mail outs  | ★                    | ★                | ★                 | ★                 |
| <b>Attendee emails:</b> Recognition in pre/after event email to attendees  | ★                    | ★                | ★                 | ★                 |

\* Rates excluding tax (19% Mehrwertsteuer) \*\* Book now at [opentechsummit.eu/partners](https://opentechsummit.eu/partners)



Berlin  
May 17-21  
2021

# VIRTUAL EXHIBITOR

## 800 EUR

\* Rate excluding tax (19% Mehrwertsteuer)

## Booking

Sign up now at  
[opentechsummit.eu/partners](https://opentechsummit.eu/partners)

### Virtual Exhibition

- ★ **Listing on exhibition page in exhibitors section with**
  - **Logo** of your organisation
  - **Company description**
  - Link to company **slide deck**
- ★ **Virtual video room** for up to 10 people to connect with participants throughout event

### Company Shout-out

- ★ Company feature in **exhibitors shout-outs**
- ★ **Share about your organisation and products** in a 5 minute lightning session (we recommend a 2 min pre-produced video followed by a short presentation)

### Conference Access

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

### Community Engagement & Brand Awareness

- ★ **Recognition in pre-conference email marketing exhibitors section**  
Includes name of your company or organisation
- ★ **One tweet announcement** about your exhibition on event Twitter with link to exhibition page area







## Custom Theme Track or Dev Sprint

€15,800\* | **Contact** [office@opntec.com](mailto:office@opntec.com)

### 1 Day Sponsored Content and Speakers

One-day 6-hour professional workshop track or dev sprint promoting your company's services and Open Source products. We will help you to reach your target audience and goals by:

- Inviting developers or students in from around the world
- Featuring your schedule and speakers
- Promoting during pre-marketing campaign of the summit
- Providing a dedicated sign-up and a video platform
- Providing contact info of registrants

## Hackathon Co-Host

€23,800\* | **Contact** [office@opntec.com](mailto:office@opntec.com)

### 24 hours Online Hackathon with Custom Challenges

OpnTec runs regular hackathons with partners around the world to tackle predefined challenges. We will help you to reach your target audience and goals by:

- Organizing and facilitate 24-hour online Hackathon
- Providing a concept and infrastructure
- Aligning with co-host on expectations and outcomes
- Inviting developers and students across Open Source community
- Promoting Hackathon during pre-marketing campaign of the summit
- Providing a dedicated sign-ups
- Providing contact info of registrants
- Inviting mentors to support participants (optional)

\* Rates excluding tax (19% Mehrwertsteuer)





FOSS Asia



# OpenTech SUMMIT



*Book now to secure your  
sponsorship today at  
[opentechsummit.eu/partners](https://opentechsummit.eu/partners).*

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