

**foss
asia**

**OpenTechSummit
Singapore 2020**

Sponsorship Prospectus



**Conference + Workshops + Exhibition:
Thu 19 March - Sat 21 March**

**After Event Dev Sprints:
Sun 22 March**



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FOSSASIA OpenTechSummit is Asia's leading Open Technology conference for developers, companies, educators, and IT professionals since 2009.

During the three days summit, developers, technologists, scientists, and entrepreneurs convene to collaborate, share information and learn about the latest in open technologies, including Artificial Intelligence software, DevOps, Cloud Computing, Database, Linux, Science, Hardware, Open Source Enterprise and more.

3,000+ of Asia's best and brightest Open Source developers will gather for the event.

- ★ Artificial Intelligence
- ★ Blockchain
- ★ Cloud, Containers and DevOps
- ★ Kernel and Platform
- ★ Database
- ★ Tech Community
- ★ Open Source Hardware
- ★ Open Source Enterprise
- ★ Mobile Technologies
- ★ Web Technologies

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

Event Schedule

Dates in 2020

Exhibition Program

Conference Program

Set-up
Wed, March 18,
5:00 pm - 10:00 pm
Thu, March 19,
8:00 am - 12:00 pm

Exhibition halls will open for setup from 5:00 PM - 8:00 PM on Wednesday March 18. Exhibitors can also chose to arrive at the venue from 8:00 AM on Thursday morning March 19 to set up their booth.

Wed, Mar 18, 3:00 PM Meet & Greet Cultural Walk and Dinner

Day 1, Thursday
19th March

12:30 PM Exhibition Doors Open with VIP Tour and Lunch Snacks
6:00 PM Exhibition Doors Close

8:30 AM Registration
9:30 AM Conference Opening + Workshops
11:00 AM Coffee Break
11:20 AM Keynotes
12:20 Opening Group Photo
12:30 Exhibition Tour and Lunch Break
2:00 PM Conference Program
5:30 PM Sessions End

7:30 PM Speakers and Exhibitors Welcome Dinner

Day 2, Friday
20th March

9:30 AM Exhibitors Breakfast Snacks
10:00 AM Exhibition Doors Open
12:30 PM Exhibitors on Stage
2:00 PM CodeHeat Award Ceremony
5:00 PM Hackathon Opening
6:00 PM Exhibition Doors Close
10:00 PM Hackathon Day Ends

10:00 AM Keynote Sessions, Technology Tracks + Workshops
12:00 PM Business Lunch (Invitation)
6:30 PM Sessions End

7:00 PM Social Event with Buffet, Live Music and Cultural Program

Day 3, Saturday
21st March

8:00 AM Hackathon Continues
9:30 AM Exhibitors Breakfast Snacks
10:00 AM Exhibition Doors Open
12:00 PM Event Group Photo
12:30 PM Exhibitors on Stage
6:00 PM Exhibition Ends
Until 10:00 PM - Teardown

10:00 AM Keynotes and Technology Tracks
12:00 PM Event Group Photo
5:00 PM Hackathon Awards
6:00 PM Closing Session
6:30 PM Event Ends

7:30 PM Chinatown Snacks and Clarke Quay Pub Crawl

After-Event
Sunday
22nd March

10:00 AM Community Brunch
10:00 AM After-Event DevSprints
5:00 PM DevSprints End

8:30 PM After-Event Dim Sum and Midnight Hacks at Hackerspace

Host Country and Venue



Singapore

Singapore - home of FOSSASIA Summit is the entrance point to South East Asia, a market of 650 million people. The central geographical location and a world class infrastructure and government make Singapore the perfect destination for technology leaders. The city has become the Silicon Valley of the Asian Pacific region. It is a hub attracting major tech players, multinational corporations and startups seizing new businesses opportunities with open technologies.

FOSSASIA Summit is the place to meet open source developers and companies from across Asia, that are increasingly leading technology development impacting businesses globally.

Lifelong Learning Institute

The Lifelong Learning Institute (LLI) is centrally located - 300 meters from Paya Lebar Metro station. This brand new complex is a dedicated space with modern facilities for education and training purposes built by Singapore Ministry of Education. LLI is a prime venue for major tech and education conferences in the country.



FOSSASIA Summit 2019 Highlights

FOSSASIA held its 10th anniversary in Singapore in 2019. It marked a successful decade of fostering open source technology across Asia.

Feedback from attendees was overwhelmingly positive. The top reasons that people attended FOSSASIA Summit were to attend tech sessions and workshops, for networking and for recruitment purpose (both recruiters and job seekers).

3 Days Event • Exhibition • Hackathon • Social Events • 228 Sessions • 13 Tracks • 222 Speakers

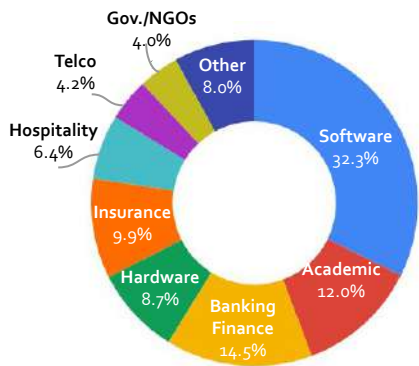
2,793 attendees, 397 participating companies
71 nations, 9 South East Asian member countries
48 international open source organizations
31 Asian based user groups

Attendee Demographics

Attendees from 71 countries across 6 continents

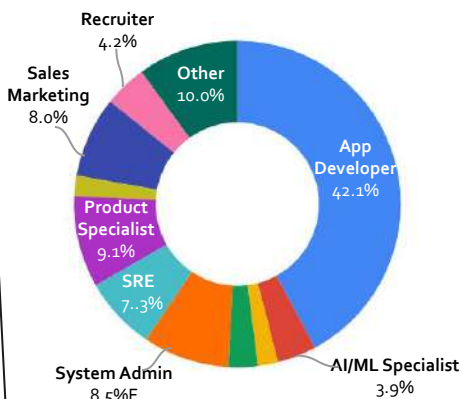
- 66.2% from Singapore
 - Other countries with sizable audience include India (4.1%), Vietnam (3.3%), Indonesia (2.2%), Malaysia (2.2%), Japan (2%), China (1.3%), Germany (1.2%)
 - 38% of returned attendees
 - 54.3% of attendees IT professionals
 - 33% of attendees are interested in employment opportunities
-

Attendee Professional Profile



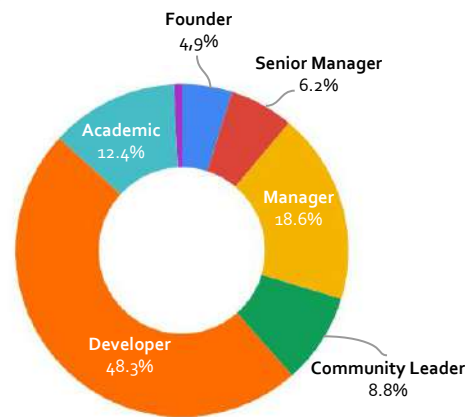
Industry

- 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

- 397 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





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

Lucky Draw or Gadget Sponsorship



Lucky Draw Prize: Pocket Science Lab converts phones into full measurement instruments like an Oscilloscope, Multimeter, Logic Analyzer, Robot control and much more. It comes with a mobile app.



Gadget: Magic Badges are LED Badges that can be controlled through a mobile app using Bluetooth.

SME Exhibitor Package

Includes: one table with top signage, power socket, 3 exhibitor passes, and 2 social event passes starting at. US\$ 600

DIAMOND SPONSORSHIP

US\$ 46,000

4 available

Contact

office@fossasia.org

Marketing & Recruiting Opportunities

- ★ **Exhibit booth**
Size 4m x 2m
- ★ **Complimentary conference space**
Complimentary use of a shared meeting space (private meetings only).
- ★ **Recruiting package**
 - Hiring signage at booth
 - Promotion of an in-booth Q&A with a technologist for recruiting purposes
 - 1 Tweet from FOSSASIA Singapore Twitter about job openings with link
 - Job postings on event recruitment wall
- ★ **Featured in pre-event campaigns**
 - I Love Free Software Day
 - Open Tech Summit Meetups
- ★ **Featured during developer award ceremony**

Thought Leadership

- ★ **20 min keynote speaking opportunity** Sponsor to work directly with FOSSASIA on signoff for content of session.
- ★ **Pre or post conference email blast**
one time use of opt-in list to be sent by FOSSASIA
- ★ **Editorial interview and article on blogs.fossasia.org**
FOSSASIA to determine final interview content and delivery date.

Conference Access

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

Community Engagement & Brand Awareness

- ★ **Recognition in pre-conference email marketing**
Logo under diamond sponsors.
- ★ **Sponsor designation in press releases**
Recognition as diamond sponsor.
- ★ **Keynote stage branding**
Logo prominently displayed on screen (one slide).
- ★ **Featured on event photo booth backdrop**
Laid out in a prominent location near registration.
- ★ **3 social media promotions of sponsorship**
From FOSSASIA twitter channel, facebook and linkedin.
- ★ **Recognition on event website**
Prominent logo display on event main page.
- ★ **Recognition on event mobile application**
- ★ **Onsite recognition**
During opening keynote.



PLATINUM SPONSORSHIP

US\$ 32,000

6 available

Contact

office@fossasia.org

Marketing & Recruiting Opportunities

- ★ **Exhibit booth**
Size 2m x 3m
- ★ **Shared conference space**
Shared use of a meeting space throughout conference (private meetings only).
- ★ **Recruiting package**
 - Hiring signage at booth
 - Promotion of an in-booth Q&A with a technologist for recruiting purposes
 - 1 Tweet from FOSSASIA Singapore Twitter about job openings with link
 - Job postings on event recruitment wall

Thought Leadership

- ★ **5-minute Keynote or Conference Session**
Sponsor to work directly with FOSSASIA on signoff for content of session.
- ★ **Pre or post conference email blast**
one time use of opt-in list to be sent by FOSSASIA

Conference Access

- ★ **12 conference passes**
Full access to the entire conference for your staff or customers.
- ★ **6 social event passes**
- ★ **20% off additional passes for staff/customers**
Custom discount code featuring your company

Community Engagement & Brand Awareness

- ★ **Recognition in pre-conference email marketing**
Logo under platinum sponsors.
- ★ **Sponsor designation in press releases**
Recognition as platinum sponsors.
- ★ **Keynote stage branding**
Logo prominently displayed on screen (one slide).
- ★ **Featured on event photo booth backdrop**
Laid out in a prominent location near registration.
- ★ **2 social media promotions of sponsorship**
From FOSSASIA twitter channel, facebook and linkedin.
- ★ **Recognition on event website**
Prominent logo display on event main page.
- ★ **Recognition on event mobile application**
- ★ **Onsite recognition**
During opening keynote.



GOLD SPONSORSHIP

US\$ 17,000

8 available

Contact

office@fossasia.org

Marketing & Recruiting Opportunities

- ★ **Exhibit booth**
Size 2m x 2m
- ★ **Shared conference space**
Shared use of a meeting space throughout conference (private meetings only).
- ★ **Recruiting package**
 - Hiring signage at booth
 - Promotion of an in-booth Q&A with a technologist for recruiting purposes
 - 1 Tweet from FOSSASIA Singapore Twitter about job openings with link
 - Job postings on event recruitment wall

Thought Leadership

- ★ **25 minute session speaking opportunity or bof**
Sponsor to work directly with FOSSASIA on signoff for content of session.

Conference Access

- ★ **8 conference passes**
Full access to the entire conference for your staff or customers.
- ★ **4 social event passes**
- ★ **20% off additional passes for staff/customers**
Custom discount code featuring your company

Community Engagement & Brand Awareness

- ★ **Recognition in pre-conference email marketing**
Logo under gold sponsors.
- ★ **Sponsor designation in press releases**
Recognition as gold sponsors.
- ★ **Keynote stage branding**
Logo prominently displayed on screen (one slide).
- ★ **1 social media promotions of sponsorship**
From fossasia twitter channel, facebook and linkedin.
- ★ **Recognition on event website**
Prominent logo display on event main page.
- ★ **Recognition on event mobile application**
- ★ **Onsite recognition**
During opening keynote.



SILVER SPONSORSHIP

US\$ 9,000

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Conference Access

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

Community Engagement & Brand Awareness

- ★ **Recognition in pre-conference email marketing**
Logo under silver sponsors.
- ★ **Keynote stage branding**
Logo prominently displayed on screen (one slide).
- ★ **Recognition on event website**
Prominent logo display on event main page.
- ★ **Recognition on event mobile application**

Marketing & Recruiting Opportunities

- ★ **Exhibit booth**
Size 1.5m x 1.5m
- ★ **Recruiting package**
 - Hiring signage at booth
 - Promotion of an in-booth Q&A with a technologist for recruiting purposes
 - 1 Tweet from FOSSASIA Singapore Twitter about job openings with link
 - Job postings on event recruitment wall



BRONZE SPONSORSHIP

US\$ 5,000

Contact
office@fossasia.org

Conference Access

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

Community Engagement & Brand Awareness

- ★ **Recognition on event website**
Prominent logo display on event main page.
- ★ **Recognition on event mobile application**

Marketing & Recruiting Opportunities

- ★ **Exhibit booth**
 - One table size 1.20m x 0.60m
- ★ **Recruiting package**
 - Hiring signage at booth
 - Promotion of an in-booth Q&A with a technologist for recruiting purposes
 - 1 Tweet from FOSSASIA Singapore Twitter about job openings with link
 - Job postings on event recruitment wall

SME EXHIBIT BOOTH



Exhibit Table Booth in Tech Pavillion

Feature your company in the exhibition hall, connect with businesses and partners, and take advantage of our attendee base for your sales or recruitment. This option includes **one table with top signage, power socket, 3 exhibitor passes, and 2 social event passes.**

Starting at US\$ 1,300

US\$ 1,700 (Standard)

US\$ 1,500 (Before Jan. 20)

US\$ 1,300 (Before Dec. 20)

Limited Availability

Sign Up Now At summit.fossasia.org/exhibitors



Custom Sponsorship Options

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1 Day Workshop Track US\$9,000 (50 pax) / US\$16,000 (100 pax)

One-day 6-hour professional workshop using your company's services and Open Source products. Includes promotion on event website, dedicated sign-up, access to participant info, snacks and lunch for workshop attendees, facilities.

Hackathon, US\$35,000 and Up

Show how your company is supporting good causes and support Open Source by running a hackathon (200 attendees). Sponsorship includes promotion on summit and website, in-event promotion, a company representative as a jury member, and the opportunity to provide prizes.

Lucky Draw. US\$5,000 and Up

At the daily luck draw we collect data of participants on a sign up form. The sponsor will receive complete sign up data of the day and be featured as a supporter of the activity.

Diversity Scholarship US\$10,000

With your support International attendees with a diversity background will have the opportunity to participate in the event. You will be recognized in emails, social media and during event.

APAC Contributors Accommodation Sponsorship \$10,000 and Up

This program called "Open Tech Nights" starts three months prior the event to encourage FOSS contributors in the region to join the summit by providing accommodation to selected developers. Selection is made based on Open Source engagement. Participating companies will be featured throughout the campaign.

Custom Sponsorship Options

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Attendee T-shirts US\$6,000 and Up • 1 available

We will produce 500 T-shirts and only one company logo will appear on the sleeves of the shirts.

Breakfast, Snack & Tea Breaks US\$3,000 and Up

Feature your company during breakfast and snacks at the event. Sponsorship includes large branded signage in all break areas, as well as recognition on event website.

Lunch Sponsor US\$4,000 and Up

Feature your company during lunch throughout the event. Sponsorship includes large branded signage in all lunch areas, as well as recognition on event website.

Coffee Sponsorship US\$4,500 and Up

Feature your company with a logo on coffee cups by a professional coffee maker throughout the event. Sponsorship includes distribution of vouchers to attendees, exhibitors and speakers.

Social Evening Event US\$4,000 and Up

A great opportunity that includes verbal recognition at the social event and sponsor signage at the buffet at the social event venue (200 attendees). This is a special event open to all speakers, business attendees and attendees with social event passes.

Gadget Sponsor US\$2,000 and Up

Attendees will receive an open tech gadget like a magic LED badge with info material and a sign indicating your support.



FOSSASIA Summit 2020

Sponsorship Grid at a Glance

Advantages	Diamond (4 Available) US\$46,000	Platinum (8 Available) US\$32,000	Gold (10 Available) US\$17,000	Silver (Unlimited) US\$9,000	Bronze (Unlimited) US\$5,000
1 THOUGHT LEADERSHIP					
1.1 Editorial Interview/article on blog: Editor to determine final content and delivery date	★				
1.2 Speaking opportunity: Speaker and content to be approved by content team. No sales & marketing pitches.	20 Minute Keynote	10-minute Keynote or Conference Session	25 Minute Conference Session or BoF		
2 COMMUNITY ENGAGEMENT & BRAND AWARENESS					
2.1 Featured on photo booth background	★	★			
2.2 Recognition during opening	★	★	★		
2.3 Sponsor designation in press releases	★	★	★		
2.4 Social media promotions of sponsorship	3X	2X	1X		
2.5 Recognition in pre/after event email	★	★	★	★	
2.6 Keynote stage branding	★	★	★		
2.7 Recognition on event website	★	★	★	★	★
3 CONFERENCE ACCESS					
3.1 Full conference pass(es)	20	12	8	4	2
3.2 Social event pass(es)	8	6	4	2	2
3.3 20% Discount additional event passes	★	★	★	★	★
4 MARKETING & RECRUITING					
4.1 Exhibit space	4m x 2m	3m x 2m	2m x 2m	1.5m x 1.5m	table/ chair
4.2 Complimentary meeting space (private meetings only)	★	★	★		
4.3 Featured at Codeheat award ceremony	★				
4.4 Featured during pre-event campaigns	★				
4.5 Recruiting package	★	★	★	★	★

Additional Sponsorship

Attendee T-shirt | US\$6,000 and Up

We will produce 500 T-shirts and only one company logo will appear on the sleeves of the shirts.

Breakfast, Snack, Tea Break | US\$3,000 and Up

Sponsorship includes large branded signage in break areas.

Lunch Sponsor | US\$4,000 and Up

Feature your company during lunch with signage and get recognized on the website.

Coffee Sponsorship | US\$4,500 and Up

Attendees will receive premium coffee. There will be a sign indicating your support at the coffee stand.

Social Evening | US\$4,000 and Up

You will be prominently displayed and mentioned.

Lucky Draw | US\$5,000 and Up

Sponsor receives complete sign up data of the day.

Workshop Track | 50 pax, US\$9,000 / 100 pax, US\$16,000

We organize a one-day workshop for a targeted group, including dedicated registration, facilities and catering.

Hackathon | US\$35,000 and Up

Show how your company is supporting good causes and support the UNESCO hackathon (200 attendees).

Diversity Scholarship | US\$10,000 and Up

With your support International attendees with a diversity background will participate in the event.

Contributors Accommodation | US\$10,000 and Up

This program called "Open Tech Nights" provides accommodation to Open Source contributors during the event.

Gadget Sponsor | US\$2,000 and Up

Attendees will receive an open tech gadget like a magic LED badge with info material and a sign indicating your support.



fossasia



*Contact office@fossasia.org
to secure your sponsorship today.
events.fossasia.org*