



APACHECON NORTH AMERICA

New Orleans, LA | Oct. 3-6, 2022



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.
- 🏆 **EDUCATION:** Gain the latest skills with in-depth tutorials, trainings, and workshops with low student-to-instructor ratio. Classes are often led by the original creators and companies behind some of the most popular projects in open source.
- 🏆 **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.

LOCATION

This year's ApacheCon will be held at the Sheraton New Orleans Hotel, located on Canal Street just a short walk from the famous French Quarter.

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, 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.

SPONSORSHIP LEVELS

LEVEL	BENEFITS	COST	LIMIT
Platinum	<ul style="list-style-type: none">30-minute keynoteMessage in pre-conference emailSession speaking opportunityRecognition during keynoteRecognition on event websiteRecognition on event signageLogo on T-ShirtExhibit booth (Double size)Conference passes (8)	\$35,000	4
Gold	<ul style="list-style-type: none">Session speaking opportunityRecognition during keynoteRecognition on event websiteRecognition on event signageLogo on T-ShirtExhibit boothConference passes (6)	\$20,000	6
Silver	<ul style="list-style-type: none">Recognition during keynoteRecognition on event websiteRecognition on event signageLogo on T-ShirtExhibit tableConference passes (4)	\$15,000	n/a
Bronze	<ul style="list-style-type: none">Recognition on event websiteRecognition on event signageLogo on T-ShirtExhibit tableConference passes (2)	\$7,500	n/a

MORE SPONSORSHIP OPTIONS

Create your own sponsorship package by choosing from the options below and adding them up to the levels represented on the previous page.

OPTION	BENEFITS	COST	LIMIT
Recording	Video recording for keynotes with sponsor watermark and audio recording for all tracks.	\$15,000	2
Photography	Sponsor our event photographer. Recognition included on post-event photos website and on event signage.	\$5,000	1
Lunch	Logos on signage and option for material drop in lunch space. Limit one per day.	\$15,000	4
Coffee break	Logo on signage and option for material drop during coffee break. Limit one per day.	\$2,000	8
Off-site	Sponsor our evening networking events. Your logo on signage and opportunity to distribute materials or swag at the event.	\$25,000	1
Speaker dinner	Logo on signage and option for material drop on tables. Recognition on website and 4 tickets to dinner.	\$5,000	1
Lightning talks	Our popular evening lightning talks have beer, wine, and soft drinks available. Your logo on signage and mentions by emcees.	\$3,000	2
Lanyards	Company logo on lanyards along with ApacheCon logo. Recognition on website.	\$2,000	1

Have questions? Other ideas for sponsorship? We're open to your ideas.

Email sponsor@apachecon.com. We look forward to working with you!