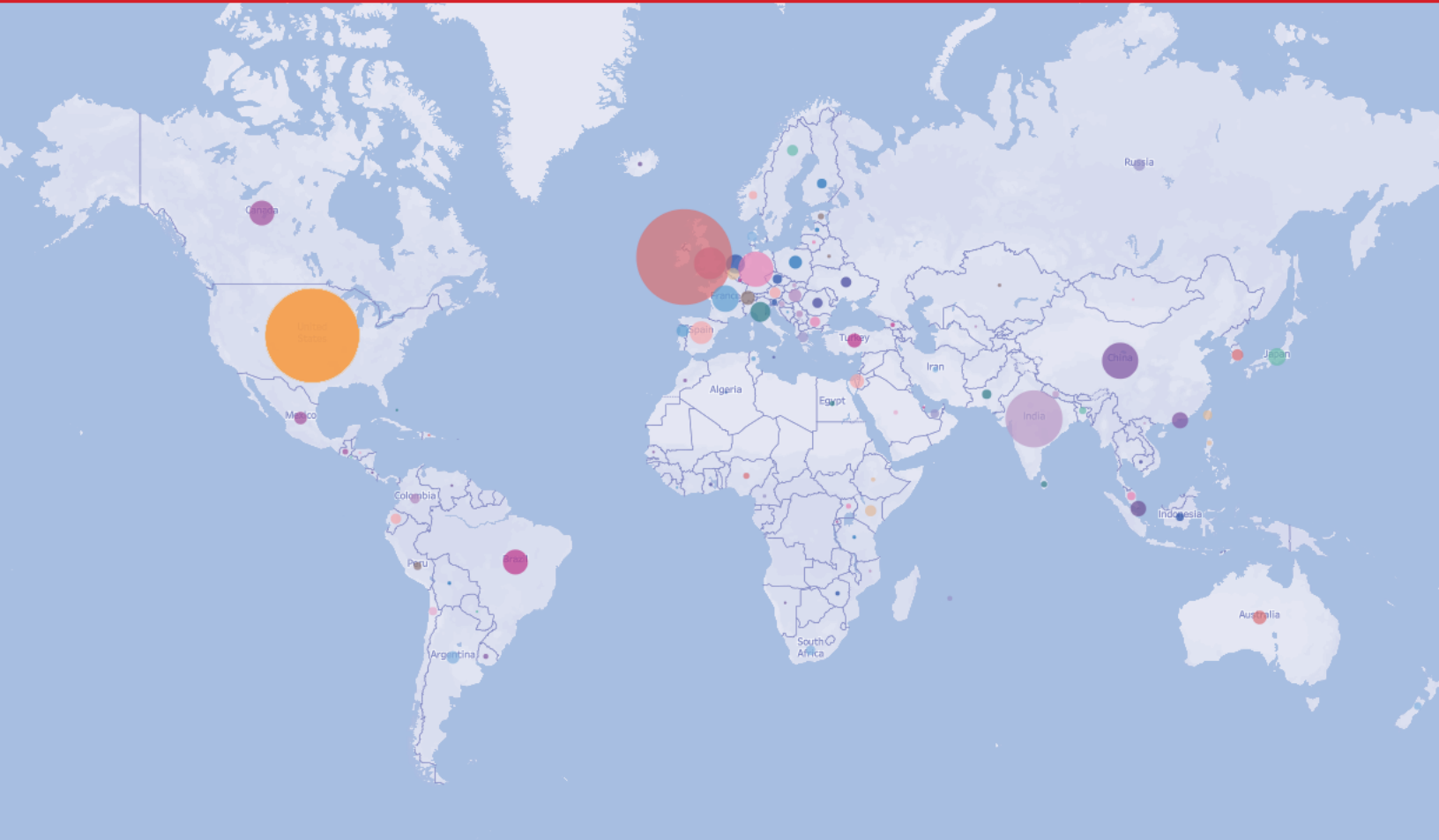


APACHECON@HOME

2021



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

ASIA
August 6-8

NORTH AMERICA +
EUROPE
September 21-23

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.
- ✦ **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@HOME

Despite the challenges that 2020 presented, holding our first virtual event was a wonderful opportunity to reach and include many people who for whatever reason are not usually able to attend an in-person ApacheCon. As a result, we had nearly 3,500 attendees to our first ApacheCon@Home, compared to in-person ApacheCon events whose attendance has usually been measured in the hundreds. Those gathered enjoyed 200 hours of content, birds of a feather sessions, casual virtual meetups, and of course, interacting with our sponsors and their content in the sponsor expo.

This year we are holding events in both August and September to reach two sets of time zones: the first for Asia and the second for North America + Europe. We are offering discounts on combined sponsorship packages, or you may sponsor only one of the two events.

COMBINED SPONSORSHIP PACKAGES

In 2021, we want to best serve both our attendee audience and our sponsors with two ApacheCon events: one focused on the North America and European time zones and one focused on Asia time zones.

ApacheCon Asia will be held first, August 6-8, followed by ApacheCon North America + Europe, September 21-23.

We welcome you to create your own package to sponsor both events at a 15% discount. For example, you may choose to sponsor ApacheCon Asia at the Gold level (\$4,000) and ApacheCon North America + Europe at the Silver level (\$1,500) for \$4,675.

PAST SPONSORS

Past ApacheCon sponsors include:

Adobe	Fujitsu Siemens	Optiver
Amazon	Computers	Oracle
AppDynamics	Func	Pivotal
Apple Developer	FuseSource	Red Hat
Connection	GlueCode	Riptano
Azul	Google	RX-M
BitRock	GridGain	SAP
CafeSoft	Hewlett Packard	ShapeBlue
Canonical	Hippo	Snapbridge
Cerner	Hortonworks	SourceForge
Citrix	HotWax	SpringSource
Cloudant	IBM	Stuttgart Region
Cloudera	Instaclustr	Development
CloudOps	Imply	Corporation
codeBusters	Intel	Sun
Codethink	IONA	Talend
CollabNet	Java Community	Talener
Comcast	Process	Topicus
Compaq Computers	Joost	Ubuntu
Covalent	Linode	US PostgreSQL Association
CryptoCard	Lucent	VeriSign
Datadog	LucidWorks	VMWare
Day Software	Muse	Wirtschaftsministerium
DataStax	Netcraft	Baden Wurttemberg
Dito	Ning	WSO2
EarthWeb	Novell	Yahoo!
Expedia	ODPi	...and dozens of other
Facebook	OpenLogic	Fortune 500 companies

APACHECON ASIA

August 6-8, 2021

SPONSORSHIP LEVELS

LEVEL	AVAILABLE	BENEFITS	COST
Strategic	1	<ul style="list-style-type: none"> • All the benefits of Platinum • Company name, logo in the first line of the sponsorship page 	\$20,000
Platinum	5	<ul style="list-style-type: none"> • All the benefits of Gold sponsorship • Keynote session • Full company name and brief message in video pre-rolls • 10% discount on sponsorship of next in-person ApacheCon* • Promoted office hours during ApacheCon@ Home • Logo and link on splash screen at the start of videos published to ALC Beijing Bilibili 	\$5,000
Gold	10	<ul style="list-style-type: none"> • All the benefits of Silver sponsorship • Logo and link on splash screen at the start of videos published to YouTube • Recognition during keynote • Individual “Thank you to our sponsors” video published with YouTube playlist 	\$4,000
Silver	Unlimited	<ul style="list-style-type: none"> • All the benefits of Bronze sponsorship • Booth space in the virtual expo hall 	\$1,500
Bronze	Unlimited	<ul style="list-style-type: none"> • Recognition on event website • “Thank you to our sponsors” video published in the YouTube playlist 	\$750

APACHECON NORTH AMERICA

Sept. 21-23, 2021

SPONSORSHIP LEVELS

LEVEL	AVAILABLE	BENEFITS	COST
Platinum	3	<ul style="list-style-type: none"> • All the benefits of Gold sponsorship • Keynote session • Full company name and brief message in video pre-rolls • 10% discount on sponsorship of next in-person ApacheCon* • Promoted office hours during ApacheCon@Home 	\$7,000
Gold	10	<ul style="list-style-type: none"> • All the benefits of Silver sponsorship • Logo and link on splash screen at the start of videos published to YouTube • Recognition during keynote • Individual “Thank you to our sponsors” video published with YouTube playlist 	\$3,000
Silver	Unlimited	<ul style="list-style-type: none"> • All the benefits of Bronze sponsorship • Booth space in the virtual expo hall 	\$1,500
Bronze	Unlimited	<ul style="list-style-type: none"> • Recognition on event website • “Thank you to our sponsors” video published in the YouTube playlist 	\$750

* Sponsors who received the 10% discount in both 2020 and 2021 may choose one of the following options:

- Apply the 2020 10% discount to your 2021 sponsorship (can be used in addition to a discount on dual sponsorship)
- Your next in-person event sponsorship discount will be 15% instead of 10%

Email sponsor@apachecon.com with any questions or to start your sponsorship. We look forward to working with you!