

THE OPEN SOURCE ANALYTICS CONFERENCE

November 19-21, 2024. Online event.

Prospectus

What is OSA CON about?

OSA CON is the annual rendez-vous of the **Open Source Analytics** Community (OSA COM).

OSA CON and OSA COM bring together data scientists, engineers, analysts, infrastructure gurus and product managers along with open source communities and leaders.

Participants will learn, share, connect and discuss the latest developments in open source analytics including data ingestion, orchestration, databases, infrastructure, governance, visualization, AI, the whole modern data stack.

Why should I sponsor OSA CON?

Open source analytic systems are the latest IT cathedrals and OSA Con is the center of the community that is building them. There are many great reasons to sponsor:

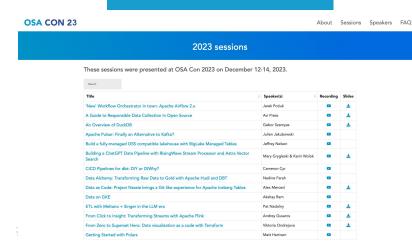
- You want to establish your company as a leader in the broader analytic space
- You produce open source analytic software and want to reach a wider audience
- You are a cloud provider and want to attract more open source workloads
- Open source projects are critical to your business and you want to promote their development
- You want to hire experienced developers
- You believe in the vision of open source analytics and want to help the cause

Conference format and topics

- 100% digital and 100% free
- 3 days of Keynotes, talks and panels
- Session types:
 - Project reports and applications
 - Practitioner use cases
 - Benchmarks and technology comparisons
- 2024 Topics:
 - Project Reports
 - Applications
 - Open Source
 - Data Storage and Query
 - Visualization Technologies
 - Orchestration
 - Data Science
 - Artificial Intelligence
 - o Platform Management
 - Security, Privacy, and Governance
 - Crazy New Tech

Event features

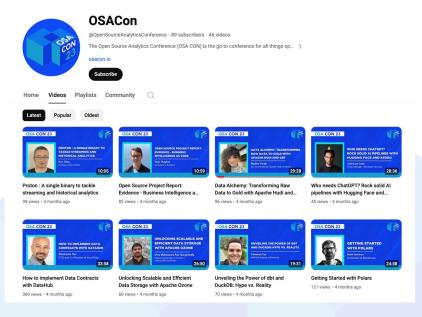
Sessions will be recorded and promoted on social networks.



- Global focus
- Free access
- Participants chat
- Recordings accessible as soon as the session ends
- Slack community
- Space for sharing resources
- Virtual swag bag

Content that Lives On Beyond the Event





OSACon 2023 results

2023 Key metrics



2023 participant communities and sponsors









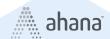
























Sponsorship opportunities

Reasons to sponsor

Connect with the doers, data scientists, engineers, analysts, infrastructure gurus and product managers, along with Open Source communities and leaders.

- ✓ Reach technical decision makers in key companies
- ✓ Reach project leaders and start-up founders
- ✓ Share your success story
- ✓ Reach out to a global audience

Estimated impact of OSACON 2024

- 5k registrations
- +2k live viewers
- +6k recordings views
- +1.5k leads (participants who accept to share personal data ~30%)
- 100+ live viewers by session

We are expecting 5k registered participants, from all over the world

Reach

The event will be held online with free access.

We will run a global promotion campaign consisting of:

- Contacting community members
- Communicate through the different Open Source project channels
- Communication focused on the doers, as in the leaders
- Promotion within previous editions participants
- Direct invitations to organizations interested in data analytics.
- Partnering with the different open source communities

Sponsorships

	Gold (3 available)	Silver (5 available)	Partner	Community Collaborator*
Benefits	\$10,000	\$5,000	\$1,000	-
Branded talk ("session presented by X") - includes call to action. Talk is recorded and stays available for on-demand access.	Yes	Yes	Elevator pitch (3 mins, pre-recorded). This will be shown once per day, totaling 3 times.	-
Attendees contact (Opt-ins)	Yes	Yes	Yes	-
Option to include a gift in the virtual participant kit.	Yes	Yes	Yes	Yes
Brand presence on website	Gold level	Silver level	Partner level	Community level
Brand presence on live session	Gold level	Silver level	-	-
Brand presence on recordings (bumper)	Gold level	Silver level	-	-
Social media mentions	3	Group sponsor posts	Group sponsor posts	Group sponsor posts
Newsletter highlight pre-conference	Yes	-	-	-
Mention in event chat	1	1	-	-
Virtual booth	Yes	Yes	Yes	Yes

^{*}Community Collaborators must commit to promoting the event in their communication channels.

What you can expect...

For all the sponsorships we will deliver:

- Sponsors guide
- Media kit for promoting your sponsored talk
- Speakers guide and tech-checks
- Final report including:
 - Reach results
 - Participant demographics
 - Website analytics
 - Promotion campaign results
 - Social media promotions
- Talk recordings



Contact us

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