Airflow Summit 2024

September 10-12
The Westin St. Francis, San Francisco, USA
Prospectus

https://airflowsummit.org

Airflow Summit Goal

The Airflow Summit goal is to showcase Apache Airflow as a state-of-the-art workflows technology, meeting the evolving needs of users and calling for more contributions to maintain the strong position of the project.

Furthermore, the event aims to empower the Airflow community with the knowledge and confidence to establish and extend Airflow as a standard orchestration tool within their organization.

Airflow Summit has become a keenly anticipated event for Apache Airflow users, committers and contributors.

This 5th edition will celebrate the 10th anniversary of Apache Airflow.

2023 Results

Airflow Summit 2023 by the numbers

3
Days

30
Countries
reached

92.15%
Turnout

4.7/5
Event
evaluation

43.9 K
Twitter reach

510
In-person
participants

66.7 K
LinkedIn
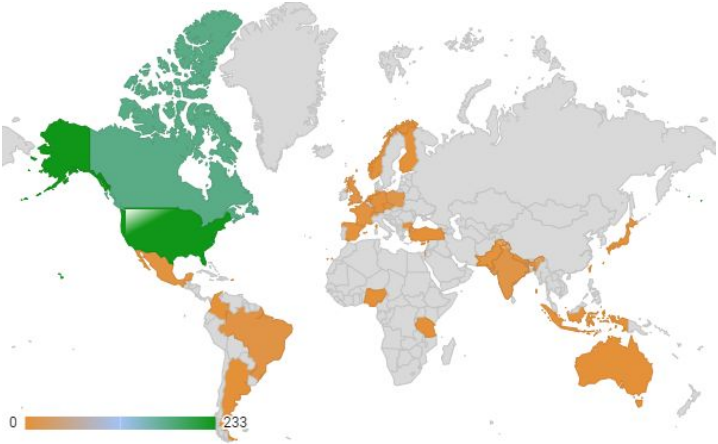organic reach

+4k
Recording views
(by Dec 12,2023)

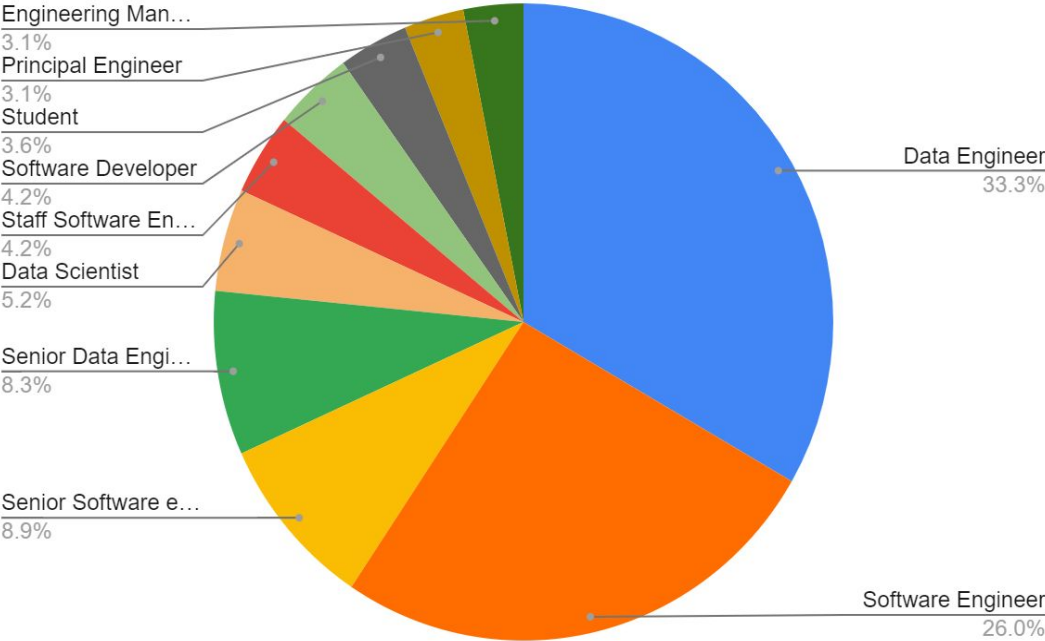**89**
Talks

122
Speakers

8
Workshops

8
Sponsors &
partners

2023 Demographics

Top 10 Roles

- Engineering Man… 3.1%
- Principal Engineer 3.1%
- Student 3.6%
- Software Developer 4.2%
- Staff Software En… 4.2%
- Data Scientist 5.2%
- Senior Data Engi… 8.3%
- Senior Software e… 8.9%
- Data Engineer 33.3%
- Software Engineer 26.0%

Top 10 countries

1	USA	233
2	Canada	175
3	Poland	12
4	India	10
5	United Kingdom	10
6	Brazil	8
7	Mexico	6
8	France	6
9	Germany	5
10	Netherlands	5

2024 Specifics

Structure & Content

- Airflow Summit and will consist of a multi-day program distributed over 3 days.
- Content will include:
  - **Airflow Intro talks** - gentle introduction to Airflow for new Airflow users
  - **New features** - using the new features of Airflow for experienced Airflow users
  - **Use Cases** - using Airflow for various sizes of businesses
  - **Committer/Roadmap** - what new things are coming to Airflow and why
  - **Airflow as a platform** - building on top of Airflow to make it more powerful
  - **Workshops** - hands-on content relevant to Airflow
  - **Community talks**
- Additional activities: Participants reception, networking breaks, Diversity & Inclusion breakfast
- All the talks will be recorded.

Reception and breaks will be held at the exhibit area.

Reach strategy

We are expecting +800 participants.

We will run a global promotion campaign consisting of:

- Contacting community members through the different project communication channels
- Ads focused on the Airflow to-be users and contributors
- Promotion within previous events participants (10k+)
- Promote the event within the Organizations that are using Apache Airflow
- Provide scholarships and support travel expenses for participants from under represented groups
- Invite local communities focused on data

Reasons to sponsor

Airflow Summit 2024 is a great opportunity to get in contact with users, committers and contributors.

✓ Be part of a keenly anticipated and prestigious event

✓ Reach technical decision makers in key companies

✓ Increase your brand's awareness

✓ Connect with a specialized audience

✓ Share your success story

✓ Reach out to a global audience

# Sponsorship opportunities

Benefits	Platinum (4) $70,000	Gold $35,000	Silver $18,000	Community* $2,000
Branded talk (25 mins.)	Yes	Yes	-	-
Workshop (90 mins.)	Yes	Yes	-	-
Call to action at Pre or Post-Conference Email Blast	Yes	Yes	-	-
Opportunity to include swag in kit for participants	Yes	Yes	Yes	-
Exhibit Booth	Yes	Yes	Yes	-
Job offers promotion (up to 3 jobs)	Yes	Yes	Yes	Yes
Brand presence on recordings	Platinum level	Gold level	-	-
Brand presence on signage	Platinum level	Gold level	Silver level	Community level
Brand presence on website and communication	Platinum level	Gold level	Silver level	Community level
Social media mentions	3	2	Group posts	Group posts
Conference passes	5	3	2	1
Discount on additional passes	30%	25%	20%	15%

*Limited to non-profit organizations and communities

Enhance your presence: Sponsorship add-ons

Sponsorship	Opportunities	Benefits	Price (usd)
Speaker's reception	1	- Welcome reception before the event - Includes a 5mins message and brand presence	**$4,000**
Speaker gifts	1	- Includes event logo and sponsor's logo	**$4,500**
D&I breakfast	1	- Breakfast for women and LGBTQ members - Includes 5 mins welcome message, and brand presence	**$3,000**
Lanyards	1	- Includes event logo and sponsor's logo	**$1,500**
T-shirt	2	- Includes event logo at the front and sponsor logo at the arm	**$6,000**
Tote bag	1	- Includes event logo and sponsor's logo	**$8,000**
Coffee break (1 day of the event)	3	- Brand presence in coffee area - Mention at event opening	**$4,000**
Lunch (1 day of the event)	3	- Brand presence in lunch area - Mention at event opening	**$4,000**
Captioning - 1 day	2	- Live captioning - Mention at event opening	**$4,000**
Workshop	2	- 90 mins sponsored workshop	**$5,000**
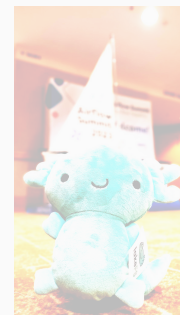
Deliverables

For all the sponsorships we will deliver:

- Guide pre-event
- Final report including:
    - Reach results
    - Demographic and Firmographic data on participants
    - Website analytics
    - Promotion campaign results
    - Social media promotions
- Sponsored talks recordings

All the talks will be recorded and promoted after the event.

Previous sponsors

ASTRONOMER

Google Cloud

IBM

aws

bmc

Qbiz

snowflake

preset

KIWI·COM

lakeFS

unravel

AIRBYTE

Fivetran

FIREBOLT

MC MONTE CARLO

We will be happy to get you onboard!

info@airflowsummit.org
Linkedin
Twitter
https://airflowsummit.org

This Prospectus is subject to reviews by the Organizer Committee, and might be updated as needed.

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