AIRFLOW SUMMIT 2026

Aug 31 - Sep 2, Austin, US

PROSPECTUS

Welcome to **Airflow Summit 2026**, the largest global gathering of Apache Airflow users, contributors, and data orchestration professionals.

Airflow Summit 2026 will bring together data engineers, architects, open-source contributors, and business leaders to explore the groundbreaking features of Airflow 3.0, share real-world use cases, and shape the future of data workflows.

Join us to discover how Apache Airflow is redefining the business from the core of the data orchestration.

PROGRAM

Multi-day event distributed over 3 days through keynotes, talks, and workshops.

The program will be organized into 3 main tracks:

1. **Builder Track:** If your talk focuses on building, operating, or scaling Airflow, whether you're writing DAGs, managing deployments, tuning performance, or keeping pipelines reliable at scale, submit it to the Builder Track. This track is ideal for sessions that share hands-on techniques, architectural patterns, lessons learned in production, or deep dives into orchestration and platform engineering.
2. **Data & AI Application Track:** If your talk explores how Airflow powers data products, analytics workflows, ML pipelines, or downstream ML and AI outcomes, submit it to the Data & AI Application Track. Sessions in this track should demonstrate how teams integrate Airflow with modern data and ML ecosystems, including experimentation, quality, metrics, model training, or analytics operations.
3. **Data Strategy Track:** If your talk covers the organizational or strategic side of Airflow, such as team structure, governance, observability, adoption planning, cross-functional alignment, or long-term platform strategy, submit it to the Data Strategy Track. This track is best for leaders sharing frameworks, decisions, and lessons that help organizations scale Airflow effectively and sustainably.

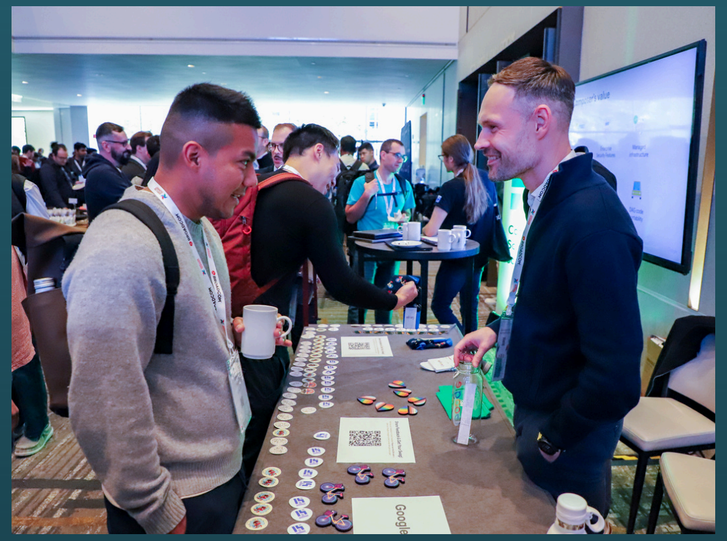
Location and venue

Austin, Texas
The state capital known for its vibrant live music scene, thriving tech industry, unique culture with abundant food trucks and outdoor activities, and diverse population, balancing a fast-growing, modern metropolis with Texan history and a laid-back vibe. It's famous for festivals like South by Southwest (SXSW), its large urban bat colony, and being a hub for innovation and food.

Hyatt Regency
Nestled on the shores of Lady Bird Lake across from downtown on Barton Springs Road, offers easy access to South Congress and Downtown entertainment, walk to the Congress Ave Bridge to see Austin’s famous bat migration spot, or to enjoy of the spectacular view of the downtown Austin skyline. With over 45,000 sq ft of flexible space, offers everything from grand ballrooms to intimate meeting rooms.

WHO ATTENDS?

Airflow Summit attracts a global community of professionals, including:



- Data Engineers & Developers mastering workflow automation with Apache Airflow
- Enterprise Architects & CTOs building scalable, data-driven ecosystems
- Data Scientists & Analysts integrating AI/ML workflows with Airflow
- Open-Source Contributors shaping the future of Airflow
- Technology Decision Makers evaluating innovative data orchestration solutions
- Attendees represent a diverse range of industries, including technology, finance, healthcare, e-commerce, and more.

APACHE AIRFLOW GLOBAL REACH & IMPACT

The strong turnout and diversity of previous editions show that Airflow Summit is a truly global event.

Source: Apache Airflow Survey 2024

30+

Countries represented

182

Participating organizations

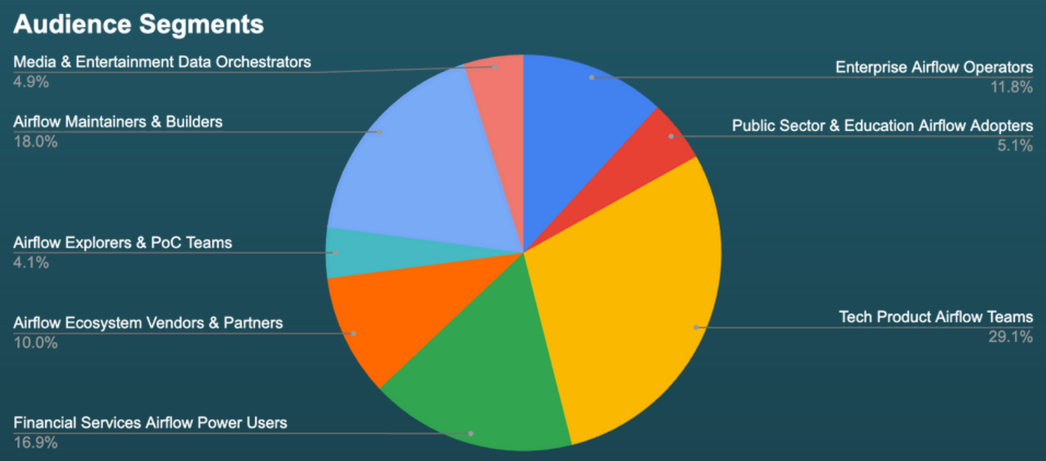
Industry

Tech, finance, e-commerce, healthcare and more.

2025 EDITION

AUDIENCE SNAPSHOT (2025)

Trusted by leaders in cloud, fintech, retail tech, and big data. Participants included experts from Astronomer, AWS, and Google, as well as users from organizations such as Liberty Mutual, Capital Group, and USAFacts.



- **Airflow Maintainers & Builders** – Cloud OSS teams actively building or stewarding Airflow.
- **Tech Product Airflow Teams** – High-growth SaaS and tech orgs running production workloads atop Airflow.
- **Enterprise Airflow Operators** – Retail, manufacturing, healthcare, logistics, treating Airflow as critical infrastructure.
- **Financial Services Airflow Power Users** – Banks, fintechs, trading firms with regulated ML/data pipelines.
- **Media & Entertainment Data Orchestrators** – Broadcasters, sports franchises, streaming/content outfits delivering data-driven fan and media products.
- **Public Sector & Education Airflow Adopters** – Government, nonprofits, and universities using or exploring Airflow.
- **Airflow Ecosystem Vendors & Partners** – Whose offerings integrate with Airflow.
- **Airflow Explorers & PoC Teams** – Still evaluating or piloting Airflow in prototypes or limited use cases.

2025 PROGRAM HIGHLIGHTS

3 days

of curated content

116

Talks

10

Expert-led workshops

159

Speakers

The 2025 edition received 245 CFP submissions, allowing a rich, community-driven program featuring curated content, expert-led workshops, and diverse speakers.

ONLINE RECONNECT

- **October 15-16, 2025**
- **2** days
  - **5h 30min** Day 1
  - **4h 30min** Day 2
- **2029** Registrants
  - 834 Live participants
  - 1276 Airflow users
  - 160 Airflow contributors
- **17** Sessions
- **26** Speakers
- **128** Average live views
- Recorded sessions: **Apache Airflow YouTube Channel**

PREVIOUS SPONSORS

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BENEFITS	PLATINUM $70,000	GOLD $45,000	SILVER $22,000	BRONZE $12,000	STARTUP* $6,000	Community** $3,000
BRANDED SIMULTANEOUS TALK - 25 MIN.	✓	✓	✓	✗	✗	✗
EXPERT LED WORKSHOP - Up to 90 MIN.	✓	Add-on workshop	✗	✗	✗	✗
ACCESS TO PARTICIPANTS' DATA (Only the ones who agreed to share the data with sponsors → opt-ins)	✓	Session participants	Session participants	✗	✗	
OPPORTUNITY TO INCLUDE SWAG IN EACH PARTICIPANT'S KIT (All participants receive an Airflow Summit swag kit)	✓	✓	✓	✗	✗	✓
EXHIBIT FLOOR (Table, chairs, electric power)	1 table 6ft x 30in + 1 cocktail table	1 table 6ft x 30in	1 table 6ft x 18in	1 table 6ft x 18in	Cocktail table	Cocktail table
JOB OFFERS PROMOTION (Up to 3 job offers)	✓	✓	✓	✓	✓	✓
BRAND PRESENCE ON RECORDINGS	✓	✗	✗	✗	✗	✗
BRAND PRESENCE ON SIGNAGE	✓	✓	✓	✓	✓	✗
BRAND PRESENCE ON WEBSITE	✓	✓	✓	✓	✓	✓
SOCIAL MEDIA MENTIONS (Airflow Summit YT channel, Linkedin)	3	2	Group posts	Group posts	Group posts	Group posts
NO. OF CONFERENCE PASSES	5	4	3	2	1	1
DISCOUNT ON ADDITIONAL PASSES	25%	20%	15%	10%	10%	10%

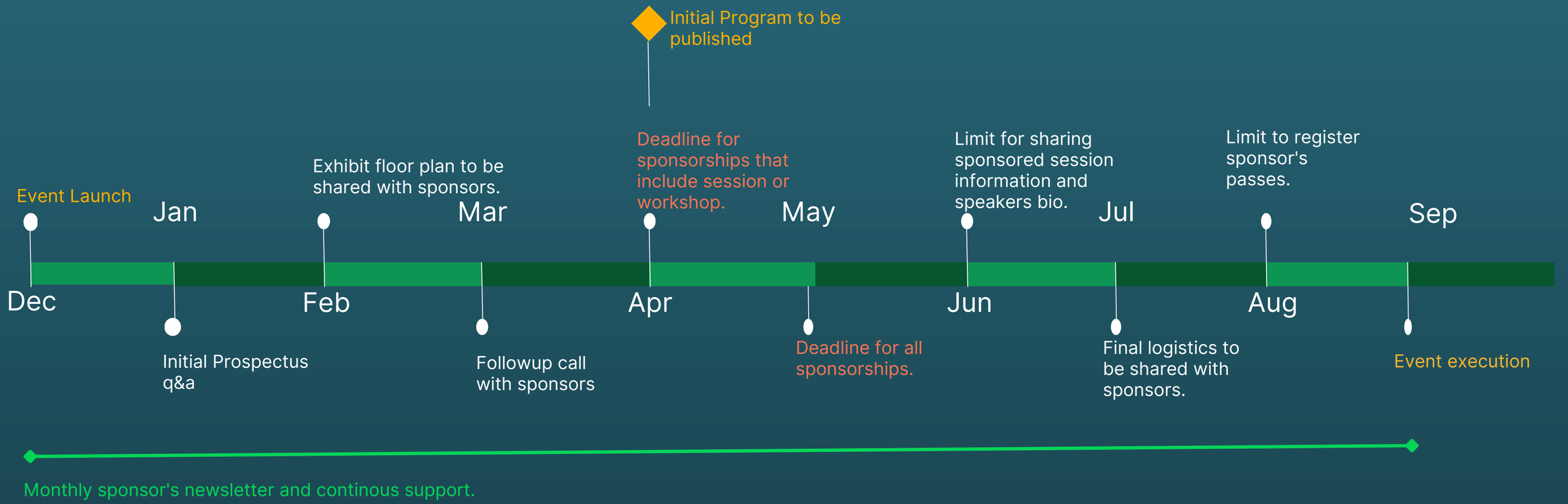
*Limited to startups
**Limited to non-profit and communication collaborators

ADD-ONS

BENEFIT	DETAILS	PRICE	OPPORTUNITIES
SPEAKERS & PMCs RECEPTION	• Networking reception - Day before the event • Includes a 5 min. message and brand presence	$4,000	2
SPEAKER'S GIFTS	• Includes event's and sponsor's logo	$7,000	1
DEI BREAKFAST	• Breakfast for women and non-binary members • Includes a 5 min. welcome message and brand presence	$4,000	1
T-SHIRTs for all in-person attendees	• Includes event logo at the front and sponsor's logo at the back	$12,000	1
LANYARDS (SOLD OUT)	• Include event logo + sponsor's logo	$4,000	1
EXPERT LED WORKSHOP (Gold sponsors only)	• 90 min. sponsored expert led workshop • A shared workshop's email pre-event • Data of participants registered for the workshop (Opt-ins)	$9,000	3
TOTE BAG	• Includes event logo at the front and sponsor's logo at the back	$12,000	1
EVENT RECEPTION (Platinum sponsors only)	• Networking reception at the end of 1st day • Includes 2 drinks x person and finger food	$14,000	1

Platinum and Gold sponsors will be able to invite their clients and leads to the AMA lunch with Airflow PMCs.

SPONSOR’S PARTICIPATION TIMELINE

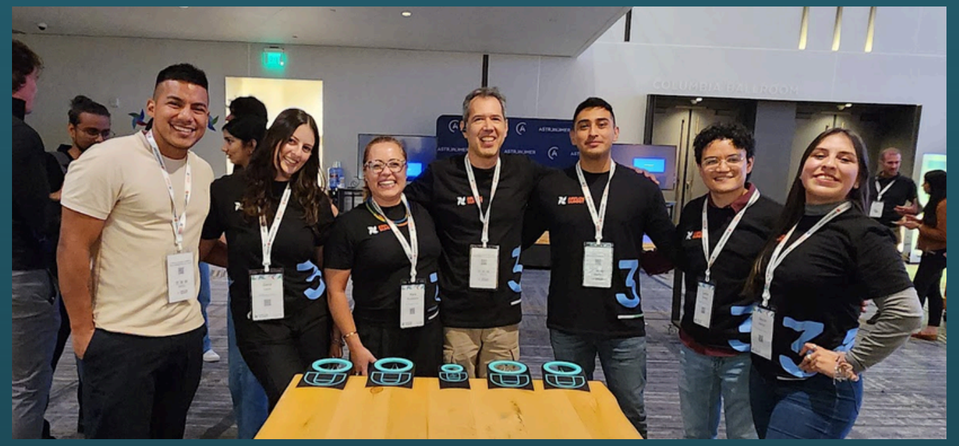


We will be happy to get you onboard!

Contact us:

sponsorships@airflowsummit.org
Linkedin
IG @AirflowSummit
https://airflowsummit.org

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



About Apache Airflow®

Apache Airflow is an open-source platform that has become the gold standard for orchestrating complex data workflows. With its vibrant community and versatile architecture, Airflow enables organizations to automate, scale, and optimize their data pipelines. The launch of Airflow 3.0 cements its role as the foundation of modern data engineering.

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