AIRFLOW SUMMIT 2026

Aug 31 - Sep 2, Austin, US

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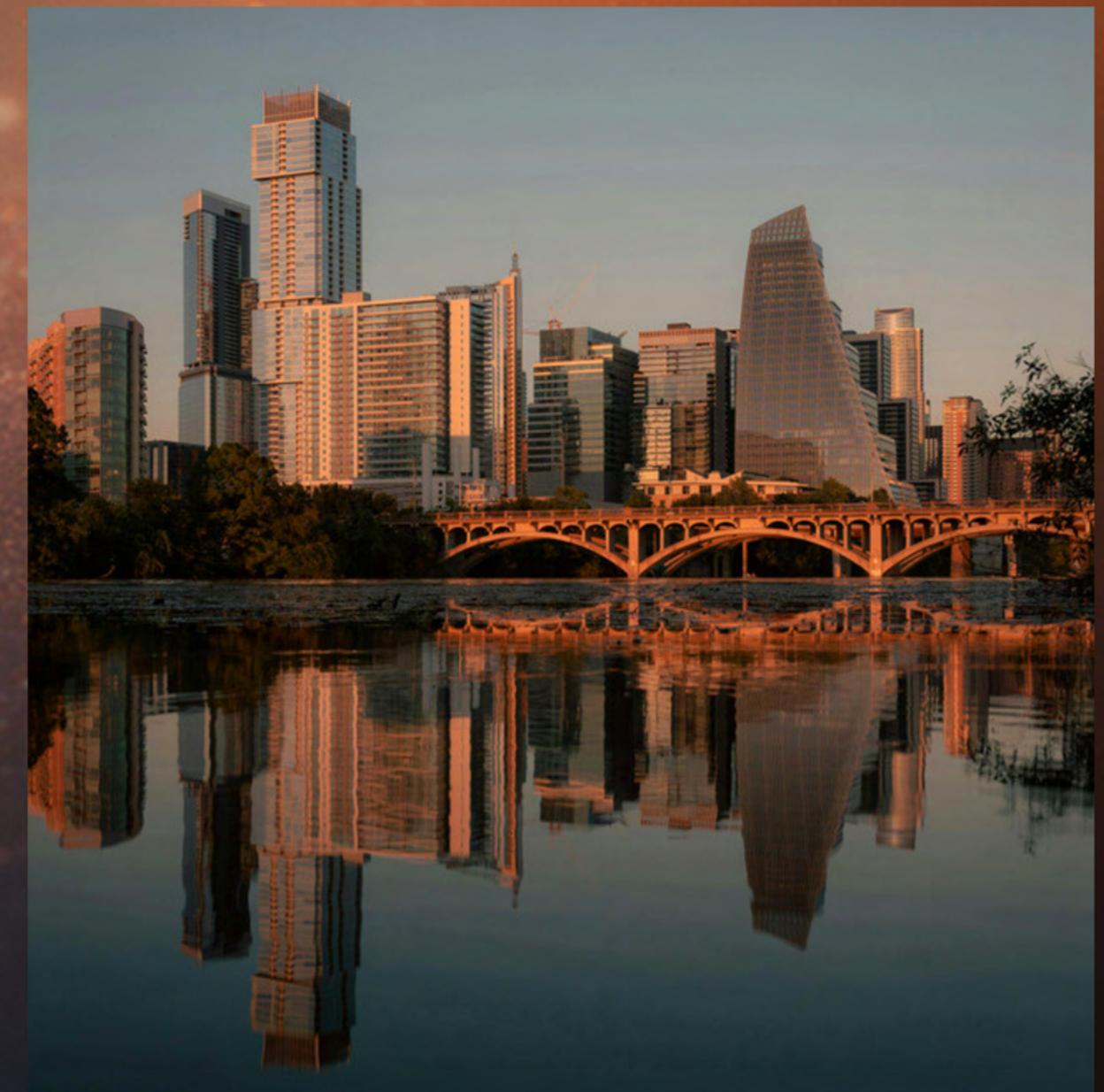
Welcome to **Airflow Summit 2026**, the largest global gathering of Apache Airflow users, contributors, and data orchestration professionals.

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:

- **Builder Track:** Talks focused on building, operating, or scaling Airflow, whether you're writing DAGs, managing deployments, tuning performance, or keeping pipelines reliable at scale, sharing hands-on techniques.

- **Data & AI Application Track:** Exploring how Airflow powers data products, analytics workflows, ML pipelines, or downstream ML and AI outcomes. Demonstrate how teams integrate Airflow with modern data and ML ecosystems, including experimentation, quality, metrics, model training, or analytics.

- **Data Strategy Track:** Covers the organizational or strategic side of Airflow, such as team structure, governance, observability, adoption planning, cross-functional alignment, or long-term platform strategy. Leaders will share frameworks, decisions, and lessons to help organizations scale Airflow effectively.

Location and venue
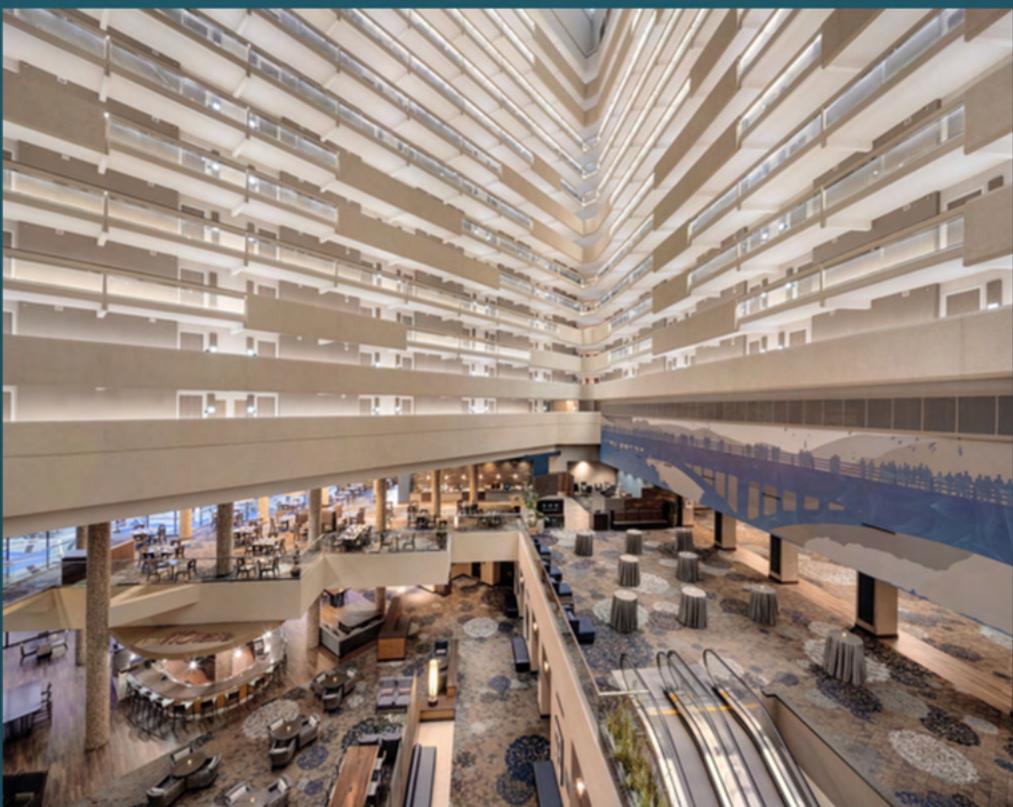
Austin, Texas
The state capital known for its vibrant live music scene, thriving tech industry, unique culture with abundant food trucks and outdoor activities, and diverse population, balancing a fast-growing, modern metropolis with Texan history and a laid-back vibe. It's famous for festivals like 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:
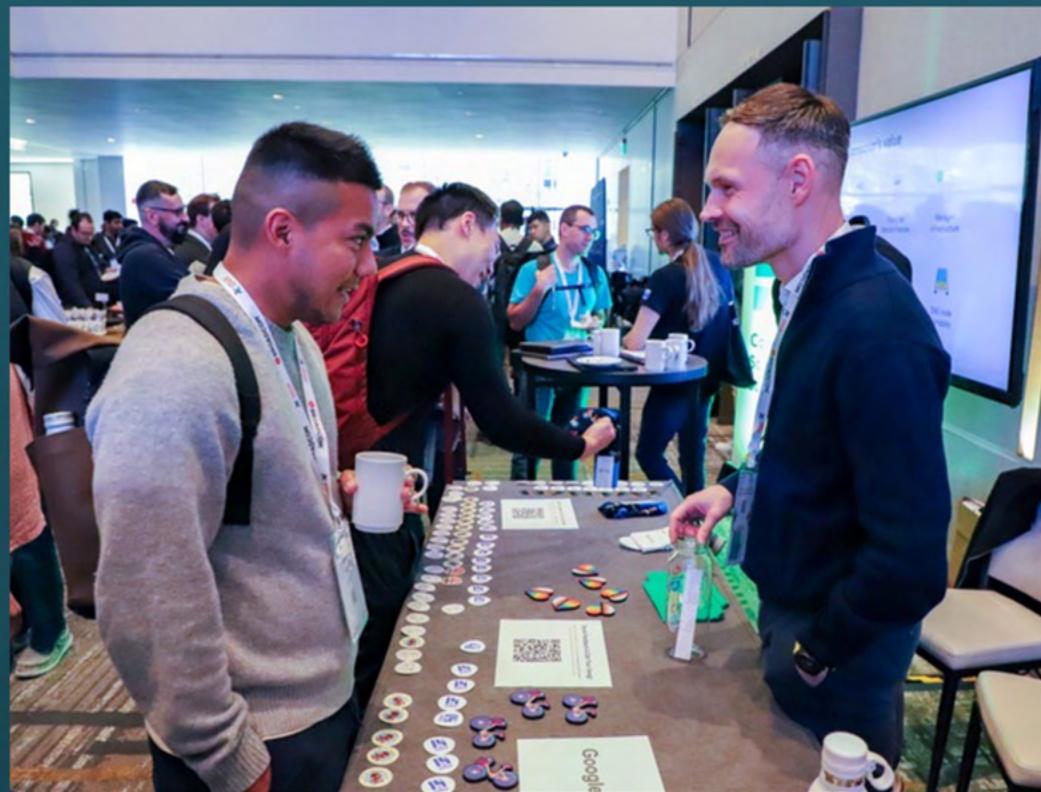
- Data Engineers & Developers mastering workflow automation with Apache Airflow

- 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
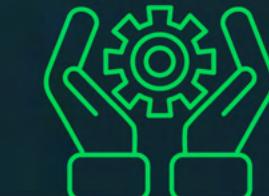
Industry

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 maintainers as users from organizations such as Liberty Mutual, Capital Group, and USAFacts.

Count of Segment

- Media & Entertainment Data 4.9%
- Airflow Maintainers & Builders 18.0%
- Airflow Explorers & PoC Teams 4.1%
- Airflow Ecosystem Vendors & 10.0%
- Financial Services Airflow Power 16.9%
- Enterprise Airflow Operators 11.8%
- Public Sector & Education Airflow 5.1%
- Tech Product Airflow Teams 29.1%
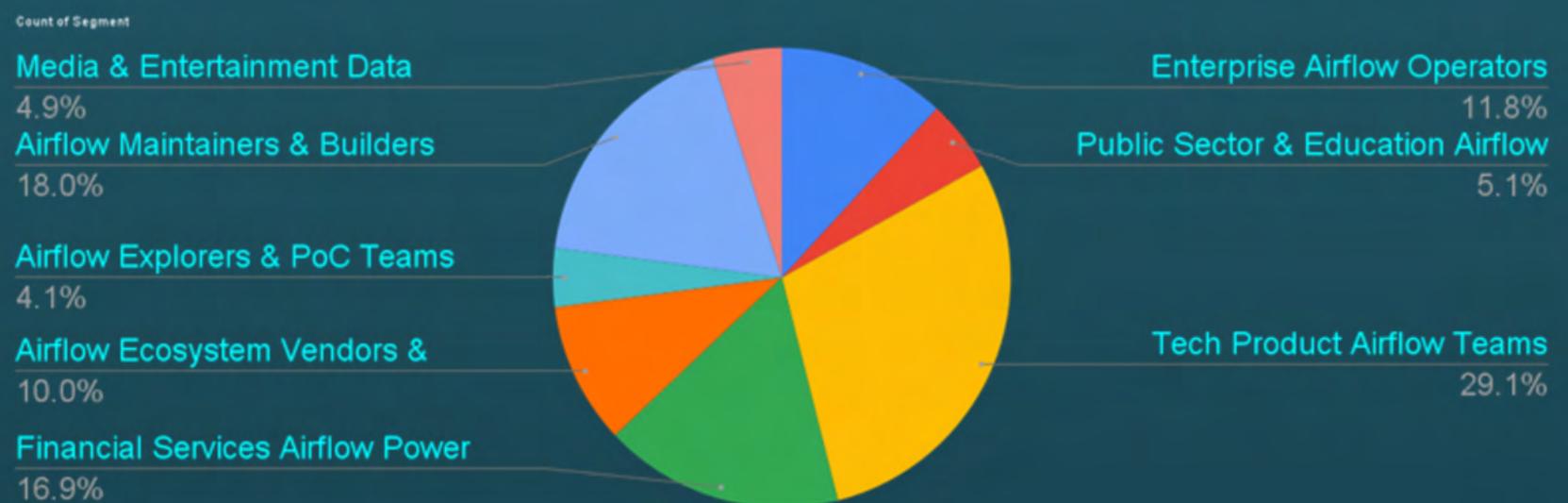
- **Airflow Maintainers & Builders** – Cloud OSS teams actively building or stewarding Airflow.

- **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.

PREVIOUS SPONSORS

BECOME A 2026 SPONSOR

WHY TO SPONSOR?

Obtain high-visibility access to a specialized audience of data engineers, developers, and decision-makers.

Key benefits of sponsoring:

- **Targeted Brand Exposure:** Reach a highly engaged, technical audience actively seeking solutions for data workflows and pipeline automation.

- **Major Milestone Positioning:** Showcase your organization as a leader in the ecosystem.

- **Industry Thought Leadership:** Present, host workshops, or share success stories in the Builder, Data & AI, or Strategy tracks.

- **Direct Networking:** Connect with community members, contributors, and industry experts from leading companies.

- **Lead Generation & Recruitment:** Utilize exhibition opportunities and job promotion to connect with potential clients and talent.

+500
Participants

+30
Countries

+200
Organizations

3 days
of curated content

+160
Speakers

+50
Sessions

ESTIMATED ATTENDANCE AND REACH

The 2026 edition aims to reach Airflow users and contributors, as well as a wider audience, including teams that integrate Airflow with modern data and ML ecosystems worldwide.

SPONSORSHIP PACKAGES

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 have the opportunity to invite their clients and leads to the Ask Me Anything round table with Airflow PMCs.

SPONSOR'S PARTICIPATION TIMELINE

Initial Program to be published

Event Launch

Jan

Exhibit floor plan to be shared with sponsors.

Mar

Deadline for sponsorships that include session or workshop.

May

Limit for sharing sponsored session information and speakers bio.

Jul

Limit to register sponsor's passes.

Sep

Dec

Feb

Apr

Jun

Aug

Initial Prospectus q&a

Followup call with sponsors

Deadline for all sponsorships.

Final logistics to be shared with sponsors.

Event execution

Monthly sponsor's newsletter and continous support.

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.
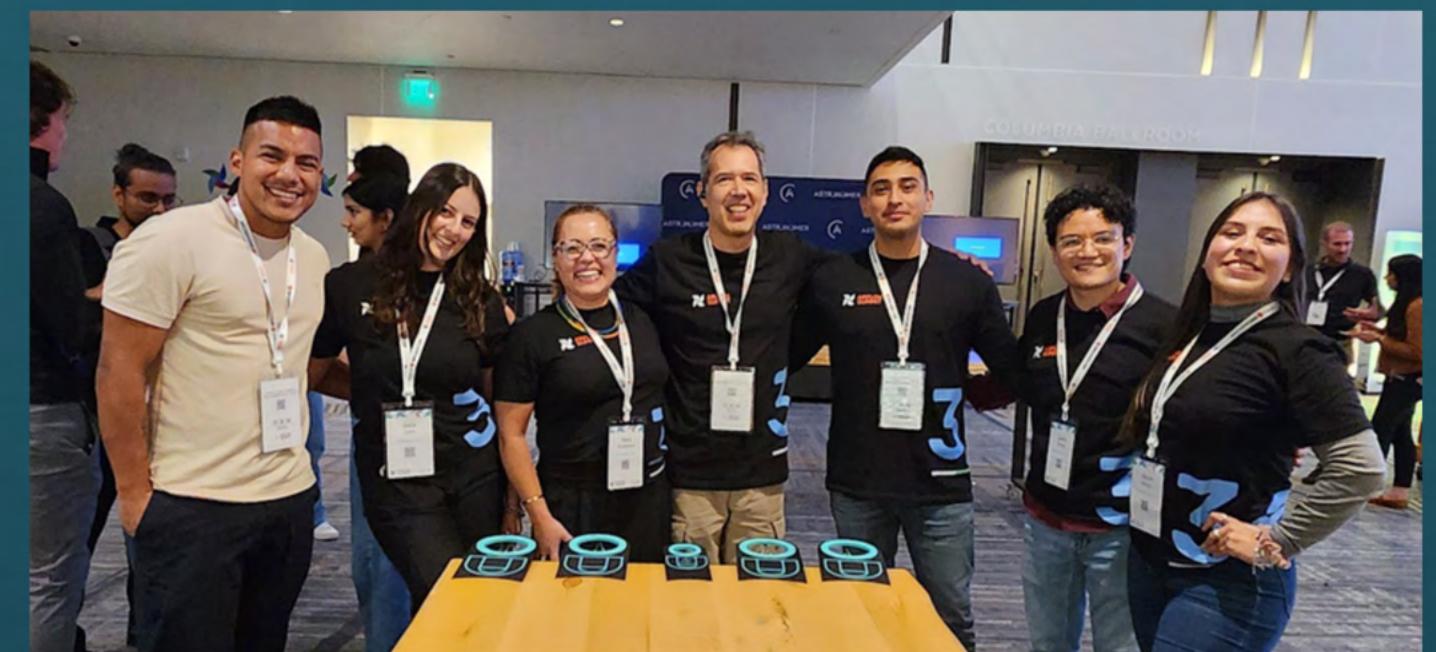
About Apache Airflow®

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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