



**AIRFLOW.
SUMMIT**

**ONLINE
RECONNECT**

PROSPECTUS

NOVEMBER 4 & 5, 2026 | ONLINE

<https://airflowsummit.org/onlinereconnect>

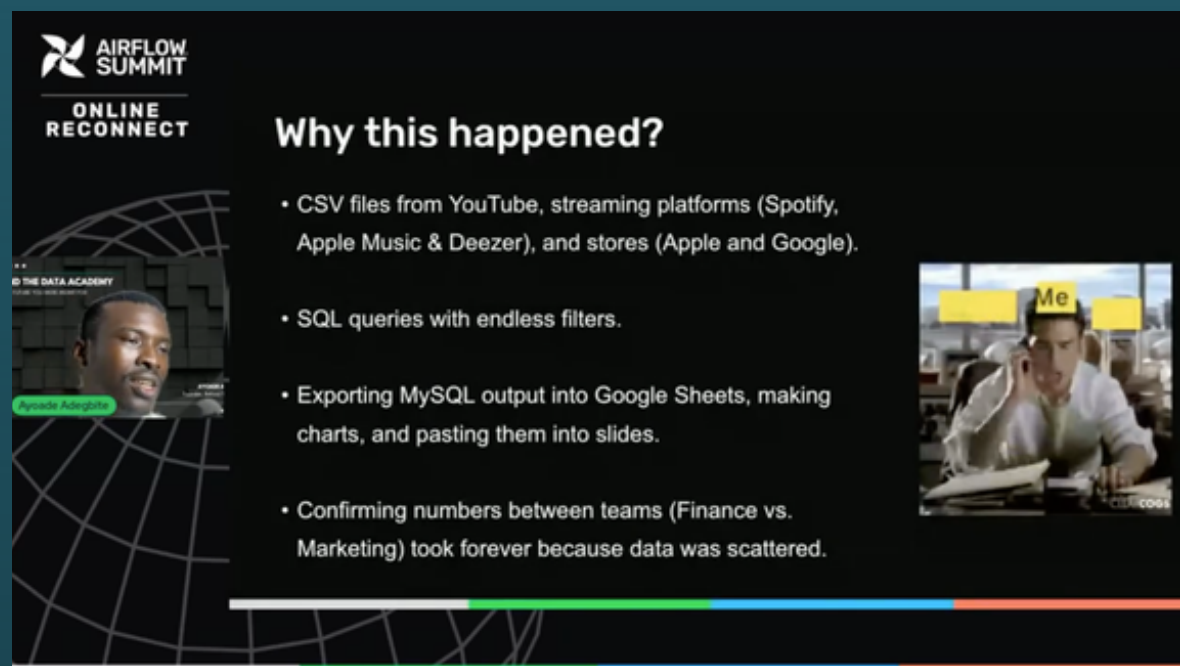


WHY ONLINE RECONNECT?

The goal of the online event is to include a global audience that can't attend in person, allowing us to reach more than 70k organizations using Airflow.

Key information:

- November 4 & 5, 2026
- Online, free access
- +3k registered participants
- ~300 live attendees per session
- Online application: [Airmeet](#)

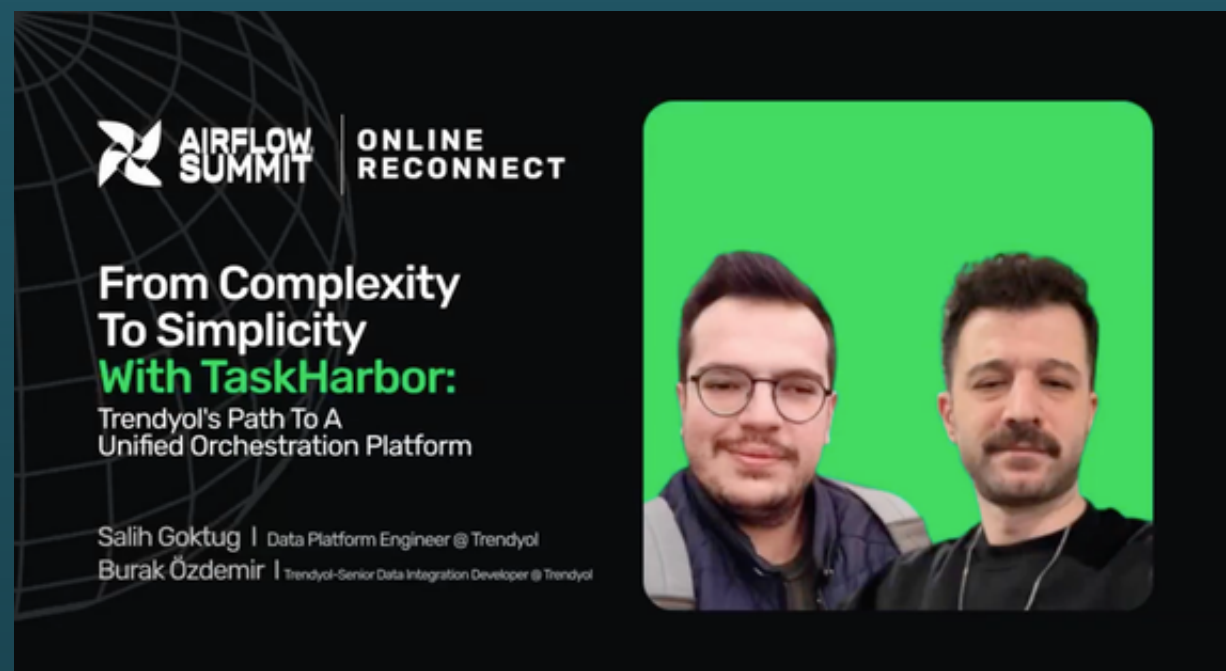




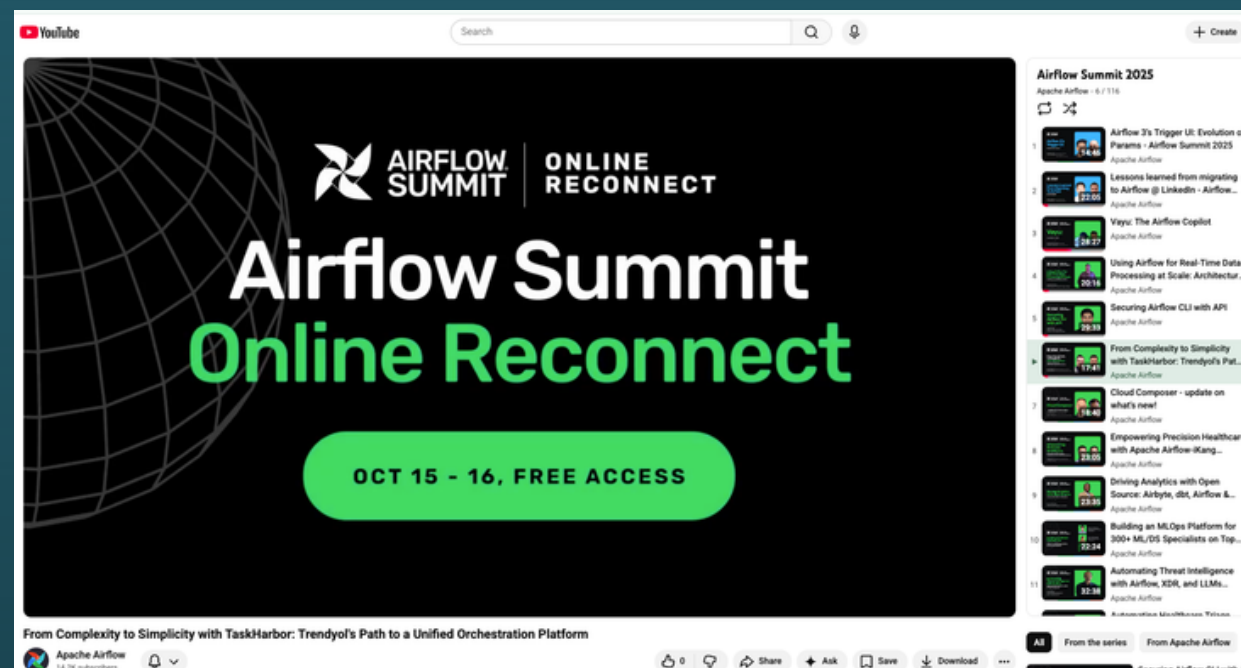
WHO ATTENDS?

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.



ONLINE RECONNECT 2025 NUMBERS



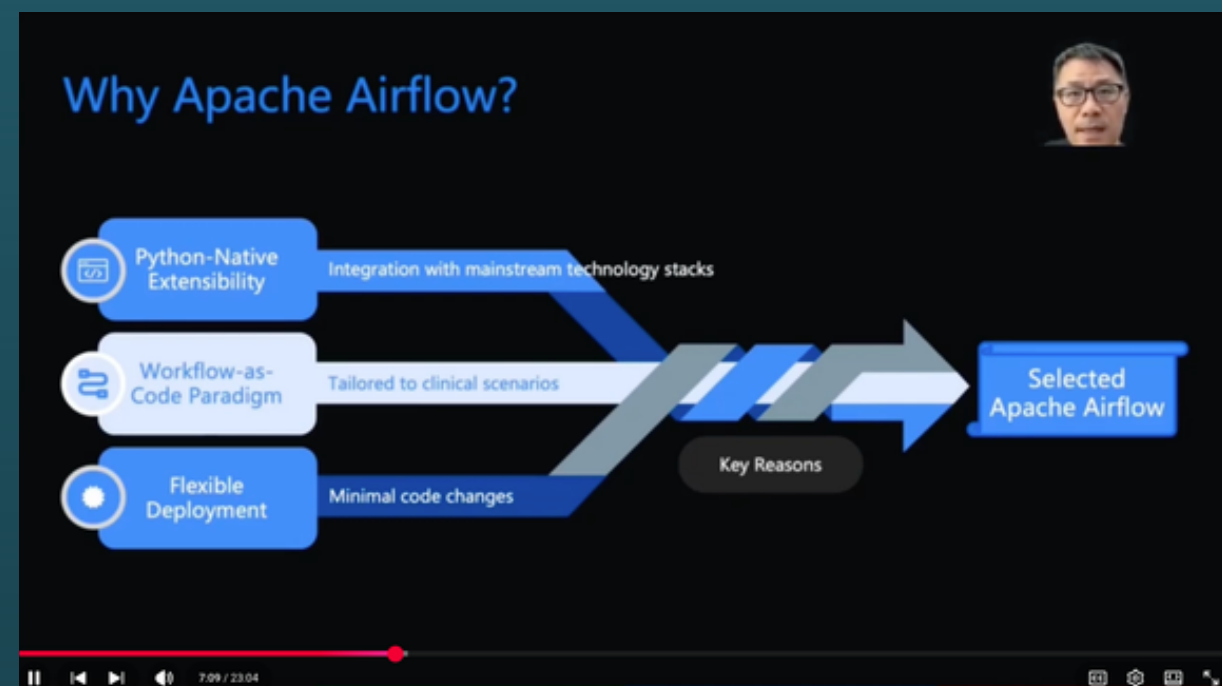
- **October 15-16, 2025**
- **2 days**
 - **5h 30min** Day 1
 - **4h 30min** Day 2
- **2,029** Registrants
 - 834 Live participants
 - 1,276 Airflow users
 - 160 Airflow contributors
- **17** Sessions
- **26** Speakers
- **128** Average live views

Recorded sessions:
Apache Airflow YouTube



BENEFITS OF SPONSORING

- Contact +3k registered participants (approximately 300 live per session).
- Receive personal data of the participants (those who agree to share with sponsors).
- Connect directly with the event participants through the app.
- Share resources in your virtual booth, including links, recordings, roundtables, and live presentations.
- Brand your company, and your logo will be displayed prominently.
- "Call to Action" in your session - short info about your product with a link.
- Recorded sessions will be available on-demand on the Apache Airflow YouTube and event website.





SPONSORSHIP Opportunities

BENEFITS	Presented by \$8,000	Online sponsor \$4,000
30mins. Branded talk	Key note	Track talk
Participant data (Opt-ins only*)	✓	✓
"Call to Action" in session	✓	✓
Virtual booth	✓	✓
Opportunity to provide a prize (Leaderboard awarding active participation)	✓	✓
Brand presence on recordings	Presented by level	Sponsor level
Brand presence on website and communication	Presented by level	Sponsor level
Social media mentions	Dedicated post	Group post

*Participants who accept to share personal data with sponsors

**20% discount
to in-person event
sponsors**

Additional benefits:

- Speakers' guide and previous tech-checks with speakers
- Airmeet guide for sponsors
- Support in setting up the virtual booth
- Receive the list of registered participants (company & title) before the event



We will be happy to get you onboard!

Contact us:

sponsorships@airflowsummit.org

[Linkedin](#)

[IG @AirflowSummit](#)

<https://airflowsummit.org/onlineconnect>

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.

Apache Airflow®, Apache, Airflow, the Airflow logo, and the Apache feather logo are either registered trademarks or trademarks of the [Apache Software Foundation](https://www.apache.org/) in the United States and/or other countries, and are used with permission. The Apache Software Foundation has no affiliation with and does not endorse or review the materials provided at this event, which is managed by Software Guru.

Airflow® Summit is produced by:

SG Software Guru, an agency and media for engaging with technical audience.

- We get developers. We ourselves are developers and understand their needs and pains, we always reach from a common ground.
- We are experienced. We have 22 years in business during which we have performed all kinds of engagements for developers.
- We are connected. Through our media business unit we reach more than 25k software professionals every month. We engage live with more than 20k developers every year through our different events.

Find out more at <https://sg.com.mx/about-us>

