Airflow Summit 2025

October 7 - 9, 2025

AIRFLOW SUMMIT

SEATTLE, US

Prospectus

3.0

Airflow Summit 2025

This year we proudly unveil Apache Airflow® 3.0

Welcome to **Airflow Summit 2025**, the largest global gathering of Apache Airflow users, contributors, and data orchestration professionals. This year's summit is extra special as we proudly unveil **Apache Airflow 3.0**—the most significant release in the history of the platform!

Airflow Summit 2025 will bring together data engineers, architects, open-source contributors, and business leaders to explore the revolutionary features of Airflow 3.0, discuss real-world applications, and chart the future of data workflows.

Join us as we celebrate the evolution of Apache Airflow and explore how this release will redefine data orchestration for worldwide organizations.

Previous editions

Airflow Summit 2024 in numbers

Airflow Summit 2025

3
Days

+30
Countries reached

+12 K
Twitter followers

182
Participant organizations

650
Participants

15
Sponsors & partners

189
CFP Submissions

105
Talks

+3k
Recordings views

142
Speakers

7
Workshops

98.8 K
LinkedIn reach

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.

2025 Specifics

Structure and Content

Airflow Summit 2025

The program will include an in-depth presentation on the transformative features of Airflow 3.0, presented by core contributors and maintainers.

- Multi-day event distributed over 3 days through keynotes, talks, and workshops.
- The program will include:
  - **Airflow 3.0 new features** - using the new features for experienced users
  - **Airflow Intro talks** - gentle introduction for new Airflow users
  - **Use Cases** - using Airflow for various sizes of businesses
  - **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**
- Streaming of keynotes and sponsored sessions.
- Networking activities: Opening reception, lunch, exhibit floor, closing session.

Reach strategy

A multi-channel approach will let us ensure maximum visibility and engagement with the target audience.

- **Community Engagement**: Leverage the Apache Airflow open-source community by promoting the event in meetups, Slack channels, and mailing lists.
- **Targeted Marketing**: Use personalized email campaigns, social media ads, and partnerships with industry influencers to reach data engineers, developers, and enterprise leaders.
- **Thought Leadership**: Highlight keynotes, workshops, and the Airflow 3.0 launch to attract interest.
- **Content Campaigns**: Share blog posts, videos, and success stories featuring Airflow 3.0 to build anticipation and interest.
- **Webinars & Pre-Events**: Host virtual sessions to introduce the summit's agenda and provide sneak peeks into Airflow 3.0.

Estimated attendance and impact:
+600 in-person
+800 online
+3k recordings views

About the venue

The Hyatt Regency Seattle, situated in the heart of the Emerald City, Seattle 808 Howell Street, is the largest hotel in the Pacific Northwest.

This hotel provides the biggest space for conferences in the city, including spacious rooms and suites with a view to cityscapes of downtown including Washington's Lake Union or Elliott Bay. It also has in-house restaurants and bars.

It is within walking distance of several iconic attractions such as the Space Needle, Pike Place Market, and Lake Union Park, allowing attendees to explore the city during their visit as well as Seattle's rich culture and history.

Seattle is an exceptional choice for hosting Airflow Summit 2025 due to its position as a thriving hub for technology, innovation, and sustainability. As home to major tech giants, the city fosters a vibrant ecosystem of data-driven solutions and forward-thinking companies, perfectly aligning with the ethos of the Airflow community.

Sponsorship Opportunities

Reasons to sponsor

Airflow Summit 2025

- **Spotlight Your Brand During the Airflow 3.0 Launch**

  Position your organization as an industry leader at the forefront of this major open-source milestone. Gain unmatched visibility in front of decision-makers and influential engineers.

- **Build Lasting Connections with a Targeted Audience**

  Meet professionals actively searching for tools and solutions to power their workflows. Showcase your offerings to an engaged and tech-savvy audience.

- **Lead the Conversation**

  Establish your thought leadership by presenting cutting-edge solutions, hosting workshops, or sharing success stories during sessions.

Airflow Summit 2025

Sponsorship packages

Benefits	Platinum	Gold	Silver	Bronze**	Community***
	$70,000	$45,000	$22,000	$12,000	$3,000
Branded simultaneous talk (25 mins.)	Yes	Yes	Yes	-	-
Workshop (1.30 mins.)	Yes	Add-on workshop	-	-	-
Participant data (Opt-ins*)	In-person and Online participants	In-person participants	Session participants	-	-
Opportunity to include swag in kit	Yes	Yes	Yes	-	-
Exhibit floor (table, chairs, energy)	Yes	Yes	Yes	Small table	Shared table
Job offers promotion (up to 3)	Yes	Yes	Yes	Yes	Yes
Brand presence on recordings	Platinum level	-	-	-	-
Brand presence on signage	Platinum level	Gold level	Silver level	Bronze Level	Community level
Brand presence on website and communication	Platinum level	Gold level	Silver level	Bronze Level	Community level
Social media mentions	3	2	Group posts	Group posts	Group posts
Conference passes	5	4	3	2	1
Discount on additional passes	25%	20%	15%	10%	10%

*Only participant's who accept to share with sponsors
**Limited to startups / very small enterprises
***Limited to non-profits and communication collaborators

Platinum & Gold clients will get access to the "Ask me anything" panel by Airflow PMCs.

Sponsorship Add-ons

Sponsorship	Benefits	Price (usd)	Opportunities
Speaker's dinner	- Dinner/reception before the event - Includes a 5mins message and brand presence	**$4,000**	2
Speaker's gifts	- Includes event logo and sponsor's logo	**$7,000**	1
D&I breakfast	- Breakfast for women and LGBTQ members - Includes 5 mins welcome message, and brand presence	**$4,000**	1
Lanyards (SOLD)	- Includes event logo and sponsor's logo	**$4,000**	1
T-shirt (only for Platinum sponsors)	- Includes event logo at the front and sponsor's logo at the arm	**$12,000**	2
Tote bag (SOLD)	- Includes event logo and sponsor's logo	**$12,000**	1
Workshop Add-on (only for Gold sponsors)	- 90 mins sponsored workshop - Shared workshop's email pre-event - Data of participants registered for the workshop (Opt-ins)	**$9,000**	2
1 Day Streaming	- Logo on bumpers - Online participant's data (Opt-ins) - Call to Action (link to sponsor's website) - 1 day of the event	**$9,500**	3

We can provide guidance on defining sponsored talk and workshop content.

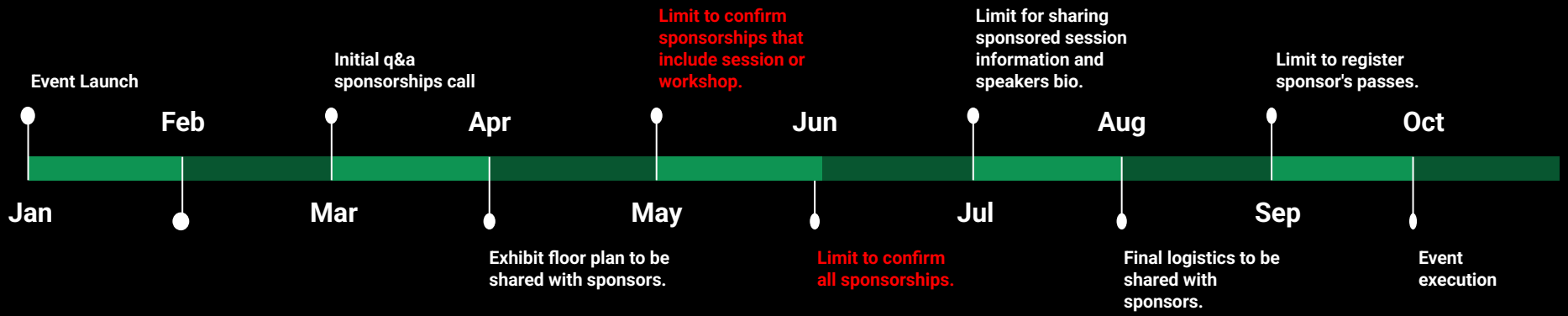
Tailored options are available to suit your organization's unique goals.

Deliverables

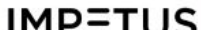
- Opportunity to directly get participant's contact data (by badge scanning).
- Event sponsor's website including: guide to the event, promo assets, venue information, vendor's contacts.
- Periodic online sessions for solving any concerns.
- Participant's data (depending sponsorship level).
- Final report including:
  - Reach results
  - Demographic and Firmographic data on participants
  - Website analytics
  - Promotion campaign results
  - Social media posts (depending sponsorship level)
- Sponsored talks recordings.

Talks will be recorded and promoted post event.

Sponsor's participation timeline



Previous sponsors



We will be happy to get you onboard!

sponsorships@airflowsummit.org
Linkedin
Twitter @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.

Apache Airflow®, Apache, Airflow, the Airflow logo, and the Apache feather logo are either registered trademarks or trademarks of the Apache Software Foundation 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 more than 20 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 1k 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

SG®
SOFTWARE GURU