

OCT 7-9, 2025, SEATTLE, USA



**AIRFLOW<sup>®</sup>  
SUMMIT**

**PROSPECTUS**

**3.0**



# Airflow Summit 2025

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.

***This year we proudly  
unveil  
Apache Airflow® 3.0***

Sep 10-12, 2024  
San Francisco, USA



Vijay Parash  
Assistant Vice  
President & Director



Dimitri Jankov  
Assistant Vice  
President & Director



Rafael Bieganski  
Assistant Vice  
President & Director



Eliot Kauf  
Assistant Vice  
President & Director



Marc Lambert  
Assistant Vice  
President & Director



Ash Barden-Taylor  
Assistant Vice  
President & Director

**10 Years of Airflow:**  
history, insights, and looking forward



**AIRFLOW SUMMIT 2024**  
Celebrating 10 Years of Airflow



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**Previous editions**



# Airflow Summit 2024 in numbers

3

Days

+30

Countries  
reached

650

Participants

182

Participant  
organizations

7

Workshops

105

Talks

189

CFP  
Submissions

142

Speakers

15

Sponsors &  
partners

+3k

Recordings  
views

+12 K

Twitter  
followers

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.

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Senior Vice President,  
Operations & Global Development



Eliot Katz  
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Area Manager



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# 2025 Specifics



# Structure and Content

- 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.

***The program will include an in-depth presentation on the transformative features of Airflow 3.0***



# 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 in events and channels.
- Targeted Marketing: Use personalized email campaigns, social media ads, and partnerships with industry influencers.
- 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.
- Webinars & Pre-Events: Host virtual sessions to introduce the summit's agenda and provide sneak peeks.

***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 rooms with a view to cityscapes of downtown including Washington's Lake Union or Elliott Bay.

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.

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



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# Sponsorship Opportunities



# Reasons to sponsor

- **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.



# 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	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%

***Platinum & Gold clients will get access to the "Ask me anything" round table with Airflow PMCs.***

\*Only participant's who accept to share with sponsors

\*\*Limited to startups / very small enterprises

\*\*\*Limited to non-profits and communication collaborators



# Sponsorship Add-ons

Sponsorship	Benefits	Price (usd)	Opportunities
Speaker's dinner	<ul style="list-style-type: none"><li>- Dinner/reception before the event</li><li>- Includes a 5mins message and brand presence</li></ul>	\$4,000	2
Speaker's gifts	<ul style="list-style-type: none"><li>- Includes event logo and sponsor's logo</li></ul>	\$7,000	1
DEI breakfast	<ul style="list-style-type: none"><li>- Breakfast for women and LGBTQ members</li><li>- Includes 5 mins welcome message, and brand presence</li></ul>	\$4,000	1
Lanyards (SOLD)	<ul style="list-style-type: none"><li>- Includes event logo and sponsor's logo</li></ul>	\$4,000	1
T-shirt (only for Platinum sponsors)	<ul style="list-style-type: none"><li>- Includes event logo at the front and sponsor's logo at the arm</li></ul>	\$12,000	2
Tote bag (SOLD)	<ul style="list-style-type: none"><li>- Includes event logo and sponsor's logo</li></ul>	\$12,000	1
Workshop* Add-on (only for Gold sponsors)	<ul style="list-style-type: none"><li>- 90 mins sponsored workshop</li><li>- Shared workshop's email pre-event</li><li>- Data of participants registered for the workshop (Opt-ins)</li></ul>	\$9,000	2
1 Day Streaming	<ul style="list-style-type: none"><li>- Logo on bumpers</li><li>- Online participant's data (Opt-ins)</li><li>- Call to Action (link to sponsor's website) - 1 day of the event</li></ul>	\$9,500	3

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

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



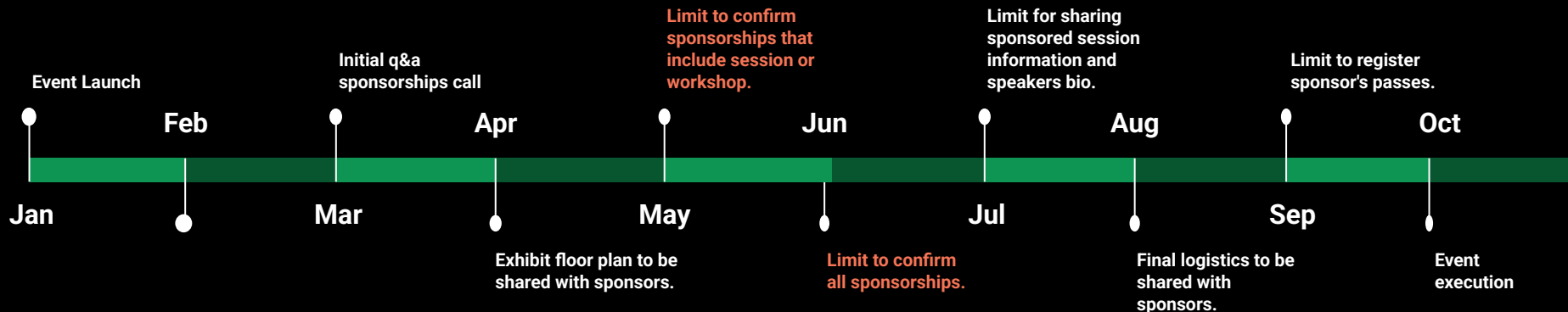
# Deliverables

- 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 after  
the event.***



# Sponsor's participation timeline





# Previous sponsors

ASTRONOMER



Google Cloud

IBM



BROADCOM



unravel



IMPETUS



FIREBOLT







# We will be happy to get you onboard!

[sponsorships@airflowsummit.org](mailto:sponsorships@airflowsummit.org)

[Linkedin](#)

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[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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## 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.

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