OSS+ELC+OSPOCon 2021 - LF AI & Data Booth - Sept 27-29, 2021

Event planning and general information template below - To be updated by Event/Meeting Lead

- Event Details
- Planning To-Do List
- Event Registrations
- Booth Details
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Event Details

LF AI & Data Participation Overview: Open Source Summit + Embedded Linux Conference + OSPOCon 2021 is a Linux Foundation event which is open to anyone to attend (registration and fees apply). There will be an "AI & Data track" presented by LF AI & Data Foundation at these events. LF AI & Data will have a bronze booth sponsorship which will include opportunities for activities such as LF AI & Data technical project demos, LF AI & Data meetings, etc. The LF AI & Data booth schedule will be updated below.

Event Location & Date(s): Sept 27 - Sept 29 in Seattle, Washington (as a hybrid event)

Event Website: Event Home

Please submit any questions about LF AI & Data participation at this event to: outreach-committee@lists.lfai.foundation

Register for event here: Registration *Booth staff will receive a free registration*

Sponsorship Details:

Open Source Summit Global - Bronze Sponsorship Benefits Include:

- Collateral Distribution: Laid out in a prominent location near registration.
- Recognition in Pre-Conference Email Marketing: Includes link to your URL.
- Access to Event Press/Analyst List: Contact List shared one week prior to event for your own outreach.
- 1x Social Media Promotion of Sponsorship: From The Linux Foundation (Twitter, FB and LinkedIn). Sponsor can provide custom content (must be approved by LF).
- Recognition on Event Signage, Virtual Platform and Website: Prominent logo display on all event web pages, virtual event platform and on conference signage onsite.
- Exhibit Booth: Includes table and chairs (Upgrade options available). Sponsors will also receive a virtual 'booth' component offering:
    - -Ability to post videos, demos, links and files
    - -Chat directly with online attendees
    - -Capture leads and booth traffic data for online attendees
- (1) Lead Retrieval Scanner: Live scans, real time reporting and ability to take notes on captured leads.
- (3) Conference Attendee Passes: Full access passes to the entire conference for your staff or customers.
- Post-Event Data Report. Provides event demographics and additional details on event performance.
- 20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.

Lead Gen/Badge Scanning: All Attendees will receive a pop-up notification upon entering an Exhibit Hall that lets them know that any engagement within a sponsor booth (using live chat, watching demo, or downloading resources etc) is automatically giving approval for us to share that attendee's contact information with that sponsor. Thus, sponsors will receive all 'booth scans' for attendees that 'engage' in their booth.The Linux Foundation reserves the right to increase/decrease the number of available sponsorships & update deliverables due to changes in space availability and/or venue restrictions.

Sponsor agrees to adhere to all event rules and regulations as outlined in the sponsor portal and as communicated by event staff.

Sponsor is responsible for submitting deliverables on time. Sponsorship benefits may not be fulfilled if deliverables are received past the deadlines set in the sponsor portal and/or communicated by event staff.

Planning To-Do List

Tracking for to-do items, due dates, owners, and notes - Subject to updating

To Do	Due Date	Completed	Owner	Notes

Call for volunteers to staff booth	August 13	August 13	LF AI & Data	Email to community, directing volunteers to sign up via wiki.
Finalize all content for the ONSITE booth	August 13	August 13	LF AI & Data	Create and produce any video content, documents, webpages and/or surveys you wish to include in your booth. Content will need to be ready to add to your booth no later than this date.
Confirm booth administrators for virtual booth	August 20	August 23	LF AI & Data	Anyone who needs access to build out your booth when the portal becomes available (e.g. to upload booth assets) will need to be registered for the conference with the virtual booth staff code by Friday, August 20.
Finalize VIRTUAL booth staff	September 10	September 20	LF AI & Data	
Finalize ONSITE booth staff	September 10	N/A	LF AI & Data	
ONSITE and VIRTUAL booth staff Training	September 15	September 15	Booth Staff	An exhibitor/sponsor training will be scheduled for **September 15** with office hours available after the training for those who need additional assistance in completing their virtual booth. Each sponsor company will receive a unique booth URL via email. This URL can be used to access the booth front end on the event platform. IMPORTANT: Any virtual booth staff looking to preview or test the virtual booth must be registered for the conference with a virtual booth staff registration code before they can access it. There is a limit of 2 booth staff per sponsor. Please see the registration page for instructions. Attendees will not gain access to the event platform until **September 24.**
Finalize all content for the VIRTUAL booth	September 17	September 17	LF AI & Data	Create and produce any video content, documents, webpages and/or surveys you wish to include in your booth. Content will need to be ready to add to your booth no later than this date.
VIRTUAL BOOTH STAFF - Must be registered by this date	September 17		Booth Staff	Each sponsor company will receive a unique booth URL via email. This URL can be used to access the booth front end on the event platform. IMPORTANT: Any virtual booth staff looking to preview or test the virtual booth must be registered for the conference with a virtual booth staff registration code before they can access it. There is a limit of 2 booth staff per sponsor. Please see the registration page for instructions. Attendees will not gain access to the event platform until **September 24.**
ONSITE BOOTH STAFF - Must be registered by this date	September 17	N/A	Booth Staff	The Sponsor Voucher codes are good for three **(3) complimentary conference registrations** based on our Bronze sponsor level. Email the LF AI & Data team for a registration code.
Submit names & email of ALL booth staff to Events Team	September 17	September 20	LF AI & Data	The Sponsor Voucher codes are good for six **(6) complimentary conference registrations** based on our Bronze sponsor level. Email the LF AI & Data team for a registration code
VIRTUALl Booth Set Needs to Be Complete	September 17	September 17	LF AI & Data	Complete your virtual booth setup including all content and live office hours by this date to allow for quality assurance testing. Please review the specs and guidelines on the virtual booth setup page.
Post on social media: https://twitter.com/LFAIDataFdn	September 27-30		Booth Staff	#osssummit and @LFAIDataFdn

Event Registrations

ONSITE

- There are 3 registration passes available for use. To receive a registration pass you must sign up for booth staffing (see below) and be approved by the Event Lead. LF AI & Data staff will then provide the registration link and registration code for use.

	Attendee Name	Attendee Email

1		
2		
3		

VIRTUAL

- There are 6 registration passes available for use. To receive a registration pass you must sign up for booth staffing (see below) and be approved by the Event Lead. LF AI & Data staff will then provide the registration link and registration code for use.

	Attendee Name	Attendee Email
1	Jacqueline Cardoso	jzcardoso@linuxfoundation.org
2	Erin Thacker	ethacker@linuxfoundation.org
3	Ofer Hermoni	oferher@gmail.com
4		
5		
6		

Booth Details

Please note: Open Booth Hours may change based on the conference session schedule. PLEASE NOTE THE DISTINCTION BETWEEN ONSITE AND VIRTUAL BOOTHS. THIS IS A HYBRID EVENT.

Booth Location: Bronze Hall

ONSITE and VIRTUAL Open Booth Hours

ALL TIMES ARE IN PACIFIC DAYLIGHT TIME (PDT)/ UTC -7

- **Monday, September 27**
  - 10:45 AM – 5:40 PM
- **Tuesday, September 28**
  - 10:30 AM – 2:20 PM
  - 3:35 PM – 7:20 PM
- **Wednesday, September 29**
  - 10:30 AM – 4:50 PM

Booth Staffing

Please note: All booth staff must be registered for OSS+ELC+OSPOCon 2021. If you are staffing the booth, please reach out to LF AI & Data staff for a free registration code.

For the VIRTUAL booth, staffing will require you to log into the OSS+ELC+OSPOCon 2021 virtual platform and be available to chat with attendees and and answer questions in our virtual booth.

The booth will also include downloadable information on the LF AI & Data Foundation, including how to Get Involved, links to our projects, etc.

We ask the each volunteer sign up for a minimum 2 onsite time slots during the event.

Monday, September 27 - Please use an "x" to indicate which type of booth for which you are volunteering.

Time Slot	Onsite	Virtual	Staff Name(s)	Staff Email(s)
10:45 am - 12:00 pm		**X**	**Erin Thacker**	**ethacker@linuxfoundation.org**
12:00 pm - 2:00 pm		**X**	**Ivelin Ivanov**	**ivelin.ivanov@ambianic.ai**
2:00 pm - 4:00 pm		**X**	**Erin Thacker**	**ethacker@linuxfoundation.org**
4:00 pm - 5:40 pm		**X**	**Sepi**	**sepi@ibm.com**

Tuesday, September 28 -Please use an "x" to indicate which type of booth for which you are volunteering.

Time Slot	Onsite	Virtual	Staff Name(s)	Staff Email(s)
10:30 am - 12:30 pm		X	Erin Thacker	ethacker@linuxfoundation.org
12:30 pm - 2:20 pm		X	Ofer Hermoni	oferher@gmail.com
3:35 pm - 5:35 pm		X	Yiwen Li	Yiwen.Li@ibm.com
5:35 pm - 7:20 pm		X	Yiwen Li	Yiwen.Li@ibm.com

Wednesday, September 29 -Please use an "x" to indicate which type of booth for which you are volunteering.

Time Slot	Onsite	Virtual	Staff Name(s)	Staff Email(s)
10:45 am - 12:00 pm		X	Ofer Hermoni	oferher@gmail.com
12:00 pm - 2:00 pm		X	Erin Thacker	ethacker@linuxfoundation.org
2:00 pm - 4:00 pm		X	Erin Thacker	ethacker@linuxfoundation.org
4:00 pm - 5:40 pm		X	Sepi	sepi@ibm.com

Event/Meeting Photos

Post final event photos to be used in future marketing, social, and content

Planning Meeting Notes

Add planning or meeting notes here for collaboration among event planning participants

- **Tracking for Event Lead Participants:**
- **Tracking for Interested Volunteers:**