



# OpenJS World

June 9, 2021 | Virtual Experience

## 2021 Sponsorship Prospectus



## JavaScript has become a first class enterprise development platform.

OpenJS Foundation's annual event brings together the JavaScript and web ecosystem including Node.js, Electron, AMP and more.

Learn and engage with leaders deploying innovative applications at massive scale. The program will provide content that is appealing to a broad spectrum of members of the JavaScript ecosystem including performance, testing, automation, CI/CD, security, development, and community building.

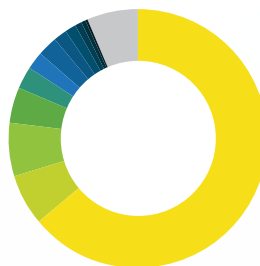
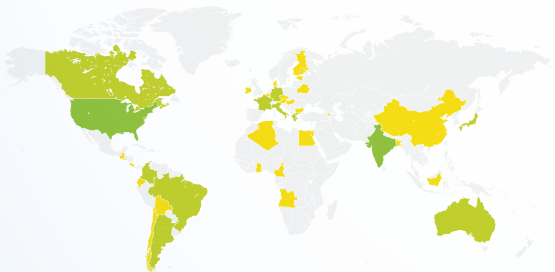
With an agenda full of keynotes, breakout sessions, and interactive workshops from community and industry leaders, OpenJS Foundation's annual event is the one JavaScript conference you won't want to miss.

### 2020 Attendance - Total Registration:

 2233 attendees

### 2020 Attendee Demographics

-  1381 companies participated
-  Attendees from **81 countries**  
Increase of 55 countries from 2019



#### Attendee Role

- Application Developer (Front-end/Back-end/Mobile/Full Stack) **63.91%**
- Manager - Technical Teams **6.60%**
- Architect **6.51%**
- Student **4.43%**
- Executive Leader **2.76%**
- DevOps/SRE/Sysadmin **2.40%**
- Systems/Embedded Developer **2.40%**
- Marketing **1.72%**
- Product/Biz Dev **1.45%**
- Professor / Academic **0.68%**
- Media / Analyst **0.54%**
- DevOps/SRE/Sysadmin Architect **0.41%**
- Other **6.20%**



All new and existing corporate OpenJS members receive these benefits.

	PLATINUM OpenJS Member	GOLD OpenJS Member	SILVER OpenJS Member	New OpenJS Members
<b>Keynote</b> Platinum selects 1 Keynote OR 2 Breakouts. Gold selects 1 Keynote OR 1 Breakout.	20 minutes	10 minutes		
<b>Breakout</b> Platinum selects 1 Keynote OR 2 Breakouts. Gold selects 1 Keynote OR 1 Breakout.	•	•		
<b>Logo on event website</b>	Largest Size	Medium Size	Small Size	
<b>Company description on event website</b>	500 characters	300 characters	200 characters	
<b>Embedded video on event website</b>	•	•	•	
<b>Logo in footer of email promotions</b>	•	•	•	
<b>Email to attendees</b> (pre or post event) One email to opt-in list to be sent by event organizers.	•	•		
<b>Slack Channel on OpenJS Foundation Workspace</b> (2 weeks pre and post event)	•	•		
<b>Social media thank you tweets</b> 1x	•	•	•	
<b>Blog on openjsf.org</b>	Mention	Mention	Mention	Standalone
<b>Yearly marketing benefits through Foundation</b> (tiered by level)	•	•	•	
<b>Community Onboarding</b>				•

Enhance your exposure at OpenJS World by selecting an add-on package.

\$40,000 USD	\$30,000 USD	\$15,000 USD
<b>2-minute bumper video between keynotes:</b> Provided by sponsor company	—	—
<b>Full-day Workshop</b> To be held on a separate date, with its own marketing and lead generation plan.	<b>Half-day Workshop</b> To be held on a separate date, with its own marketing and lead generation plan.	<b>1-hour Webinar</b> To be held on a separate date, with its own marketing and lead generation plan.
<b>Email leads from Workshop registrations.</b>	<b>Email leads from Workshop registrations.</b>	<b>Email leads from Webinar registrations.</b>
<b>Social media thank you tweets</b> 5x	<b>Social media thank you tweets</b> 3x	<b>Social media thank you tweets</b> 2x