

ALL THINGS OPEN

20
20

IN PARTNERSHIP WITH
OPENSOURCE.COM



OCTOBER 19 & 20

THE BEST IN OPEN SOURCE DELIVERED LIVE
TO DEVICES AROUND THE WORLD

EVENT OVERVIEW

[2020.ALLTHINGSOPEN.ORG](https://2020.allthingsopen.org)

Speaker and Sponsor Inquiries: INFO@ALLTHINGSOPEN.ORG

The Event

All Things Open, the Largest Open Source / Tech / Web Conference on the U.S. East Coast, is Going Virtual



Year 8 of the All Things Open conference promises to be the best year yet as we will host a virtual event for the first time. The result? We believe more overall registrations and attendees by a factor of 2-3+, a more international audience, more sessions and speakers, and the best content quality we've ever featured.

EXPECTED ATTENDANCE

10,000 to 15,000+

In 2019 nearly 5,000 attended in person from all over the world. We expect to increase that number significantly by going virtual.

FORMAT

Monday, October 19

Monday will feature the wildly popular Diversity & Inclusion in Open Source/Tech event, the Community Leadership Summit (CLS), DevOpsDays, and extended technical sessions and workshops (1.5 - 4+ hours in duration).

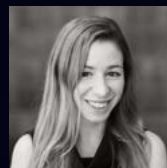
Tuesday, October 20

Tuesday will feature 15 minute plenary/keynote talks distributed throughout the day (to accommodate multiple time zones) as well as more traditional 45 and 90 minute sessions across more than 20 tracks.

THE MOST INFLUENTIAL COMPANIES IN THE WORLD WILL PARTICIPATE



SOME OF THE TOP TECHNOLOGISTS AND THOUGHT LEADERS ON PLANET EARTH WILL TOO



SARAH DRASNER
Netlify



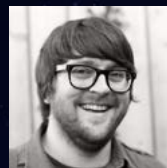
ANGIE JONES
Applifools



MÅRTEN MICKOS
HackerOne



KATHY KAM
Facebook



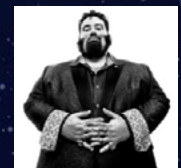
DAVE RUPERT
Paravel and Shop Talk Show



NITHYA RUFF
Comcast



ERICA BRESCIA
GitHub



REMY DECAUSEMAKER
Spotify

Certified



All Things Open is a proud Certified B Corp. It took 1.5 years of consistent work and documentation to achieve the certification and was worth every minute of effort. The focus of the event remains providing world-class educational and networking opportunities at a price allowing access to both traditional and non-traditional attendees.

HISTORICALLY UNDERREPRESENTED ORGANIZATIONS

More than 15 groups were given exhibit tables to gain exposure and solicit members, financial support, volunteers, in 2019. In 2020 our goal is to increase the number significantly, to enable and facilitate the same support and exposure. The generous support of sponsors makes this possible.

2019 by the Numbers

*note, 2019 was an in-person event

4,985

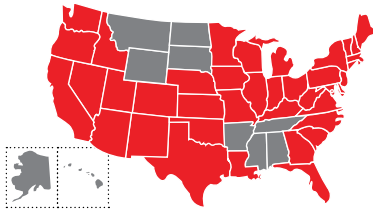
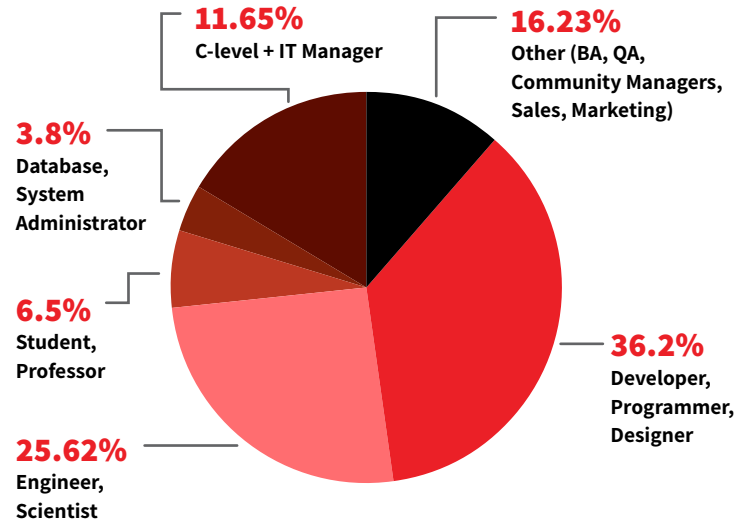
ATTENDEES

The 2019 event was the largest ATO ever. In 2018 attendance was 4,079.

34.26%
of attendees

INFLUENCE SPENDING DECISIONS IN THEIR COMPANY / ORGANIZATION.

TYPE OF ATTENDEE



41

U.S. STATES REPRESENTED
Including the District of Columbia



27

COUNTRIES REPRESENTED



250+
SESSIONS HOSTED

275+
UNIQUE SPEAKERS

1,123

COMPANIES / ORGANIZATIONS ATTENDING & PARTICIPATING



2,500+

ATO T-SHIRTS GIVEN TO ATTENDEES



4,001

UNIQUE DEVICE MOBILE APP DOWNLOADS

232,000+

MOBILE APP PAGE VIEWS

150+

NUMBER OF SCHOLARSHIPS MADE AVAILABLE TO COLLEGE STUDENTS FROM RTP UNIVERSITIES
Many of these scholarships were available at and claimed by students from Historically Black Colleges and Universities (HBCUs)

Chris Coyier, co-founder of CodePen and creator of CSS Tricks, delivered multiple talks and posed for pics with many attendees.



Day 2 keynotes included Ashley McNamara (Microsoft), Chris Coyier (CodePen/CSS Tricks), Jono Bacon (Jono Bacon Consulting), Kohske Kawaguchi (Creator of Jenkins, Cloudbees), Kent C. Dodds (TestingJavaScript.com), and Todd Lewis (host).

Saron Yitbarek, CEO and Founder of Code Newbie, spoke on Day 2.



Inclusion & Diversity in Open Source

A one-day stand-alone event dedicated to a vital topic

Monday, October 19, 2020

2020 The 2020 Inclusion & Diversity event will feature traditional talks, panel discussions, and extended and group discussions around a variety of predetermined inclusion subtopics. Subject matter experts, community and company leaders, and technologists of all types will attend and participate.

2019 More than **500** people from all over the world and the U.S. attended and participated in 2019. The discussions and related networking were tremendous, as confirmed in post-event attendee surveys as well as in-person feedback.

Selected speakers and panel members in 2019 included



Nikema Prophet
PopSchools



Navya Solkhan
Green Level High School



Danese Cooper
Nearform, author



Jennifer Cloer
reTHINKit Media



Brittany Glover
Intersections



Adrienne Michele
Intersections



A panel discussion with speakers comprised the second segment of the three (3) segment program. The discussion touched on multiple important topics.



Nikema Prophet spoke to a capacity crowd.

Just a few of the companies sponsoring in 2019 included



Red Hat



Start-Up Pitch Competition

Taking Place Monday,
October 19, 2020

The fourth Start-Up Pitch Competition will be returning after a year off and will include new features and formatting. Always a conference favorite, 5 semi-finalist teams will be chosen from all over the world to pitch their “open” company to a panel of VCs, CEOs, and company founders. The session will take place in front of a live audience and will include a 5-8 minute pitch from each of the teams and a rapid-fire Q7A session with judges.

Just a few of the world-class judges have included



Bob Young
Lulu.com and
Red Hat Co-Founder



Mark Rostick
Intel Capital



Karen Levert
Southeast Tech
Inventures and Ag
TechInventures, Inc



Jake Flomenberg
Accel



Sig Mosely
Mosely Ventures



Jesse Wu
Red Hat Strategic
Investments



Joseph Jacks
OSS Capital

A few of the companies that have participated in past years include



2018 companies field questions from judges during the rapid fire Q&A session.



Reechik Chatterjee, CEO of Percipient.ai, pitches to judges in 2017.

Community Leadership Summit 2020

Monday, October 19

FOR THE FIRST TIME EVER the Community Leadership Summit (CLS) will be hosted as part of All Things Open. The event will take place Monday, October 19 over the entire day.

Sponsorship of CLS can be “rolled into” a larger sponsorship of All Things Open or can be treated as a stand-alone opportunity. Additional details are included in the 2020 Sponsorship Package Marketing Opportunities later in this document.

ABOUT CLS

The place where community leadership is crafted.

The **Community Leadership Summit 2020** brings together community leaders, organizers and managers and the projects and organizations that are interested in growing and empowering a strong community. Leading minds in community management, relations and online collaboration will discuss, debate and continue to refine the art of building an effective and capable community.

The event mixes together keynotes, unconference sessions, panels, and more to bring a rich set of content driven by a diverse audience.



Thought leaders in the community space are consistently featured, and 2020 will be no different



Jono Bacon
Founder, Community Leadership Summit & Jono Bacon Consulting



Scott Hanselman
Principal Community Architect for Web Platforms & Tools, Microsoft



Nithya Ruff
Head of Open Source Practice, Comcast



Jorge Castro
Community Manager, Heptio



Danese Cooper
Head of Open Source, PayPal



Raymond Paik
Community Manager, GitLabs



Kara Sowles
Manager of Community & Evangelism, Puppet



Todd Lewis
Founder, All Things Open & Open Source 101



Jeremy Garcia
Founder of LinuxQuestions.org





DevOpsDays Raleigh 2020

Monday, October 19 & Tuesday, October 20

FOR THE FIRST TIME EVER DevOpsDays Raleigh will take place at All Things Open on **Monday, October 19** and **Tuesday, October 20**. The team at DevOpsDays will choose talks and coordinate content live. Anyone interested in sponsoring the event will sponsor All Things Open and direct the sponsorship to DevOpsDays specific options. Sponsorship of DevOpsDays is available.

About DevOpsDays

DevOpsDays offers technical and non-technical content for developers, system administrators and anyone else, whether expert or beginner, involved in technology. With technology and responsibilities crossing over departments and teams, DevOps is a movement that has rapidly spread through the technical community. DevOpsDays take place all over the world as self-organized events attended by community members who are passionate about their work. The format of keynote presentations, ignites and open spaces is unique to this event. It is highly interactive and invigorating for attendees.

Approximately

500

attended DevOpsDays
Raleigh 2019.

2020 EXPECTED ATTENDANCE

500 to 750+

By going virtual attendance is expected to
increase significantly over 2019

SESSIONS

20+

More than 20 sessions will be
featured, including stand-alone
plenary talks, ignites and open
space(s) discussions