OCTOBER 27 • 28 • 29

three days of out-of-this-world open source content

EVENT OVERVIEW

2024.allthingsopen.org | info@allthingsopen.org

2024 IS YEAR 12

Our deep commitment to open source technologists and community remains as steadfast as ever.

11 YEARS *of* ALL THINGS OPEN

| **40,000+** Registrations | **1,800+** Speakers Hosted | **1,950+** Sessions Featured |

2023 BY THE NUMBERS

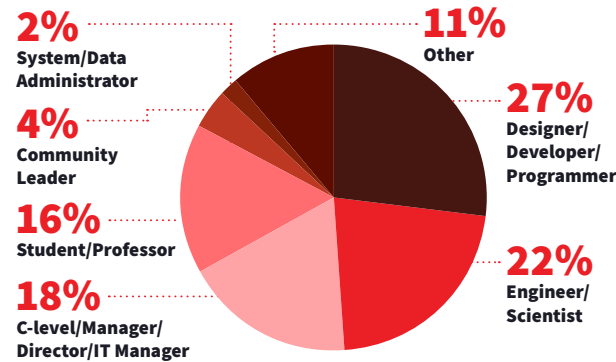## 4,327 Registrations

32 Countries Represented

41 U.S. States Represented

200+ Sessions Hosted & Speakers Featured
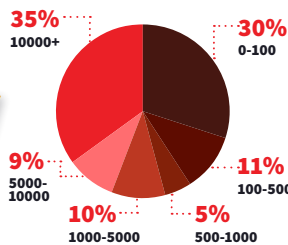
38.5% Attendees Influence Purchasing Decisions

1,730 T-Shirts Given Away

200+ Posters Given Away

Type of Attendee

- 2% System/Data Administrator
- 4% Community Leader
- 16% Student/Professor
- 18% C-level/Manager/Director/IT Manager
- 11% Other
- 27% Designer/Developer/Programmer
- 22% Engineer/Scientist

Attendee Organization/Company Size

- 35% 10000+
- 30% 0-100
- 9% 5000-10000
- 10% 1000-5000
- 5% 500-1000
- 11% 100-500

Unique Visitors to the 2023 Event Website

- **12,152** Final 7 Days
- **24,169** Final 30 Days
- **42,297** June 1 - Oct. 17

2023 SPONSOR FEEDBACK

100%
of 2023 sponsors said they would sponsor again.

4.8 ★★★★★
2023 sponsors rated All Things Open 4.8 out of 5.

4.8 ★★★★★
2023 sponsors rated the ROI they received 4.8 out of 5.
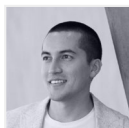
49,134 Email Opens

10,440 Badge Scans by Sponsors

99,642 Mobile App Pageviews

Some of the most well-known speakers in the world are consistently featured.

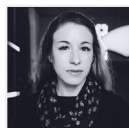| **Jim Whitehurst** *IBM* | **Mitchell Hashimoto** *Hashicorp* | **Saron Yitbarek** *Code Newbie* | **Venkat Subramaniam** | **Angie Jones** *Block* | **Sarah Drasner** *Google* | **Chris Coyier** *CodePen and CSS Tricks* | **Kent C. Dodds** *Engineer & Educator* | **Kelsey Hightower** *Google* | **Scott Hanselman** *Microsoft* |

| **Emma Bostian** *Spotify* | **Arun Gupta** *Intel* | **whurley** *Strangeworks* | **Edidiong Asikpo** *Ambassador Labs* | **Jason Lengstorf** *Netlify* | **Alyssa Miller** *Epiq Global* | **Emily Freeman** *AWS* | **Marten Mickos** *HackerOne* | **Ceora Ford** *Okta & StackOverflow Podcast* | **Stephen Augustus** *Cisco* |
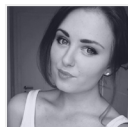
The 2024 Event

The 2024 event will include two co-located events and two core days of conference programming.

INCLUSION +DIVERSITY IN OPEN SOURCE | COMMUNITY LEADERSHIP SUMMIT

SUNDAY, OCTOBER 27

In conjunction with ATO, we are thrilled to host two FREE co-located events in 2024 on Sunday, October 27 – **Inclusion & Diversity in Open Source** and the **Community Leadership Summit (CLS)**. Attendance historically has been very good for both (500+ registered). This day will also be the official move-in day for sponsors and partners.

MONDAY, OCTOBER 28 + TUESDAY, OCTOBER 29

Traditional conference days featuring 15-minute keynotes, Featured Lunch Sessions, and 15, 45 and 90 minute breakout sessions.

Stephen Augustus, Head of Open Source at Cisco, delivers a Day 2 keynote to thousands.

ALL IN-PERSON PROGRAMMING

Programming takes place at The Raleigh Convention Center. Each day will feature ~20 tracks of sessions and 100+ speakers.

RECORDED PROGRAMMING

For those who cannot attend in person, limited recording of programing will be available to a global audience. This will include the Inclusion & Diversity program on Sunday, October 27 and select programming on Monday and Tuesday, October 28 and 29.

HISTORICALLY UNDERREPRESENTED ORGANIZATIONS

In 2024, we'll continue our tradition of working closely with underrepresented organization. Our goal is to always increase our outreach each year to ensure that our event is accessible to as many people as possible.

ALL THINGS OPEN IS A CERTIFIED B CORPORATION.

ATO is proud to have received renewal of its Certified B Corporation status in 2023. Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. Having this certification solidifies our mission to provide world-class educational and networking opportunities at a price allowing access to both traditional and non-traditional attendees.

The Location
IN RALEIGH & THE RESEARCH TRIANGLE

A Global Epicenter of Technology and Open Source Innovation

The conference will take place in downtown Raleigh, NC at the world-class Convention Center. As one of the three corners of the Research Triangle Region, Raleigh is home to tech companies like Red Hat, Citrix, Bandwidth, Lulu.com and many others.

The Research Triangle Park, the nation's largest and most prestigious R&D business park, is only a short drive away. Prominent Fortune 100 multinational operations, university spin-outs, and start-up businesses in more than a dozen pioneering industries, including biotechnology, information technology, and clean technologies, all call RTP home.

2023 ACCOLADES

- #1 Best place to start a business (Raleigh), and #3 (Durham) among the nation's 100 largest metros - *Lending Tree study*
- #4 Largest Biotech Hub in the U.S. - *Fierce Biotech*
- #6 Most educated city in the U.S. (Durham-Chapel Hill) - *Wallethub*
- #8 Most educated city in the U.S. (Raleigh-Cary) - *Wallethub*
- #3 Among Best Business Climates (Large) in the U.S. (Raleigh-Cary MSA) - August 2023, *Business Facilities*
- #3 - Third fastest growing economy in the U.S. (Research Triangle Region) - *Kenan Institute*
- #5 (Durham) and #11 (Raleigh) best places to start a business among big cities in the U.S. - *Business Facilities*
- #2 Tech Talent Leader (Raleigh-Durham)

2022 ACCOLADES

- #3 Among STEM Job Growth Index (Raleigh) - *RCLCO*
- #3 Among America's Happiest Cities (Raleigh) - *Men's Health*
- #1 Best City for Working Women (Raleigh) - *Apartment List*
- #4 Among 50 Best Places to Live in the U.S. (Raleigh) - *Money*
- #5 Among Best Music Cities in the U.S. (Raleigh) - *Clever Real Estate*
- #3 Among America's Happiest Cities (Raleigh) - *Men's Health*
- #2 Among The South's Best Cities on the Rise 2022 - *Southern Living*

2021 ACCOLADES

- Apple picks RTP for $1B east coast hub and campus
- Google chooses Durham for engineering hub
- #4 top cities in the U.S. for remote workers (Raleigh)

THE RESEARCH TRIANGLE PARK

RTP is the largest research park in the United States

One of the most educated places on earth:

53% have an associates degree or higher
50% have a bachelors degree or higher
19% have a graduate degree or higher

Just a few of the international companies based or with significant operations in Raleigh and the RTP:

➔ **SAS Institute**
➔ **RedHat**
➔ **Epic Games**
➔ **IQVIA (formerly Quintiles)**
➔ **Citrix**
➔ **Lenovo**
➔ **IBM**
➔ **Cisco**
➔ **Fidelity**
➔ **Glaxo Smith Kline**

More than **275** global companies and 36,000 tech workers call the RTP home. Major research universities surround the area, including NC State, Duke University, UNC Chapel Hill, Wake Forest, the Wake Tech system, and more.

8,500

students graduate each year from the region's top research universities.

Photograph by SeanPavonePhoto/BigStock

INCLUSION & DIVERSITY IN OPEN SOURCE

Sunday, October 27
Raleigh Convention Center

The **2024** Inclusion & Diversity event will feature traditional talks, panel discussions and attendee Q&A around a variety of predetermined topics. Subject matter experts, community and company leaders, and technologists of all types will attend and participate.

2023 Topics

- HackingDiversity
- The Necessity of Belonging
- Given the Choices We Have: The Power of Allyship
- Creating Inclusive Education within an Open-Source Community
- DEI Challenges and Success
- Web Accessibility 101: Ensuring an Inclusive Online Experience for Everyone
- Equitable Hiring and Inclusive Retention Practices in Tech
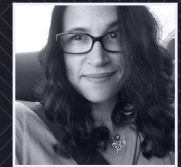
2023 Sponsors

aws · Google · intel · NEON · Red Hat
salesforce · Capital One · cisco AppDynamics · DEVELOCITY · DISCOVER
EDB · Fidelity INVESTMENTS · HOW/SO · LaunchDarkly · MLH MAJOR LEAGUE HACKING
paloalto NETWORKS · SUSE · AlmaLinux · arm · ByteDance
CAMUNDA · EQUINIX · FerretDB · GitLab · HPCC SYSTEMS
instaclustr Now part of Spot by NetApp · INTUIT · JFrog · Jumpmind SymmetricDS · OpenLogic
open source initiative · passbolt · Temporal · vmware

2023 Emcees & Speakers

Nithya Ruff
Amazon
(2023 Emcee)

Lisa-Marie Namphy
Cockroach Labs
(2023 Emcee)

Kim McMahon
Cisco
(2023 Emcee)

Paloma Oliveira
Sauce Labs

Lisette Zounon
FORT Robotics

Fatima Sarah Khalid
GitLab

Efraim Marquez-Arreaza
Red Hat

Maria Lamardo
CVS Health

Rochelle Newton
Newton Advocacy Strategic IT Inclusion & Tolerance Consulting (NASITC) and The HumanTech Initiative

Drew Stinnett
Duke University

COMMUNITY LEADERSHIP SUMMIT (CLS)

Sunday, October 27
Raleigh Convention Center

Building on the tremendous success of the original ATO/CLS partnership in 2020, 2021, 2022, and 2023, the Community Leadership Summit (CLS) will once again be held in conjunction with All Things Open.

The event will be hosted onsite at the Raleigh Convention Center. In 2023 more than 600 registered. Attendance and participation are expected to be excellent one again in 2024.

ABOUT CLS

The place where community leadership is crafted.

The Community Leadership Summit 2024 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 will feature moderated and facilitated discussions to deliver a rich set of content driven by a diverse audience.

COMMUNITY LEADERSHIP SUMMIT

Thought leaders in the community space are consistently featured, and 2024 will be no different.

2023 Emcee

Jono Bacon
Community Leadership Core