OPEN SOURCE
OBSERVABILITY
DAY

OSOD

October 23-24 2025

Prospectus

osoday.com

#OSODay

Open Source Observability Day is a specialized conference focused on the latest advancements and trends in observability within the open-source ecosystem.

It is the first event to unite the open-source monitoring and observability community, bringing together experts, developers, and enthusiasts to discuss tools, best practices, and real-world case studies for monitoring and improving software systems. The event provides a platform for networking, knowledge sharing, and collaboration among the open-source community.

Virtual Conference. 100% Free

2000+ Registrants

3,000+ Recordings Views

300,000 Marketing Reach

15+ Key Industry Experts

20+ Talks

2 Days, 1 Track

Global Reach: Our event is online and without borders, attracting a worldwide audience.

Sharing Best Practices: The Program Committee's main goal is to ensure that after each talk, attendees can walk away ready to implement new processes and tools.

Open Source Exposure: You'll have the opportunity to showcase your product or technology to an audience passionate about open source tools.

The OS Community: We're dedicated to building a strong community around open source observability, and we invite you to join and help lead the way.

Highly Skilled Participants: 40% of our attendees are senior-level developers with over 10 years of experience.

Year-Round Sponsor Visibility: Sessions will be recorded and promoted on social media, ensuring sponsor information remains visible throughout the year.

Key Topics

Tracing and
Distributed Tracing

Machine Learning
and AI

OpenTelemetry

Log Management

Security Monitoring

Prometheus

Metrics

Data Visualization

Clickhouse

Alerting and
Incident Management

SRE Best Practices
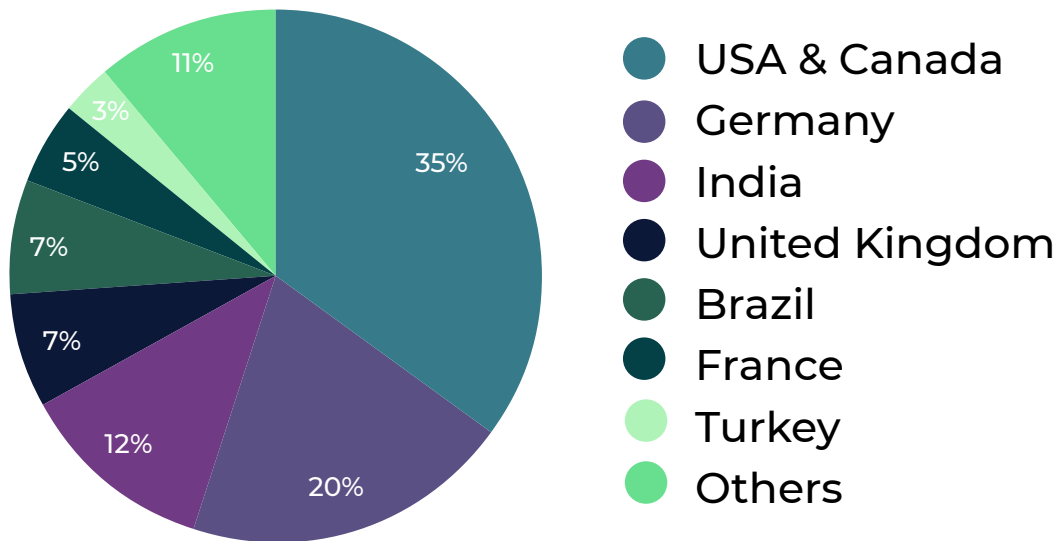for Observability

Kubernetes
Observability

Cloud-Native
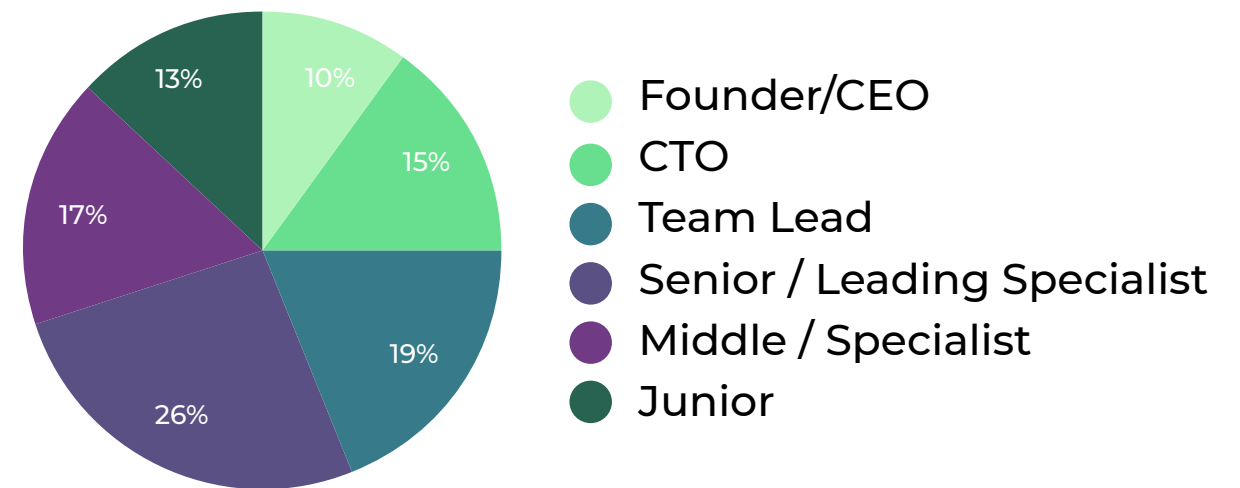Observability

eBPF for
Observability

Databases
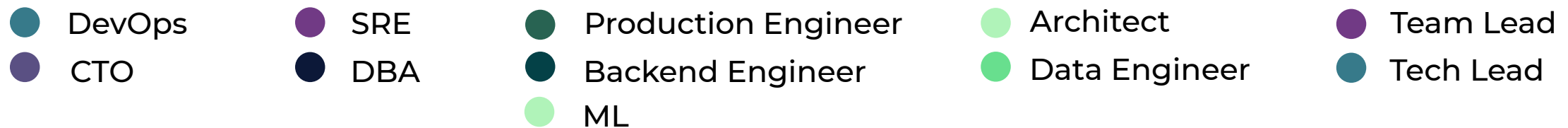Observability

Expected participants

Countries

- USA & Canada — 35%
- Germany — 20%
- India — 12%
- United Kingdom — 7%
- Brazil — 7%
- France — 5%
- Turkey — 3%
- Others — 11%

Job Level

- Founder/CEO — 10%
- CTO — 15%
- Team Lead — 19%
- Senior / Leading Specialist — 26%
- Middle / Specialist — 17%
- Junior — 13%

Specialization

- DevOps
- CTO
- SRE
- DBA
- Production Engineer
- Backend Engineer
- ML
- Architect
- Data Engineer
- Team Lead
- Tech Lead

Sponsorship Packages

Presenting Sponsor (Invite Only)
$12,000

Conference is brought to you by X...

- Registrants and attendees contacts
- Logo on the t-shirt for speakers
- Social media mentions
- Premier placement on conference videos and recordings

- Short promo video between sessions
- Premier placement on the conference website
- Newsletter highlight pre-conference
- Information about attendee engagement per the sponsor session

After the event:
- Talks transcription on the website
- Branded webinars during 6 months after the main event

Gold Sponsor
$6,000

- Promo inside talk
- Logo on the conference website
- Logo on conference videos and recordings
- Social media mentions (group)
- Newsletter highlight pre-conference
- List of attendees of the sponsor talk
- Information about attendee engagement per the sponsor session

After the event:

- Company talk transcription on the website

Silver Sponsor
$4,000

- Logo on the conference website
- Logo on conference videos and recordings
- Social media mentions (group)
- Newsletter highlight pre-conference

Bronze Sponsor
$2,500

- Logo on the conference website
- Social media mentions (group)
- Newsletter highlight pre-conference
- Guaranteed speaking slot

Media Sponsor
Free*

- Logo on the conference website
- Social media mentions (group)

* Only for communities, podcasts, tech newsletters, blogs, and other media platforms.

2025 Sponsorship Package Overview

Benefit	Presenting Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Media Sponsor*
Logo on the conference website	Premier placement	✔	✔	✔	Premier placement
Logo on conference videos and recordings	Premier placement	✔	✔		
List of attendees	All conference attendees	Attendees of the sponsor talk			
Information about attendee engagement per the sponsor session	✔	✔			
Social media mentions	individual + group mentions	Group mentions	Group mentions	Group mentions	Group mentions
Newsletter highlight pre-conference	Featured placement	✔	✔	✔	
Talk transcription on website	All sessions	Company talk			
Promo video during sessions	✔				
Branded webinars post-event	2 webinars				
Logo on speaker t-shirt	✔				
Sponsor commitment	$12 000	$6 000	$4 000	$2 500	Media promotion
Guaranteed speaking slot	✔	✔	✔	✔	

* Only for communities, podcasts, tech newsletters, blogs, and other media platforms.

Contact Us

For more information about these sponsorship packages and add-ons, custom packages, or any other event questions, please contact us via email.

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