



# Latch-Up 2023

## Santa Barbara, CA

### March 31 -

### April 2



John Stanich CC-BY-SA

# Latch-Up Overview

Latch-Up is an international conference on open source semiconductor design.

The conference brings together the North American Open Source digital design community for an event much like [ORConf](#) - the [FOSSi Foundation](#)'s annual European conference.

Latch-Up is attended by semiconductor, digital design and embedded systems professionals and enthusiasts. The attendance breakdown is roughly so: one half are employees of major and minor semiconductor and services companies, one quarter are from academia, and the remainder come from a mix of software, legal, financial and hobbyist backgrounds.

Visitors can expect treated to an ever-impressive array of presentations from all corners of the open source hardware space.

# Latch-Up 2023

The second annual Latch-Up will be held in Santa Barbara, CA Friday to Friday, March 31 to Sunday, April 2, 2023.

We aim to build on past momentum, drawing developers of major open source digital design projects from around the world.

Santa Barbara will serve as a fantastic location to host Latch-Up 2023, with a stunning location on the West Coast, just north of Los Angeles, and will be an attractive proposition for those coming from the tech-hubs in the Bay Area and Southern California, and of course from across the rest of the United States and abroad.

Latch-Up will continue its successful two day format, comprised of presentations, forums, and hardware demonstrations. It is centered around Saturday and the traditional conference dinner in the evening. **We expect attendance each day to well exceed 100.**

# Latch-Up 2023 Schedule

- Friday March 31st
  - Afternoon presentation session
- Saturday April 1st
  - From AM; presentations throughout day, catered lunch, morning and afternoon breaks
  - Hardware demonstrations
  - Forum discussion, eg. licensing, community development, IP directions, etc.
  - University of California Expert “Lessons Learned” session
  - Saturday evening conference dinner
- Sunday April 2nd
  - From AM: 6 hours of presentations, catered break in morning, lunch
  - Mid-PM finish

# Latch-Up sponsor benefits

Latch-Up is a volunteer-run event and sponsorships keep the event 100% free.

Over its history, FOSSi Foundation's events have helped shape open source semiconductor design significantly. Latch-Up aims to attract 150 attendees and bring a large number of key people in the open source semiconductor design together.

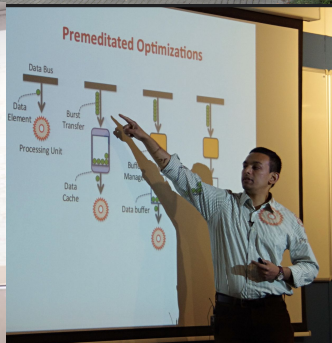
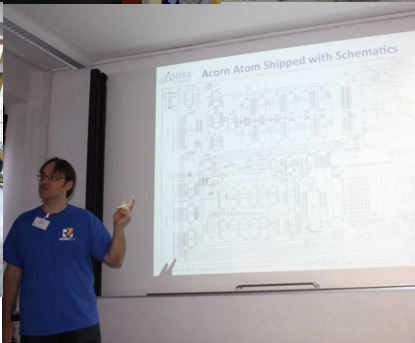
This is an opportunity for you to signal that your company "gets it" and wants to be a part of the burgeoning Open Source digital design scene. There are few, if any, conventional channels of advertising which provide the opportunity to send this message, to a valuable audience who may be potential customers, partners or recruits in the future.

By sponsoring Latch-Up, your brand will be in front of the attendees on site and thousands more via the recordings posted on our YouTube channel, and through our website and event media.

# Latch-Up sponsorship options

<b>Headline Sponsor</b>	<b>\$ 7,000</b>	Only one headline sponsor per event
<b>Sponsor</b>	<b>\$ 2,000</b>	
<b>Dinner Sponsor</b>	<b>approx €7,000</b>	Exact amount depends on venue. Can be combined with other sponsorships
<b>Other Sponsors</b>	<b>€?</b>	We are open to ideas for other types of sponsorship

# Impressions





# Latch-Up 2023 Headline Sponsor

- This is the flagship sponsorship offering for the event and includes:
  - Separate logo display on website (in “Headline Sponsor” tile)
  - Most prominent logo display on all event media
    - Splash screens, banners, lanyards, etc.
  - Explicit thanks in social media campaigns and press releases
    - Emails, tweets, blog posts
  - Space for sponsor banners on stage and in hallways
  - Space for sponsor marketing material
    - In hardware demo area and in break areas
  - 5 professional ticket packs
- Only available to **single sponsor**
- **Cost: \$ 7,000**

# Latch-Up 2023 Sponsor

- This is the first tier sponsorship for the event and includes:
  - Logo listed in **Sponsors** tile on website
  - Logo display on all event media
    - Splash screens, banners, lanyards, etc.
  - Sponsorship announcement on social media
  - Space for sponsor marketing material
    - In hardware demo area
  - 1 professional ticket pack
- Logo ordering done on first-come basis
- **Cost:** \$ 2,000

# Latch-Up 2023 Dinner Sponsor

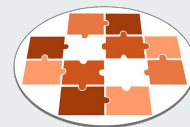
- This is a unique sponsorship opportunity and provides:
  - Naming rights of Saturday dinner
  - Logo displayed as Major Sponsor on website
  - Explicit thanks on social media and reference to sponsor whenever mentioning dinner
    - Emails, tweets, blog posts
  - Space for sponsor banners at dinner venue
  - Space for sponsor marketing material
    - In hardware demo area and in break areas
  - Sponsor logo on napkins printed and used at dinner and throughout weekend
- Only available to **single sponsor**
- **Cost:** €TBD, based on restaurant and attendance, may be negotiable in advance based on estimate
- May be combined with other tiers of sponsorship



Thanks for your consideration  
Catch up at Latch-Up!

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# About FOSSi Foundation



FOSSi Foundation



## Who we are?

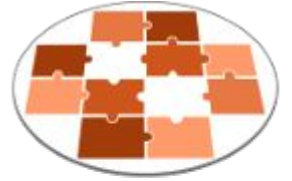
- Started from the *OpenRISC* community
- Professional engineers, Hobbyists, Academics
- Not happy with the state of [opencores.org](http://opencores.org)
- Organized community meetings since 2012, now *ORConf*
- Decided to incorporate as community-controlled foundation in 2014

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# FOSSi Foundation

- Non-profit company (asset-lock)
- Registered as Community Interest Company (CiC) in the UK
- Volunteering Board of Directors
- Multiple committees

**<http://fossi.foundation>**



**FOSSi**  
Foundation



# Mission

## **Promote and Support Open Source Silicon**

- Support and promote open standards development and their use
- Support community events and organize regular events
- Encourage industry participation in open source IP design
- Assist hobbyists, academic institutions and industry with opening their work to the public





# Activities

- Licensing & Advocacy
- Stewardship of open standards and projects:  
for example cocotb and Wishbone
- Community Events
- Umbrella organization in Google Summer of Code