

# Embedded Recipes

4

th edition  
march 2022



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hupstream



## What is Embedded Recipes ?

hupstream will organize the 4th edition of Embedded Recipes in **march 2022 in Paris**.

We have been organizing Kernel Recipes conference since nearly 8 years. As we did have already some embedded topics in previous editions, we decided to create a dedicated conference for the embedded world.

Our main goal is to propose a yearly meeting in France and give the opportunity to meet the guys involved in embedded open source solutions from kernel side to higher stacks. But we want to organize it so that it can be less formal and more "human" than most of the existing meeting in Europe or in the US.

This recipe works well for Kernel Recipes and that's what makes it unique. That's also why the max number of expected people is about 100. There is no main line for the talks but rather quite an open one: current burning topics, experimentation, project organization, security, technical previews, open hardware, relations with hardware manufacturers...

All talks take place in a single room so that people do not have to choose what talks they should attend. Priority is given to pedagogy and discussions between attendees and speakers. A lunch is offered for each day so that people can discuss some more and we use to have some social events in the evening.

## Feedbacks

*"Thank you so much! It is a wonderful conference. Thanks to Kernel Recipes and Embedded Recipes for an incredible week of Linux."*

Drew Fustini, OSHPark

*"Thank you for a great conference. Looking forward to 2022!"*

Ricardo Ribalda

*"Thank you again for an amazing conference, it was probably the best event I visited this year."*

Marek Vasut



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## Previous speakers



Steven ROSTEDT, Neil ARMSTRONG, Mylène JOSSERAND, Olivier CRETE, Christian CHARREYRE, Marc KLEINE-BUDDE, Christophe BLAESS, Fabien LAHOUDERE, Jérémy ROSEN, Jean-Marie VERDUN, Trammell HUDSON, Guy LUNARDI, Marek VASUT, Rayna STAMBOLIYSKA, Grant LIKELY, Charles-Antoine COURET, Yves-Marie MORGAN, Matthieu RENARD, Helen LEIGH, Wolfram SANG, Drew FUSTINI, Julien VIARD DE GALBERT, Geert UYTTERHOEVEN, Julian BOUZAS.

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## Why sponsoring

### Some figures about the 3<sup>rd</sup> edition

- more than 100 people registered in about 4 days
- churn rate : less than 4 %
- more than 80 % of the attendees registered for the 3 days
- 85 % of attendees come as professionals to collect the last information about kernel
- 12 speakers coming from Europe and the USA
- 13 talks and 2 lightning talks

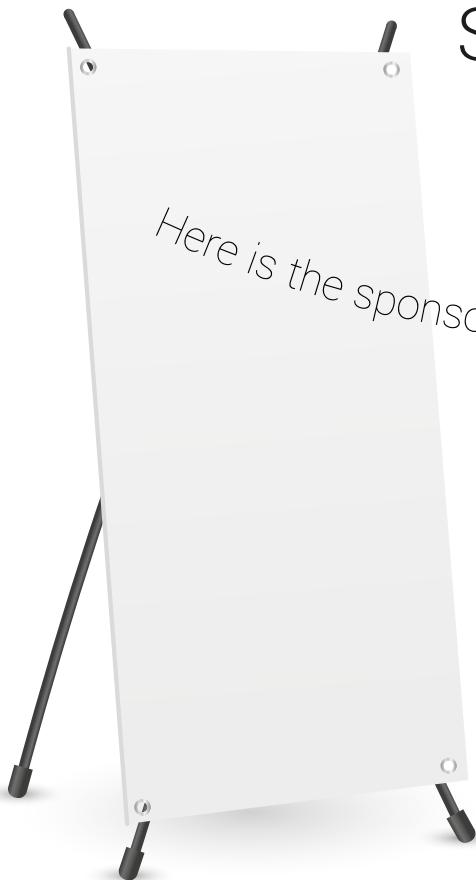
Help us to have the best speakers and make this fourth edition a success. Embedded Recipes is becoming a well known event in Europe. This fourth edition will confirm the success of the 3 previous editions.



Sponsoring this event is also a way to contribute to all the Open Source embedded projects allowing people to meet and learn from great developers but also allowing developers to meet themselves there.

## Sponsorship plan

Here is the sponsorship plan for the 4th edition of Embedded Recipes :



**Cornerstone :**  
7 000€

- Common press release
- Your logo on Videos

- exclusive sponsorship of one day food
  - french breakfast
  - french quality buffet for lunch
- special announcement, your advertising for one day in the lunch room

- Kakemono in the conference rooms
- Your logo on the badges

- Part of official communications

- Your logo on the web site

- VIP pass

**Chef :**  
4 000€

- exclusive sponsorship of one day food
  - french breakfast
  - french quality buffet for lunch
- special announcement, your advertising for one day in the lunch room

- Kakemono in the conference rooms
- Your logo on the badges

- Part of official communications

- Your logo on the web site

- VIP pass

**Supporter :**  
1 500€

- Kakemono in the conference rooms
- Your logo on the badges

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Join us  
to make  
this edition  
even better !