



## Sponsorship Prospectus

Dear Prospective sponsor,

Thank you for your interest in the Southern California Linux Expo. We are a non-profit, community run, technical conference. SCALE 4x will be held on February 11th and 12th, 2006 at the Westin Los Angeles Airport. SCALE 3x, our 2005 show, drew in over 1,000 attendees, users, developers and IT Professionals. SCALE's goal as a conference is to bring together businesses, academic institutions and the Linux community like no other conference does.

Below you will find the various sponsorship packages available for our 2006 event.

Thank you for your support. We hope to continue providing Southern California and the Linux community with the high quality conference everyone has come to expect from the SCALE team.

We look forward to seeing you at SCALE 4x.

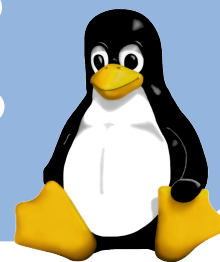
**THE SCALE STAFF**

<http://www.socallinuxexpo.org>



# SCALE 4x

## Exhibit Hall Information



Location:	The Westin – Los Angeles Airport 5400 West Century Blvd. Los Angeles, CA 90045 (310) 216-5858 Phone (310) 417-4545 Fax <a href="http://www.westin.com/losangeles/">http://www.westin.com/losangeles/</a>
Move In:	Friday, February 10, 2006 10am – 8pm Saturday, February 11, 2006 8am – 10am
Exhibit Hall Hours:	Saturday, February 11, 2006 10am – 5pm Sunday, February 12, 2006 10am – 5pm
Tear Down:	Sunday, February 12, 2005 5pm – 8pm
Expected Attendance:	1,300 +



# SCALE 4x



## Attendee Demographics

### Attendee Organizations From Past Events include:

IBM	Google
Sony	Yahoo
USC Research Labs	Rand Corporation
Univ. California, Los Angeles	Walt Disney Internet Group
Univ. California, Riverside	Bay Area Rapid Transit District
Univ. California, Santa Barbara	Bank of the West
University of Southern California	Raytheon Systems
Cal State University, Northridge	Sony Entertainment of America
Cal State University, Dominguez Hills	PeopleSoft
Cal Polytechnic State University, Pomona	Cingular Wireless
California Institute of Technology	Apple Computer
Oracle	Boeing
Institute for Quantum Engineering, Science and Technology (iQUEST)	Lockheed Martin
Sun Microsystems	Cray
Information Science Institute	NASA – JPL
MySQL	City Search
Pogo Linux	City of Los Angeles
Earthlink	City of Garden Grove
Nortel Networks	County of Ventura
Kaiser Permanente	Walt Disney Company
SteelEye Technology	TrustCommerce
Viacom	Los Angeles Unified School District
U.S. Army Corp of Engineers	U.S Airforce Space and Missile Center
Warner Music Group	NBC
Quest Software	Universal Studios
Debian	FreeBSD
	Samba
	Linux Terminal Server Project





**Attendee Demographic Groups:**

Linux Users  
Open-source software users  
Computer Science Researchers  
University Technology Students,  
Educators, and Researchers  
Financial Service Companies  
Systems Administrators  
Professional Consultants

Linux Developers  
Open-source Developers  
Telecommunications Companies  
Technology Users/Enthusiasts  
Retail Companies  
Government Agencies  
Miscellaneous Technical Gurus  
CIOs

**Past Sponsors and Exhibitors include:**

IBM  
EMIC Networks  
TOLIS Group, Inc.  
Linkline Communications  
McGrawHill Osborne  
Sony Computer Entertainment of  
America  
Addison-Wesley Prentice Hall  
Linux Journal  
ComputerUser Magazine  
MySQL AB  
Novell  
Pogo Linux  
LinuxFund  
New Avenue Systems  
Yosemite Technologies  
Hacom Networks  
Genesi  
MSC Software  
Google  
USENIX  
O'Reilly and Associates

TransGaming Technologies  
BAWLS  
Sun Microsystems  
Systems Administrator Magazine  
Sharp Electornics  
Real Networks – Helix Community  
DigiLink  
NoStarch Press  
Storix Software  
4Front Technologies  
Mountain View Data  
ABCO Technology  
Linux Terminal Server Project  
Debian  
FreeBSD  
NetBSD  
GNOME Foundation  
Wikipedia  
Gentoo  
Free Software Foundation  
FlightGear  
Mambo Server

# SCALE 4x



## Diamond Sponsor

**Package price: \$29,000 with Reception or \$19,000 without. (ONE AVAILABLE)**

*The Diamond Sponsorship package provides your organization with premium advertisement and exhibit placement at the 2006 Southern California Linux Expo. This exclusive package will demonstrate your organization's leadership role in the Linux and open-source community.*

*This package includes a beer and wine welcome reception in the exhibition hall for over one thousand SCALE attendees, exhibitors, and press. Prominent signage, banners and napkins with sponsor's logo.*

**20' by 20' booth with choice of premium location in the conference Exhibition Hall for maximum visibility.**

(4) 8' draped tables will be provided for table top displays. Pop-up booths are permitted.

(8) Chairs.

8' high draped wall for placement of banners and marketing material.

(4) 500W electrical outlets.

High speed Ethernet and 802.11b Internet access.

Lead retrieval system for opt-in attendee lists.

### **Web Advertisement:**

Your organization's logo and link off of our conference web page.

Banner advertisement on all website pages including home page.

Inclusion in conference e-mail campaign to potential sponsors and attendees.

### **Print Advertisement:**

Insertion in the attendee tote bags (Limit 2 pages, provided by sponsor)

Most prominent logo on official conference tote bag.

Two-page color advertisement in conference program.

Premium mention in conference signage as a Diamond sponsor.

Inclusion in all conference print marketing.

Company logo prominently placed on conference posters.

### **Radio Advertisement:**

Weekly mention as the Southern California Linux Expo's Diamond Sponsor on the radio show "The Usual Suspects" on broadcast by KLAV and over the Internet.

Mention in all SCALE 4x Podcasts as Diamond Sponsor.

### **Conference Passes:**

Diamond sponsors will receive 12 complimentary full access conference passes and unlimited expo floor passes.

### **Events:**

A beer and wine reception and a 45 minute vendor showcase.

# SCALE 4x



## Platinum Sponsor

### **Package price: \$9,500**

*The Platinum Sponsorship package allows your organization participate in high profile marketing opportunities at the 2006 Southern California Linux Expo.*

### **30' by 10' booth with premium placement in the Exhibition Hall.**

(3) 8' draped tables will be provided for table top displays. Pop-up booths are permitted.

(6) Chairs.

8' high draped wall for placement of banners and marketing material.

(1) 500W electrical outlet.

High speed Ethernet and 802.11b Internet access.

Lead retrieval system for opt-in attendee lists.

### **Web Advertisement:**

Your organization's logo and link off of our conference web page.

Inclusion in conference e-mail campaign to potential sponsors and attendees.

Banner advertisement on conference home page.

### **Print Advertisement:**

One-half page color advertisement in conference program.

Logo prominently displayed on official conference tote bag, second size only to Diamond Sponsor.

Notable mention in conference signage as a Platinum sponsor.

Reduced rates on tote bag inserts.

### **Radio Advertisement:**

Weekly mention as the Southern California Linux Expo's Platinum Sponsor on the radio show "The Usual Suspects" on broadcast by KLAV and over the Internet.

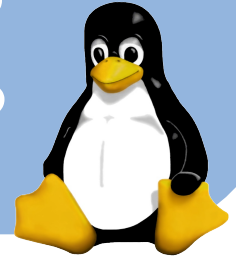
Mention in all SCALE 4x Podcasts as Platinum Sponsor.

### **Conference Passes:**

Platinum sponsors will receive 6 complimentary full access conference passes and unlimited expo floor passes.

# SCALE

# SCALE 4x



## Gold Sponsor

**Package price: \$4,500**

*The Gold Sponsorship package includes:*

**20' by 10' highly visible booth in the Exhibition Hall.**

(2) 8' draped tables will be provided for table top displays. Pop-up booths are permitted.

(4) Chairs.

8' high draped wall for placement of banners and marketing material.

(1) 500W electrical outlet.

High speed Ethernet and 802.11b Internet access.

Lead retrieval system for opt-in attendee lists.

**Web Advertisement:**

Your organization's logo and link off of our conference web page.

Inclusion in selected e-mails to potential sponsors and attendees.

**Print Advertisement:**

One-half page advertisement in conference program.

Notable mention in conference signage as a Gold Sponsor.

**Radio Advertisement:**

Weekly mention as the Southern California Linux Expo's Gold Sponsor on the radio show "The Usual Suspects" on broadcast by KLAV and over the Internet.

Mention in all SCALE 4x Podcasts as Gold Sponsor.

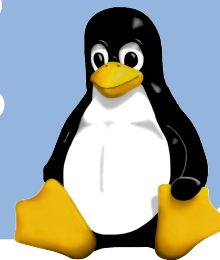
**Conference Passes:**

Gold sponsors will receive 4 complimentary full access conference passes and unlimited expo floor passes.

# SCALE



# SCALE 4x



## Silver Sponsor

**Package price: \$3,000**

*The Silver Sponsorship package includes:*

**10' by 10' booth in the conference Exhibition Hall for maximum visibility.**

(1) 8' draped table will be provided for table top displays. Pop-up booths are permitted.

(2) Chairs.

8' high draped wall for placement of banners and marketing material.

(1) 500W electrical outlet.

High speed Ethernet and 802.11b Internet access.

Lead retrieval system for opt-in attendee lists.

**Web Advertisement:**

Your organization's logo and link off of our conference web page.

Inclusion in selected e-mails to potential sponsors and attendees.

**Print Advertisement:**

Quarter page advertisement in conference program.

Notable mention in select conference signage as a Silver Sponsor.

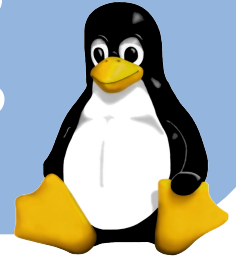
**Conference Passes:**

Silver sponsors will receive 2 complimentary full access conference passes and unlimited expo floor passes.





# SCALE 4x



## Registration Sponsor

### Package price: \$1,600

*The Registration Sponsorship package allows your organization to be the first thing attendees see when they arrive at SCALE. With highly visible promotional opportunities this package is perfect for up and coming organizations.*

### 10' by 10' booth in the conference Exhibition Hall.

- (1) 8' draped table will be provided for table top displays. Pop-up booths are permitted.
- (2) Chairs.
- 8' high draped wall for placement of banners and marketing material.
- (1) 500W electrical outlet.
- High speed Ethernet and 802.11b Internet access.
- Lead retrieval system for opt-in attendee lists.

### Web Advertisement:

- Your organization's logo and link off of our conference web page.
- Inclusion in selects e-mails to potential sponsors and attendees.

### Print Advertisement:

- Inclusion in registration signage and banners.
- Notable mention in select conference signage as a Registration Sponsor.
- One page tote bag insert.

### Conference Passes:

- Registration sponsors will receive 2 complimentary full access conference passes and unlimited expo floor passes.



# SCALE 4x



## Basic Exhibitor

**Package price: \$900**

*The Basic Exhibitor package includes:*

**10' by 10' booth in the conference Exhibition Hall.**

(1) 8' draped table will be provided for table top displays. Pop-up booths are permitted.

(2) Chairs.

8' high draped wall for placement of banners and marketing material.

(1) 500W electrical outlet.

High speed Ethernet and 802.11b Internet access.

Lead retrieval system for opt-in attendee lists.

### **Web Advertisement:**

Your organization's logo and link off of our conference web page.

### **Conference Passes:**

Exhibitors will receive 2 complimentary full access conference passes and unlimited expo floor passes.

## Coffee Breaks

**Package price: \$4,000**

### **Print Advertisement:**

Sponsor logo predominately placed on signage at all coffee stations for either the morning or afternoon breaks.

Coffee breaks will be held on the exhibit hall floor.

Sponsoring organization's logo on napkins.

Notable mention and sponsor logo on signage.

Notable mention in conference schedule.

### **Audio Advertisement:**

Sponsoring organization will be mentioned during announcement of coffee breaks.

# SCALE 4x



## Vendor Showcase

**Package price: \$2,500**

*Vendor Showcases include:*

Use of the Vendor Showcase conference room for up to 45 minutes for use in a commercial/product talk or similar event.

Access to audio visual equipment including power, Internet access, digital projectors, and a microphone.

Listing in conference schedule as a commercial/vendor showcase event.

Event listing on Vendor Showcase signage.

## Press/Speaker Room Sponsor:

**Package price: \$2,500**

*Sponsor the press conference and speaker preparation room(s) by providing coffee service on both days for all SCALE speakers and all members of the press.*

### **Print Advertisement:**

Notable mention and sponsor logo on press room signage.

Sponsoring organization's logo to be included on SCALE press packs.

Sponsor may provide product literature to be placed either on the chairs in the press room or on a table near the entrance.

### **Web Advertisement:**

Your organization's logo and link off of our conference web page.

### **Audio Advertisement:**

Notable mention during conference track related announcements.

Notable mention prior to each talk on sponsored conference track.

### **Conference Passes:**

Sponsor will receive 2 complimentary full access conference passes.

# SCALE 4x



## Speaker Track Sponsor

### Package price: \$750

*The 2005 Southern California Linux Expo will have 3 conference tracks. Sponsoring one of these 3 tracks will allow you to promote your organization to a captive audience. Prior to each talk in your sponsored track a short announcement will be read about your organization, product or service.*

### Print Advertisement:

Notable mention and sponsor logo in conference program.

Notable mention and sponsor logo on all track related signage.

Sponsor may provide product literature to be placed either on the chairs in the seminar rooms or on a table near the entrance.

### Web Advertisement:

Your organization's logo and link off of our conference web page.

### Audio Advertisement:

Notable mention during conference track related announcements.

Notable mention prior to each talk on sponsored conference track.

### Conference Passes:

Sponsor will receive 2 complimentary full access conference passes.

## Tote Bag Inserts

### Package price: \$500

*Want to guarantee each and every attendee goes home with information about your organization's products and services? Each conference attendee will receive a tote bag containing a conference program and a limited number of promotional items from sponsors.*

### Print Advertisement:

Sponsor may provide one item to be placed in all attendee tote bags.

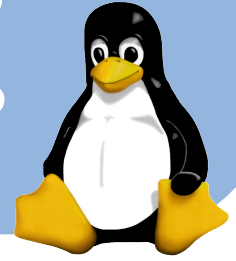
### Web Advertisement:

Your organization's logo and link off of our conference web page.

### Conference Passes:

Sponsor will receive 2 complimentary full access conference passes.

# SCALE 4x



## Online Lounge

### **Package price: \$15,000**

*Provide continuous access to an online lounge during the conference. The lounge will offer free wireless Internet access, ethernet drops, as well as desktop machines.*

### **Print Advertisement:**

Notable mention and sponsor logo in conference program.

Signage in/around the online lounge.

Sponsor may hang banners and place marketing material in the online lounge. (materials and banners to be provided by sponsor)

### **Web Advertisement:**

Your organization's logo and link off of our conference web page.

Desktop background on lounge machines will have sponsoring organization's logo and/or other artwork provided by sponsor.

Sponsor may elect to provide a custom home page to be used on all lounge machines.

### **Audio Advertisement:**

Notable mention during raffle events and announcements.

### **Conference Passes:**

Sponsor will receive 2 complimentary full access conference passes.

## Raffle Sponsor

*Promote your product or service via our conference raffle. Each attendee is entered in into a conference raffle. Throughout both days of the conference, regular drawings will be held and prizes awarded to the conference attendees. All prizes will be on display for attendee viewing in the exhibit hall.*

### **Print Advertisement:**

Notable mention and sponsor logo in conference program.

### **Web Advertisement:**

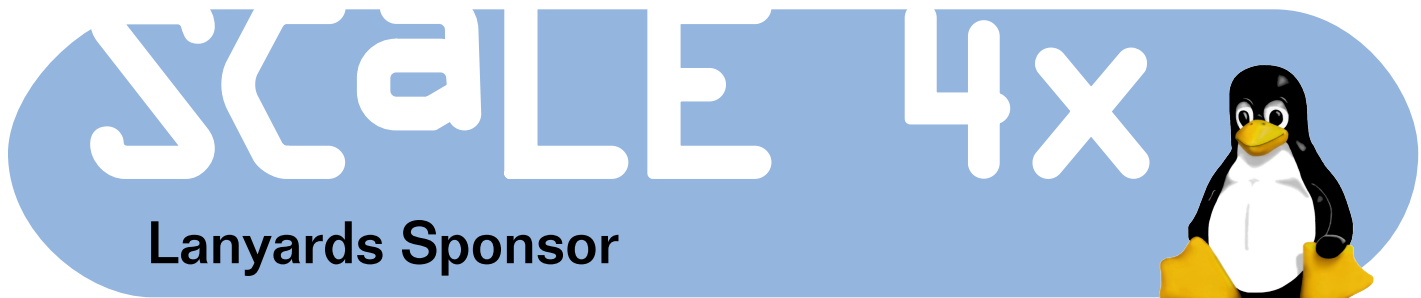
Your organization's logo and link off of our conference web page.

### **Audio Advertisement:**

Notable mention during raffle events and announcements.

### **Conference Passes:**

Sponsor will receive 2 complimentary full access conference passes.



**Package price: \$5,000**

*Each SCALE attendee will receive a conference badge and lanyard. The lanyard sponsor will receive their organization's name and logo on each conference lanyard.*

*Package includes production and distribution of lanyards inscribed with sponsor and Southern California Linux Expo logos.*

## Official Conference T-Shirts

**Package price: \$15,000**

*Every SCALE attendee will go home with an official conference t-shirt. The shirt will prominently feature the sponsor's logo along with a design commemorating this year's show. Attendees will wear your shirt for years to come allowing their friends, colleagues and passers-by to see that your organization supports the open-source and free software communities.*

*Package price includes production and distribution of high quality pre-shrunk t-shirts.*

## Conference Mugs

**Package price: \$5,000**

*Includes product and distribution of official conference drinkware. Each mug will feature the sponsor logo along side of the Southern California Linux Expo logo/design. Mugs will be distributed to all conference attendees, speakers, sponsors, exhibitors and press.*

