



# 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 15x will be held on March 2nd through 5th, 2017 at the Pasadena Convention Center. SCALE 14x, our 2016 event, drew in over 3,400 attendees, users, developers and IT Professionals.

Below you will find the various sponsorship packages available for our 2017 event, SCALE 15x.

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 15x.

THE SCALE STAFF



## Exhibit Hall Information

Location:	Pasadena Convention Center 300 E Green Street Pasadena, California 91101 (626) 449-7360 Phone
Move In:	Thursday, March 3, 2017 2pm — 8pm Friday, March 4, 2016 8am — 12pm
Expo Hours	Friday, March 4, 2016 2pm — 5pm Saturday, March 5, 2016 10am — 5pm Sunday, March 6, 2016 10am — 2pm
Tear Down:	Sunday, March 7, 2016 2pm
Expected Attendance:	3,500 +





## Attendee Demographics

Attendee Organizations From Past Events include:

USC Research Labs  
Univ. California, Los Angeles  
Univ. California, Riverside  
Univ. California, Santa Barbara  
University of Southern California  
Cal State University, Northridge  
Cal State University, Dominguez Hills  
Cal Polytechnic State University, Pomona  
California Institute of Technology  
Oracle  
Institute for Quantum Engineering  
Sun Microsystems  
Information Science Institute  
Pogo Linux  
Earthlink  
Kaiser Permanente  
SteelEye Technology  
Viacom  
U.S. Army Corp of Engineers  
Warner Music Group  
Microsoft  
Debian  
Google  
SpaceX  
Hulu

Walt Disney Internet Group  
Bay Area Rapid Transit District  
Bank of the West  
Raytheon Systems  
Sony Entertainment of America  
AT&T Wireless  
Apple Computer  
Boeing  
Lockheed Martin  
Cray  
NASA — JPL  
Raytheon  
City of Los Angeles  
City of Garden Grove  
County of Ventura  
Walt Disney Company  
Ooyala  
Los Angeles Unified School District  
U.S Airforce Space and Missile Center  
NBC  
Universal Studios  
FreeBSD  
Rand Corporation  
Snapchat  
Linkedin





## 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  
CXOs

## Sponsors From Past Events include:

IBM  
EMIC Networks  
Ansible  
Linkline Communications  
Sony Computer Entertainment of America  
Linux Journal  
MySQL AB  
Novell  
Pogo Linux  
LinuxFund  
New Avenue Systems  
Arista  
Genesi  
Citrix  
Google  
USENIX  
O'Reilly and Associates  
Linspire  
Sun Microsystems  
Systems Administrator Magazine  
Sharp Electornics  
MediaTemple  
Red Hat

DigiLink  
NoStarch Press  
Storix Software  
Datadog  
Chef  
Disney Studios  
Linux Terminal Server Project  
Debian  
FreeBSD  
NetBSD  
GNOME Foundation  
Wikipedia  
Gentoo  
Free Software Foundation  
FlightGear  
Jenkins  
HP Inc.  
Hewlett Packard Enterprise  
Dell  
Redhat  
Zenoss  
Rackspace  
Silicon Mechanics



## **Diamond Sponsor**

Package price: \$19,000 (ONE AVAILABLE)

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

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' 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.

Prominent logo placement in conference mobile application.

Banner advertisement on all website pages including home page.

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

An interview with a representative of your organization or product on the SCALE blog.

### **Print Advertisement:**

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

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.

Exclusive option to brand facility entrances and archways

### **Conference Passes:**

Diamond sponsors will receive 20 complimentary full access conference passes.



## **Platinum Sponsor**

Package price: \$10,000

The Platinum Sponsorship package allows your organization participate in high profile marketing opportunities at the 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.

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 on online sponsors listing.

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

Logo listing on conference home page.

### **Print Advertisement:**

One full page color advertisement in conference program.

Notable mention in conference signage as a Platinum sponsor.

Reduced rates on tote bag inserts.

### **Conference Passes:**

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



## **Gold Sponsor**

Package Price: \$5,000

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.

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.

Conference Passes:

Gold sponsors will receive 9 complimentary full access conference passes and unlimited expo floor passes.





## 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.

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:

Notable mention in select conference signage as a Silver Sponsor.

Conference Passes:

Silver sponsors will receive 6 complimentary full access conference passes.







## **Basic Exhibitor**

Package Price: \$1,300

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.

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

(1) 500W electrical outlet.

Wireless Internet access.

Lead retrieval system for opt-in attendee lists.

Conference Passes:

Exhibitors will receive 3 complimentary full access conference passes

## **Conference Game Night Co-Sponsor**

Package Price: \$1,000

Co-sponsor a conference game and attendee after hours event. This event will be held on Saturday evening. It will include food and beverage, the conference raffle, and other entertainment.

Print Advertisement:

Sponsor logo on directional signage to game night event.

Sponsor logo on signage at game night event.

Sponsor logo on game night advertisement in the conference program.

Sponsoring organization may provide giveaways to be placed at seats or as table center pieces at the reception.

Audio Advertisement:

Sponsoring organizations will be mentioned during announcements regarding the event.

Sponsoring organizations will be mentioned in announcements during the event.



## **Coffee Breaks**

Package Price: \$2,500

### **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.

Notable mention and sponsor logo on signage.

Notable mention in conference schedule.

### **Audio Advertisement:**

Sponsoring organization will be mentioned during announcement of coffee breaks.

## **Press and Speaker Green Room Sponsor:**

Package Price: \$1,500

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.



## **Tote Bag Inserts**

Package price: \$600

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.

Audio Advertisement:

Sponsor will receive 2 complimentary full access conference passes.

## **Official Conference Lanyard Sponsor**

Package price: \$5,000 or in kind donation of materials

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.

## **On-call Seating**

Package price: \$2,500

SCALE attendees often find themselves on-call during the event. Ensure a reserved row in each session room with tables, chairs, and power so that on-call staff can enjoy SCALE while keeping the lights on back at the office.

SCALE will place a placard at each oncall row thanking on-call sponsor. Sponsor may provide branded table clothes, and layout materials.



## **Legal Training Sponsoring**

Package price: \$1,500

SCALE is the only event to provide an annual open-source Continuing Legal Education training program. Sponsor the lunch break and post-training reception associated with this special event. Attendees will include attorneys and compliance specialists seeking to better understand open-source licensing, ethics, and compliance.

## **Conference Mugs**

Package price: \$6,500

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.

## **Additional Opportunities**

Many other sponsorship and promotional opportunities are available at this year's event. Please call for more information and pricing:

- Airport Shuttles
- Hotel Key Card Sponsorship
- Lunch Break Sponsorship
- Co-Branded Advertising
- Book space rooms for meetings with clients and vendors
- Additional onsite storage space