



SCALE
12x
The Twelfth Annual
Southern California Linux Expo



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 12x will be held on February 21st through 23rd, 2014 at the Hilton Los Angeles Airport. SCALE 11x, our 2013 show, drew in over 2,300 attendees, users, developers and IT Professionals.

Below you will find the various sponsorship packages available for our 2014 event, SCALE 12x.

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 12x.

THE SCALE STAFF

<http://www.socallinuxexpo.org>





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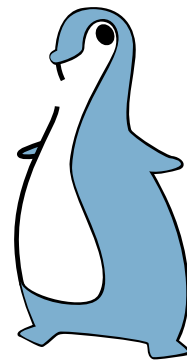


Exhibit Hall Information

Location: The Hilton Los Angeles Airport
5711 West Century Boulevard
Los Angeles, California 90045
(310) 410-4000 Phone
(310) 410-6250 Fax

Move In: Friday, February 21, 2014 2pm — 8pm

Exhibit Hall Hours: Saturday, February 22, 2014 10am — 5pm
Sunday, February 23, 2014 10am — 4pm

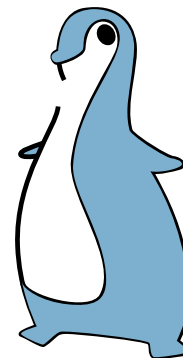
Tear Down: Sunday, February 23, 2014 4pm — 8pm

Expected Attendance: 2,300 +





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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,
 Science and Technology (iQUEST)
Sun Microsystems
Information Science Institute
MySQL
Pogo Linux
Earthlink
Nortel Networks
Kaiser Permanente
SteelEye Technology
Viacom
U.S. Army Corp of Engineers
Warner Music Group
Quest Software
Debian
Google

Walt Disney Internet Group
Bay Area Rapid Transit District
Bank of the West
Raytheon Systems
Sony Entertainment of America
PeopleSoft
Cingular 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
Samba
Linux Terminal Server Project
Rand Corporation





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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

Sony Computer Entertainment of America

Linux Journal

MySQL AB

Novell

Pogo Linux

LinuxFund

New Avenue Systems

Yosemite Technologies

Genesi

MSC Software

Google

USENIX

O'Reilly and Associates

Linspire

Sun Microsystems

Systems Administrator Magazine

Sharp Electronics

MediaTemple

DigiLink

NoStarch Press

Storix Software

4Front Technologies

Mountain View Data

Disney Studios

Linux Terminal Server Project

Debian

FreeBSD

NetBSD

GNOME Foundation

Wikipedia

Gentoo

Free Software Foundation

FlightGear

Jenkins

Krugle

Dell

Redhat

Zenoss

Clearhealth

Silicon Mechanics



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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 16' 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.

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.

Conference Passes:

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



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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 8' 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 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 6 complimentary full access conference passes and unlimited expo floor passes.





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Gold Sponsor

Package price: \$5,000

The Gold Sponsorship package includes:

20' by 8' 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.

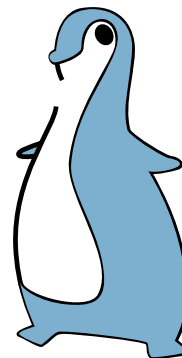
Conference Passes:

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





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Silver Sponsor

Package price: \$3,000

The Silver Sponsorship package includes:

10' by 8' 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.





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Basic Exhibitor

Package price: \$1,300

The Basic Exhibitor package includes:

10' by 8' 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.

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.



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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.

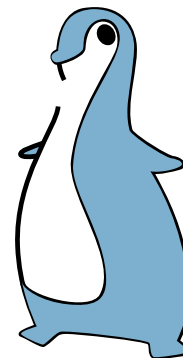
Notable mention prior to each talk on sponsored conference track.

Conference Passes:

Sponsor will receive 2 complimentary full access conference passes.



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Speaker Track Sponsor

Package price: \$800

Speaker track allows you to target specific demographic groups based on the content of the track. 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: \$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.

Conference Passes:

Sponsor will receive 2 complimentary full access conference passes.



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Lanyards 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.

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.

Additional Opportunities

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

T-Shirt Sponsorship

Hotel Key Card Sponsorship

Lunch Break Sponsorship

Media Sponsorship

Co-Branded Advertising

Book space rooms for meetings with clients and vendors

Additional storage space

