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 14x will be held on January 21st through 24th, 2016 at the Pasadena Convention Center. SCALE 13x, our 2015 event, drew in over 3,000 attendees, users, developers and IT Professionals.

Below you will find the various sponsorship packages available for our 2016 event, SCALE 14x.

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 14x.

THE SCALE STAFF

SCALE 14x
The Fourteenth Annual
Southern California Linux Expo

Exhibit Hall Information

Location:	Pasadena Convention Center
	300 E Green Street
	Pasadena, California 91101
	(626) 449-7360 Phone
Move In:	Thursday, January 21, 2016 2pm — 8pm
	Friday, January 22, 2016 10am — 12pm
Show Hours:	
	Friday, January 22, 2016 12pm — 5pm
	Saturday, January 23, 2016 10am — 5pm
	Sunday, January 24, 2016 10am — 2pm
Tear Down:	Sunday, January 24, 2016 2pm
Expected Attendance:	3,000+

Attendee Demographics

Attendee Organizations From Past Events include:

USC Research Labs	Walt Disney Internet Group
Univ. California, Los Angeles	Bay Area Rapid Transit District
Univ. California, Riverside	Bank of the West
Univ. California, Santa Barbara	Raytheon Systems
University of Southern California	Sony Entertainment of America
Cal State University	AT&T Wireless
Cal Polytechnic State University	Apple Computer
California Institute of Technology	Boeing
Oracle	Lockheed Martin
Sun Microsystems	Cray
Information Science Institute	NASA — JPL
Pogo Linux	Raytheon
Nortel Networks	City of Los Angeles
Kaiser Permanente	City of Garden Grove
SteelEye Technology	County of Ventura
Viacom	Walt Disney Company
U.S. Army Corp of Engineers	Ooyala
Warner Music Group	Los Angeles Unified School District
Quest Software	U.S Airforce Space and Missile Center
Debian	NBC-Universal
Google	Universal Studios
Rand Corporation	Facebook
Twitter	HBO

Attendee Demographic Groups:

Linux Users	Linux Developers
Open-source software users	Open-source Developers
Computer Science Researchers	Telecommunications Companies
University Technology Students, Educators, and Researchers	Technology Users/Enthusiasts
	Retail Companies
Financial Service Companies	Government Agencies
Systems Administrators	Miscellaneous Technical Gurus
Professional Consultants	CIO / CTO

Sponsoring and Exhibiting Organizations From Past Events include:

IBM	DigiLink
Continuent	NoStarch Press
Ansible	Storix Software
Linkline Communications	Datadog
Sony Computer Entertainment of America	Chef
Linux Journal	Disney Studios
MySQL	Debian
SUSE	FreeBSD
Pogo Linux	NetBSD
LinuxFund	GNOME Foundation
Arista	Wikipedia
Citrix	Gentoo
Google	Free Software Foundation
USENIX	Jenkins
O'Reilly and Associates	HP
Oracle	Dell
MediaTemple	Red Hat
Silicon Mechanics	Zenoss
OpenStack Foundation	Rackspace
GitHub	OpenNMS

Diamond Sponsor

Package price: $20,000 (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' high draped wall for placement of banners and marketing material.
   (4) 500W electrical outlets.
   High speed Ethernet and 802.11b Internet access.
   (4) Lead retrieval devices for opt-in attendee lists.

Web Advertisement:
   Your organization's logo and link off of our conference sponsors web page.
   Logo placement 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.
   Company logo prominently placed on conference posters, and logo placement on door clings/wraps in key locations in conference entryways.

Conference Passes:
   Diamond sponsors will receive 20 complimentary full access conference passes and unlimited expo floor passes.

Platinum Sponsor

Package price: $12,000

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.

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

(3) 500W electrical outlets.

High speed Ethernet and 802.11b Internet access.

(3) Lead retrieval devices 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.

One tote bag insert.

Conference Passes:

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

Gold Sponsor

Package Price: $6,000

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.
   8' high draped wall for placement of banners and marketing material.
   (2) 500W electrical outlets.
   High speed Ethernet and 802.11b Internet access.
   (2) Lead retrieval devices 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.

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.
- 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 device 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.

Basic Exhibitor

Package Price: $2,000

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.
  8' high draped wall for placement of banners and marketing material.
  (1) 250W electrical outlet.
  High speed Ethernet and 802.11b Internet access.
  Lead Retrieval device not included

Conference Passes:
  Exhibitors will receive 2 complimentary full access conference passes for use by staff.

Conference Game Night Co-Sponsor

Package Price: $2,000 *(Alternative pricing for exclusive sponsorship available.)*

  Sponsor SCALE's world famous game night 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.

Conference Passes:
  Sponsor will receive 10 complimentary full access conference passes to SCALE.

Coffee Breaks

Package Price: $3,500

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.
    Option to include custom mugs or napkins with company logo.

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.

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: $750

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.

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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: $7,000

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.

Hotel Key Card

Package price: $4,000

Each attendee staying in the official conference hotel will receive a keycard with your branding or logo on it for entry into their sleeping rooms. Sponsor may select design and will have opportunity to review proof.

Additional Opportunities

Many other sponsorship and promotional opportunities are available at this year's event. Please call for more information and pricing. We are always happy to work with you on custom packages.

- DevOps Day LA
- Lunch Breaks.
- Co-Branded Advertising and mailings
- Sessions rooms for tutorials or trainings
- Private meeting rooms
- Diversity Scholarships

- Video Streaming
- Registration Stations
- Custom Channel in Hotel Rooms
- Healthy Snack Breaks
- and more….