



Dear Prospective Sponsor,

Thank you for your interest in the Southern California Linux Expo. We are a non-profit, community run, technical conference. SCALE 16x, our 16<sup>th</sup> annual event, will be held on March 8th through 11th, 2018 at the Pasadena Convention Center. SCALE 15x, our 2017 event, drew in over 3,400 attendees, users, developers and IT Professionals.

Below you will find the various sponsorship packages available for our 2018 event, SCALE 16x.

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 16x.

-THE SCALE STAFF





## Exhibit Hall Information

Location:	Pasadena Convention Center 300 E Green Street Pasadena, California 91101
Move In:	Thursday, March 8, 2018 2pm — 8pm Friday, March 9, 2018 8am — 12pm
Expo Hours:	Friday, March 9, 2018 2pm — 5pm Saturday, March 10, 2018 10am — 5pm Sunday, March 11, 2018 10am — 2pm
Tear Down:	Sunday, March 11 — 2pm
Expected Attendance:	3,500+





## 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, Northridge	AT&T Wireless
Cal State University, Domingez Hills	Apple Computer
Cal Polytechnic State University, Pomona	Boeing
California Institute of Technology	Lockheed Martin
Oracle	Cray
Institute for Quantum Engineering	NASA — JPL
Sun Microsystems	Raytheon
Information Science Institute	City of Los Angeles
Pogo Linux	City of Garden Grove
Earthlink	County of Ventura
Kaiser Permanente	Walt Disney Company
SteelEye Technology	Ooyala
Viacom	Los Angeles Unified School District U.S
U.S. Army Corp of Engineers	Airforce Space and Missile Center NBC
Warner Music Group	Universal Studios
Microsoft	FreeBSD
Debian	Rand Corporation
Google	Snapchat
SpaceX	Linkedin
Hulu	Warner Bros.

**Sponsors  
From Past  
Events  
include:**

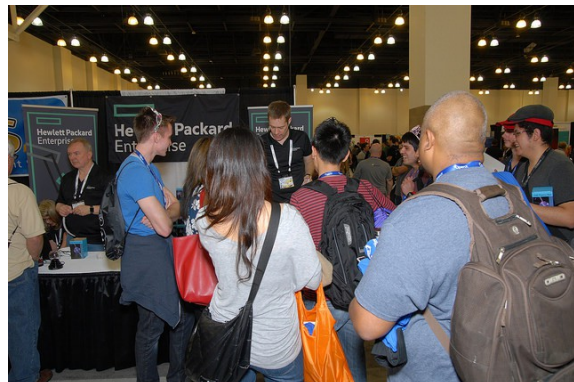


# SCALE 16x

The Sixteenth Annual  
**Southern California Linux Expo**

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  
Red Hat  
Zenoss  
Rackspace  
Silicon Mechanics  
Yahoo







**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.

**Exhibits**

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 wireless Internet access.

Lead retrieval system for opt-in attendee lists.

(20) complimentary full access conference passes.

**Online 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



**SCALE  
16x**

The Sixteenth Annual

**Southern California Linux Expo**

## **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.

### **Exhibits**

- 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.
- (3) 500W electrical outlets.
- High speed Ethernet and wireless Internet access.
- Lead retrieval system for opt-in attendee lists.
- (12) complimentary full access conference passes.

### **Online 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.



## **Gold Sponsor**

**Package price: \$6,000**

The Gold Sponsorship package includes:

### **Exhibits**

- 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.
- (2) 500W electrical outlets.
- High speed Ethernet and wireless Internet access.
- Lead retrieval system for opt-in attendee lists.
- (9) complimentary full access conference passes.

### **Online 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.



## **Silver Sponsor**

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

### **Exhibits**

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 wireless Internet access.

Lead retrieval system for opt-in attendee lists.

(6) complimentary full access conference passes.

### **Online 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 Silver Sponsor.

## **Basic Exhibitor**

**Package price: \$2,000**

### **Exhibits**

10' by 10' space with table top display in the conference Exhibition Hall.

(1) 500W electrical outlet.

High speed Ethernet and wireless Internet access.

(3) complimentary full access conference passes.





## Conference Game Night Co-Sponsor

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

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. Past activities have included drone flying, laser tag, mini golf, and live concerts.

### 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.

### Online Advertisement

- Inclusion in game night reception related emails and web pages.

### Onsite Advertisement

- Noteable mention during all event related announcements.



## **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.

Sponsor may optionally provided branded mugs and/or napkins.

Notable mention and sponsor logo on signage.

### **Audio Advertisement:**

Mention during coffee break related announcements.

## **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**

Sponsor logo on press and green 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.

### **Conference Passes**

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.

### **Conference Passes**

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 on-call row thanking on-call sponsor. Sponsor may provide branded table clothes, and layout materials.



## **DevOpsDay LA Sponsorship**

### **Package Price: \$1,600**

Sponsor lunch and coffee breaks at DevOpsDay LA. DevOpsDay LA is a one day single track DevOps conference held in advance of SCALE. The event focuses on the intersection of culture, automation, metrics and sharing with discussing tooling and techniques for increasing collaboration across organizational silos such as Development and Operations. DevOpsDay LA draws 300-400 attendees.

### **Table Top Display**

(1) 6' table around perimeter of DevOps conference room.

Sponsors may staff tables during breaks or use them as media tables.

Sponsor may provide promotional material to be placed on attendee seats at the start of the event.

### **Print Advertisement**

Listing in conference materials and signage as a sponsor of DevOpsDay LA.

### **Web Advertisement**

Your organization's logo and link off of the SCALE and DevOpsDay LA web pages.

### **Audience Advertisements**

Sponsor will be thanked by name during DevOpsDay announcements onsite, live video stream, and on demand video recordings.

### **Conference Passes**

2 complimentary full access conference passes.



## Sponsored Tutorial

**Package Price: \$3,000** (*pricing may vary based on A/V, room size, and logistics needs*)

Want the open source community to get hands on exposure to your organizations technology? Run a sponsored tutorial at SCALE. Your sessions will be included in the SCALE conference program and website with a sponsored event listing.

Package includes basic A/V and seating for a 100 person classroom.

## Legal Training Sponsor

**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: \$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.

## Additional Opportunities

Many other sponsorship and promotional opportunities are available at this year's event. Please email [sponsorship@socallinuxexpo.org](mailto:sponsorship@socallinuxexpo.org) for more information and pricing:

Airport Shuttles

Hotel Key Card Sponsorship

Lunch Break Sponsorship

Co-Branded Advertising

Additional onsite storage space

Meeting space