Dear Prospective Sponsor,

Thank you for your interest in the Southern California Linux Expo. We are a non-profit, community run, technical conference. SCALE 18x, our 18h annual event, will be held on March 5th through 8th, 2020 at the Pasadena Convention Center. SCALE 17x, our 2019 event, drew in over 3,500 attendees, users, developers and IT Professionals.

Below you will find the various sponsorship packages available for our 2020 event, SCALE 18x.

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.

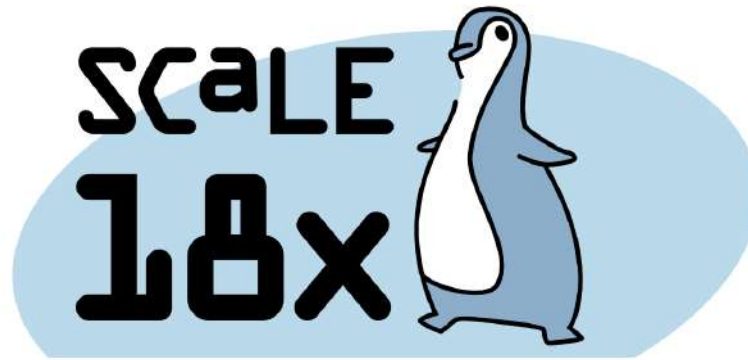We look forward to seeing you at SCALE 18x.
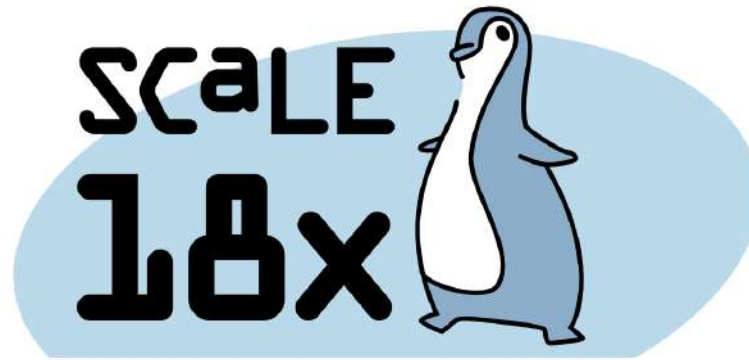-THE SCALE STAFF

## Exhibit Hall Information

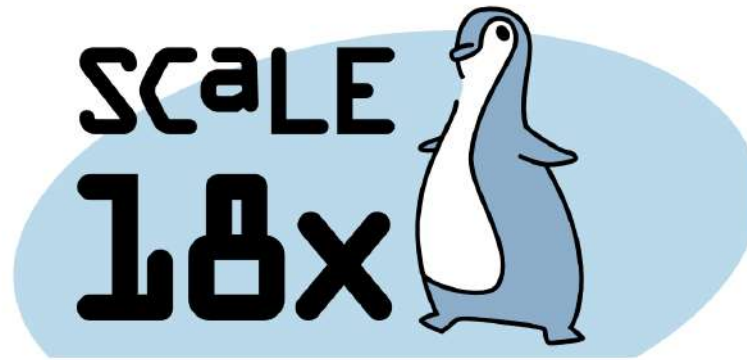|  |  |
|---|---|
| Location: | Pasadena Convention Center<br>300 E Green Street<br>Pasadena, California 91101 |
| Move In: | Thursday, March 5, 2020 2pm — 8pm<br>Friday, March 6, 2020 8am — 12pm |
| Expo Hours: | Friday, March 6, 2020 2pm — 5pm<br>Saturday, March 7, 2020 10am — 5pm<br>Sunday, March 8, 2020 10am — 2pm |
| Tear Down: | Sunday, March 8 — 2pm |
| Expected Attendance: | 3,500+ |

## Attendee Demographics

### Attendee Organizations From Past Events include:

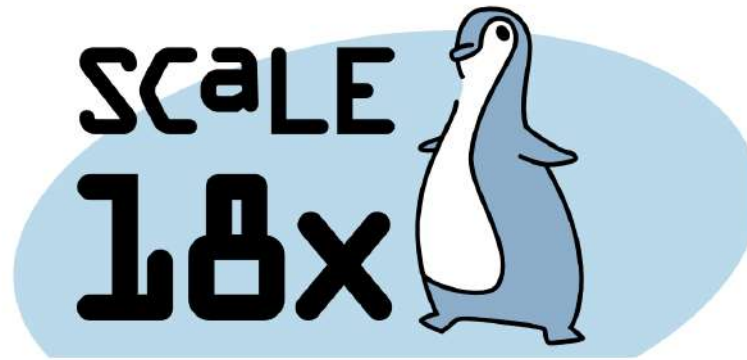| | |
|---|---|
| USC Research Labs | Walt Disney Internet Group |
| Univ. California, Los Angeles | Bay Area Rapid Transit District |
| Univ. California, Riverside | Bank of the West |
| Univ. California, Santa Barbara | Raytheon Systems |
| University of Southern California | Sony Entertainment of 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:

IBM
Ansible
Rancher Labs
Sony Computer Entertainment
Oracle
Novell
Pogo Linux
LinuxFund
Arista
Citrix
Google
USENIX
O'Reilly and Associates
GitLab
Sun Microsystems
Systems Administrator Magazine
Sharp Electronics
MediaTemple
Elastic
Humio

Ticketmaster
Red Hat
NoStarch Press
Gravational
Datadog
Chef
The Walt Disney Studios
GNOME Foundation Wikipedia
Gentoo
Free Software Foundation
FlightGear
Jenkins
StackRox
Hewlett Packard Enterprise
Dell
Red Hat
Zenoss
Rackspace
Silicon Mechanics
Verizon Digital Media Services

## 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.

### 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 tabletop displays. Pop-up booths are permitted. 8' high draped wall for placement of banners and marketing material.

(4) 500W electrical outlets.

High speed 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 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

## Platinum Sponsor

### Package price: $12,000

The Platinum Sponsorship package allows your organization to 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 tabletop displays.

Pop-up booths are permitted.

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

(3) 500W electrical outlets.

High speed 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
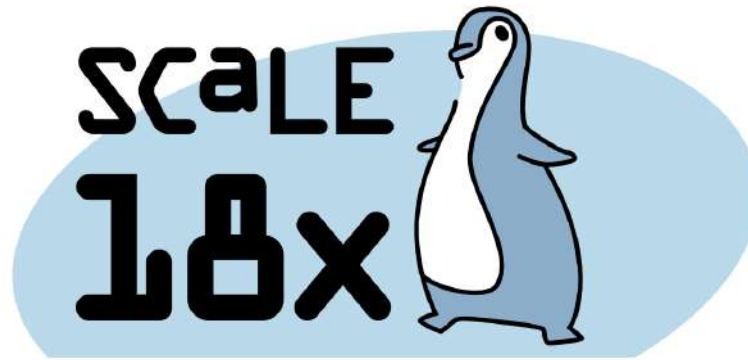
The Gold Sponsorship package includes:

### Exhibits

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

(2) 8' draped tables will be provided for tabletop displays.

Pop-up booths are  permitted.

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

(2) 500W electrical outlets.

High speed 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 tabletop displays.

Pop-up booths are permitted.

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

(1) 500W electrical outlet.

High speed 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 on conference sponsors page.

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

**Print Advertisement**

Notable mention in conference signage as a Silver Sponsor.

## 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**

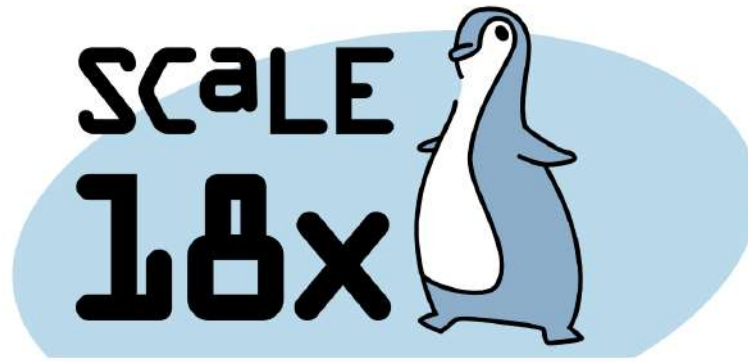Sponsor logo on directional signage to game night event.

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.

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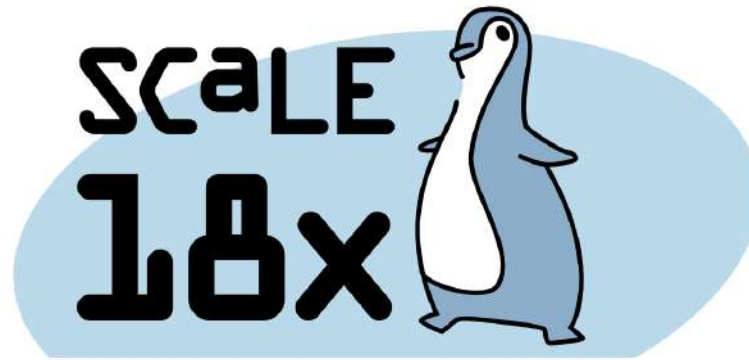
Package includes production and distribution of lanyards inscribed with sponsor and Southern California Linux Expo logos.

## 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: $3,000**

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.

**Tabletop 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.
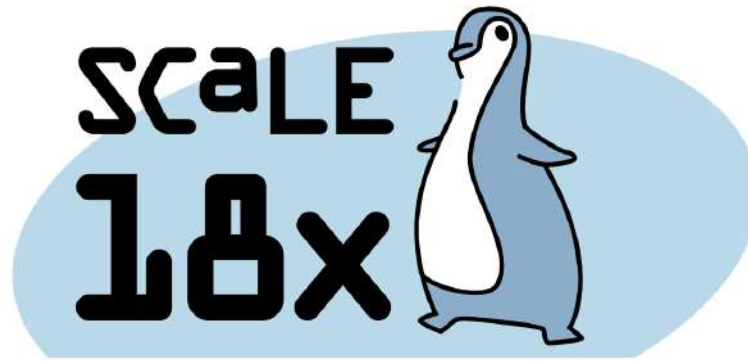
**Web Advertisement**

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**

4 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.

## Conference Mugs

**Package price: $8,000**
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 for more information and pricing:

Airport Shuttles
Hotel Key Card Sponsorship
Lunch Break Sponsorship
Co-Branded Advertising
Additional onsite storage space
Meeting space