



August 17-19, 2015 | Sheraton Seattle, Seattle, WA

Conference & Sponsorship Prospectus



TABLE OF CONTENTS

About LinuxCon + CloudOpen.....	3
Why Sponsor?.....	4
LinuxCon + CloudOpen by the Numbers	5
Why Linux Foundation Events Are Different.....	7
Diamond Sponsorship	10
Platinum Sponsorship.....	11
Gold Sponsorship.....	12
Silver Sponsorship.....	13
Bronze Sponsorship	14
Sponsorship Grid At-A-Glance	15
Additional Marketing Opportunities	16
Sponsorship Bundles & Custom Packages.....	17



At the intersection of Linux and cloud computing, two events converge to create one extraordinary opportunity for cross pollination between the developers, sys admins, devops professionals and architects driving the future of technology - LinuxCon and CloudOpen.

ABOUT LINUXCON

LinuxCon is the leading annual technical conference in North America, providing a much needed collaboration and education space for the Linux community.

Launched in 2009, LinuxCon has quickly become known for offering top speaking talent, a cross-section of the leading players in the Linux community, innovative and timely content, a wide variety of opportunities for attendee collaboration and a place for smaller groups to co-locate for topic-specific mini-summits and workgroups.

LinuxCon North America promises to deliver sponsors the opportunity to connect with the leaders of the Linux community in one place.

ABOUT CLOUDOPEN

In 2012, The Linux Foundation introduced a new annual technical conference, CloudOpen, designed to provide a collaboration and education space to advance the open cloud.

CloudOpen brings together the open source projects, products and companies that are driving the cloud and big data ecosystems today, along with best practices from the world of traditional open source.

There are two primary goals of CloudOpen; to educate and inform users on open cloud technologies and open source best practices applied to the cloud and to allow collaboration between projects and companies within the open cloud ecosystem. And it's not just cloud, sessions will also cover open best practices for data, APIs and business policies that apply to the open cloud.

A dark, blue-tinted photograph of a conference hall with people and various signs, including 'science storms' and 'Sponsored by QUALCOMM'.

Linux in cloud computing is ubiquitous and holding these events in tandem fills a crucial need for those working in these often overlapping arenas to come together for discussions, problem solving, education and collaboration.

Why Sponsor?

What is your goal in sponsoring an event?

These events offer an unmatched ability to gain access to all of the players in Linux, open source and open cloud.

Key benefits include:



Thought leadership



Increase brand awareness
& recognition



Highly targeted
marketing opportunities



Talent acquisition
& recruitment



Showing support of
the Linux & open cloud
communities



Media exposure &
PR announcements



Showcase products,
services & technologies



Generate new
partnerships, alliances
& customers

Who Attends LinuxCon & CloudOpen

- **Developers**
Software Developers,
Programmers, Core
Maintainers and Linux IT
Professionals
- **Operations**
IT Operations Experts,
System Administrators
and Chief Architects
- **Business & Legal**
Corporate End Users,
Senior Business
Executives, Legal
Counsel
- **Plus** Students, Media,
Analysts and other
professionals with an
interest in the Linux
ecosystem

Attendee Demographics

1282

Attendees
in 2014

50%

Average year over
year Attendee
Return Rate

+20%

Average year over
year increase in
of attendees

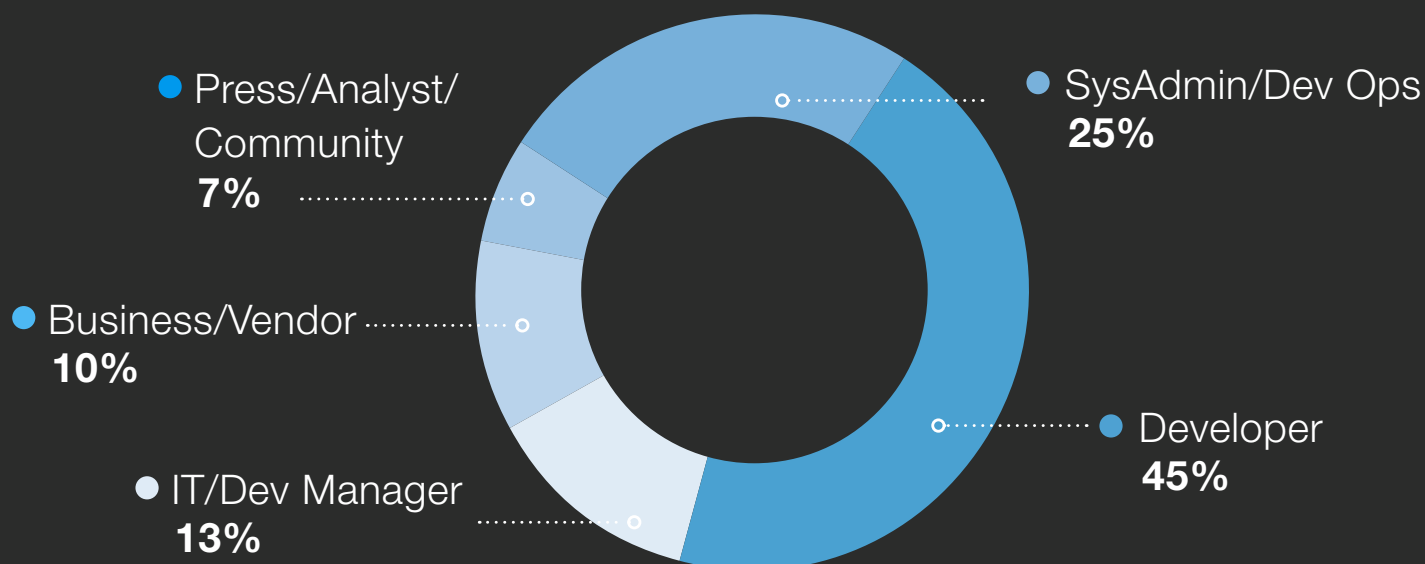
85%

of attendees
from the US

96%

of attendees
surveyed said they
visited booths onsite

Attendee Job Function



Attendee Company Size:

- 0-100 Employees: **40%**
- 101-500 Employees: **14%**
- 501-1000: **6%**
- 1001+: **40%**

Attendee Purchasing Role:

- Makes Purchasing Decisions: **24%**
- Influences Decision Maker: **36%**

As a sponsor, your reach extends far beyond those attending onsite at the event.

“LinuxCon allows me to network with like-minded individuals and collaborate on cutting-edge projects that truly make a difference in my world. It’s one of the few places where I feel I belong.”

SPENCER HUNLEY, SYSTEMS
ADMINISTRATOR, BARRIER FREE
TECHNOLOGY

Livestreamed and Recorded LinuxCon North America Coverage

The LinuxCon + CloudOpen North America 2014 livestream drew nearly 5,000 viewers, increasing to over 92,000 people who viewed videos in the month following the event.

Newsletters, Web Pages, and Announcement E-Lists

The Linux Foundation’s websites draw more than 2.4 million page views and 1.1 million unique visitors a month; the Linux Foundation’s event website alone draws 75k unique visitors a month, and the LinuxCon North America website draws 37k unique visitors a month. The Linux Foundation monthly newsletter reaches 367k subscribers.

Editorial & Media Coverage

LinuxCon is covered by journalists and publications around the globe, making it a perfect forum for new announcements. Media coverage for LinuxCon + CloudOpen North America 2014 resulted in 980 media clips with over 11.5 million media placements and impressions.



Projects & Technologies Covered Include:

Linux Kernel & Subsystems

Kernel, Security, Networking, Wireless, Plumbing, Tracing, Bluetooth, Media, Storage, Filesystems, Memory Management, Gluster, Ceph.

Infrastructure

Xen, KVM, Solr, Lucene, Apache, Docker, LXC, Ovirt.

Cloud Computing & Automation

Cloudstack, Puppet, CouchDB, Chef, Stratos.

Embedded & Mobile Computing

Real Time, Yocto, Cordova, Uboot, Automotive Grade Linux, LTSI, Tizen, LLVM.

Big Data & Clusters

Hadoop, Hive, Mesos, Cassandra, Spark & Gora.

Networking

Software Defined Networking, OpenDaylight, OPNFV, NFV.

IoT

AllSeen, Open IOT standardization and integration.

Linux Foundation events are the place open source development gets done. If you rely on open source, you must be a part of Linux Foundation events.

Why are Linux Foundation Events Different?

If open source software is eating the world, Linux Foundation events give companies a privileged seat at the table. It's well established that leading companies are using open source strategically to power their business.

Smart companies realize that to gain a competitive advantage they must influence and learn directly from the open source maintainers and developers who are steering the projects being used to create commercial products and services.

Linux Foundation events are the only place where companies can reach the maintainers and developers across all the important open source software projects in enterprise, networking, embedded, IoT and cloud infrastructure.

Aligning your development efforts and R&D with open source upstream projects is now non-negotiable.

Those who master open source profit with lower costs and faster time to market. Those who don't, struggle to keep up. In the software talent arms race, companies must understand and influence the open source developers in order to win.

But how to influence the world of open source maintainers and developers?

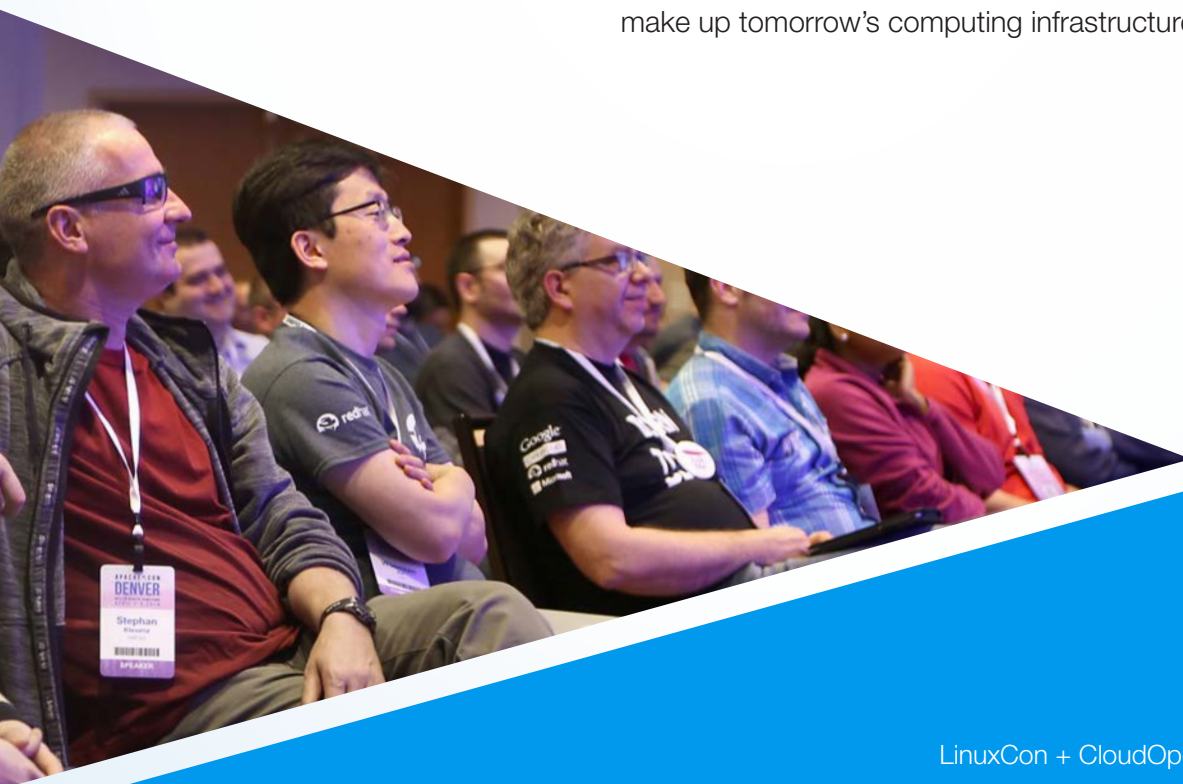
“We sponsor Linux Foundation events because they are high quality, professional events filled with a diverse group of smart people working on interesting projects - just the type of people we enjoy talking to.”

DAWN M. FOSTER
DIRECTOR OF COMMUNITY
PUPPET LABS

They don't attend the same industry conferences as business executives and management, and they value collaboration and technical work more than extravagant booths or pretty keynote graphics. Linux Foundation events are the industry's primary gathering place for open source maintainers and developers.

If integrating external R&D into your company is important to you, attending, sponsoring or speaking at a Linux Foundation event is crucial.

From the Linux kernel, to Hadoop, OpenDaylight, OpenStack, Docker, CloudStack, Mesos, Puppet and many more, Linux Foundation events gather the maintainers and developers who are creating the projects that make up tomorrow's computing infrastructure.



Influence & Reach

Web Sites

Our websites draw more than 2.4m page views and 1.1m unique visitors a month.

Our events website alone draws 35k unique visitors a month.

Emails & Newsletters

Subscription list of 367k.

Social Media

145k Twitter Followers.

500k Fans & Followers across channels.

24m Social Media impressions/month.

Videos

1.1m Year to Date views.

35k subscribers.

2.5m minutes watched Year to Date.

Share of Voice

52% among open source foundations.

If you want to influence, learn from or recruit these maintainers and developers, Linux Foundation events are must-attend.

By supporting these technically focused events, your company stands to gain inside knowledge that will help you get the most out of your investment in open source and also gain credibility and mindshare with this opportunity community.

Visibility within the open source community is one of the best ways to recruit high level software talent which is essential for competition.

Unlike for-profit conference companies, the Linux Foundation partners with supporting companies to help them navigate the world of open source from the inside out.

As a tour guide for open source, we can help explain how best to reach your goals in learning from or influencing this important community.

We exclusively organize conferences and summits for open source developers in The Linux Foundation and Apache Software project communities and thus reach the widest and most influential developer base in the industry.

DIAMOND SPONSORSHIP

SPONSORSHIP FEE

\$50,000

2 AVAILABLE

SOLD OUT

Contact

[sponsorships@
linuxfoundation.org](mailto:sponsorships@linuxfoundation.org)

to secure your
sponsorship today.

Sponsorships will be featured
on both the LinuxCon North
America and CloudOpen North
America websites unless
requested otherwise

Thought Leadership

▪ KEYNOTE SPEAKING OPPORTUNITY

Sponsor to work directly with
Linux Foundation on signoff for
content of session.

▪ PRE OR POST CONFERENCE EMAIL BLAST

One time use of opt-in list to be
sent by Linux Foundation.

▪ ABILITY TO SHOW SPONSOR VIDEO BETWEEN KEYNOTES

Max 1 minute video shown once.

▪ EDITORIAL INTERVIEW AND ARTICLE ON LINUX.COM

Over 1M unique visitors per
month. Linux Foundation to
determine final interview
content and delivery date.

▪ ASSISTANCE WITH PRESS BOOKINGS AT EVENT

Helping you get the most out
of an on-site announcement.

Brand Awareness

▪ RECOGNITION ON EVENT SIGNAGE

Logo on conference signage.

▪ RECOGNITION IN PRE- CONFERENCE EMAIL MARKETING

Logo under diamond sponsors.

▪ SPONSOR DESIGNATION IN PRESS RELEASES

Recognition as diamond sponsor.

▪ MESSAGE IN ATTENDEE PRE- CONFERENCE EMAIL

Customized message in text
email distributed to all attendees
pre-event.

▪ KEYNOTE STAGE BRANDING

Logo prominently displayed on
stage screens.

▪ COLLATERAL IN CONFERENCE BAG

Distributed to all attendees
at check-in.

Sales, Marketing & Recruiting

▪ 10X20 EXHIBIT BOOTH IN TECHNOLOGY SHOWCASE

Providing excellent
mindshare for sponsors.

▪ (3) LEAD RETRIEVAL SCANNERS

Use at your booth or at your
conference sessions.

▪ ACCESS TO EVENT PRESS/ ANALYST LIST

Contact list shared two weeks prior
to event for your own outreach.

▪ PRIVATE CONFERENCE ROOM

Exclusive use of a meeting
room throughout conference.

Access & Education

▪ (20) CONFERENCE ATTENDEE PASSES

Full access passes to the
entire conference for your
staff or customers.

▪ (10) VIP DINNER PASSES

Community Support

▪ RECOGNITION ON EVENT WEBSITE

Prominent logo display
on all website pages.

▪ ONSITE RECOGNITION

During opening keynote.



PLATINUM SPONSORSHIP

SPONSORSHIP FEE

\$35,000

6 AVAILABLE

SOLD OUT

Contact

sponsorships@linuxfoundation.org

to secure your sponsorship today.

Sponsorships will be featured on both the LinuxCon North America and CloudOpen North America websites unless requested otherwise

Thought Leadership

- OPTION 1**
- **KEYNOTE SPEAKING OPPORTUNITY***
Sponsor to work directly with Linux Foundation on signoff for content of session.
**Based on availability*

OR

- OPTION 2**
- **EDITORIAL INTERVIEW AND ARTICLE ON LINUX.COM**
Over 1M unique visitors per month. Linux Foundation to determine final interview content and delivery date.
 - **SESSION SPEAKING OPPORTUNITY**
Sponsor to work directly with Linux Foundation on signoff for content of session.

AND

- **PRE OR POST CONFERENCE EMAIL BLAST**
One time use of opt-in list to be sent by Linux Foundation.
- **ABILITY TO SHOW SPONSOR VIDEO BETWEEN KEYNOTES**
Max 1 minute video shown once.
- **ASSISTANCE WITH PRESS BOOKINGS AT EVENT**
Helping you get the most out of an on-site announcement.

Access & Education

- **(15) CONFERENCE ATTENDEE PASSES**
Full access passes to the entire conference for your staff or customers.
- **(5) VIP DINNER PASSES**

Community Support

- **RECOGNITION ON EVENT WEBSITE**
Prominent logo display on all website pages.
- **ONSITE RECOGNITION**
During opening keynote.

Brand Awareness

- **RECOGNITION ON EVENT SIGNAGE**
Logo on conference signage.
- **RECOGNITION IN PRE-CONFERENCE EMAIL MARKETING**
Logo under platinum sponsors.
- **SPONSOR DESIGNATION IN PRESS RELEASES**
Recognition as platinum sponsor.
- **MESSAGE IN ATTENDEE PRE-CONFERENCE EMAIL**
Customized message in text email distributed to all attendees pre-event.
- **KEYNOTE STAGE BRANDING**
Logo prominently displayed on stage screens.
- **COLLATERAL IN CONFERENCE BAG**
Distributed to all attendees at check-in.

Sales, Marketing & Recruiting

- **10X15 EXHIBIT BOOTH IN TECHNOLOGY SHOWCASE**
Providing excellent mindshare for sponsors.
- **(2) LEAD RETRIEVAL SCANNERS** Use at your booth at at your conference sessions.
- **ACCESS TO EVENT PRESS/ANALYST LIST**
Contact list shared two weeks prior to event for your own outreach.
- **PRIVATE CONFERENCE ROOM** Exclusive use of a meeting room throughout conference.



GOLD SPONSORSHIP

SPONSORSHIP FEE

\$25,000

8 AVAILABLE

SOLD OUT

Contact

[sponsorships@
linuxfoundation.org](mailto:sponsorships@linuxfoundation.org)

to secure your
sponsorship today.

Sponsorships will be featured
on both the LinuxCon North
America and CloudOpen North
America websites unless
requested otherwise

Thought Leadership

- **SESSION SPEAKING
OPPORTUNITY**

Sponsor to work directly with
Linux Foundation on signoff for
content of session.

- **ABILITY TO SHOW SPONSOR
VIDEO BETWEEN KEYNOTES**

Max 1 minute video shown once.

- **ASSISTANCE WITH PRESS
BOOKINGS AT EVENT**

Helping you get the most out
of an on-site announcement.

Sales, Marketing & Recruiting

- **10X10 EXHIBIT BOOTH IN
TECHNOLOGY SHOWCASE**

Providing excellent
mindshare for sponsors.

- **(2) LEAD RETRIEVAL
SCANNERS**

Use at your booth or at your
conference sessions.

- **ACCESS TO EVENT PRESS/
ANALYST LIST**

Contact list shared two weeks
prior to event for your own
outreach.

- **SHARED CONFERENCE
ROOM**

Shared use of a meeting
room throughout conference.

Brand Awareness

- **RECOGNITION ON EVENT
SIGNAGE**

Logo on conference signage.

- **RECOGNITION IN PRE-
CONFERENCE EMAIL
MARKETING**

Logo under gold sponsors.

- **SPONSOR DESIGNATION
IN PRESS RELEASES**

Recognition as gold sponsor.

- **MESSAGE IN ATTENDEE PRE-
CONFERENCE EMAIL**

Customized message in text
email distributed to all attendees
pre-event.

- **KEYNOTE STAGE BRANDING**

Logo prominently displayed on
stage screens.

- **COLLATERAL IN
CONFERENCE BAG**

Distributed to all attendees
at check-in.

Access & Education

- **(10) CONFERENCE
ATTENDEE PASSES**

Full access passes to the
entire conference for your
staff or customers.

- **(3) VIP DINNER PASSES**

Community Support

- **RECOGNITION ON EVENT
WEBSITE**

Prominent logo display
on all website pages.

- **ONSITE RECOGNITION**

During opening keynote.



SILVER SPONSORSHIP

SPONSORSHIP FEE

\$14,000

10 AVAILABLE

SOLD OUT

Contact

[sponsorships@
linuxfoundation.org](mailto:sponsorships@linuxfoundation.org)

to secure your
sponsorship today.

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on both the LinuxCon North
America and CloudOpen North
America websites unless
requested otherwise

Thought Leadership

- **ASSISTANCE WITH PRESS
BOOKINGS AT EVENT**

Helping you get the most out
of an on-site announcement.

Sales, Marketing & Recruiting

- **8X6 EXHIBIT BOOTH IN
TECHNOLOGY SHOWCASE**

Providing excellent
mindshare for sponsors.

- **(1) LEAD RETRIEVAL
SCANNER**

Use at your booth
or at your conference sessions.

- **ACCESS TO EVENT PRESS/
ANALYST LIST**

Contact list shared two weeks
prior to event for your own
outreach.

- **SHARED CONFERENCE
ROOM**

Shared use of a meeting
room throughout conference.

Community Support

- **RECOGNITION ON EVENT
WEBSITE**

Prominent logo display
on all website pages.

Brand Awareness

- **RECOGNITION ON EVENT
SIGNAGE**

Logo on conference signage.

- **RECOGNITION IN PRE-
CONFERENCE EMAIL
MARKETING**

Logo under silver sponsors.

- **SPONSOR DESIGNATION
IN PRESS RELEASES**

Recognition as silver sponsor.

- **KEYNOTE STAGE BRANDING**

Logo prominently displayed on
stage screens.

- **COLLATERAL IN
CONFERENCE BAG**

Distributed to all attendees
at check-in.

Access & Education

- **(5) CONFERENCE
ATTENDEE PASSES**

Full access passes to the
entire conference for your
staff or customers.

- **(2) VIP DINNER PASSES**



BRONZE SPONSORSHIP

SPONSORSHIP FEE

\$7,000

UNLIMITED

SOLD OUT

Contact

[sponsorships@
linuxfoundation.org](mailto:sponsorships@linuxfoundation.org)

to secure your
sponsorship today.

Sponsorships will be featured
on both the LinuxCon North
America and CloudOpen North
America websites unless
requested otherwise

Sales, Marketing & Recruiting

- **8X6 EXHIBIT BOOTH IN
TECHNOLOGY SHOWCASE**

Providing excellent
mindshare for sponsors.

Community Support

- **RECOGNITION ON EVENT
WEBSITE**

Prominent logo display
on all website pages.

Brand Awareness

- **RECOGNITION ON EVENT
SIGNAGE**

Logo on conference signage.

Access & Education

- **(3) CONFERENCE
ATTENDEE PASSES**

Full access passes to the
entire conference for your
staff or customers.

- **(1) VIP DINNER PASS**



SPONSORSHIP AT-A-GLANCE

Contact sponsorships@linuxfoundation.org
to secure your sponsorship today.

	DIAMOND 2-AVAILABLE SOLD OUT	PLATINUM 6-AVAILABLE SOLD OUT	GOLD 8-AVAILABLE SOLD OUT	SILVER 10-AVAILABLE SOLD OUT	BRONZE UNLIMITED SOLD OUT
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by Linux Foundation	•	•			
Editorial Interview and Article on Linux.com: Over 1M unique visitors per month. Linux Foundation to determine final interview content and delivery date	•	Keynote (based on availability)			
Speaking Opportunity: Sponsor to work directly with Linux Foundation on signoff for content of session	Keynote	or Linux.com interview + session	Session		
Ability to Show Sponsor Video between Keynotes: Max 1 minute video shown once	•	•	•		
Message in Attendee Pre-Conference Email: Customized message in text email distributed to all attendees pre-event	•	•	•		
Onsite Recognition during Opening Keynote Session	•	•	•		
Sponsor Designation in Press Releases: Recognition as xxx sponsor in body of release	•	•	•	•	
Assistance with Press Bookings at Event: Helping you get the most out of an on-site announcement	•	•	•	•	
Recognition in Pre-Conference Email Marketing	•	•	•	•	
Keynote Stage Branding: Logo prominently displayed on stage screens	•	•	•	•	
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach	•	•	•	•	
Collateral in Conference Bag: Distributed to all attendees at check-in	•	•	•	•	
Private Conference Room: Exclusive use of a meeting room throughout conference	•	•	Shared	Shared	
Recognition on Event Website: Prominent logo display on all website pages	•	•	•	•	•
Recognition on Event Signage: Logo on conference signage	•	•	•	•	•
Exhibit Booth: The Technology Showcase is the hub of the event, providing excellent mindshare for sponsors	10x20	10x15	10X10	8X6	8X6
Lead Retrieval Scanners: Use at your booth or at your conference sessions	3	2	2	1	0
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers	20	15	10	5	3
VIP Dinner Passes	10	5	3	2	1
Sponsorship Cost	\$50,000	\$35,000	\$25,000	\$14,000	\$7,000

Sponsorships will be featured on both the LinuxCon North America and CloudOpen North America websites unless requested otherwise

ADDITIONAL MARKETING OPPORTUNITIES

These enhanced marketing opportunities are available in addition to your sponsorship package.

Contact
[sponsorships@
linuxfoundation.org](mailto:sponsorships@linuxfoundation.org)
to secure your
sponsorship today.



Women in Open Source Luncheon **TAKEN**

Show your support of the women in our community that are helping to create the future of open source. Includes sponsor signage and verbal recognition at lunch.



Lanyards ~~\$7,500~~ **TAKEN**

Every attendee at the event will wear a name badge and lanyard and your logo will appear across the lanyard.



Water Bottle **\$7,500**

Your logo will be placed on branded reusable water bottles distributed to all attendees creating long lasting visibility and an eco-friendly option.



Attendee T-Shirt **\$10,000**

Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt.



Developer Hacking Lounge ~~\$10,000~~ **TAKEN**

Provides the space and snacks to get developers hacking into the wee hours. Features comfy seating areas, bean bag chairs and more. Includes sponsored signage and branded snacks.



Keynote Live Stream Feed **\$10,000**

Our event keynote videos are viewed by thousands after the event. Your logo will be displayed on each keynote's introduction screen providing huge visibility.



Onsite Technology Showcase Happy Hour & Booth Crawl Sponsor ~~\$10,000~~ **TAKEN**

Spark conversation about your brand during our Technology Showcase Happy Hour. Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage.



Breakfast & Breaks **\$20,000**

Includes large branded signage in break area, mention in schedule app & on signage.



Attendee Evening Event ~~\$40,000-\$70,000~~ **TAKEN**

A great opportunity to support the community, make an announcement and more. Includes verbal recognition at the event, brief speaking opportunity at event and sponsor signage throughout.



Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events and/or creating a custom sponsor package? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization's individual needs.

**Linux Foundation Corporate Members
receive sponsorship discounts
on Linux Foundation events.
Please inquire for details.**



Contact sponsorships@linuxfoundation.org
to secure your sponsorship today.

www.events.linuxfoundation.org