THE LINUX FOUNDATION

2016 Event Sponsorship Prospectus

"We met some of the brightest and most talented attendees, and learned first-hand from industry leaders. The Linux events and sponsorship team made sure we had everything we needed for a successful event. We're looking forward to more Linux Foundation events in the future!" -EMC

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"The Linux Foundation and the LinuxCon events continue to stay 2 steps ahead of the leading edge in innovation and deliver technical education, networking and best practices like no other show. What I also like is the ability to connect with key people and not feel overwhelmed with crowds. Kudos on the effort to make it an inclusive and diverse conference. A must-attend conference on my open source and technology events calendar."

NITHYA A. RUFF, DIRECTOR,
OPEN SOURCE STRATEGY OFFICE,
SANDISK CORPORATION

THE FOLLOWING 2016 EVENTS HAVE CONCLUDED, AND BEEN REMOVED FROM THIS DOCUMENT.

Please email us at
sponsorships@linuxfoundation.org
if you would like a copy for your records:

- OpenDaylight Developer Design Forum
- DevOps Networking Forum
- Open Networking Summit
- Collaboration Summit
- ELC North America
- OpentIoT Summit
- Linux Storage, Filesystem & Memory Management Summit
- Vault Linux Storage & Filesystems Conference
- Apache: Big Data North America
- ApacheCon North America
- MesosCon North America
- Cloud Foundry Summit North America
- OPNFV Summit
- LinuxCon + ContainerCon Japan
- Automotive Linux Summit
- LinuxCon + ContainerCon North America
- KVM Forum
- Xen Project Developer Summit
- CloudNativeDay

THE LINUX FOUNDATION

Technologies Covered By Event:

IoT, Embedded, Mobile & Automotive

Collaboration Summit, OpenIoT Summit, ELC (North America, Europe), AllSeen Alliance Summit, Automotive Linux Summit

Cloud, Automation & Infrastructure

Cloud Foundry (North America, Europe, Asia), Collaboration Summit, CNCF Summit, Node.js Interactive, Xen Project Developer Summit

Big Data, Data Science, DevOps, Clusters

Apache: Big Data, ApacheCon, MesosCon (North America, Europe, Asia)

Linux Kernel & Subsystems, Systems Administration

LinuxCon (North America, Europe, Japan), Linux Plumbers Conference, Linux Kernel Summit, LSF-MM Summit, Vault

Networking

Collaboration Summit, Open Networking Summit, OpenDaylight Summit, OPNFV Summit

Containers

Cloud Foundry (North America, Europe, Asia), Collaboration Summit, ContainerCon (North America, Europe, Japan), Vault

Ecosystem, Compliance & Legal

Apache: Big Data (North America, Europe), ApacheCon, Collaboration Summit, LinuxCon (North America, Europe, Japan), Linux Foundation Legal Summit

Linux Foundation events are where the world's greatest technologists collaborate, meet and innovate.

If you rely on open source, you need to be a part of Linux Foundation events.

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, developers and IT managers who are steering the projects being used to create today's most innovative commercial products and services.

Linux Foundation events are the only place where the world's leading maintainers, developers and practitioners across all of the most important open source software projects meet. From the enterprise to networking, embedded, IoT and cloud infrastructure, among others, Linux Foundation events are the best place to identify software trends early and inform future technology investments. They're also the ripest recruiting grounds in today's technology landscape.

Visibility within the open source community is one of the best ways to advance your open source development work through connection with sophisticated users who are evaluating and buying the next generation of infrastructure, big data or cloud technology.

If you want to influence, learn from or recruit these maintainers and developers, or reach the IT managers, cloud architects, network architects, infrastructure managers or administrators, Linux Foundation events are a must-attend and must sponsor.

2015 **AUDIENCE SNAPSHOT**

ATTENDANCE

14,000+ attendees
47% YoY Growth

REPRESENTING

3,100+ organizations
Including corporations, associations and
academic institutions worldwide

FROM

85 countries
With representatives from US, Japan,
Germany, Korea, UK and many more.

AUDIENCE BY COMPANY SIZE

COMPANY SIZE	SUM OF %
1 - 99	26%
100 - 499	16%
500 - 4999	16%
5000 - 9999	5%
10000+	37%

More than
56%
attendees are
from the US

2015 **AUDIENCE SNAPSHOT** (CON'T)

AUDIENCE BY JOB FUNCTION

Job Function	Percentage
Development / Engineering	44%
DevOps / System Administration	16%
IT / Dev Manager, Director & VP	9%
Marketing / Sales	7%
Executive Management	7%
Student / Academic	7%
Product	4%
Press Analyst	2%
Other	4%
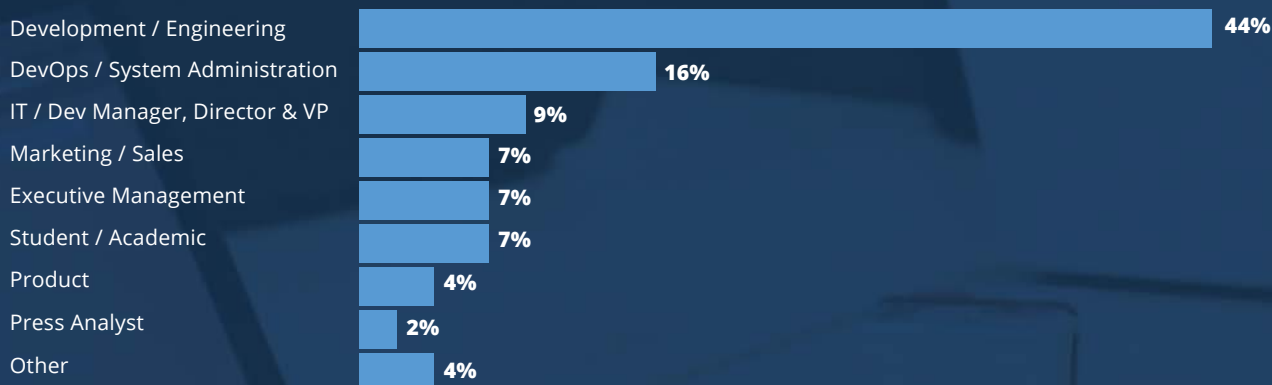
PRESS & SOCIAL MEDIA

Linux Foundation events are highly engaging and interactive.
In 2015, our events generated:

7,500+ media clips with **152,000,000+** impressions

83,000+ social media engagements on Facebook, Google+ & Twitter

280,000,000+ event keyword impressions on social media

Nearly **150** press in attendance

AUDIENCE BY INDUSTRY

- Other **23%**
- Education / Research **4%**
- Software / Internet **38%**
- Hardware / Computers / Electronics **22%**
- Associations / Trade Groups / Foundations **6%**
- Carriers / Telecom **5%**
- Solutions Provider / IT Consultancy **2%**
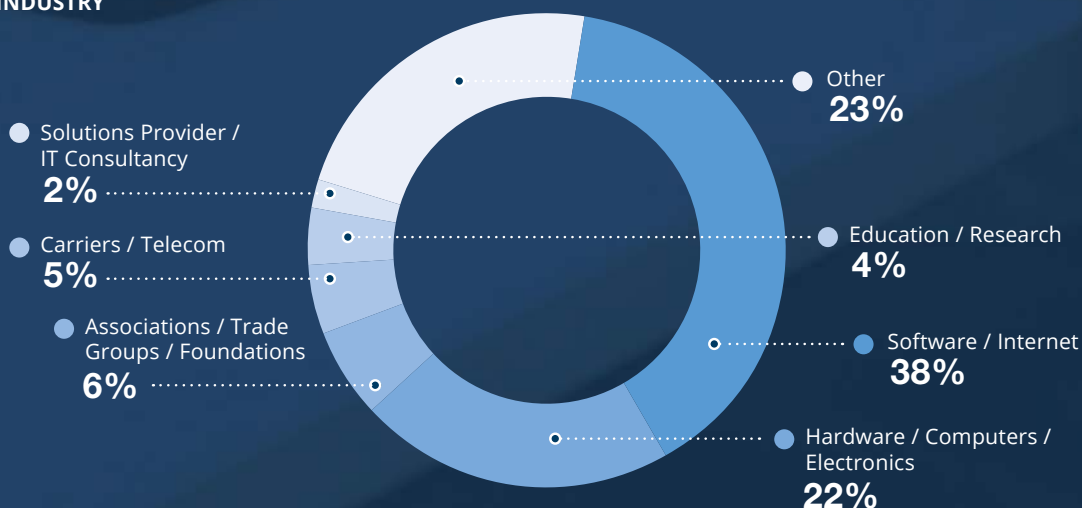
APACHE:
BIG_DATA
EUROPE

November 14 - 16, 2016 | Meliá Sevilla Hotel, Seville, Spain

Apache: Big Data gathers together the Apache projects, people and technologies working in Big Data, ubiquitous computing and data engineering and science to educate, collaborate and connect in a completely project-neutral environment. It is the only event that brings together the full suite of Big Data open source projects.

Dozens of leading Big Data solutions are developed under the auspices of The Apache Software Foundation (ASF). The ASF and The Linux Foundation have joined forces to produce Apache: Big Data to bring the power of these projects together under one roof where where project code committers and developers can collaborate with users to accelerate adoption and the state of the art.

Apache: Big Data will cover the issues, technologies, techniques and best practices that are shaping the data ecosystem across a wide range of industries including finance, business, manufacturing, government and academia, media, energy and retail.

SPONSORSHIP AT-A-GLANCE

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

	DIAMOND 2 AVAILABLE	PLATINUM ~~4 AVAILABLE~~ 2 AVAILABLE	GOLD ~~6 AVAILABLE~~ 5 AVAILABLE	SILVER ~~8 AVAILABLE~~ 7 AVAILABLE	BRONZE UNLIMITED
Editorial Interview and Article on Linux.com: Over 1M unique visitors per month. Linux Foundation to determine final interview content and delivery date	•				
Keynote Speaking Opportunity: Sponsor to work directly with Linux Foundation on signoff for content of session	15 minutes	10 minutes (Based on Availability)			
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by Linux Foundation	•	•			
Message in Attendee Pre-Conference Email: Customized message in text email distributed to all attendees pre-event	•	•			
Session Speaking Opportunity: Sponsor to work directly with Linux Foundation on signoff for content of session	•	•	•		
Keynote Stage Branding: Logo prominently displayed on stage screens	•	•	•	•	
Recognition in Pre-Conference Email Marketing	•	•	•	•	
Onsite Recognition during Opening Keynote Session	•	•	•	•	
Lead Retrieval Scanners Use at your booth	2	2	1	1	1
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	20x10	10x10	10x10	8x6	6' Table
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers	10	8	6	4	2
Sponsorship Cost	**$40,000**	**$25,000**	**$18,000**	**$10,000**	**$6,000**

To view a detailed sponsorship prospectus for this event, please contact us at sponsorships@linuxfoundation.org

APACHECON
Europe

ApacheCon gathers together the open source community to learn about and collaborate on the technologies and projects driving the future of open source, web technologies and cloud computing.

Apache projects have and continue to be hugely influential in the innovation and development of software across a plethora of categories from content, databases and servers, to big data, cloud, mobile and virtual machine. The developers, programmers, committers and users driving this innovation and utilizing these tools will meet in 2016 for collaboration, education and community building.

Connect with over 400 of the world's leading technologists to show your community support, expand your developer community, or recruit the finest talent in the world.

SPONSORSHIP AT-A-GLANCE

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

	DIAMOND 2 AVAILABLE	PLATINUM 4 AVAILABLE	GOLD ~~6 AVAILABLE~~ 5 AVAILABLE	SILVER ~~8 AVAILABLE~~ 5 AVAILABLE	BRONZE UNLIMITED
Editorial Interview and Article on Linux.com: Over 1M unique visitors per month. Linux Foundation to determine final interview content and delivery date	•				
Keynote Speaking Opportunity: Sponsor to work directly with Linux Foundation on signoff for content of session	15 minutes	10 minutes (Based on Availability)			
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by Linux Foundation	•	•			
Message in Attendee Pre-Conference Email: Customized message in text email distributed to all attendees pre-event	•	•			
Session Speaking Opportunity: Sponsor to work directly with Linux Foundation on signoff for content of session	•	•	•		
Keynote Stage Branding: Logo prominently displayed on stage screens	•	•	•	•	
Recognition in Pre-Conference Email Marketing	•	•	•	•	
Onsite Recognition during Opening Keynote Session	•	•	•	•	
Lead Retrieval Scanners Use at your booth	2	2	1	1	1
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	20x10	10x10	10x10	8x6	6' Table
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers	10	8	6	4	2
Sponsorship Cost	**$25,000**	**$18,000**	**$10,000**	**$6,000**	**$3,000**

To view a detailed sponsorship prospectus for this event, please contact us at sponsorships@linux foundation.org

CLOUD FOUNDRY

SUMMIT EUROPE 2016

September 26-28, 2016 | Frankfurt, Germany

The Cloud Foundry Europe Summit is a 3 day event for developers, operators and managers leveraging the industry's leading open source platform-as-a-service.

The impact of cloud computing, mobile and the internet of things is creating opportunity in every industry, but only organizations who become software-centric can take full advantage.

Cloud Foundry lets developers focus on code and operators focus on being strategic business partners in a cloud native platform designed to be operated at scale. Minimize undifferentiated heavy lifting and enable the strategies already proven effective building massive web applications with Cloud Foundry.

Why Sponsor Cloud Foundry Europe Summit?

Sponsoring this event is a unique opportunity to gain valuable mindshare of an elite audience of technical pioneers that are defining the new application delivery platform for the cloud and the enterprise.

Cloud Foundry Summit Europe 2016 offers the opportunity for companies and community members in Europe to garner the highest level of education and collaboration opportunities.

By sponsoring this event, you will join other prominent previous industry sponsors of Cloud Foundry events such as Accenture, Altoros, Cisco, EMC, GE, Huawei, HP, IBM, Intel, Mesosphere and SAP in supporting the growth and innovation of Cloud Foundry, the fast-growing de facto standard platform for building the next generation enterprise applications.

Cloud Foundry Europe Summit 2016 will gather 600+ attendees from community segments including:

- Application Developers
- IT Operations
- Technical Management
- Line-of-Business (LOB) Leadership
- Service Providers
- Cloud Foundry Contributors

SPONSORSHIP AT-A-GLANCE

To secure your sponsorship, please contact us at events@cloudfoundry.org.

	PLATINUM ~~5 AVAILABLE~~ **2 AVAILABLE**	GOLD ~~6 AVAILABLE~~ SOLD OUT	SILVER ~~5 AVAILABLE~~ SOLD OUT	BRONZE ~~5 AVAILABLE~~ SOLD OUT
Personal Attendee Introductions: Introductions to 10 Attendees of Your Choice via Email (by CFF Executive Director or Cloud Foundry Summit program chair) for Pre-Event Networking and Appointment scheduling *(Opt-In Attendees Only)*	•			
Speaking Opportunity: All speaking content must be approved by the program committee	20 Minute Keynote	5 minute Lightning Talk		
Executive Meeting Room	Bookable for (1) 2-hour meeting or (2) 1-hour meetings during event	Bookable for (1) 1-hour meeting during event		
Keynote Stage Sponsor Recognition	Signage & Opening Session Thank You	Opening Session Thank You		
Email to Opt-In Attendees	•	•		
Event Press List: Access 2 weeks prior to event	•	•	•	
Social Media Recognition (posts from CF showcasing your sponsorship)	3 Posts	2 Posts	1 Post	
Looping Sponsor Video: Sponsor Video Playing on Looped Screens (up to 1 minute, no audio)	3x Frequency	2x Frequency	1x Frequency	
Recognition in Event Promotional Emails: Recognition in Event Promotional Emails	•	•	•	
Exhibit Opportunity	10' wide by 6' deep - includes backwall, counter, stools, and wifi	10' wide by 6' deep - includes backwall, counter, stools, and wifi	4' backwall, counter, stools, and wifi	Counter, stools, and wifi
Recognition on Event Website and Signage: Logo included on website and on-site signage	•	•	•	•
Discounted Conference Passes: Unlimited at 20% discount	•	•	•	•
Event Attendance Passes	20	15	10	5
Sponsorship Cost	**$75,000**	**$35,000**	**$17,000**	**$7,500**

CloudNativeCon and KubeCon (a CNCF event) gathers leading technologists from multiple open source cloud native communities to further the education and advancement of cloud native computing.

The architecture of the infrastructure that cloud native provides sets developers up to build a development lifecycle internally that enables them to quickly build, ship and safely get things running out into the server infrastructure in such a way that the company can maintain high velocity. However, being cloud native requires a broad set of components to work together and an architecture that departs from traditional enterprise application design. This is a very complicated, fragmented process and the Cloud Native Computing Foundation aims to help make it simpler to assemble these moving parts by driving alignment among technologies and platforms.

Who Attends?

800 - 1,000+ developers, architects and technical leaders, CIOs, CTOs, press and analysts will gather for the 2nd annual North American KubeCon and the inaugural CloudNativeCon, along with all CNCF co-located events.

Benefits of Sponsorship:

- Meet with upstream developers and operations experts ranging from hobbyists to startup CTOs, from corporate developer to language designers to senior technology executives from all over the world.
- Learn about the latest features in Docker, Kubernetes, and Cloud Native architectures
- Learn what other companies are doing with cloud native computing.
- Collaborate with engineering managers from other companies.
- Discuss strategic partnerships with technical product managers from other companies.

SPONSORSHIP AT-A-GLANCE

Contact events@cncf.io to secure your sponsorship today.

	DIAMOND 4 AVAILABLE SOLD OUT	PLATINUM 6 AVAILABLE SOLD OUT	GOLD 8 AVAILABLE SOLD OUT	SILVER 10 AVAILABLE SOLD OUT
Executive Meeting Room: Bookable for (1) 2-Hour Meeting or (2) 1-Hour Meetings During Event	●			
Diamond Sponsor May Provide a Plenary Speaker to Present a Five-Minute Welcome or Closing Presentation	●			
Collateral or Give-Away Distributed at Registration: Each Company Provides One Item/Piece	●			
Emails to Opt in Attendees	(2) one prior to and one post conference	(1) prior to conference		
(1) Lead Retrieval Device	●	●		
Recognition in Event Promotional Emails	●	●		
Press List Access (Provided 2 Weeks Prior)	●	●		
Sponsor Message in Attendee Post-Conference Thank You Email	●	●	●	
Keynote Stage Recognition: Opening Session	●	●	●	
Mobile App: Logo Branding on Mobile App	●	●	●	●
Social Media Posts: Subject to Approval	●	●	●	●
Discounted Conference Passes: Unlimited 20% Discount	●	●	●	●
Exhibit Space	Includes 4' counter & backwall with graphics, first choice of location	Includes 4' counter & graphics with preferred choice of location	Includes 4' skirted table	4' skirted table
Logo on all Conference Materials	Featured	Featured	●	●
Logo and One Paragraph Highlight on Conference Website	●	●	●	Logo Only
Summit Attendee Passes	10	8	5	3
Sponsorship Cost	$40,000	$25,000	$10,000	$7,500

Embedded Linux Conference
Europe

October 11-13 | Maritim Hotel Berlin, Berlin, Germany

The Embedded Linux Conference Europe (ELC-E) is the premier vendor-neutral technical conference in Europe for companies and developers using Linux in embedded products.

This conference has the largest collection of sessions dedicated exclusively to embedded Linux and embedded Linux developers. ELC-E is embedded Linux experts talking about solutions to your embedded Linux problems.

Audience:

- **600+ attendees in 2015 from 30+ countries worldwide**
- **Over 80% developers, architects and engineers**

This event is co-located in 2016 with the OpenIoT Summit Europe. Sponsors will receive recognition for sponsoring both events, unless otherwise requested.

SPONSORSHIP AT-A-GLANCE

	DIAMOND 2 AVAILABLE	PLATINUM ~~4 AVAILABLE~~ 3 AVAILABLE	GOLD ~~6 AVAILABLE~~ 5 AVAILABLE	SILVER ~~8 AVAILABLE~~ 5 AVAILABLE	BRONZE UNLIMITED
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by Linux Foundation	•	•			
Speaking Opportunity: Sponsor to work directly with Linux Foundation on signoff for content of session	Keynote (15 minutes)	Session	Session		
Onsite Recognition during Opening Keynote Session	•	•	•		
Private Conference Room: Exclusive Use of a meeting room throughout conference	•	Shared	Shared		
Recognition in Pre-Conference Email Marketing	•	•	•	•	
Sponsor Designation in Press Releases: Recognition as xxx sponsor in body of release	•	•	•	•	
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	•	•	•	•	
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach	•	•	•	•	
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	10x15	10x10	8x10	8x6	6x6
Lead Retrieval Scanners: Use at your booth	2	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers	10	8	6	4	2
Sponsorship Cost	**$35,000**	**$25,000**	**$18,000**	**$12,000**	**$6,000**

To view a detailed sponsorship prospectus for this event, please contact us at sponsorships@linux foundation.org

THE ANNUAL LINUX
KERNEL SUMMIT

October 31 & November 1 | Sante Fe Community Convention Center, Santa Fe, NM

The Linux Kernel Summit brings together the world's leading core kernel developers to discuss the state of the existing kernel and plan the next development cycle.

This two-day summit focuses on development and innovation through sessions and workshops that encourage interaction and discussion between kernel developers and industry leaders.

The first day of the Linux Kernel Summit is invite-only, wherein invited attendees are chosen via an annual nomination process on the Linux Kernel mailing list. Sponsors of the event also receive a seat at the table to these closed door meetings.

The second day of Linux Kernel Summit is open to attendees of the co-located Linux Plumbers Conference and provides attendees with education and information on the current state of the Linux kernel.

SPONSORSHIP AT-A-GLANCE

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

	ATTENDEE GIFT 1 AVAILABLE	DINNER RECEPTION 2 AVAILABLE SOLD OUT	BREAKFAST & BREAKS 1 AVAILABLE SOLD OUT	LUNCH 2 AVAILABLE	GENERAL UNLIMITED
15-Minute Speaking Opportunity	•				
Sponsor Designation in Promotional Emails	•	•			
Sponsor Designation in Press Releases	•	•			
Recognition during Opening Session	Day 1	Day 2			
Collateral Distributed to Attendees	•	•	•	•	
Logo on Conference Signage	•	•	•	•	•
Logo on Website	•	•	•	•	•
Company Description/Sponsor News on Website	125 Words	100 Words	75 Words	50 Words	25 Words
Conference Attendee Passes	2	2	1	1	1
Sponsorship Cost	$38,000	$33,000	$33,000	$27,500	$15,000

To view a detailed sponsorship prospectus for this event, please contact us at sponsorships@linux foundation.org
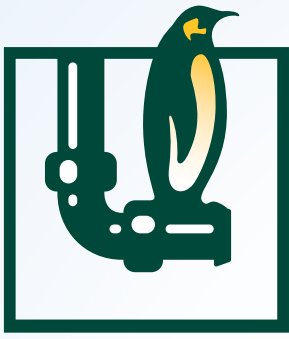
LINUX PLUMBERS CONFERENCE

November 1-4, 2016 | Sante Fe Community Convention Center, Santa Fe, NM

The Linux Plumbers Conference (LPC) is a developer conference for the open source community.

The LPC brings together the top developers working on the "plumbing" of Linux — kernel subsystems, core libraries, windowing systems, etc. — and gives them three days to work together on core design problems.

The conference is divided into several working sessions focusing on different "plumbing" topics, as well as a general paper track.

LPC launched in 2008 at the behest of the community and continues to provide a space where developers working in subsystems can come together to solve problems real-time. 350 developers gather annually for this event; the conference is limited to this number of people for maximum collaboration opportunities.
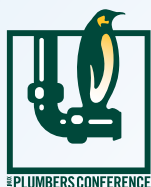
SPONSORSHIP AT-A-GLANCE

	DIAMOND 1 AVAILABLE SOLD OUT	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED	EXCLUSIVE RECEPTION 1 AVAILABLE	SHARED RECEPTION 1 AVAILABLE	ATTENDEE T-SHIRT 1 AVAILABLE SOLD OUT
6' Table Display in conference foyer	•	•					
Banner Stand with custom sponsor graphics	•	•					
Sponsor Designation in Press Releases: Recognition as a sponsor in body of release	•	•					
Exclusive sponsor of an Attendee Reception: With logo on event branding/signage					•		
Co-sponsor of an Attendee Reception with logo on signage	•					•	
Exclusive sponsor of Attendee T-Shirt: With logo on sleeve							•
Recognition During Opening Session	•	•	•				
Logo on Conference Signage	•	•	•	•			
Recognition on Event Website: Prominent logo display on all website pages	•	•	•	•	•	•	•
Free Attendee Passes	8	6	4	2	4	2	1
Sponsorship Cost	**$35k**	**$20k**	**$15k**	**$10k**	**$20k**	**$12k**	**$7k**

To view a detailed sponsorship prospectus for this event, please contact us at sponsorships@linuxfoundation.org

LINUXCON EUROPE | containercon EUROPE

October 4-6 | InterContinental Hotel Berlin, Berlin, Germany

At the intersection of Linux and containers, two events converge to create one extraordinary opportunity for cross pollination between the developers, sysadmins, devops professionals and architects driving the future of technology - LinuxCon and ContainerCon.

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

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

ContainerCon gathers leading contributors in Linux containers, the Linux kernel, and related projects to forge a path to continued innovation and education.

Linux containers are disrupting traditional application development and virtualization models; enabling businesses to explore new, improved methods of deploying their services and products.

New developments in Linux containers are driving the adoption of cloud and virtualization technologies in many industries and ContainerCon will provide a platform for exhibiting the best work.

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 to help advance computing.
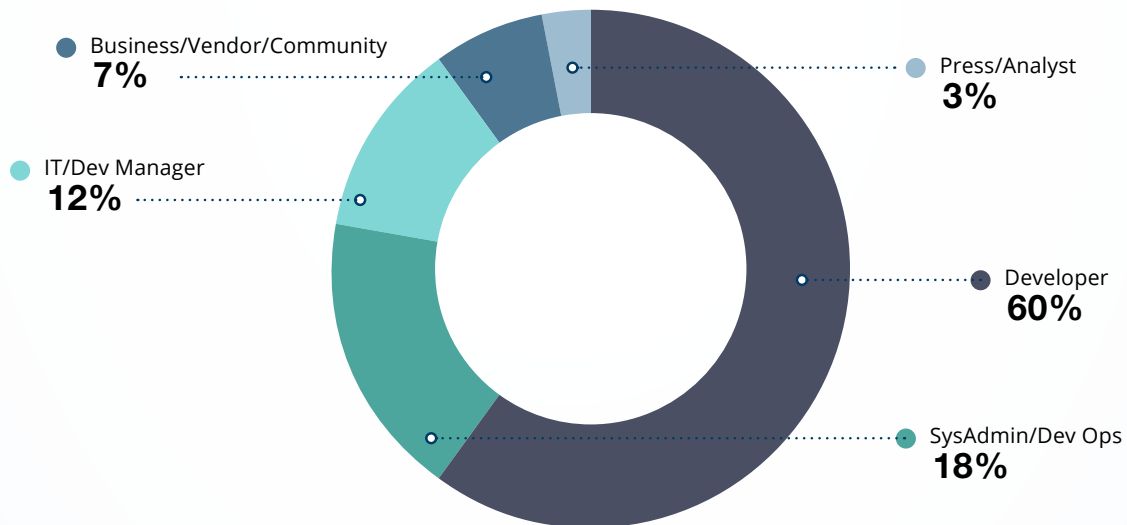
Audience:

- **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

By The Numbers:

- **1300+ Attendees in 2015**
- Averaging a **55%** year over year new attendee rate

- Averaging a **20%** year over year increase in attendee growth

- **86%** of attendees from Europe - 43 countries represented overall

- **95%** of attendees visit sponsor exhibits onsite

Business/Vendor/Community **7%**

IT/Dev Manager **12%**

Press/Analyst **3%**

Developer **60%**

SysAdmin/Dev Ops **18%**

SPONSORSHIP AT-A-GLANCE

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

	DIAMOND ~~3 AVAILABLE~~ 2 AVAILABLE	PLATINUM ~~6 AVAILABLE~~ SOLD OUT	GOLD ~~10 AVAILABLE~~ 7 AVAILABLE	SILVER UNLIMITED	BRONZE UNLIMITED
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	•				
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by Linux Foundation	•	•			
Speaking Opportunity: All sponsor content must be approved by Program Committee and Linux Foundation.	15 Minute Keynote	15 Minute Keynote (based on availability) or Session + Lightning Talk	50 Minute Conference Session or BoF		
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	•	•	•		
Private Conference Room: Exclusive use of a meeting room throughout conference	•	•	Shared		
Collateral in Conference Bag: Distributed to all attendees at check-in	•	•	•		
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	•	•	•	•	
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	8x8	8x8
Lead Retrieval Scanners: Use at your booth	3	2	2	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers	20	15	10	6	3
VIP Lunch Tickets	10	7	5	3	2
Sponsorship Cost	$60,000	$42,000	$30,000	$15,000	$8,000

To view a detailed sponsorship prospectus for this event, please contact us at sponsorships@linux foundation.org

Sponsorships are combined in 2016 for LinuxCon and ContainerCon. Sponsor logos will be featured on both the LinuxCon EU website and the ContainerCon website unless requested otherwise.

MesosCon
ASIA

MesosCon is an annual conference bringing together users and developers from the Apache Mesos community to share and learn about the project and its growing ecosystem.

This year's conference will feature two days of sessions to learn more about the Mesos core, the ecosystem developed around the project, and related technologies.

The program will include keynote speakers from industry leaders, sessions led by adopters and contributors, and alternative learning and collaborating opportunities such as Lightning Talks and a Hackathon led by industry experts.

Who Attends?

400+ CTOs, Architects, Engineers and Developers will gather at MesosCon Asia 2016.

- Attendees in 2016 have already come from companies including Adobe, Apple, ARM, Autodesk, Bloomberg, Cisco, eBay Inc, EMC, Facebook, Fitbit, GE, Google, HBO, Huawei, IBM, Intel, Mesosphere, NetApp, New Relic, Nokia, OpenTable, PayPal, Red Hat, Twitter, Uber, Verizon, VMware, Yahoo, Yelp and many more.

In 2016 MesosCon will travel the globe.

MesosCon North America
- 700 attendees and 20+ sponsors
- June 1-2, Hyatt Denver Tech Center, Denver, Colorado, USA

MesosCon Europe
- Projected attendance - 400
- August 31 - September 1, Hilton Amsterdam, Amsterdam, Netherlands

SPONSORSHIP AT-A-GLANCE

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

	DIAMOND* ~~3 AVAILABLE~~ 1 AVAILABLE	PLATINUM ~~4 AVAILABLE~~ 3 AVAILABLE	GOLD ~~4 AVAILABLE~~ 2 AVAILABLE	SILVER ~~10 AVAILABLE~~ 9 AVAILABLE	BRONZE UNLIMITED	MESOS SUPPORTER**
Private Meeting Room	•					
Post-event email to all confirmed opt-in attendees	•					
Keynote opportunity (10 min)	Yes - pending PC approval					
Recognition in attendee pre-event emails	•	•	•			
Logo on keynote stage	•	•	•			
Recognition in welcome keynote	•	•	•			•
Promotional tweet(s) from @eventsLF	3	1				
Recognition in email marketing	•	•	•			
Lead Retreival Device	2	1	1	1		
Exhibit booth	3m x 3m booth space	Tabletop	Tabletop	Tabletop		
Logo on Printed Sponsor Signage	•	•	•	•	•	
Logo on Digital Signage (looping)	•	•	•	•	•	•
Logo on event website	•	•	•	•	•	•
Passes	12	8	5	3	2	1
Sponsorship Cost	$25,000	$12,500	$9,000	$6,000	$3,000	$1,000

To secure your sponsorship for this event, please contact us at sponsorships@linuxfoundation.org

* Must commit to all three 2016 events
** Mesos Supporters must be less than 2 years old and have never sponsored before

MesosCon
EUROPE

August 31 - September 1 | Hilton Amsterdam, Amsterdam, Netherlands

MesosCon is an annual conference bringing together users and developers from the Apache Mesos community to share and learn about the project and its growing ecosystem.

This year's conference will feature two days of sessions to learn more about the Mesos core, the ecosystem developed around the project, and related technologies.

The program will include keynote speakers from industry leaders, sessions led by adopters and contributors, and alternative learning and collaborating opportunities such as Lightning Talks and a Hackathon led by industry experts.

Who Attends?

400+ CTOs, Architects, Engineers and Developers will gather at MesosCon Europe 2016.

- 2015 Attendees came from companies including Apple, ARM, Cisco, Cloudsoft, Container Solutions, CRITEO, EMC, Groupon, HP, IBM, Intel, Joyent, Mesosphere, Microsoft, Project Calico, SCHIBSTED, Twitter, Two Sigma, VMware, Workday, Yelp and many more.

In 2016 MesosCon will travel to North America and Asia.

MesosCon North America
- Projected attendance - 900
- June 1-2, Hyatt Denver Tech Center, Denver, Colorado, USA

MesosCon Asia
- Projected attendance - 500
- Anticipated timeframe - December 2016

SPONSORSHIP AT-A-GLANCE

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

	DIAMOND* ~~2 AVAILABLE~~ 1 AVAILABLE	PLATINUM 2 AVAILABLE	GOLD ~~4 AVAILABLE~~ 1 AVAILABLE	SILVER ~~10 AVAILABLE~~ 5 AVAILABLE	BRONZE UNLIMITED	MESOS SUPPORTER**
Private Meeting Room	•					
Post-event email to all confirmed opt-in attendees	•					
Recognition in attendee pre-event email	•	•				
Keynote opportunity (10 min)	• (Pending PC approval)	• (Pending PC approval)				
Logo on keynote stage	•	•	•			
Recognition in welcome keynote	•	•	•			•
Promotional tweet(s) from @eventsLF	3	2	1			
Recognition in email marketing	•	•	•	•		
Lead Retrieval Device	2	2	1	1		
Exhibit booth	3m x 5m booth space	3m x 3m booth space	Tabletop	Tabletop		
Logo on Printed Sponsor Signage	•	•	•	•	•	
Logo on Digital Signage (looping)	•	•	•	•	•	•
Logo on event website	•	•	•	•	•	•
Passes	15	10	5	3	2	1
Sponsorship Cost	$30,000	$20,000	$10,000	$6,000	$4,000	$1,000

To secure your sponsorship for this event, please contact us at sponsorships@linux foundation.org

*Must commit to all three 2016 events

** Mesos Supporters must be less than 2 years old and have never sponsored before

OPEN DAYLIGHT SUMMIT

SEPTEMBER 27–29 | SEATTLE, WA

SPONSORSHIP OPPORTUNITIES

Showcase your support for the OpenDaylight project and gain valuable exposure to the OpenDaylight community through the following sponsorship opportunities at the upcoming OpenDaylight Summit.

	PLATINUM 2 AVAILABLE	GOLD 4 AVAILABLE	SILVER ~~8 AVAILABLE~~ 5 AVAILABLE	BRONZE ~~12 AVAILABLE~~ 6 AVAILABLE	START UP* UNLIMITED
	SOLD OUT	SOLD OUT			
Attendee List: Access to "opt in" list—use twice	•				
Press Bookings at Event : Assistance with Press Bookings at Event	•				
Recognition in Opening Keynote Session	•				
Keynote Video: Video in between Keynotes	(1) one minute				
Thought Leadership Blog: (1) Blog Post on OpenDaylight.org	•				
Press Release: Included in event press announcement	•	•			
Sponsor Suite: Meeting Room at the Bellevue Marriott	•	•			
Press List Access	•	•			
Speaking Slot	20 min Keynote	50 min Track Session			
Social Media Posts: Subject to Approval	(2) Twitter, (1) Facebook, (1) Google+	(2) Twitter	(1) Twitter		
Collateral or Give-away Distributed at Registration: Each Company provides one item/piece	•	•	•		
Email Marketing: Logo Included in Event Email Marketing	•	•	•		
Demo Theater	(2) 20 min Demos	(2) 20 min Demos	(1) 20 min Demo	(1) 20 min Demo	
Exhibit Space: With back wall & counter**	10' x 20' (priority selection) - option to bring own booth	10' x 10' - Option to bring own booth	8' x 10'	6' x 6' 4' counter only (one banner stand allowed)	6' x 6' 4' counter only (one banner stand allowed)
Lead Retrieval Scanner	2	1	1	1	1
Discounted Conference Passes: Unlimited at 20% discount	•	•	•	•	•
Signage: Logo included on on-site signage	•	•	•	•	•
Mobile App: Logo branding on Mobile App	•	•	•	•	•
Daily Event Emails to Press	•	•	•	•	•
Sponsor Message in Attendee Post-Conference Thank You Email	•	•	•	•	•
Complimentary Passes	20	15	10	5	3
Website Promo: Logo, word description, and link	150 words	100 words	75 words	50 words	50 words
PRICE	$75,000	$50,000	$25,000	$10,000	$5,000

*In business less than 3 years, less than $1M revenue & less than 20 employees   **Back wall provided for Platinum, Gold, and Silver only.

PANKAJ CHAWLA, Program Manager, OpenDaylight
+1 (408) 930-2428 | pchawla@linuxfoundation.org

LINUX FOUNDATION COLLABORATIVE PROJECTS

OpenIoTSummit
Europe

October 11-13 | Maritim Hotel Berlin, Berlin, Germany

Introducing the new OpenIoT Summit…

Building on successive waves of Web, mobile, and cloud, and powered by a revolution of cheap powerful hardware that is ever connected. The promise of the Internet of Things has finally arrived.

It's here, it's real and it is creating untold opportunity. Look all around and you see companies starting to deliver smart connected products and solutions to market. At the same time the IoT is emergent and dynamic, patterns are developing, models are forming and standards are getting established.

What this means for the world's leading technologists is that in order to build for that future today, they need to do it together and they need the power of open. The opportunity is too massive for any one contributor or company. The new OpenIoT Summit is the first event of its kind, bringing together embedded developers, application developers, systems architects and firmware developers to learn, share and advance the technical work required for the future of IoT.

Unlike existing IoT events, IoT Summit is for technologists and by technologists. Experts from the world's leading companies and most important open source projects will present the information you need to lead and succeed successful IoT developments so that you can bring smart connected products and solutions to market.

OpenIoT Summit is the only IoT event focused on the development of IoT solutions. OpenIoT Summit is a technical event created to serve the unique needs of system architects, firmware developers, software developers and application developers in this emerging IoT ecosystem.

OpenIoT Summit delivers the knowledge you need to deliver smart connected products and solutions.

Who Attends?

Technologists looking to bring IoT products and solutions to life including:

- System Architects
- Solutions Architects
- Firmware Developers

- Embedded System Developers
- Application Developers

Over 800 technologists will gather at the inaugural OpenIoT Summit and co-located Embedded Linux Conference for knowledge sharing, collaboration and education. As a sponsor, you can choose to sponsor one event, or both, for the same sponsorship fee.

This event is co-located in 2016 with the Embedded Linux Conference Europe.
Sponsors will be receive recognition for sponsoring both events,
unless otherwise requested.

SPONSORSHIP AT-A-GLANCE

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

	DIAMOND 2 AVAILABLE	PLATINUM 4 AVAILABLE 3 AVAILABLE	GOLD 6 AVAILABLE 5 AVAILABLE	SILVER 8 AVAILABLE 5 AVAILABLE	BRONZE UNLIMITED
Pre or Post-Conference Email Blast: One time use of opt-in list to be sent by Linux Foundation	•	•			
Speaking Opportunity: Sponsor to work directly with Linux Foundation on signoff for content of session	Keynote	Session	Session		
Onsite Recognition during Opening Keynote Session	•	•	•		
Private Conference Room: Exclusive Use of a meeting room throughout conference	•	Shared	Shared		
Recognition in Pre-Conference Email Marketing	•	•	•	•	
Sponsor Designation in Press Releases: Recognition as xxx sponsor in body of release	•	•	•	•	
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	•	•	•	•	
Access to Event Press/Analyst List: Contact List shared two weeks prior to event for your own outreach	•	•	•	•	
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	10x10	10x10	8x6	6x6	6x6
Lead Retrieval Scanners: Use at your booth	2	1	1	1	1
Conference Attendee Passes: Full access passes to the entire conference for your staff or customers	10	8	6	4	2
Sponsorship Cost	**$35,000**	**$25,000**	**$18,000**	**$12,000**	**$6,000**

To secure your sponsorship for this event, please contact us at sponsorships@linux foundation.org

This event is co-located in 2016 with the OpenIoT Summit Europe. Sponsors will receive recognition for sponsoring both events, unless otherwise requested.

PROMOTIONAL MARKETING OPPORTUNITIES

Please check with us on pricing and availability for individual events.

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

Conference Session Video Recordings
$4,000 (ONE TRACK/ALL DAYS OF EVENT), $20,000 (ENTIRE EVENT)

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

Women in Open Source Luncheon
$5,000-$10,000

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 $5,000-$15,000

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

Attendee Lounge $8,000 and up

Sponsor a themed lounge such as Developer, Meetup, Community or Enterprise Lounge. Provides the space and snacks to get attendees collaborating. Includes sponsored signage and branded snacks in lounge areas.

Keynote Live Stream & Recording
$7,000 for 2-day events, $10,000 for 3-day events.

A great sponsorship opportunity for sponsors that cannot physically be at the event. Includes logo on live stream home page, two attendee passes and logo on website and signage. Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.

Breakfast & Breaks $10,000 AND UP

Includes large branded signage in breakfast and break areas, as well as recognition on event website.

Evening Event $10,000 AND UP

A great opportunity to support the community, make an announcement and more, you can be the exclusive sponsor of an onsite or offsite evening event at one of our conferences this year.

Lunch & Learn
$15,000 for 50 people, $25,000 for 100 people

An opportunity to host a group of attendees and deliver your key message and thought leadership. Sponsorship includes lunch for specified number of attendees, promotion of lunch through all event channels and the opportunity to program lunch at your discretion.

*Not available for all events; please contact us for details

Hackathon, Dev Day or Mini Summit
$20,000 and up

A great opportunity to take advantage of our existing attendee base. Sponsorship includes promotion on our website and in event promotion as a co-located event, registration add-on opportunity on event registration form, plus venue space, internet and AV. Please contact us for a customized offer.
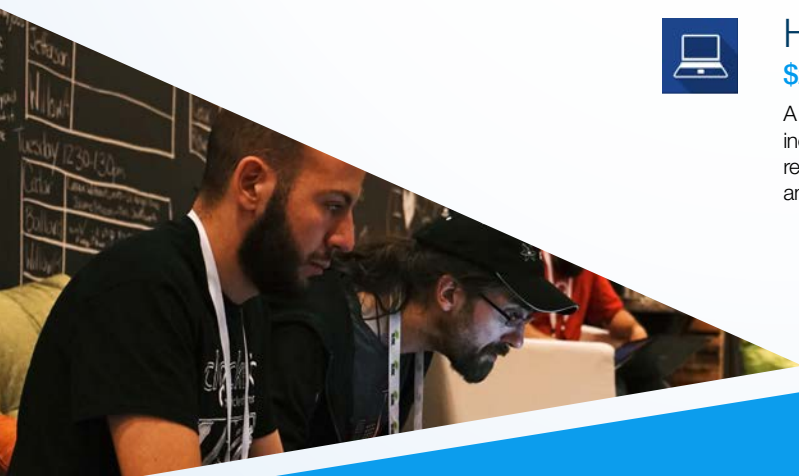
BENEFITS OF SPONSORSHIP

Contact
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sponsorship today.

Thought leadership

Increase brand awareness & recognition

Highly targeted marketing opportunities

Talent acquisition & recruitment

Showing support of the Linux community

Media exposure & PR announcements

Showcase products, services & technologies

Generate new partnerships, alliances & customers

PAST SPONSORS INCLUDE:

ActiveState	Credativ	IBM	Primary Data
Altera	Datera	Igalia	Puppet Labs
Amazon	Digital Ocean	Intel	Rancher Labs
Atlassian	Docker	Jelastic	Red Hat
ARM	Elastic	Joyent	Redis Labs
BlackDuck	EMC	Jump Trading	Renasas
Bitnami	ENEA	Linaro	Samsung
Canonical	Facebook	Microsoft	Sandisk
Cisco	Fox	NEC	Seagate
Citrix	Fujitsu	NetApp	ShapeBlue
Cloudera	Github	New Relic	Shippable
Cloudian	Global Logic	Nuage	Sony
CloudFoundry	GridGain	NTT Data	SUSE
CloudOps	Hitachi	Oracle	TI
Cloudsoft	HP	Pansonic	Toyota
Comcast	HGST	Proofpoint	Western Digital
CoreOS	Hortonworks	Odin	Wipro
Cumulus	Huawei	Pivotal	Wind River

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.

THE LINUX FOUNDATION

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

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