

The Third Annual **Southern California Linux Expo**



Sponsorship Prospectus

Dear Prospective sponsor,

Thank you for your interest in the Southern California Linux Expo. We are a non-profit, community run, technical conference. SCALE 3x will be held on February 12th and 13th 2005 at the Los Angeles Convention Center. SCALE 2003 drew over 800 attendees users, developers and IT Professionals. SCALE's goal as a conference is to bring businesses, academic institutions and the Linux community like no other conference does.

Below you will find the various sponsorship packages available for our the 2005 Southern California Linux Expo. In addition you will find donation levels corresponding with each of the packages.

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 SCALE.

We hope to see you at SCALE 3x,

THE SCALE STAFF

<http://www.socallinuxexpo.org>



Diamond Sponsor

Package price: \$10,000 (ONE AVAILABLE)

The Diamond Sponsorship package provides your organization with premium advertisement and exhibit placement at the 2005 Southern California Linux Expo. This exclusive package will demonstrate your organization's leadership role in the Linux and open-source community.

20' by 20' booth with premium placement 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) Chairs.
- 8' high draped wall for placement of banners and marketing material.
- (4) 500W electrical outlet.
- High speed Ethernet and 802.11b internet access.
- Lead retrieval system for opt-in attendee lists.

Web Advertisement:

- Your organization's logo and link on conference web page.
- Banner advertisement on all website pages including home page.
- Inclusion in conference e-mail campaign to potential sponsors and attendees.

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 poster.

Conference Passes:

- Diamond sponsors will receive 12 complimentary full access conference passes and unlimited expo floor passes.

Opportunity to host conference reception (sponsor responsible for all costs).

Use of green room for press conferences and private events.



Platinum Sponsor

Package price: \$6,500 (TWO AVAILABLE)

The Platinum Sponsorship package allows your organization participate in high profile marketing opportunities at the 2005 Southern California Linux Expo.

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.
- (6) Chairs.
- 8' high draped wall for placement of banners and marketing material.
- (1) 500W electrical outlet.
- High speed Ethernet and 802.11b internet access.
- Lead retrieval system for opt-in attendee lists.

Web Advertisement:

- Your organization's logo and link off of our conference web page.
- Inclusion in conference e-mail campaign to potential sponsors and attendees.
- Banner advertisement on conference home page.

Print Advertisement:

- One-half page color advertisement in conference program.
- Notable mention in conference signage as a Platinum sponsor.
- Reduced rates on tote bag inserts.

Conference Passes:

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

Opportunity to host conference reception (sponsor responsible for all costs).

Use of green room for press conferences and private events.



Gold Sponsor

Package price: \$4,500

The Gold Sponsorship package includes:

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.
- (4) Chairs.
- 8' high draped wall for placement of banners and marketing material.
- (1) 500W electrical outlet.
- High speed Ethernet and 802.11b internet access.
- Lead retrieval system for opt-in attendee lists.

Web Advertisement:

- Your organization's logo and link off of our conference web page.
- Inclusion in select e-mails to potential sponsors and attendees.

Print Advertisement:

- One-half page advertisement in conference program.
- Notable mention in conference signage as a Gold Sponsor.

Conference Passes:

- Gold sponsors will receive 4 complimentary full access conference passes and unlimited expo floor passes.

Use of green room for press conferences and private events.



Silver Sponsor

Package price: \$3,000

The Silver Sponsorship package includes:

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.
- (2) Chairs.
- 8' high draped wall for placement of banners and marketing material.
- (1) 500W electrical outlet.
- High speed Ethernet and 802.11b internet access.
- Lead retrieval system for opt-in attendee lists.

Web Advertisement:

- Your organization's logo and link off of our conference web page.
- Inclusion in select e-mails to potential sponsors and attendees.

Print Advertisement:

- Quarter page advertisement in conference program.
- Notable mention in select conference signage as a Silver Sponsor.

Conference Passes:

- Silver sponsors will receive 2 complimentary full access conference passes and unlimited expo floor passes.

The Third Annual Southern California Linux Expo



Registration Sponsor

Package price: \$1,600

The Registration Sponsorship package allows your organization to be the first thing attendees see when they arrive at SCALE. With highly visible promotional opportunities this package is perfect for up and coming organizations.

10' by 10' booth in the conference Exhibition Hall.

- (1) 8' draped table will be provided for table top displays. Pop-up booths are permitted.
- (2) Chairs.
- 8' high draped wall for placement of banners and marketing material.
- (1) 500W electrical outlet.
- High speed Ethernet and 802.11b internet access.
- Lead retrieval system for opt-in attendee lists.

Web Advertisement:

- Your organization's logo and link off of our conference web page.
- Inclusion in select e-mails to potential sponsors and attendees.

Print Advertisement:

- Inclusion in registration signage and banners.
- Notable mention in select conference signage as a Registration Sponsor.
- One page Tote bag insert.

Conference Passes:

Registration sponsors will receive 2 complimentary full access conference passes and unlimited expo floor passes.



Basic Exhibitor

Package price: \$900

The Registration Sponsorship package allows your organization to be the first thing attendees see when they arrive at SCALE. With highly visible promotional opportunities this package is perfect for up and coming organizations.

10' by 10' booth in the conference Exhibition Hall.

- (1) 8' draped table will be provided for table top displays. Pop-up booths are permitted.
- (2) Chairs.
- 8' high draped wall for placement of banners and marketing material.
- (1) 500W electrical outlet.
- High speed Ethernet and 802.11b internet access.
- Lead retrieval system for opt-in attendee lists.

Web Advertisement:

- Your organization's logo and link off of our conference web page.

Conference Passes:

- Exhibitors will receive 2 complimentary full access conference passes and unlimited expo floor passes.

The Third Annual Southern California Linux Expo



Raffle Sponsor

Promote your product or service via our conference raffle. Each attendee is entered in into a conference raffle. Throughout both days of the conference, regular drawings will be held and prizes awarded to the conference attendees. All prizes will be on display for attendee viewing in the exhibit hall.

Print Advertisement:

- Notable mention and sponsor logo in conference program.

Web Advertisement:

- Your organization's logo and link off of our conference web page.

Audio Advertisement:

- **Notable mention during raffle events and announcements.**

Conference Passes:

- Sponsor will receive 2 complimentary full access conference passes.