



Dear Prospective Sponsor,

Thank you for your interest in the Southern California Linux Expo. We are a non-profit, community run, technical conference focusing on open source, Linux, DevOps, and security.

SCALE 20x, our 20<sup>th</sup> annual event, will be held on March 9-12, 2023, and will return to the Pasadena Convention Center.

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 20x.

-THE SCALE STAFF





## Exhibit Hall Information

Location:	Pasadena Convention Center 300 E Green Street Pasadena, California 91101
Move In:	Thursday, March 9, 2023 2pm — 8pm Friday, March 10, 2023 8am — 12pm
Expo Hours:	Friday, March 10, 2023 2pm — 5pm Saturday, March 11, 2023 10am — 5pm Sunday, March 12, 2023 10am — 2pm
Tear Down:	Sunday, March 12 — 2pm
Expected Attendance:	3,200+





## **Attendee Demographics**

### **Attendee Organizations From Past Events include:**

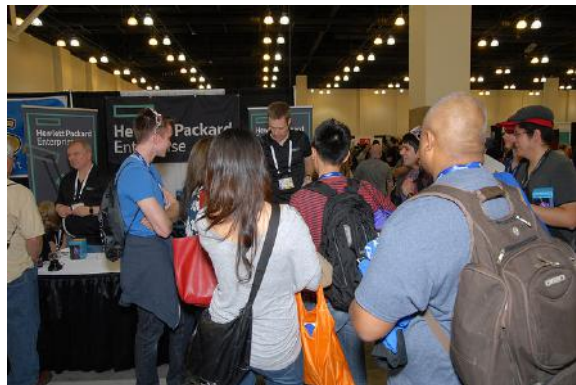
USC Research Labs	Raytheon Systems
Univ. California	Sony Entertainment of America
University of Southern California	AT&T Wireless
Edmunds	Apple Computer
FloQast	Netflix
Cal Polytechnic State University	Boeing
California Institute of Technology	Lockheed Martin
Oracle	Cray
Institute for Quantum Engineering	NASA — JPL
Sun Microsystems	Raytheon
Information Science Institute	City of Los Angeles
Riot Games	City of Garden Grove
Kaiser Permanente	County of Ventura
SteelEye Technology	Walt Disney Company
Viacom	Ooyala
U.S. Army Corp of Engineers	Los Angeles Unified School District U.S
Warner Music Group	Airforce Space and Missile Center NBC
Microsoft	Universal Studios
PlutoTV	FreeBSD
Google	Rand Corporation
SpaceX	Snapchat
Hulu	City National Bank
Weedmaps	Linkedin
Bay Area Rapid Transit District	Warner Bros.
Bank of the West	Procore Technologies

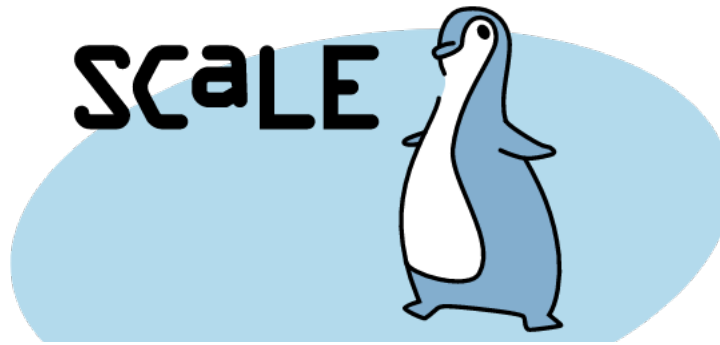


## Sponsors from past events include:

ARM  
IBM  
Rancher Labs  
Sony  
Oracle  
Novell  
Pogo Linux  
Arista  
Google  
SUSE  
Intel  
O'Reilly and Associates  
GitLab  
MediaTemple  
Elastic  
CrowdStrike  
Ticketmaster  
Red Hat

NoStarch Press  
Datadog  
Chef  
The Walt Disney Studios  
System76  
IEEE  
Observe  
EnterpriseDB  
Gremlin  
CloudBees  
Mattermost  
Hewlett Packard Enterprise  
Dell  
Red Hat  
Splunk  
Rackspace  
Silicon Mechanics  
Yahoo!





## **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: \$12,500**

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: \$3,500**

### **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:** \$4,000

### **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:** \$2,000

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: \$850**

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 (Gold)**

**Package Price: \$3,500**

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**

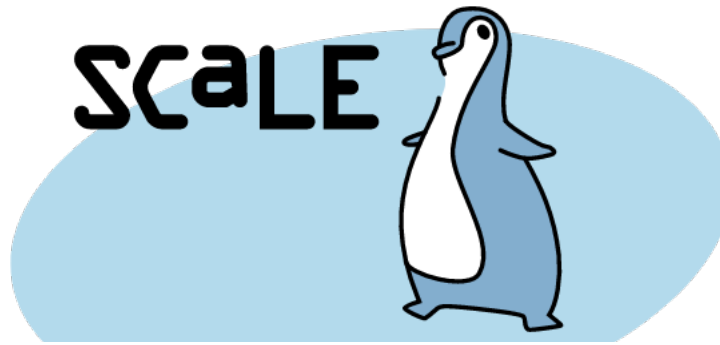
Your organization's logo and link off of the SCALE and DevOpsDay LA web pages.

### **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.



## Track Sponsor

### **Package Price: \$1,000**

Speaker track allows you to target specific demographic groups based on the content of the track. Prior to each talk in your sponsored track, a short announcement will be read about your organization, product or service. Your logo will be included on all track related signs and printed materials.

### **Conference Passes**

4 complimentary full access conference passes.

## Sponsored Tutorial

### **Package Price: \$3,500** *(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 50-100 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](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