



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 10x will be held on January 20th through 22nd, 2012 at the Hilton Los Angeles Airport. SCALE 9x, our 2010 show, drew in over 1,800 attendees, users, developers and IT Professionals.

Below you will find the various sponsorship packages available for our 2012 event, SCALE 10x.

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 10x.

THE SCALE STAFF

<http://www.socallinuxexpo.org>



SCALETM

Southern California Linux Expo

Exhibit Hall Information

Location: The Hilton Los Angeles Airport
5711 West Century Boulevard
Los Angeles, California 90045
(310) 410-4000 Phone
(310) 410-6250 Fax
http://www1.hilton.com/en_US/hi/hotel/LAXAHHH-Hilton-Los-Angeles-Airport-California/index.do

Move In: Friday, January 20, 2012 2pm – 8pm

Exhibit Hall Hours: Saturday, January 21, 2012 10am – 5pm
Sunday, January 22, 2012 10am – 4pm

Tear Down: Sunday, January 27, 2012 4pm – 8pm

Expected Attendance: 1,800 +





Southern California Linux Expo

Attendee Demographics

Attendee Organizations From Past Events include:

IBM	Walt Disney Internet Group
Sony	Bay Area Rapid Transit District
USC Research Labs	Bank of the West
Univ. California, Los Angeles	Raytheon Systems
Univ. California, Riverside	Sony Entertainment of America
Univ. California, Santa Barbara	PeopleSoft
University of Southern California	Cingular Wireless
Cal State University, Northridge	Apple Computer
Cal State University, Dominguez Hills	Boeing
Cal Polytechnic State University, Pomona	Lockheed Martin
California Institute of Technology	Cray
Oracle	NASA — JPL
Information Science Institute	City Search
MySQL	City of Los Angeles
Pogo Linux	City of Garden Grove
Earthlink	County of Ventura
Nortel Networks	Walt Disney Company
Kaiser Permanente	MySpace
SteelEye Technology	FOX Interactive Media
Viacom	TrustCommerce
U.S. Army Corp of Engineers	Los Angeles Unified School District
Warner Music Group	U.S Airforce Space and Missile Center
Quest Software	NBC
Debian	Universal Studios
Google	FreeBSD
Yahoo	Samba
Rand Corporation	Linux Terminal Server Project
Riot Games	





Attendee Demographic Groups:

Linux Users
Open-source software users
Computer Science Researchers
University Technology Students,
Educators, and Researchers
Financial Service Companies
Systems Administrators
Professional Consultants

Linux Developers
Open-source Developers
Telecommunications Companies
Technology Users/Enthusiasts
Retail Companies
Government Agencies
Miscellaneous Technical Gurus
CIOs
CTOs

Past Sponsors and Exhibitors include:

IBM
HP
Oracle
Continuent
Sony Computer Entertainment of America
Linux Journal
MySQL AB
Novell
Pogo Linux
LinuxFund
Genesi
MSC Software
Google
USENIX
O'Reilly and Associates
Linspire
Sun Microsystems
Systems Administrator Magazine
Sharp Electronics
Real Networks – Helix Community
DigiLink
NoStarch Press

Storix Software
iX Systems
SoftLayer
Cloud.com
Mountain View Data
ABCO Technology
Linux Terminal Server Project
Debian
FreeBSD
NetBSD
GNOME Foundation
Wikipedia
Gentoo
Free Software Foundation
FlightGear
Mambo Server
Krugle
Dell
Redhat
Zenoss
Clearhealth
Silicon Mechanics



Diamond Sponsor

Package price: \$19,000 (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.

20' by 16' booth with choice of premium location 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 outlets.

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.

Banner advertisement on all website pages including home page.

Inclusion in conference e-mail campaign to potential sponsors and 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.

Conference Passes:

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



Southern California Linux Expo

Platinum Sponsor

Package price: \$10,000

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

30' by 8' 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 full 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.





Southern California Linux Expo

Gold Sponsor

Package price: \$5,000

The Gold Sponsorship package includes:

20' by 8' 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 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.

Conference Passes:

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





Southern California Linux Expo

Silver Sponsor

Package price: \$3,000

The Silver Sponsorship package includes:

10' by 8' 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 selected 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.





Basic Exhibitor

Package price: \$1,200

The Basic Exhibitor package includes:

10' by 8' 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.

Conference Reception Co-Sponsor

Package price: \$1,000

Co-sponsor a conference reception for all of SCALE's attendees. This reception will be held on Saturday evening. It will include food and beverage, the conference raffle, and other entertainment.

Print Advertisement:

Sponsor logo on directional signage to conference reception.

Sponsor logo on signage at conference reception.

Sponsor logo on reception advertisement in the conference program.

Sponsoring organization may provide giveaways to be placed at seats or as table center pieces at the reception.

Audio Advertisement:

Sponsoring organizations will be mentioned during announcements regarding the reception.

Sponsoring organizations will be mentioned in announcements during the reception.



Coffee Breaks

Package price: \$2,500

Print Advertisement:

Sponsor logo predominately placed on signage at all coffee stations for either the morning or afternoon breaks.

Coffee breaks will be held on the exhibit hall floor.

Notable mention and sponsor logo on signage.

Notable mention in conference schedule.

Audio Advertisement:

Sponsoring organization will be mentioned during announcement of coffee breaks.

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:

Notable mention and sponsor logo on press 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.

Audio Advertisement:

Notable mention during conference track related announcements.

Notable mention prior to each talk on sponsored conference track.

Conference Passes:

Sponsor will receive 2 complimentary full access conference passes.



Speaker Track Sponsor

Package price: \$750

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.

Print Advertisement:

Notable mention and sponsor logo in conference program.
Notable mention and sponsor logo on all track related signage.
Sponsor may provide product literature to be placed either on the chairs in the seminar rooms or on a table near the entrance.

Web Advertisement:

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

Audio Advertisement:

Notable mention during conference track related announcements.
Notable mention prior to each talk on sponsored conference track.

Conference Passes:

Sponsor will receive 2 complimentary full access conference passes.

Tote Bag Inserts

Package price: \$600

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:

Sponsor will receive 2 complimentary full access conference passes.



Online Lounge

Package price: \$10,000 or in kind donation of equipment

Provide continuous access to an online lounge during the conference. The lounge will offer free wireless Internet access, ethernet drops, as well as desktop machines.

Print Advertisement:

Notable mention and sponsor logo in conference program.

Signage in/around the online lounge.

Sponsor may hang banners and place marketing material in the online lounge. (materials and banners to be provided by sponsor)

Web Advertisement:

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

Desktop background on lounge machines will have sponsoring organization's logo and/or other artwork provided by sponsor.

Sponsor may elect to provide a custom home page to be used on all lounge machines.

Audio Advertisement:

Notable mention during raffle events and announcements.

Conference Passes:

Sponsor will receive 2 complimentary full access conference passes.

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.



Lanyards 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.

Conference Mugs

Package price: \$5,000

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 call for more information and pricing:

T-Shirt Sponsorship

Hotel Key Card Sponsorship

Lunch Break Sponsorship

Media Sponsorship

Co-Branded Advertising

Book space rooms for meetings with clients and vendors

Additional storage space

