SCALE 13x
The Thirteenth 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 13x will be held on February 19th through 22nd, 2015 at the Hilton Los Angeles Airport. SCALE 12x, our 2014 event, drew in over 2,800 attendees, users, developers and IT Professionals.

Below you will find the various sponsorship packages available for our 2015 event, SCALE 13x.

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 13x.

THE SCALE STAFF
http://www.socallinuxexpo.org

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
Move In:	Thursday, February 19, 2015 2pm — 8pm
Exhibit Hall Hours:	Friday, February 20, 2015 12pm — 5pm
	Saturday, February 21, 2015 10am — 5pm
	Sunday, February 22, 2015 10am — 2pm
Tear Down:	Sunday, February 23, 2015 2pm
Expected Attendance:	2,800 +

Attendee Demographics

Attendee Organizations From Past Events include:

USC Research Labs
Univ. California, Los Angeles
Univ. California, Riverside
Univ. California, Santa Barbara
University of Southern California
Cal State University, Northridge
Cal State University, Domingez Hills
Cal Polytechnic State University, Pomona
California Institute of Technology
Oracle
Institute for Quantum Engineering,
    Science and Technology (iQUEST)
Sun Microsystems
Information Science Institute
MySQL
Pogo Linux
Earthlink
Nortel Networks
Kaiser Permanente
SteelEye Technology
Viacom
U.S. Army Corp of Engineers
Warner Music Group
Quest Software
Debian
Google

Walt Disney Internet Group
Bay Area Rapid Transit District
Bank of the West
Raytheon Systems
Sony Entertainment of America
PeopleSoft
Cingular Wireless
Apple Computer
Boeing
Lockheed Martin
Cray
NASA — JPL
Raytheon
City of Los Angeles
City of Garden Grove
County of Ventura
Walt Disney Company
Ooyala
Los Angeles Unified School District
U.S Airforce Space and Missile Center
NBC
Universal Studios
FreeBSD
Samba
Linux Terminal Server Project
Rand Corporation

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Attendee Demographic Groups:

Linux Users	Linux Developers
Open-source software users	Open-source Developers
Computer Science Researchers	Telecommunications Companies
University Technology Students, Educators, and Researchers	Technology Users/Enthusiasts
	Retail Companies
Financial Service Companies	Government Agencies
Systems Administrators	Miscellaneous Technical Gurus
Professional Consultants	CIOs

Past Sponsors and Exhibitors include:

IBM	DigiLink
EMIC Networks	NoStarch Press
Ansible	Storix Software
Linkline Communications	Datadog
Sony Computer Entertainment of America	Chef
Linux Journal	Disney Studios
MySQL AB	Linux Terminal Server Project
Novell	Debian
Pogo Linux	FreeBSD
LinuxFund	NetBSD
New Avenue Systems	GNOME Foundation
Arista	Wikipedia
Genesi	Gentoo
Citrix	Free Software Foundation
Google	FlightGear
USENIX	Jenkins
O'Reilly and Associates	HP
Linspire	Dell
Sun Microsystems	Redhat
Systems Administrator Magazine	Zenoss
Sharp Electornics	Rackspace
MediaTemple	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.

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.

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.

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: $1,300
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 Game Night Co-Sponsor

Package price: $1,000

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.

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.

Audio Advertisement:
Sponsoring organizations will be mentioned during announcements regarding the event.
Sponsoring organizations will be mentioned in announcements during the event.

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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: $800
   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: $650
   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.

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: $6,500
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