

## **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 9x will be held on February 25th through 27th, 2011 at the Hilton Los Angeles Airport. SCALE 8x, our 2010 show, drew in over 1,500 attendees, users, developers and IT Professionals.

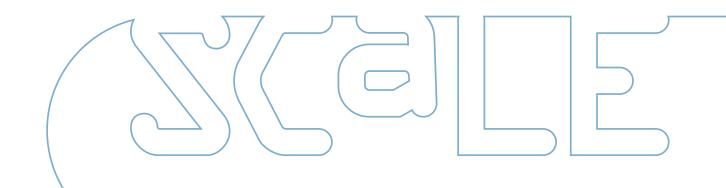
Below you will find the various sponsorship packages available for our 2011 event, SCALE 9x.

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 9x.

## THE SCALE STAFF

http://www.socallinuxexpo.org





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, February 25, 2011 2pm - 8pm

Exhibit Hall Hours: Saturday, February 26, 2011 10am – 5pm

Sunday, February 27, 2011 10am - 4pm

Tear Down: Sunday, February 27, 2011 4pm - 8pm

Expected Attendance: 1,400 +





## Attendee Organizations From Past Events include:

**IBM** 

Sony

**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

Yahoo

Rand Corporation

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

City Search

City of Los Angeles

City of Garden Grove

County of Ventura

Walt Disney Company

TrustCommerce

Los Angeles Unified School District

U.S Airforce Space and Missile Center

**NBC** 

Universal Studios

FreeBSD

Samba

Linux Terminal Server Project







## **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

## Past Sponsors and Exhibitors include:

IBM

EMIC Networks TOLIS Group, Inc.

Linkline Communications

Sony Computer Entertainment of America

Linux Journal MySQL AB Novell Pogo Linux LinuxFund

New Avenue Systems Yosemite Technologies

Genesi

MSC Software

Google USENIX

O'Reilly and Associates

Linspire

Sun Microsystems

Systems Administrator Magazine

Sharp Electornics

Real Networks — Helix Community

DigiLink

NoStarch Press Storix Software 4Front Technologies 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.



## **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.

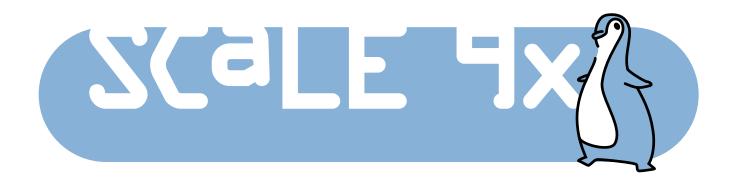
Notable mention in conference signage as a Platinum sponsor.

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: \$1,200

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.

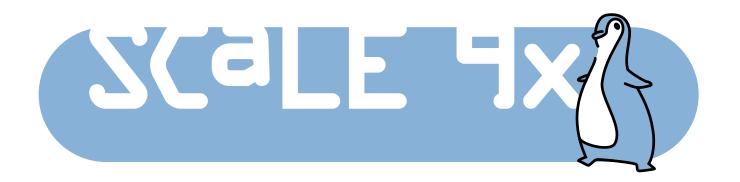
Sponsor logo on reception advertisement in the conference program.

Sponsoring organization may provide giveaways to be placed at seets 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.

## 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:

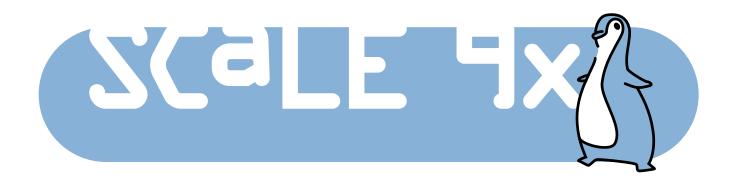
Your organization's logo and link off of our conference web page.

### **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

