



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 21x, our 21st annual event, will be held on March 14-17, 2024, 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 21x.

-THE SCALE STAFF





Exhibit Hall Information

Location:	Pasadena Convention Center 300 E Green Street Pasadena, California 91101
Move In:	Thursday, March 14, 2024 2pm — 8pm Friday, March 15, 2024 8am — 12pm
Expo Hours:	Friday, March 10, 2024 2pm — 5pm Saturday, March 16, 2024 10am — 5pm Sunday, March 17, 2024 10am — 2pm
Tear Down:	Sunday, March 17 — 2pm
Expected Attendance:	3,300+





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
Headspace	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	Brightcove
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
Tradesy	FreeBSD
PlutoTV	Rand Corporation
Google	Snapchat
SpaceX	City National Bank
Hulu	Linkedin
Weedmaps	Warner Bros.
Bay Area Rapid Transit District	Procore Technologies
Bank of the West	GumGum



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

Perforce

The Walt Disney Studios

System76

IEEE

Observe

EnterpriseDB

Gremlin

CloudBees

Mattermost

Hewlett Packard Enterprise

Dell

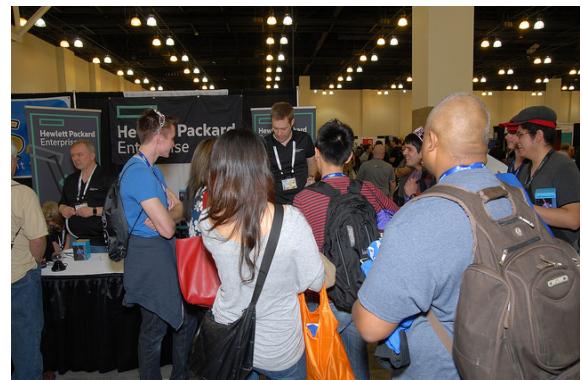
Red Hat

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 email campaigns 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 conference print marketing.

Company logo prominently placed on conference posters.

Exclusive option to brand facility entrances and archways



Platinum Sponsor

Package price: \$13,000

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 email campaigns to potential sponsors and attendees.

Logo listing on conference home page.

Print Advertisement

One full page color advertisement in the 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 emails to sponsors and attendees.

Print Advertisement

One-half page advertisement in the 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: \$2,500 (*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: \$5,000

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: \$2,500

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

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: \$10,000 (or in kind donation of materials)

Each SCALE attendee will receive a conference badge and lanyard.

Sponsor organization's name and logo will be present 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 the on-call sponsor. Sponsor may provide branded tablecloths, and place materials on powered tables.



KCD LA Sponsor

Package Price: \$5,000 (Discount available for SCALE sponsors)

KCD LA is Southern California's conference focused on all things Cloud Native. A limited number of tables will be available for sponsors near the KCD LA session rooms from 9am to 3pm on Friday March 15, 2023.

Tabletop Display

- (1) 6' staffed table at KCD LA
- Sponsors may staff tables during breaks or use them as media tables.
- (1) Electrical outlet and Wireless Internet Access

Print Advertisement

Listing in conference materials and signage as a sponsor of KCD LA.

Web Advertisement

Your organization's logo and link event website(s).
Featured sponsorship announcement on social media.

Onsite Advertisements

Logo on rotating slides during breaks in KCD LA session rooms.
Sponsorship reference in pre-event emails
Sponsor will be thanked by name during KCD announcements onsite, live video stream, and on demand video recordings.

Conference Passes

6 complimentary full access conference passes.



DevOpsDay LA Sponsorship (Gold)

Package Price: \$4,000 (Discount available for SCALE sponsors)

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.

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.

SCALE 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.



Travel & Diversity Scholarship Sponsorship

Package Price: \$2,500 (alternative pricing available for exclusive sponsorship)

Help make SCALE, KCD LA, and DevOpsDay LA a welcoming home. Donate to our scholarship fund to help us make our events affordable and accessible to unrepresented and/or underprivileged groups of attendees and speakers.

Benefits

- Listing on the SCaLE, KCD and DOD LA websites as a scholarship sponsor.
- Logo in conference program with thank you to scholarship sponsor(s).
- Logo on thank you slide during keynote session(s).
- Recognition in social media and pre-show emails to attendees.
- 4 Conference Passes

Sponsored Tutorial

Package Price: \$4,500 (*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: \$7,500

Includes product and distribution of official conference drinkware. Each mug will feature the sponsor logo alongside 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 for more information and pricing:

Airport Shuttles

Additional onsite storage space

Hotel Key Card Sponsorship

Meeting space

Lunch Break Sponsorship

Custom Events and Tracks

Co-Branded Advertising