



SouthEast LinuxFest 2019 Prospectus

June 7-9, 2019

Photos courtesy of Eugene Mah and iXsystems

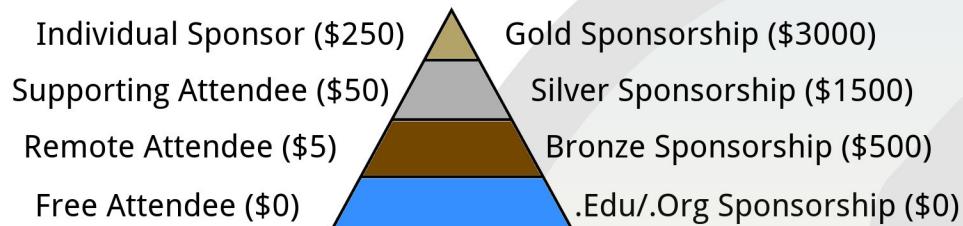


SouthEast|LinuxFest

LINUX IN THE GNU/SOUTH

Changes From 2018

We have greatly simplified sponsorships this year and brought them into alignment with attendee options. The number of standard tiers has been reduced from 6 to 4.



Hotel Or College?

We are aware that some parties who find our steadfast political neutrality as an event to be offensive and have attempted to dissuade sponsors from supporting the event. This includes the conference's Code of Conduct policy, which is more or less verbatim from Red Hat's own conference policies at the time of drafting. If it's good enough for a multi-billion dollar FOSS company, it should be good enough for a free to attend event. The conference selects talks blindly based upon the merits of the content submitted and using no other factors. We will no longer quietly and shyly go by these policies, but fully embrace them. As a result, we set ourselves a deadline of August 31st, 2018 to raise the required \$10,000 minimum cost (\$15,000 ideal) to hold the event at the Sheraton Charlotte Airport Hotel. If those funds cannot be raised in time, the event will instead be held at a college campus (almost certainly UNC Charlotte), as supporting attendees easily cover our entire expenses at a college campus. We feel this unusual step is a necessary one to protect the event from those who wish to do it harm for political reasons.

Amount of pledged sponsorship as of 6/16/18: \$8,000

Open Source... Completely

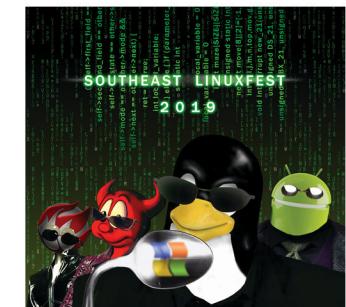
We will release our sponsorship contracts as open source beginning in the 2019 conference cycle. If your company has the demand to place a given talk in a track or especially political demands as a condition of sponsorship, we insist it be put into the contract and be released at the event. This is non-negotiable. We will of course respect any NDA policies your company might have, but note that we do publish a NDA Canary on our website.

2019 Prospectus

Changes from 2018 / Contact Info

2019 Theme/Contact Info

As usual, we like to have a bit of fun with the theme for the conference each year. This year's theme will be: The FOSS Matrix



- <http://www.southeastlinuxfest.org>
- info@southeastlinuxfest.org
- 1-706-389-4258
(We have an amusing voicemail, so don't let it deter you from leaving a message.)

Reminder: In 2017, the program guide changed to be 8.5" x 11" quad folded into a booklet that hangs from the attendee's lanyard and also has their badge affixed directly to the front of it.

Pre-roll video ads have been replaced with sponsor logos put into the full length of the video released like so:

Example of New SELF Video Format





SouthEast LinuxFest

LINUX IN THE GNU/SOUTH

Standard Tiered Sponsorships

.Edu/.Org: \$0

- Listing in program guide
- Logo placement on website
- Company page with link on website
- 6ft table with cloth and two chairs in expo hall
- Social media shoutout
- Access to parties if sponsored
- Only available to non-profits, FOSS projects, and educational institutions
- Limited spots available... first come, first serve

Bronze: \$500

- Everything listed above plus:

- Access to hospitality suite
- T-Shirt for booth team
- Saturday lunch on us (food trucks)
- Access to parties if not sponsored, 1hr early access if they are

Silver: \$1,500

- Everything listed above plus:

- Additional 6ft table with cloth and two chairs
- Non-Ballroom name reference (limited to first two, possibly more, does not carry over to higher tiers)
- Half page color ad in program guide
- 2 tickets to speaker's BBQ dinner on Friday night
- More prominent website listing
- More prominent location in expo hall

Gold: \$3,000

- Everything listed above plus:

- Logo placement in video of all conference presentations released
- Mention in pre-roll audio for all audio of presentations released
- Full page color ad in program guide
- Most prominent logo placement on website
- Most prominent location in expo hall
- Ballroom name reference (limited to first four)
- Additional 2 tickets to speaker's BBQ dinner on Friday night

2019 Prospectus

Sponsorship Opportunities

Additional Sponsorships

(Note: Spending \$1,000 or more in additional sponsorships gets you a Bronze Tier Sponsorship for no additional charge, or an upgrade to the next tier for free on your existing paid Tier Sponsorship.)

Friday Night Party*: \$2,000

- Sponsorship used to pay for adult beverages[1] and pizza to be given away for free to attendees. You get to briefly address the crowd and your logo is put up on a projector screen for the duration of the party.

Saturday Night Party*: \$3,000

- Sponsorship used to pay for adult beverages[1] and pizza to be given away for free to attendees. You get to briefly address the crowd and your logo is put up on a projector screen for the duration of the party.

Internet*: \$2,000

- Sponsorship used to pay for equipment and services to provide free internet for attendees. Includes captive portal advertising.

SouthEast LinuxFest Staff Jerseys: \$3,000

High quality full color dye sublimation printed and/or stitched fabric baseball jerseys. Sponsorship includes your logo on both sleeves. These are made from high quality materials from a known provider ... our annual t-shirt manufacturer also does athletic orders. These will be given away to staff members, ambassadors, and repeat dedicated volunteers. Optionally includes name or nickname printed on back of jersey where a player's name would normally appear. Sponsorship includes up to 5 jerseys of your own choice name/number for your booth team and/or company VIPs. Additional jerseys available upon request at cost. These jerseys will be reused year after year.

T-Shirt (name on shirt sleeve): \$1,000

Lanyard: \$2,000

Conference Bags: \$1,000

Bag Insert: \$500

Equipment loan or other ideas not listed here? Contact SELF to discuss.

* Typically claimed immediately after the previous year's event ends

[1] For the party, we source a number of Deep South microbrews, microdistilleries, and vineyards to provide a selection of adult beverages representative of the southeast and difficult if not possible to find outside of the southeast.

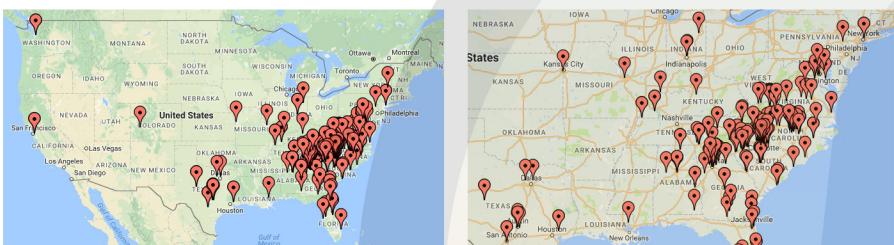


SouthEast|LinuxFest

LINUX IN THE GNU/SOUTH

Attendee Location

SELF's attendees come largely out of the heart of the I-85 corridor. This includes in particular The Research Triangle, Charlotte, Greenville, Spartanburg, and Atlanta. This geographical core represents the biggest areas of government, banking, higher education, high tech, manufacturing, and startups in the entire southeast. So by sponsoring SELF, you cover all the major sectors and tech hubs of the southeast. Other areas of major attendee pull include Washington DC, Birmingham, the I-40 corridor, the I-4 corridor, Chattanooga, and The Grand Strand.



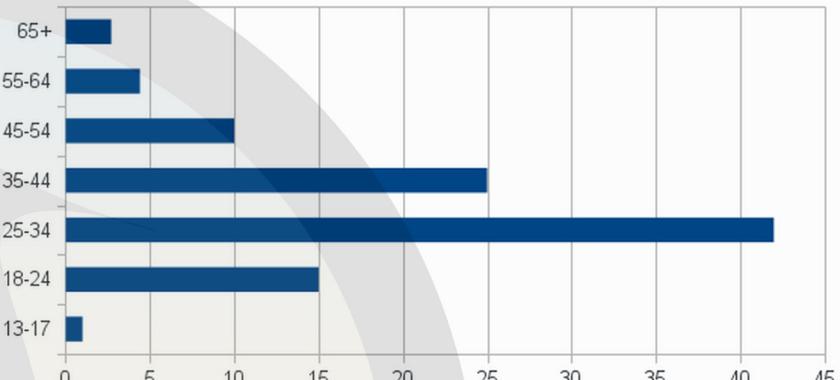
Attendee Reach

The typical attendance at SELF is about 750 people. This isn't a per-day cumulative total like some events do, this is actual unique attendees as counted by unique badges issued during the event. If this is purely about reaching the most people possible, we encourage you to consider Gold Sponsorship which includes ads in the videos of talks released onto YouTube. The SELF YouTube channel has a global reach, over 100,000 views, 800,000 minutes watched, and has been viewed at least once by every nation on Earth except North Korea. The top countries on the YouTube channel are: USA (39%), UK (5.7%), Germany (5.7%), India (5.3%), Canada (3.9%), Sweden (2.0%), Australia (2.0%), France (2.0%), Brazil (2.0%).

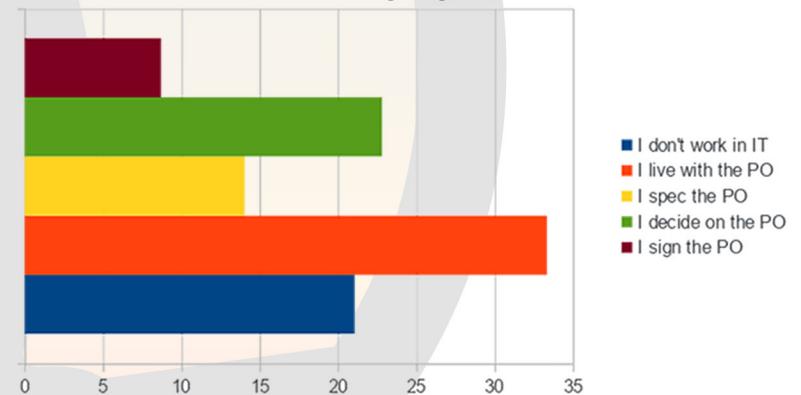
2019 Prospectus

Demographics

Attendee Age by %



Attendee PO Authority by %



Attendee Mentality

One area that is often overlooked is the mentality of the attendees at an event. The people SELF attracts are not people who look at Linux and Open Source as a tool of their 9 to 5 job. These are people who have a deep passion for Linux and Open Source in general. They are the types who would be attending SELF whether or not they had a job dealing with Open Source. They are people who, as SELF has proven with large numbers of successful hires, will jump at the chance to get paid doing what they're already passionate about.