



# 2021 Seattle GNU/Linux Conference

## EXHIBITOR & SPONSOR PROSPECTUS

### WHEN

Friday and Saturday, November 5 and 6, 2021

### WHERE

Available worldwide! 2021 is SeaGL's second virtual conference. In 2020 we developed a custom portal using BigBlueButton for presentations and Jitsi for video/voice conferencing, embedding both into KiwiIRC for dynamic real-time chat rooms.

### EXPECTED ATTENDANCE

Historically, we've grown to have 400+ attendees over the course of both Friday and Saturday. This year we hope that the virtual conference will continue to make SeaGL accessible to many more!

### ABOUT

Founded in 2013, SeaGL (the Seattle GNU/Linux conference) has grown to annually host over 50 presentations, four keynotes, a career workshop, and the Cascadia Community Builder Award. It brings speakers and participants from around the world to Seattle for a FREE, as in freedom and coffee, GNU/Linux conference.

In its ninth year, Seattle's grassroots free/libre/open source software, hardware, and culture summit will be hosted online as we continue to exert caution due to the COVID-19 global pandemic. Despite being virtual, we will be maintaining our ties to Seattle and the greater Pacific Northwest community.

### ENTERPRISE AND NON-PROFIT EXHIBITORS

SeaGL has proudly worked with both enterprise and non-profit exhibitors every year. The virtual expo hall will continue to make space for both business and community partners. To realize this, we are introducing a number of new sponsorship opportunities.

If you have any questions or suggestions about our plans for a virtual expo hall, please send an email to [sponsor@seagl.org](mailto:sponsor@seagl.org) so we can follow up.

If your nonprofit or educational organization would like to exhibit at SeaGL, please send an email to [partnerships@seagl.org](mailto:partnerships@seagl.org) telling us about your work, support, or outreach with the free and open source software community.

# SPONSORSHIP OPTIONS

SeaGL depends on community support! We are interested in talking with you about creative ways to sponsor this year's event. If you would like to offer other financial support or would like to offer some type of in-kind support, please send an email to [sponsor@seagl.org](mailto:sponsor@seagl.org).

## SPONSORSHIP LEVELS

### Platinum Sponsor: \$5,000 and up

- Thanks before and after the keynotes
- Track sponsorship for one track each day
- Position in virtual exposition hall
- Large ad in program guide
- Prominent listing and link on [seagl.org](http://seagl.org) website, including logo
- Thanks for add-ons that remain unsponsored
- Thanks at post-event celebration
- Thanks on social media

### Gold Sponsor: \$4,000

- Thanks before the keynotes
- Track sponsorship for one track one day
- Position in virtual exposition hall
- Medium ad in program guide
- Prominent listing and link on [seagl.org](http://seagl.org) website, including logo
- Thanks at post-event celebration
- Thanks on social media

### Silver Sponsor: \$3,000

- Thanks at the beginning of each day
- Position in virtual exposition hall
- Small ad in program guide
- Listing and link on [seagl.org](http://seagl.org) website, including logo
- Thanks at post-event celebration

### Bronze Sponsor: \$2,000

- Thanks at the beginning of each day
- Position in virtual exposition hall
- Listing in program guide
- Listing and link on [seagl.org](http://seagl.org) website

### Regional Business Sponsor: \$1,000

#### (mixture of in-kind and cash accepted)

- Thanks at the beginning of each day
- Position in virtual exposition hall
- Listing in program guide
- Listing and link on [seagl.org](http://seagl.org) website
- Thanks at post-event celebration

### Non-exhibiting Sponsor: \$1,000

- Listing in program guide
- Listing and link on [seagl.org](http://seagl.org) website

### Educational / Nonprofit: Free

- Position in virtual exposition hall
- Listing in program guide
- Listing and link on [seagl.org](http://seagl.org) website
- Thanks at post-event celebration

### Media sponsorships: in-kind

- Listing in program guide
- Listing and link on [seagl.org](http://seagl.org) website
- Thanks at post-event celebration
- Thanks on social media

## ALTERNATIVE SPONSORSHIPS / ADD-ONS

By popular demand, SeaGL is bringing back opportunities for additional conference support and sponsor visibility, either as an alternative or add-on, to booth sponsorship.

Track ( per track, per day ): \$500

Hallway Track ( per day ): \$500

TeaGL Virtual Afternoon Tea Social: \$250

Coffee Vouchers ( both days ): \$1,000

IDEA: Inclusion, Diversity, Equity, Access: \$1,000

Live Transcription ( per track ): \$3,000

Graphical Recordings: \$6,000

Career Expo: \$2,000

Friday Attendee Lunch Vouchers: \$1,000

Saturday Attendee Lunch Vouchers: \$1,000

Saturday Post-Event Party: \$2,000

Volunteer Appreciation Event: \$500

Speaker Gifts: \$500

**Have another idea that isn't listed? Wanting more details on an add-on?**

**Please send an email to [sponsor@seagl.org](mailto:sponsor@seagl.org) !**

## VIRTUAL SeaGL EXPERIENCE

During the 2020 Virtual SeaGL we built a beautiful portal into the live conference. For 2021, we continue to refine the experience which is described briefly below.

Attendees enter their name, then join a chat room with other attendees. At the top of the page the attendee can choose to enter the room's video conference (presentation or social). Along one side of the page, attendees are given a selection of rooms (talk tracks, social events, sponsors, etc.) they can move among, each with at-will audio/video functionality. Private messaging between attendees is enabled, as is the ability to dynamically create new rooms, simulating the hallway track experience.

Behind the scenes, we went great lengths to utilize free/libre/open source software (FLOSS), melding a video conference (BigBlueButton or Jitsi) with a web-based text chat (KiwiIRC). Additionally, to maximize access and interoperability, attendees could join the conversation from their own IRC clients, or stream the presentations via a non-interactive interface.

## PUBLIC HEALTH CONTINGENCIES

We recognize the need to adjust along with global public health issues due to COVID-19. In order to give sponsors, attendees, speakers and volunteers ample time to plan, we decided a virtual conference is appropriate for 2021.

By planning ahead, we are creating a positive, educational, community-building virtual conference that matches SeaGL's mission. Accordingly, we will continue to adjust the plan as necessary to meet global

health conditions. We will gladly work with sponsors to make suitable arrangements if adjustments are necessary.