2019 Sponsorship Prospectus

August 2-4
São Paulo, Brazil

linuxdev-br

Conference Mission

Linux Developer Conference Brazil is an international meeting point in Brazil for the community developing Free and Open Source Software (FOSS) for the Core of Linux systems and it myriad of platforms – mobile, TVs, cars, home appliances, IoT, Cloud and others.

By providing a place for developers, enthusiasts and companies to connect, we intend not only to help grow the FOSS community and market in Brazil, but also forge a link between the Brazilian community and the rest of the world.

We believe that in order to grow a strong upstream community in Brazil, our industry needs to play an important role in understanding FOSS values and its benefits to product development – be it the freedom of choosing which software to use, faster time to market or more secure software stacks. Inviting companies to the conference and educating them on how to be FOSS citizens is one of our core values.

Moreover, the conference focus is exclusively towards upstream contributions to FOSS projects. Getting players in the global market to understand FOSS values and encouraging them to be part of the community will be one of our main challenges in the time to come.

Supporting an environment where all that can flourish is the founding tenet of **linuxdev-br**!

Core Values

1. International meeting point for the FOSS community

2. Focus on Upstream development

3. Connect the market to the community

4. Integrate newcomers to the community

5. Inspire more contributions and collaboration

6. Friendly environment for everyone

2017, beginning

Since the first edition, we knew **linuxdev-br** was already a success! In 2017, almost 100 people got together at the Institute of Computing from the University of Campinas in Brazil. Our first edition with several talks, 5 sponsors, live streaming and an evening networking event paid by the conference left the attendees thirsty for more!

2018, growing up

The second edition happened at the University of Campinas Convention Center in Campinas, Brazil.

Double in size. 2018 enjoyed twice the number of attendees from 2017. During 2 days we had over 40 talks and keynotes from key community contributors.

International. We have seen the first international attendees and speakers (4 talks in total) and half of the talks of the conference were delivered in English.

2019, we are here to stay!

This time we will be at the heart of the 4th largest city in the world. The Radisson Paulista Plaza will be our home for the 2019 edition, located just a few meters from the Paulista Avenue in São Paulo. The conference will happen on August 3-4 with an extra day of training and hack sessions on August 2.

Beyond bringing excellent technical content in 2019 we want to further our international presence and support more people to learn and contribute back to the Open Source community. Following the success of the two first editions we expect 300 attendees this year.

Sponsor us! We need your help to make **linuxdev-br** a success one more time.

Some more details

Training and Hacking sessions. Since the first edition, we have seen some of the attendees starting to contribute changes to the Open Source Community. So for 2019, the first day of the conference - August 2 - will be of training and hack sessions hosted at the University of São Paulo. On the 3rd and 4th of August we will be at Radisson Paulista Plaza with all the keynotes and talk and sponsors showcase.

English. We are planning to deliver the keynotes and at least half of the talks in English. We keep part of the talks in Portuguese to make the conferences accessible to those who that don't have English fluency.

Target audience

In 2018 from our 200 attendees:

- 30% have contributed to Open Source projects already

- 30% were students

- 5 were international attendees

- Most attendees are IT professionals/students

Why sponsor?

1   Expose your brand, products and services

3   Understand how being part of the Open Source community can help your organization

2   Meet high profile Open Source developers

4   Connect to potential business partners

Sponsorship opportunity
Diamond Level

INVESTMENT

6000 USD / 23000 BRL

- Only one sponsor accepted at this level
- Biggest logo on the website
- Biggest logo on banners at the venue
- Logo on the attendee's badges
- Mention in opening and closing ceremonies
- Collateral Distribution
- Tabletop at the venue
- Messages through conference social network*
- 25 min keynote talk
- 16 free passes

*details to be discussed

Sponsorship opportunity
Platinum Level

INVESTMENT

3200 USD / 12200 BRL

- Big logo on the website
- Logo on banners at the venue
- Mention in opening and closing ceremonies
- Collateral Distribution
- Tabletop at the venue
- 1 e-mail message to all attendees
- Submit a keynote talk for consideration*
- 8 free passes

*the keynotes talks will be selected by the conference board

Sponsorship opportunity
Gold Level

- Big logo on the website
- Logo on banners at the venue
- Mention in opening and closing ceremonies
- Collateral Distribution
- Tabletop at the venue
- 6 free passes

INVESTMENT

1600 USD / 6100 BRL

Sponsorship opportunity
Silver Level

- Medium logo at the website
- Logo on banners at the venue
- Mention in opening and closing ceremonies
- Collateral Distribution
- 4 free passes

INVESTMENT

800 USD / 3000 BRL

Sponsorship opportunity
Bronze Level

- Small logo at the website
- Logo in at least one banner at the venue
- Logo presented during the opening and closing ceremony
- 2 free passes

INVESTMENT

400 USD / 1500 BRL

Sponsorship opportunity
Happy Hour

At linuxdev-br we value a lot the social interaction between the attendees so every year we hold a happy hour to foster networking. There only one slot for this opportunity.

The logo and/or name of your company will present at signage during the happy hour, at the conference schedule and any communication made related to the happy hour.

INVESTMENT

2500 USD / 9500 BRL

Sponsorship opportunity
Lanyard

Your company can have its logo together with the conference logo in the attendee's lanyard.

*only available to Diamond, Platinum and Gold sponsors.

INVESTMENT

1200 USD / 4500 BRL

More opportunities to sponsor

We are open to discuss more sponsorship opportunities beyond the levels above. There are also opportunities to sponsor breakfast, coffee breaks, and more.

Please contact us at board@linuxdev-br.net.

Thank you.

linuxdev-br