

# LINUXCON



North America, Japan, Brazil & Europe

LinuxCon events provide a collaboration and education space for all matters Linux, bringing together the best and the brightest that the Linux community has to offer, including core developers, administrators, end users, community managers and industry experts. In a short amount of time, LinuxCon events have become known for offering top speaking talent, a cross-section of the leading players in the Linux community, innovative and varied content, a wide variety of opportunities for attendee collaboration and a place for smaller groups to co-locate for topic-specific workgroups and mini-summits. Launched in 2009 in Portland with LinuxCon North America, there will be four LinuxCon events worldwide in 2011, reaching a combined 2,500+ qualified attendees in over 30 countries.

## LINUXCON NORTH AMERICA (AUGUST 17 - 19, 2011 - VANCOUVER, CANADA)

- 808 Attendees in 2010 - a 30% growth from 2009
- 83% of Attendees from North America - 25 countries represented
- 20 Media & Analyst Firms Represented

## LINUXCON JAPAN (JUNE 1 - 3, 2011 - YOKOHAMA, JAPAN)

- 436 attendees at the inaugural 2009 event
- 80% of Attendees from Japan - 23 countries represented
- 23 Media Outlets in Attendance

## LINUXCON EUROPE (OCTOBER 26 - 28, 2011 - PRAGUE, CZECH REPUBLIC)

- 2011 will be the inaugural year, with an expected audience of 700+
- Co-located with the Linux Kernel Summit, and the Embedded Linux Conference Europe

## LINUXCON BRAZIL (NOVEMBER 17 - 18 2011 - SAO PAULO, BRAZIL)

- Over 950 attendees in 2010
- 95% of Attendees from Brazil
- 39 Journalists in attendance for first event



# LINUXCON



North America, Japan, Brazil & Europe

## SPONSORSHIP OPPORTUNITIES

*LinuxCon Brazil sponsorship levels are Platinum: \$35,000, Gold: \$25,000, Silver: \$15,000 and Bronze: \$7,000.*

### Platinum Sponsorship - \$20,000

- Corporate logo on conference signage and in conference program
- Priority placement of corporate logo on conference website with web link
- Designation as platinum sponsor in all conference press releases and marketing efforts
- Recognition by Program Chair during Opening Session
- Booth in Technology Showcase
- Private meeting room for 1-on-1 meetings
- 20 Attendee Passes

### Gold Sponsorship - \$15,000

- Corporate logo on conference signage and in conference program
- Priority placement of corporate logo on conference website with web link
- Recognition by Program Chair during Opening Session
- Booth in Technology Showcase
- 15 Attendee Passes

### Silver Sponsorship - \$10,000

- Corporate logo on conference signage and in conference program
- Placement of corporate logo on conference website with web link
- Recognition by Program Chair during Opening Session
- Booth in Technology Showcase
- 10 Attendee Passes

### Bronze Sponsorship - \$5,000

- Corporate logo on conference signage and in conference program
- Placement of corporate logo on conference website with web link
- Booth in Technology Showcase
- 5 Attendee Passes

Interested in **further promotional marketing opportunities** at this event? Please **see page 11 to view additional opportunities** available to LinuxCon sponsors.

For more information or to **become a sponsor** of this event please **contact** our Events Director, **Angela Brown** at **+1 415 368 4840** or **angela@linuxfoundation.org**.



# PROMOTIONAL MARKETING OPPORTUNITIES

Bring added value to your sponsorship of a Linux Foundation event through additional promotional marketing opportunities. Below are just a few examples of the opportunities available to you. Please note that anything can be customized, and pricing depends on the event.

## Attendee Networking Receptions

Provide attendees a fun and relaxed atmosphere in which to continue networking and collaboration when the conference day is over. Signage and other branding opportunities will showcase the sponsors of these events to attendees.

## Branded Attendee Gifts

Whether you have an idea in mind, or you'd like help finding the perfect attendee gift, we can produce something attendees will love and give your company great branding impact. A few ideas are below, but we are open to options that you think best represent your brand!

## Additional Branding Options

Lanyards, Attendee Badges, Bus Wraps and more. Let us know how you want to reach our audience, and what your budget is, and we can help you do it!

Please note that **you must be an existing sponsor** of an event in order to add any of these add-on opportunities.

We can create customizable packages for you in addition to what is available above. Please contact our Events Director, **Angela Brown** at **+1.415.368.4840** or at **angela@linuxfoundation.org** for a custom proposal.

The Linux Foundation promotes, protects and advances Linux by providing unified resources and services needed for open source to successfully compete with closed platforms. Showcase your support for Linux in 2011 by sponsoring our Linux events.

To learn more about The Linux Foundation, Linux Training or our other initiatives please visit us at <http://www.linuxfoundation.org/>.

