



# DIAMOND SPONSOR GUIDE

## CONTACTS:

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# IMPORTANT DATES & DEADLINES

- Friday, July 8: Company logo due to The Linux Foundation in high resolution format
- Friday, July 8: Exhibit booth participation/booth setup confirmation due
- Friday, July 15: Topic and Format for the Linux.com Article Due
- Friday, July 29 by 4:00PMEST: Graphics Due Friday
- Friday, July 29 by 4:00pmEST: Discount Pricing
- Friday, August 5: Confirm If You Will or Will Not Include Attendee Bag Collateral
- Friday, August 5: We Request That You Register All Your Conference Passes and VIP Dinner Passes by This Date
- Monday, August 8: All Keynote Videos Must Be Submitted
- Wednesday, August 10: Verbiage Due For Message In Attendee Pre-Conference Email
- Friday, August 19 by 4:00PMEST: Advanced Shipping
- Sunday, August 21 5:00 - 9:00PMEST: Technology Showcase Set-Up
- Sunday, August 21st, between 5:00PM-9:00PM: Direct Shipping



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# 1. COMPANY LOGO RECOGNITION

Your company logo will be included on the following:

- [LinuxCon](#) and [ContainerCon](#) North America 2016 websites
- All future pre-event marketing emails
- Printed sponsor signage at the conference
- Keynote stage screens (prominently displayed before and after talks)

*Please send a hi-res outlined vector version (.ai or .eps format) of your logo to Maresa and/or Courtenay as soon as your sponsorship contract is signed. All hi-res logos must be received by **Friday, July 8** to ensure graphic quality for printing. Please also send the URL link and a quick company boilerplate (up to 200 words) to include on the websites.*



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## 2. CONFERENCE PASSES

Your Diamond sponsorship includes (20) complimentary attendee passes, which you may use for employees or your company or gift to customers or colleagues. Each sponsor company has a different access code which has been emailed to each sponsor contact, to be distributed accordingly.

We request that you register all passes by **Friday, August 5**. If you need your sponsor code resent, please email us.

*\*\* Please note: Anyone from your company who is speaking at LinuxCon or ContainerCon should use the speaker access code sent by our Event Content Manage, not the sponsor code.*

# 3. VIP DINNER PASSES

Your Diamond sponsorship includes (10) complimentary passes to the VIP Dinner on Monday, August 22. Again, you may use for employees or your company or gift to customers or colleagues. Each sponsor company has a different access code which has been emailed to each sponsor contact, to be distributed accordingly.

We request that you register all VIP dinner passes by **Friday, August 5**. If you need your sponsor code resent, please email us.

*\*\* Please note: Anyone from your company who is speaking at LinuxCon or ContainerCon will receive a ticket to the VIP dinner separately.*

## 4. DESIGNATION IN PRESS RELEASES

As a Diamond sponsor, your company will be recognized and thanked in all future press releases promoting the conference.



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# 5. RECOGNITION DURING OPENING KEYNOTE

As a Diamond sponsor, your company will be recognized and thanked during the opening keynote session on the first day of the conference.

# 6. SPONSOR VIDEO DURING KEYNOTES

Diamond sponsors may submit a (1) minute video that will be shown during the keynote sessions. Each sponsor video will be shown once.

The preferred video format is 1080p .MOV Prores 422LT at 8-15 mb/s bitrate. A 1080p .MOV H264 file is also acceptable.

All videos must be submitted to Courtenay Pope by **Monday, August 8.**



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# 7. LINUX.COM INTERVIEW & ARTICLE

Increase awareness of company news/stories by working with The Linux Foundation on an interview and article that will be posted on Linux.com within one month of the event (Linux.com received over 1 million unique visitors each month). Please view the [Linux.com Sponsor Guidelines](#) for full details and timelines.

In order to maximize the value of event sponsorship articles for promoting an event and its sponsors, we recommend that articles publish at least two to three weeks in advance of the event date. In order to guarantee this, sponsors must settle on a topic and format for the article no later than five weeks in advance of the scheduled event (in this case that is **Friday, July 15**).

For a Q&A article, interviews with a sponsor company's chosen representative must be conducted no later than three weeks in advance of the scheduled event. After these milestones have passed, we will do our best to publish in advance but cannot guarantee it. All event sponsor articles will be published no later than one month after the event has concluded.

*Please contact Libby Clark at [lclark@linuxfoundation.org](mailto:lclark@linuxfoundation.org) to finalize the details for your interview and article.*

# 8. PRE OR POST-CONFERENCE EMAIL BLAST

Take advantage of the opportunity to send a personalized email (text only) to registered LinuxCon + ContainerCon North America 2016 attendees (opt-in only).

***Please note:*** The Linux Foundation not share attendee contact information and thus will send out the email on each sponsors' behalf. Emails will only be sent between **Wednesday, August 10 - Thursday, August 18** or **Monday, August 29 - Friday, September 1** (*no sponsor emails will be sent the week of the event*).

Only one email may be sent each day, so please contact us as soon as possible to schedule the date of your email - dates are reserved on a first come, first serve basis. You will need to send finalized content at least 4 business days prior to the email going out.



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# 9. MESSAGE IN ATTENDEE PRE-CONFERENCE EMAIL

Increase company visibility by including a personalized message (up to 150 words) that will be sent to all LinuxCon + ContainerCon North America 2016 attendees in the pre-event email.

Please send all verbiage by **Wednesday, August 10** to ensure your email message is circulated to all attendees before the conference begins.

If we do not receive your message by that time, we will add your company description in the email if one was submitted, otherwise no message will be included.

# 10. 15-MINUTE KEYNOTE

Diamond sponsors have the opportunity for a 15 minute keynote talk at LinuxCon + ContainerCon North America 2016.

Once your contract is signed, you will be put in touch with Jillian Hall, our Event Content Manager, to finalize all details for this. The initial information that is needed is: speaker name/bio, talk title, abstract. For inquiries, please contact her directly at [jjhall@linuxfoundation.org](mailto:jjhall@linuxfoundation.org).

*Please note that all sponsors are to work directly with The Linux Foundation on signoff for the content of the session*

# 12. PRE- EVENT PRESS LIST & PRESS BOOKING ASSISTANCE AT EVENT

Reach the influential Linux and open source media community at LinuxCon + ContainerCon North America 2016! These are the year's must-attend events for reporters, bloggers and analysts who cover Linux and open source cloud technologies. Take this opportunity to make announcements at LinuxCon + ContainerCon North America and increase your media coverage and brand visibility. We can work with you to share your message through our media channels and with our press both onsite and participating online.

You will also have access to a pre-event press list for LinuxCon + ContainerCon North America 2016. The list will be finalized approximately (2) weeks prior to the conference, and will be emailed to sponsors at that time.

In addition, you may receive additional assistance with press bookings at the event to gain even more company visibility. Please contact Dan Brown, Event PR & Marketing Manager, at [dbrown@linuxfoundation.org](mailto:dbrown@linuxfoundation.org) for more information.

# 13. PRIVATE MEETING ROOM

You will receive a private meeting room at the Westin Harbour Castle from Monday, August 22 - Wednesday, August 24. You will be notified of the name and location of your private meeting room by **Friday, August 5.**

Room keys will be available for pick up at the Information Desk in the Metropolitan Ballroom beginning Monday, August 22 at 8:00am. Please email us by **Wednesday, August 17** to confirm who from your company will be in charge of the room keys.

Details regarding custom AV and food & beverages orders for your meeting room will be provided shortly.

# 14. ATTENDEE BAG COLLATERAL

You have the opportunity to distribute (1) piece of collateral in the conference attendee bags that will be handed out to all attendees at registration. Please us know by **Friday, August 5** if you would like to take advantage of this opportunity and what you plan to include.

Sponsor collateral for the attendee conference bags must be shipped to NALSI, the Westin Harbour Castle, or hand delivered to Courtenay Pope.

If shipping, please send all shipment details to Courtenay Pope and make sure your package is clearly marked as ATTENDEE BAG COLLATERAL. If we do not have all information regarding your collateral including having this in hand by 10am on Saturday, August 20, we will not be able to include your item in the attendee bags.



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# 15. EXHIBIT BOOTH

## A) BOOTH DISPLAY

Your 20' x 20' exhibit space includes:

- 2M counter w/inlay front & side panel graphics
- Back shelf w/lockable doors
- 2 stools
- 5amps power + power strip
- Conference wireless internet

**\*\*\*PLEASE CONFIRM YOUR BOOTH PARTICIPATION, INCLUDING YOUR BOOTH SETUP, NO LATER THAN FRIDAY, JULY 8.\*\*\***

# 15. EXHIBIT BOOTH

## B) TURNKEY UPGRADE OPTIONS

If you would like to upgrade your display we are offering the below options.

### 1. 20' Back Wall

- Upgrade Price: CAD\$3500 +HST
- Print Specs: Please see the full exhibitor kit here for upgrade [see here](#)

### 2. Kiosk with 45" Mounted Monitor

- Upgrade Price: CAD\$1500 +HST
- Print Specs: See [Full Exhibitor Kit here](#) for Kiosk print specs

# 15. EXHIBIT BOOTH

## C) BOOTH GRAPHICS

Diamond Sponsors will receive 1(2M) Counter with their sponsorship

Print Specs:

- Front Graphic: 78 3/4"W x 37"H (1/4 bleed graphic: 77.5/16"Wx36.5"H)
- Side Graphic: 21"W x 37"H (bleed graphic: 20.5"W x 36.5"H)

# 15. EXHIBIT BOOTH

## D) CUSTOM SETUP

Our exhibit vendor is Robinson Show Services. They are able to design custom backwalls or other booth properties and signage. They also rent a variety of furniture that you can decorate your booth with. Please view the [Order Forms](#) for more information.

To order furniture and/or discuss custom booth property options, please contact:

Robinson Show Services

Elaine Blosmanis

Phone: 905.417.7789 ext. 201

Email: [exhibitorservices@robinsonshowservices.ca](mailto:exhibitorservices@robinsonshowservices.ca)

# 15. EXHIBIT BOOTH

## E) ADDITIONAL AV ORDERS

For additional AV needs, please order through AV Strategies. For questions and/or to place your order, please contact:

### **AV Strategies:**

Adam Hughes

Phone: 416.462.9595

Email: [tradeshow@avstrategies.ca](mailto:tradeshow@avstrategies.ca)

[AV Strategies Order Form](#) – Please complete this form and send to [tradeshow@avstrategies.ca](mailto:tradeshow@avstrategies.ca) and copy [cpope@linuxfoundation.org](mailto:cpope@linuxfoundation.org).



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# 15. EXHIBIT BOOTH

## F) POWER AND HARD-LINED INTERNET ORDERS

Each display includes 5amps power + power strip and conference wireless internet access.

For additional power or hard-lined needs, please order through PSAV. For questions and/or to place your order, please contact:

### **PSAV:**

Colin Sladen

Phone: 416.361.7644 ext 4608

Email: [01084psav@westin.com](mailto:01084psav@westin.com)

[PSAV Order Form](#) – Please complete this form and send to [01084psav@westin.com](mailto:01084psav@westin.com) and copy [cpope@linuxfoundation.org](mailto:cpope@linuxfoundation.org).

# 15. EXHIBIT BOOTH

## G) BOOTH HOURS

### SETUP HOURS:

- Sunday, August 21: 9:00am – 4:00pm

### OPEN HOURS:

- Monday, August 22: 7:30am – 2:30pm; 3:30pm - 4:20pm
- Tuesday, August 23: 8:00am – 2:30pm; 3:30pm – 4:20pm; 5:45pm – 7:15pm (onsite attendee reception)
- Wednesday, August 24: 8:00am – 2:15pm

### TEARDOWN HOURS:

- Wednesday, August 24: 2:15pm - 6:00pm



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# 15. EXHIBIT BOOTH

## H) SHIPPING

We are working with North America Logistics Services (NALS) as our shipping provider and customs broker for LinuxCon + ContainerCon North America.

The West Harbour Castle is very limited on space for storage, please direct all shipments through NALS to their Advance Warehouse in advance of the event. Please note, these must be received by **Friday, August 19 by 4:00PMEST**.

Please find all shipping forms [here](#). Be sure and fill out all the appropriate forms completely following the instructions carefully.

### **Advance Warehouse Address:**

North American Logistics Services, Inc.  
49 Simpson Road  
Bolton, ON L7E 2R6  
Canada

With all shipping questions please contact:

Chris Morrison

NALS Event Coordinator

Phone: 905.951.1612

Email: [cmorrison@nalsi.com](mailto:cmorrison@nalsi.com)



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# 15. EXHIBIT BOOTH

## I) ONSITE SECURITY AND STORAGE

All booth counters include lockable cabinets for storage, and we will also have space within the exhibit hall to store additional items throughout the conference.

The Metropolitan Ballroom is NOT a lockable room, and though we will provide overnight security each night of the conference, we highly recommend not leaving valuable items unattended overnight. Please visit the Information Desk onsite if you have any questions about storage options at the conference.

*With that said, The Linux Foundation, Robinson Show Services, the Westin Harbour Castle, AVStrategies, PSAV nor any employees or staff of these organizations can be held liable for lost or stolen items.*



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# 16. LEAD RETRIEVAL

You will be provided with (3) lead retrieval scanners for use at your booth during the conference.

Lead devices may be picked up at the Information Desk in the Metropolitan Ballroom (exhibit hall) on Monday morning after 7:00am and must be returned on Wednesday afternoon by 5:00pm.

Leads lists will be emailed to your preferred point of contact within a week of the event.



# 17. EXHIBIT FLOORPLAN

For the most up to date exhibit floor plan please follow the below link:

<http://events.linuxfoundation.org/events/linuxcon-north-america/sponsors/guide>



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# 18. EXHIBITOR BOOTH ASSIGNMENTS

## EXHIBITOR BOOTH ASSIGNMENTS

All booth placements are assigned on a first come first serve basis and are assigned based on level of sponsorship. Please see the exhibit floorplan and booth assignments [here](#). Please note this will be updated as sponsors are assigned to each booth.

# 18. Thank you!

Thank you again for Sponsoring LinuxCon + ContainerCon North America 2016!

If you have any questions after reviewing the sponsor guide or regarding your deliverables please contact Maresa Fowler or Courtenay Pope. We look forward to seeing you in Toronto!

Maresa Fowler – [maresa@linuxfoundation.org](mailto:maresa@linuxfoundation.org); +1 831.298.0711

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[Click here](#) for the full Exhibitor Kit