# THE LINUX FOUNDATION®

## 2012 EVENT

# SPONSORSHIP PROSPECTUS ■

■ COLLABORATION   ■ EDUCATION   ■ EXPERIENCE
■ OPPORTUNITY   ■ MINDSHARE   ■ COMMUNITY

SHOWCASE YOUR SUPPORT GAIN VALUABLE MINDSHARE ■

# TABLE OF CONTENTS

# WHY SUPPORT LINUX FOUNDATION EVENTS

**The Linux Foundation is a non-profit consortium dedicated to fostering the growth of Linux. Founded in 2007, the Linux Foundation sponsors the work of Linux creator Linus Torvalds and is supported by leading Linux and open source companies and developers from around the world. The Linux Foundation promotes, protects and advances Linux by providing unified resources and services needed for open source to successfully compete with closed platforms.**

One way we accomplish this is by fostering innovation and collaboration between all aspects of the Linux community, including: developers, end users, ISVs, vendors, distributors and community groups through a wide range of conferences that showcase the strengths of the Linux and open source community.

The Linux Foundation is in the unique position to provide a neutral environment at all of our conferences. It allows us to focus on strengthening the Linux platform, encourage forward-thinking and increase the visibility and use of Linux around the world while highlighting the efforts of companies like yours who are an integral part of the Linux community. We have put together a complimentary set of conferences that each has a different purpose.

Whether it is to provide an open forum for development of the next kernel release, to bring together developers to solve problems in a real-time environment, to host workgroups and community groups for active discussion, to connect end users and kernel developers in order to grow Linux use in the enterprise or to encourage collaboration among the entire community, we know that our conferences provide an atmosphere that is unmatched in its ability to further the platform.

There are plenty of new opportunities to showcase your support and commitment to the Linux platform and gain valuable mindshare from the Linux community at Linux Foundation events, as we host the most educational, informative and enjoyable Linux and open source conferences in the world.

For more information or to **become a sponsor** of this event please **contact Kevlin Husser** at **+1 925 216 2955** or **kevlin@linuxfoundation.org**.

# LINUX FOUNDATION COLLABORATION SUMMIT

## April 3 - 5, 2012 - Hotel Nikko, San Francisco, CA

The Linux Foundation Collaboration Summit is an exclusive, invitation-only summit gathering core kernel developers, distribution maintainers, ISVs, end users, system vendors and other community organizations for plenary sessions and workgroup meetings to meet face-to-face to tackle and solve the most pressing issues facing Linux today. In 2011, the Collaboration Summit gathered 418 corporate members and invited guests from 26 countries.

### 2011 ATTENDEE BREAKDOWN:
- 37% Developer, 10% ISV, 10% End User, 9% Distro, 5% Press/Analyst, 6% Community, 18% Systems Vendors (5% Other)

### SPONSORSHIP OPPORTUNITIES

### Platinum Sponsorship - $25,000
- Corporate logo on conference signage and 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 during opening session
- 10 attendee invitations
- Private meeting room
- Assistance with press announcements/media coverage for your company at the event

### Gold Sponsorship - $18,000
- Corporate logo on conference signage and program
- Priority placement of corporate logo on conference website with web link
- Designation as gold sponsor in all conference press releases and marketing efforts
- 7 attendee invitations
- Shared meeting room
- Assistance with press announcements/media coverage for your company at the event

### Silver Sponsorship - $12,000
- Corporate logo on conference signage and program
- Placement of corporate logo on conference website with web link
- 5 attendee invitations
- Shared meeting room
- Ability to make media announcements onsite

### Bronze Sponsorship - $6,000
- Corporate logo on conference signage and program
- Placement of corporate logo on conference website with web link
- 3 attendee invitations
- Ability to make media announcements onsite

Interested in **further promotional marketing opportunities** at this event? Please **see page 22 to view additional opportunities** available to Collaboration Summit sponsors.

For more information or to **become a sponsor** of this event please **contact Kevlin Husser** at **+1 925 216 2955** or **kevlin@linuxfoundation.org**.

# LINUX FOUNDATION END USER SUMMIT

## April 30 & May 1, 2012 - New York Stock Exchange, New York City, NY

The Linux Foundation End User Summit gathers the highest level key Linux maintainers and development community representatives to collaborate with senior IT leaders from the largest and most dynamic Linux users in the world. This invitation-only summit - for Linux Foundation Corporate Members - is a unique opportunity for education and interaction, including:

- Giving end users the opportunity to learn about upcoming developments in Linux
- Providing end users a direct connection and voice to the kernel community
- Fostering technical problem solving by identifying the needs of end users and coming up with solutions
- Educating end users on Linux advancements and the "way the community works"
- Enabling cutting-edge end users to network and learn from each other's deployments

### SPONSORSHIP OPPORTUNITIES

### Platinum Sponsorship - $20,000
- Corporate logo on conference signage and 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 during opening session
- 4 attendee passes

### Gold Sponsorship - $15,000
- Corporate logo on conference signage and program
- Priority placement of corporate logo on conference website with web link
- 3 attendee passes

### Silver Sponsorship - $10,000
- Corporate logo on conference signage and program
- Placement of corporate logo on conference website with web link
- 2 attendee passes

### Bronze Sponsorship - $5,000
- Corporate logo on conference signage and program
- Placement of corporate logo on conference website with web link
- 1 attendee pass

Interested in **further promotional marketing opportunities** at this event? Please **see page 22 to view additional opportunities** available to End User Summit sponsors.

For more information or to **become a sponsor** of this event please **contact Kevlin Husser** at **+1 925 216 2955** or **kevlin@linuxfoundation.org**.

# AUTOMOTIVE LINUX SUMMIT

## September 19 - 20, 2012 - Heritage Motor Center, Gaydon, England

The Automotive Linux Summit will bring together the most innovative minds from automotive expertise and open-source excellence, including automotive systems engineers, Linux experts, R&D managers, business executives, open-source licensing and compliance specialists and community developers. The Automotive Linux Summit will deliver attendees top-notch speaking talent, innovative and abundant program content, and a wide variety of opportunities to connect with peers.

## SPONSORSHIP OPPORTUNITIES

### Platinum Sponsorship - $15,000
- Corporate logo on conference signage and 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 during opening session
- 10 attendee passes
- Booth in the technology showcase

### Gold Sponsorship - $10,000
- Corporate logo on conference signage and program
- Priority placement of corporate logo on conference website with web link
- 7 attendee passes
- Table in the technology showcase

### Silver Sponsorship - $5,000
- Corporate logo on conference signage and program
- Placement of corporate logo on conference website with web link
- 5 attendee passes

Interested in **further promotional marketing opportunities** at this event? Please **see page 22 to view additional opportunities** available to End User Summit sponsors.

For more information or to **become a sponsor** of this event please **contact Kevlin Husser** at **+1 925 216 2955** or **kevlin@linuxfoundation.org**.

# LINUXCON NORTH AMERICA

## August 29 - 31, 2012 - Sheraton San Diego, San Diego, CA

LinuxCon is the leading annual technical conference in North America, providing a much needed collaboration and education space for the Linux community. Launched in 2009, LinuxCon has quickly become known for offering top speaking talent, a cross-section of the leading players in the Linux community, innovative and timely content, a wide variety of opportunities for attendee collaboration and a place for smaller groups to co-locate for topic-specific mini-summits and workgroups. Co-located with the Linux Kernel Summit and the Linux Plumbers Conference in 2012, LinuxCon North America promises to deliver sponsors the opportunity to connect with the leaders of the Linux community in one place.

### 2011 ATTENDEE BREAKDOWN:
- 50% Developer, 20% Enterprise Users, 25% Business, 5% Other

### 2011 HIGHLIGHTS:
- 925 attendees in 2011 (up from 808 in 2010, 635 in 2009)
- 81% of attendees from North America (with 25 countries represented overall)
- Nearly 1,500 LinuxCon-related media stories generated (907 mentioned platinum sponsors)
- 26 members of the press in attendance
- Social media reach in 2011: 1.3M Facebook impressions; 3,200 YouTube channel subscribers and over 5,000 Twitter mentions surrounding LinuxCon North America 2011
- Almost 12k viewers of live streamed keynotes in 2011

### SPONSORSHIP OPPORTUNITIES

### Platinum Sponsorship - $25,000
- Message inclusion in pre-conference and post-conference attendee email (up to 100 words); content also to be included on sponsor news page
- Corporate logo on conference signage and in conference program
- Priority placement of corporate logo on conference website with web link with company description (up to 100 words)
- Named designation as platinum sponsor in all conference press releases and marketing efforts
- Recognition during opening session
- Booth in Technology Showcase (10x10)
- Private meeting room for 1-1 meetings
- 20 attendee passes for colleagues/customers
- Access to pre-event press/analyst list and assistance with PR efforts at event
- 10 VIP luncheon passes
- Opportunity to distribute collateral in conference bag

### Gold Sponsorship - $18,000
- Message inclusion (up to 50 words) on sponsor news page which will be promoted pre-conference
- Corporate logo on conference signage and in conference program
- Priority placement of corporate logo on conference website with web link with company description (up to 75 words)
- Tabletop display in Technology Showcase
- Private meeting room for 1-1 meetings
- 15 attendee passes for colleagues/customers
- Access to pre-event press/analyst list and assistance with PR efforts at event
- 6 VIP luncheon passes
- Opportunity to distribute collateral in conference bag

## Silver Sponsorship - $12,000
- Corporate logo on conference signage and in conference program
- Placement of corporate logo on conference website with web link with company description (up to 50 words)
- Tabletop display in Technology Showcase
- 10 attendee passes
- Reservable meeting rooms (shared)
- 3 VIP luncheon passes

## Bronze Sponsorship - $6,000
- Corporate logo on conference signage and in conference program
- Placement of corporate logo on conference website with web link
- Tabletop display in Technology Showcase
- 5 attendee passes
- Reservable meeting rooms (shared)
- 1 VIP luncheon pass

Interested in **further promotional marketing opportunities** at this event? Please **see page 22 to view additional opportunities** available to LinuxCon North America sponsors.

For more information or to **become a sponsor** of this event please **contact Kevlin Husser** at **+1 925 216 2955** or **kevlin@linuxfoundation.org**.

# LINUXCON JAPAN

## June 6 - 8, 2012 - Pacifico Conference Center, Yokohama, Japan

LinuxCon Japan is the premier Linux conference in Asia that brings together a unique blend of core developers, administrators, users, community managers and industry experts. It is designed not only to encourage collaboration but to support future interaction between Japan and other Asia Pacific countries and the rest of the global Linux community. The conference includes presentations, tutorials, birds of a feather sessions, keynotes, and sponsored mini-summits. LinuxCon Japan will be the showcase Japan and Asian conference for The Linux Foundation and we greatly appreciate your support as we bring together top talent from Japan, Asia and around the world.

### 2011 ATTENDEE BREAKDOWN:
* 50% Developer, 20% Enterprise Users, 25% Business, 5% Other

### 2011 HIGHLIGHTS:
* 500 attendees in 2011
* 80% of Attendees from Japan - 23 countries represented
* 23 Media Outlets in Attendance

### SPONSORSHIP OPPORTUNITIES

### Platinum Sponsorship - $25,000
* Message inclusion in pre-conference and post-conference attendee email (up to 100 words); content also to be included on sponsor news page
* Corporate logo on conference signage and in conference program
* Priority placement of corporate logo on conference website with web link with company description (up to 100 words)
* Named designation as platinum sponsor in all conference press releases and marketing efforts
* Recognition during opening session
* Tabletop in Technology Showcase
* Private meeting room for 1-1 meetings
* 20 attendee passes for colleagues/customers
* Access to pre-event press/analyst list and assistance with PR efforts at event
* 10 VIP dinner passes
* Opportunity to distribute collateral in conference bag

### Gold Sponsorship - $18,000
* Message inclusion (up to 50 words) on sponsor news page which will be promoted pre-conference
* Corporate logo on conference signage and in conference program
* Priority placement of corporate logo on conference website with web link with company description (up to 75 words)
* Tabletop display in Technology Showcase
* 15 attendee passes for colleagues/customers
* Reservable meeting rooms (shared)
* 6 VIP dinner passes
* Opportunity to distribute collateral in conference bag

### Silver Sponsorship - $12,000
* Corporate logo on conference signage and in conference program
* Corporate logo on conference website with web link with company description (up to 50 words)
* Tabletop display in Technology Showcase
* 10 attendee passes
* Reservable meeting rooms (shared)
* 3 VIP dinner passes

## Bronze Sponsorship - $6,000
- Corporate logo on conference signage and in conference program
- Corporate logo on conference website with web link with company description
- Tabletop display in Technology Showcase
- 5 attendee passes
- Reservable meeting rooms (shared)
- 1 VIP dinner pass

Interested in further **promotional marketing opportunities** at this event? Please **see page 22 to view additional opportunities** available to LinuxCon Japan sponsors.

For more information or to **become a sponsor** of this event please **contact Kevlin Husser** at **+1 925 216 2955** or **kevlin@linuxfoundation.org**.

# LINUXCON EUROPE

## November 5 - 7, 2012 - Hotel Fira Palace, Barcelona, Spain

LinuxCon Europe brings together the best and brightest that the Linux community has to offer, including community developers, system administrators, business executives and operations experts. LinuxCon Europe delivers attendees top notch speaking talent (from across Europe and around the globe), innovative and abundant program content, and a wide variety of opportunities to connect with peers. The 2012 event is co-located with Embedded Linux Conference Europe and KVM Forum.

### 2011 ATTENDEE BREAKDOWN:
- 867 Attendees (50% Developer, 20% Enterprise Users, 25% Business, 5% Other)

### SPONSORSHIP OPPORTUNITIES

#### Platinum Sponsorship - $25,000
- Message inclusion in pre-conference and post-conference attendee email (up to 100 words); content also to be included on sponsor news page
- Corporate logo on conference signage and in conference program
- Priority placement of corporate logo on conference website with web link with company description (up to 100 words)
- Named designation as platinum sponsor in all conference press releases and marketing efforts
- Recognition during opening session
- Booth in Technology Showcase (10x10)
- Private meeting room for 1-1 meetings
- 20 attendee passes for colleagues/customers
- Access to pre-event press/analyst list and assistance with PR efforts at event
- 10 VIP dinner passes
- Opportunity to distribute collateral in conference bag

#### Gold Sponsorship - $18,000
- Message inclusion (up to 50 words) on sponsor news page which will be promoted pre-conference
- Corporate logo on conference signage and in conference program
- Priority placement of corporate logo on conference website with web link with company description (up to 75 words)
- Tabletop display in Technology Showcase
- Private meeting room for 1-1 meetings
- 15 attendee passes for colleagues/customers
- Access to pre-event press/analyst list and assistance with PR efforts at event
- 6 VIP dinner passes
- Opportunity to distribute collateral in conference bag

#### Silver Sponsorship - $12,000
- Corporate logo on conference signage and in conference program
- Placement of corporate logo on conference website with web link with company description (up to 50 words)
- Tabletop display in Technology Showcase
- 10 attendee passes
- Reservable meeting rooms (shared)
- 3 VIP dinner passes

**Bronze Sponsorship - $6,000**
- Corporate logo on conference signage and in conference program
- Placement of corporate logo on conference website with web link with company description
- Tabletop display in Technology Showcase
- 5 attendee passes
- Reservable meeting rooms (shared)
- 1 VIP dinner pass

Interested in further **promotional marketing opportunities** at this event? Please **see page 22 to view additional opportunities** available to LinuxCon Europe sponsors.

For more information or to **become a sponsor** of this event please **contact Kevlin Husser** at **+1 925 216 2955** or **kevlin@linuxfoundation.org**.

# CLOUDOPEN

## August 29 - 31, 2012 - Sheraton San Diego, San Diego, CA

In 2012, The Linux Foundation will introduce a new annual technical conference, CloudOpen, designed to provide a collaboration and education space to advance the open cloud. CloudOpen is a conference celebrating and exploring the open source projects, technologies and companies who make up the cloud. It's built on a belief that open works: for users, for industry and for technology. CloudOpen brings together the open source projects, products and companies that are driving the cloud and big data ecosystems today, along with best practices from the world of traditional open source. This conference is about the future of computing and how users should ensure that their cloud solutions -- technologies, data, and APIs -- are truly open.

**PURPOSE OF CLOUDOPEN**
There are two primary goals of CloudOpen:
1.  Educate and inform users on open cloud technologies and open source best practices applied to the cloud
2.  Allow collaboration between projects and companies within the open cloud ecosystem

And it's not just content, sessions will also cover open best practices for data, APIs and business policies that apply to the open cloud.

**SPONSORSHIP OPPORTUNITIES**

### Platinum Sponsorship - $25,000
*   Message inclusion in pre-conference and post-conference attendee email (up to 100 words); content also to be included on sponsor news page
*   Corporate logo on conference signage and in conference program
*   Priority placement of corporate logo on conference website with web link with company description (up to 100 words)
*   Named designation as platinum sponsor in all conference press releases and marketing efforts
*   Recognition during opening session
*   Booth in Technology Showcase (10x10)
*   Private meeting room for 1-1 meetings
*   20 attendee passes for colleagues/customers
*   Access to pre-event press/analyst list and assistance with PR efforts at event
*   10 VIP luncheon passes
*   Opportunity to distribute collateral in conference bag

### Gold Sponsorship - $18,000
*   Message inclusion (up to 50 words) on sponsor news page which will be promoted pre-conference
*   Corporate logo on conference signage and in conference program
*   Priority placement of corporate logo on conference website with web link with company description (up to 75 words)
*   Tabletop display in Technology Showcase
*   Private meeting room for 1-1 meetings
*   15 attendee passes for colleagues/customers
*   Access to pre-event press/analyst list and assistance with PR efforts at event
*   6 VIP luncheon passes
*   Opportunity to distribute collateral in conference bag

## Silver Sponsorship - $12,000
- Corporate logo on conference signage and in conference program
- Placement of corporate logo on conference website with web link with company description (up to 50 words)
- Tabletop display in Technology Showcase
- 10 attendee passes
- Reservable meeting rooms (shared)
- 3 VIP lunchen passes

## Bronze Sponsorship - $6,000
- Corporate logo on conference signage and in conference program
- Placement of corporate logo on conference website with web link
- Tabletop display in Technology Showcase
- 5 attendee passes
- Reservable meeting rooms (shared)
- 1 VIP luncheon pass

Interested in further **promotional marketing opportunities** at this event? Please **see page 22 to view additional opportunities** available to Embedded Linux Conference sponsors.

For more information or to **become a sponsor** of this event please **contact Kevlin Husser** at **+1 925 216 2955** or **kevlin@linuxfoundation.org**.

# EMBEDDED LINUX CONFERENCE

## February 14 - 16, 2012 - Hotel Sofitel, Redwood Shores, CA

The Embedded Linux Conference (ELC) is the premier vendor-neutral technical conference for companies and developers using Linux in embedded products.  This conference, now in it's 8th year, has the largest collection of sessions dedicated exclusively to embedded Linux and embedded Linux developers.  ELC is embedded Linux experts talking about solutions to your embedded Linux problems.

## SPONSORSHIP OPPORTUNITIES

### Platinum Sponsorship - $25,000
- Corporate logo on conference signage and 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 during opening session
- 8 attendee passes

### Gold Sponsorship - $18,000
- Corporate logo on conference signage and program
- Priority placement of corporate logo on conference website with web link
- Designation as gold sponsor in all conference press releases and marketing efforts
- 6 attendee passes

### Silver Sponsorship - $12,000
- Corporate logo on conference signage and program
- Placement of corporate logo on conference website with web link
- 4 attendee passes

### Bronze Sponsorship - $6,000
- Corporate logo on conference signage and program
- Placement of corporate logo on conference website with web link
- 2 attendee passes

Interested in further **promotional marketing opportunities** at this event? Please **see page 22 to view additional opportunities** available to Embedded Linux Conference sponsors.

For more information or to **become a sponsor** of this event please **contact Kevlin Husser** at **+1 925 216 2955** or **kevlin@linuxfoundation.org**.

# EMBEDDED LINUX CONFERENCE EUROPE

## November 5 - 7, 2012 - Hotel Fira Palace, Barcelona, Spain

The Embedded Linux Conference Europe (ELCE) is the premier vendor-neutral technical conference for companies and developers using Linux in embedded products. This conference, now in it's 6th year, has the largest collection of sessions dedicated exclusively to embedded Linux and embedded Linux developers. ELCE is embedded Linux experts talking about solutions to your embedded Linux problems.

### SPONSORSHIP OPPORTUNITIES

#### Platinum Sponsorship - $25,000
- Message inclusion in pre-conference and post-conference attendee email (up to 100 words); content also to be included on sponsor news page
- Corporate logo on conference signage and in conference program
- Priority placement of corporate logo on conference website with web link with company description (up to 100 words)
- Named designation as platinum sponsor in all conference press releases and marketing efforts
- Recognition during opening session
- Booth in Technology Showcase (10x10)
- Private meeting room for 1-1 meetings
- 20 attendee passes for colleagues/customers
- Access to pre-event press/analyst list and assistance with PR efforts at event
- 10 VIP dinner passes
- Opportunity to distribute collateral in conference bag

#### Gold Sponsorship - $18,000
- Message inclusion (up to 50 words) on sponsor news page which will be promoted pre-conference
- Corporate logo on conference signage and in conference program
- Priority placement of corporate logo on conference website with web link with company description (up to 75 words)
- Tabletop display in Technology Showcase
- Private meeting room for 1-1 meetings
- 15 attendee passes for colleagues/customers
- Access to pre-event press/analyst list and assistance with PR efforts at event
- 6 VIP dinner passes
- Opportunity to distribute collateral in conference bag

#### Silver Sponsorship - $12,000
- Corporate logo on conference signage and in conference program
- Placement of corporate logo on conference website with web link with company description (up to 50 words)
- Tabletop display in Technology Showcase
- 10 attendee passes
- Reservable meeting rooms (shared)
- 3 VIP dinner passes

#### Bronze Sponsorship - $6,000
- Corporate logo on conference signage and in conference program
- Placement of corporate logo on conference website with web link with company description
- Tabletop display in Technology Showcase
- 5 attendee passes
- Reservable meeting rooms (shared)
- 1 VIP dinner pass

For more information on additional benefits (available only in 2012) or to **become a sponsor** of this event please **contact Kevlin Husser** at **+1 925 216 2955** or **kevlin@linuxfoundation.org**.

# ANDROID BUILDERS SUMMIT

## February 13 - 14, 2012 - Hotel Sofitel, Redwood Shores, CA

The Android™ Builders Summit is a technical summit for OEMs, their device manufacturers, integrators, custom builders, and the growing Android and Linux Kernel developer communities. Android is expanding to an increasing number of industry segments in addition to smart phones and tablets. There is a need for the ecosystem of builders to collaborate on a common solution for existing limitations and desired features across all of these device categories. The Android Builders Summit provides an intimate forum for collaboration at the systems level and discussion of core issues and opportunities when designing Android devices. The summit addresses topics ranging from custom builds, alternative middleware, network functionality extensions, Peer to Peer frameworks, USB device support, security, unification of power management, tools and hybrid Android devices among many other topics.

## SPONSORSHIP OPPORTUNITIES

### Platinum Sponsorship - $15,000
- Corporate logo on conference signage and 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 during opening session
- 8 attendee passes

### Gold Sponsorship - $10,000
- Corporate logo on conference signage and program
- Priority placement of corporate logo on conference website with web link
- Designation as gold sponsor in all conference press releases and marketing efforts
- 6 attendee passes

### Silver Sponsorship - $5,000
- Corporate logo on conference signage and program
- Placement of corporate logo on conference website with web link
- 4 attendee passes

### Bronze Sponsorship - $2,500
- Corporate logo on conference signage and program
- Placement of corporate logo on conference website with web link
- 2 attendee passes

Interested in further **promotional marketing opportunities** at this event? Please **see page 22 to view additional opportunities** available to Android Builders Summit sponsors.

For more information or to **become a sponsor** of this event please **contact Kevlin Husser** at **+1 925 216 2955** or **kevlin@linuxfoundation.org**.

# LINUX PLUMBERS CONFERENCE

## August 29 - 31, 2012 - Sheraton San Diego, San Diego, CA

The Linux Plumbers Conference is a forum for communication and problem-solving for system-wide issues that cross project boundaries.  This community event includes both invited guests as well as open registration, gathering 300 stakeholders, decision makers and developers. This is a community event underwritten by The Linux Foundation.



## SPONSORSHIP OPPORTUNITIES

### Platinum Sponsorship - $15,000
- 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
- 5 attendee passes

### Gold Sponsorship - $10,000
- 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
- 3 attendee passes

### Silver Sponsorship - $5,000
- 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
- 2 attendee passes

*These additional promotional marketing opportunities are available for Platinum Sponsors only.*

### Reception Sponsorship - $20,000 (Exclusive) or $10,000 (Shared)
- Exclusive sponsor (or co-sponsor) of an Attendee Reception
- Corporate logo on all Attendee Reception signage

### Attendee Gift Sponsorship - $4,000
- Exclusive sponsor of Attendee Gift (including logo on item)

For more information or to **become a sponsor** of this event please **contact Kevlin Husser** at **+1 925 216 2955** or **kevlin@linuxfoundation.org**.

# LINUX KERNEL SUMMIT

## August 26 - 28, 2012 - Sheraton San Diego, San Diego, CA

The Linux Kernel Summit brings together the world's leading core kernel developers to discuss the state of the existing kernel and plan the next development cycle.  This two day summit is invitation-only and focuses on development and innovation through sessions and workshops that encourage interaction and discussion between kernel developers and industry leaders.

## SPONSORSHIP OPPORTUNITIES

### Attendee Gift Sponsorship - $38,000 (1 Available)
- 15-minute speaking opportunity on day one
- Corporate logo on conference signage and in conference program
- 2 attendee passes
- Recognition by program chair at opening session on day one
- Designation as sponsor in all conference press releases and marketing efforts
- Opportunity to distribute one piece of collateral or give-away item at registration

### Dinner Reception Sponsorship - $33,000 (3 Available)
- Corporate logo on conference signage and in conference program
- 2 attendee passes
- Recognition by program chair at opening session on day two
- Designation as sponsor in all conference press releases and marketing efforts
- Opportunity to distribute one piece of collateral or give-away item at registration

### Breakfast & Break Sponsorship - $33,000 (1 Available)
- Corporate logo on conference signage and in conference program
- 2 attendee passes
- Placement of corporate logo on conference website with web link
- Recognition by program chair during opening session
- Opportunity to distribute one piece of collateral or give-away item at registration

### Lunch Sponsorship - $27,500 (2 Available)
- Corporate logo on conference signage and in conference program
- 1 attendee pass
- Placement of corporate logo on conference website with web link

### General Sponsorship - $15,000
- Corporate logo on confereonce signage and in conference program
- 1 attendee pass
- Placement of corporate logo on conference website with web link

For more information or to **become a sponsor** of this event please **contact Kevlin Husser** at **+1 925 216 2955** or **kevlin@linuxfoundation.org**.

# KVM FORUM

## November 7 - 9, 2012 - Hotel Fira Palace, Barcelona, Spain

KVM is an industry leading open source hypervisor that provides an ideal platform for datacenter virtualization, virtual desktop infrastructure, and cloud computing. Once again, it's time to bring together the community of developers and users that define the KVM ecosystem for our annual technical conference. We will discuss the current state of affairs and plan for the future of KVM, its surrounding infrastructure, and management tools. So mark your calendar and join us in advancing KVM.

### SPONSORSHIP OPPORTUNITIES

#### Platinum Sponsorship - $10,000
- Priority placement of logo on all conference signage
- Sponsor recognition with logo in conference program
- Logo on conference website with web link
- 2 attendee passes

#### Gold Sponsorship - $5,000
- High placement of logo on all conference signage
- Sponsor recognition with logo in conference program
- Logo on conference website with web link
- 1 attendee pass

#### Silver Sponsorship - $2,500
- Placement of logo on all conference signage
- Sponsor recognition with logo in conference program
- Logo on conference website with web link
- 1 attendee pass

Interested in **further promotional marketing opportunities** at this event? Please **see page 22 to view additional opportunities** available to KVM Forum sponsors.

For more information or to **become a sponsor** of this event please **contact Kevlin Husser** at **+1 925 216 2955** or **kevlin@linuxfoundation.org**.

# LINUX STORAGE AND FILESYSTEMS SUMMIT

## April 1 - 2, 2012 - Hotel Nikko, San Francisco, CA

This is a community event underwritten and managed by The Linux Foundation and co-located with the Collaboration Summit. This invitation-only workshop brings together developers and researchers interested in implementing improvements to the Linux filesystem and storage subsystems that will find their way into the mainline kernel and Linux distributions in the next 24-48 months. The workshop is two days and will include filesystem and storage tracks and some combined plenary sessions. Past sponsors include: Google, NetApp, EMC, Panasas, Seagate and Oracle.

## SPONSORSHIP OPPORTUNITIES

### Platinum Sponsorship - $10,000
- Priority placement of logo on all conference signage
- Sponsor recognition with logo in conference program
- Logo on conference website with web link
- 2 attendee passes

### Gold Sponsorship - $5,000
- High placement of  logo on all conference signage
- Sponsor recognition with logo in conference program
- Logo on conference website with web link
- 1 attendee pass

### Silver Sponsorship - $2,500
- Placement of logo on all conference signage
- Sponsor recognition with logo in conference program
- Logo on conference website with web link
- 1 attendee pass

Interested in **further promotional marketing opportunities** at this event? Please **see page 22 to view additional opportunities** available to Linux Storage and Filesystems Summit sponsors.

For more information or to **become a sponsor** of this event please **contact Kevlin Husser** at **+1 925 216 2955** or **kevlin@linuxfoundation.org**.

# KOREA LINUX FORUM

## October 11-12, 2012 - JW Marriott Seoul, Seoul, South Korea

The Korea Linux Forum is a new Linux event in Asia Pacific that brings together a unique blend of core developers, system administrators, users, community managers, and industry experts. It is designed to foster a stronger relationship between South Korea and the global Linux development community.

The forum will include presentations, workshops with core Linux kernel maintainers and developers, keynotes, and a Tizen mini-summit. Korea Linux Forum will showcase top talent from South Korea, from across the Asia-Pacific region, and from around the world.

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Interested in **further promotional marketing opportunities** at this event? Please **contact us about** the **additional opportunities** available to Korea Linux Forum sponsors.

For more information or to **become a sponsor** of this event please **contact Kevlin Husser** at **+1 925 216 2955** or **kevlin@linuxfoundation.org**.

# ADD-ON 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.

## Mobile Event Apps
Your logo will appear on the first screen attendees see when they use the app!

## Live Video Streaming
Your logo will appear on the video streaming screen - reaching thousands of people worldwide!

## 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 **Kevlin Husser** at **+1 925 216 2955** or at **kevlin@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 2012 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/.

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