THE LINUX FOUNDATION

2012 AUTOMOTIVE LINUX SUMMIT

SPONSORSHIP PROSPECTUS

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.

2011 Highlights

The 2011 Automotive Linux Summit was held in Yokohama, Japan and was attended by 200 delegates from the following organizations: BMW, Clarion, Denso, Elektrobit, Fujitsu, GENIVI, Gracenote, Harman International, Hitachi, Hyundai, Intel, JVC Kenwood, Mazda, Mitsubishi, NEC, Nikkei Business Publications, Nissan, Nokia, NTT Docomo, Panasonic, Renesas, Samsung, Sony, Texas Instruments, Toshiba, and Toyota.

2012 Features

The 2012 Automotive Linux Summit is expected to be attended by 300-350 delegates from around the world. The Summit will feature 3-4 plenary keynotes and panel discussions, 16-20 breakout sessions, a technology showcase, evening reception and plenty of networking opportunities.

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

Additional Marketing Opportunities

Bring added value to your sponsorship of the Automotive Linux Summit 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 Kevlin Husser at +1 925 216 2955 or at kevlin@linuxfoundation.org for a custom proposal.

Technology Showcase Information

For Platinum and Gold sponsors, the Summit provides the opportunity to showcase products and demos. The venue will provide tables, chairs and power connections. Please note that the United Kingdom (UK) uses 230V/50Hz power and that adapter plugs are required.

About the Venue:

We have chosen the Hertage Motor Centre (HMC) in Gaydon, Warwickshire, England as the venue for the Automotive Linux Summit 2012. The Centre is a museum with the heritage of British automotive excellence at display and a state-of-the-art conference facility including a onsite catering service. Located at the M40 freeway it is 30 miles from Birmingham International Airport and 80 miles from London Heathrow International Airport.

Call For Participation (CFP)

The CFP deadline is August 3, 2012.

The Linux Foundation invites our members, the technical, business and legal leaders from the automotive and information technology industries and opensource experts who are making a difference in the world of Linux, open-source and automotive to submit a speaking proposal for a session and/or panel. Suggested topics include:

- Linux on in-vehicle systems (infotainment, head-unit, instrument cluster, etc.)
- Linux for mission-critical applications
- Graphics, night vision and augmented reality
- Virtualization
- Car and Cloud
- Delivering live content to vehicles in motion
- Vehicle-to-vehicle and vehicle-to-infrastructure communication
- Automotive-grade Linux (long-term availability, robustness, etc.)
- Over-the-air system updates and upgrades
- Legal issues, licensing and compliance
- Vehicular communication buses
- Instrumentation for the smart road
- Security and privacy
- Energy management and consumption
- Electric vehicles
- Non-technical subjects affecting Linux in vehicles, including lifestyle, productivity, culture and more

For More Information or to Submit a Speaking Proposal:

https://events.linuxfoundation.org/events/automotive-linux-summit/cfp

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/.