



LinuxCon Brazil 2011 Sponsorship Opportunities



About The Linux Foundation

As an organization we have one simple goal: to fuel the growth of the Linux platform.

Promote

- Neutral spokesperson for Linux
- Original content that advances the understanding of the Linux platform (Linux.com – 2M/month).
- Fosters innovation through collaborative and educational events

Protect

- Sponsor key developers so they can work full time on improving Linux
- Manage the Linux trademark, offer legal intellectual property protection and a legal defense fund
- Coordinates industry and community legal collaboration and education.

Improving Linux as a Technical Platform

- Standardization services and support for application developers (LSB and LDN)
- MeeGo project
- Services for development community (travel, legal support and administrative assistance)
- Workgroup support
- Linux Training

Our members include: IBM, Intel, Novell, HP, Oracle, AMD, Cisco, Google, Fujitsu, Hitachi, NEC, Nokia, AMD, Motorola, NetApp, Canonical, Bull, Adobe, Siemens, Dell, Red Hat, VMWare, TI, NTT, MIPS, BT and many more.



Linux Foundation Events Overview

Began with the Collaboration Summit, an invitation only event for our members and key constituents, sponsored by and held at Google in 2007.

Then Came...

- Linux Plumbers Conference – Community/Founder Kristin Accardi
- Kernel Summit – Program Chair/Founder Ted Ts'o
- LinuxCon Japan – Japanese Members/Hitachi, Fujitsu, NEC
- Linux Storage and Filesystems Workshop – James Bottomley/Chris Mason
- End User Summit – a 'targeted Collaboration Summit'
- LinuxCon North America
- LinuxCon Brazil
- Launching in 2011...LinuxCon Europe, and the addition of the CELF Embedded Linux Conference and Embedded Linux Conference Europe

The Linux Foundation has become the leading, trusted Linux event organizer in the community – content, logistics and promotion.



What is LinuxCon?

Premiere annual technical and business conference that provides an unmatched collaboration and education space for all matters Linux.

Brings together the best and brightest the Linux community has to offer, including core developers, administrators, end users, business executives and operations experts.

Launched at the request of the US Linux community who desired an event for higher level technical and business audiences to come together for education, networking and collaboration opportunities.

In 2009, LinuxCon:

- Gathered over 600 attendees from across the US and the world (80/20)
- Press coverage including 584 articles, 103 of which mentioned a major sponsor
- Over 2,000 more via live video streaming of keynotes
- Real time social media coverage including 1,500 Twitter 'tweets' and hundreds of Facebook postings



LinuxCon Brazil 2010 – The First Year

HELD AUGUST 31ST AND SEPTEMBER 1ST

- Four Tracks: Business, Developer, Operations and Xen Directions
- Technology Showcase
- Keynotes by Linus Torvalds, Andrew Morton, Ted Ts'o, Jeremy Allison and other industry luminaries
- Content created by a program committee from Brazil and US
- **Over 900 people were in attendance**



Sponsor LinuxCon Brazil 2011

November 17 & 18, 2011

Expo Center Norte

Sao Paulo, Brazil

Show Support of the Linux Ecosystem

Educate your Employees

Network and Collaborate with Local and Global Industry Experts

Gain Valuable Mindshare for your Company

Expected Attendance:1100

Linus Torvalds to Attend Again

Larger Technology Showcase



Sponsorship Opportunities – Diamond

Diamond Sponsorship – TAKEN BY GLOBO

- **Exclusive Diamond Sponsor of LinuxCon Brazil 2011**
- **Highest placement of corporate logo on conference signage and in program**
- **Logo/Company Name in LinuxCon Brazil online marketing campaigns**
- **Highest placement of corporate logo on conference website with web link**
- **Designation as exclusive diamond sponsor in all conference press releases and marketing efforts**
- **Recognition by Program Chair during Opening Session**
- **Exhibit Space in Technology Showcase – 39 square meters**
- **30 Attendee Passes**

Fee – R\$150,000



Sponsorship Opportunities – Platinum

Platinum Sponsorship

- Recognition as a platinum sponsor of LinuxCon Brazil 2011
- Top placement of corporate logo on conference signage and in program
- Top 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
- Exhibit Space in Technology Showcase – 30 square meters
- 20 Attendee Passes

Fee – R\$80,000



Sponsorship Opportunities – Gold

Gold Sponsorship

- Recognition as a gold sponsor of LinuxCon Brazil 2011
- Priority placement of corporate logo on conference signage and in program
- Priority placement of corporate logo on conference website with web link
- Designation as gold sponsor in all conference press releases and marketing efforts
- Recognition by Program Chair during Opening Session
- Exhibit Space in Technology Showcase – 21 square meters
- 15 Attendee Passes

Fee – R\$60,000



Sponsorship Opportunities – Silver

Silver Sponsorship

- Recognition as a silver sponsor of LinuxCon Brazil 2011
- Placement of corporate logo on conference signage and in conference program
- Placement of corporate logo on conference website with web link
- Designation as silver sponsor in marketing efforts
- Exhibit Space in Technology Showcase – 9 square meters
- 10 Attendee Passes

Fee – R\$30,000



Sponsorship Opportunities – Bronze

Bronze Sponsorship

- Recognition as a bronze sponsor of LinuxCon Brazil 2011
- Corporate logo on conference signage and in conference program
- Placement of corporate logo on conference website with web link
- Designation as bronze sponsor in marketing efforts
- Tabletop Exhibit Display in Technology Showcase
- 5 Attendee Passes

Fee – R\$15,000



Add-On Promotional Marketing Opportunities

Additional promotional marketing opportunities available to existing sponsors include:

Attendee Reception: R\$60,000

Attendee Conference Bag: R\$25,000

Continental Breakfast or Coffee Break: R\$20,000

Seat Decoration in the Auditorium: R\$25,000

Attendee Badges: R\$15,000

Customizable options are also available.

**THANK YOU FOR YOUR CONSIDERATION. TO SPONSOR LINUXCON BRAZIL 2011,
PLEASE CONTACT RAFAEL PEREGRINO DA SILVA AT
RPEREGRINO@LINUXNEWMEDIA.COM.BR.**