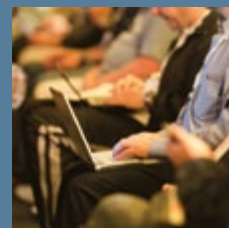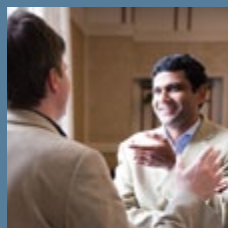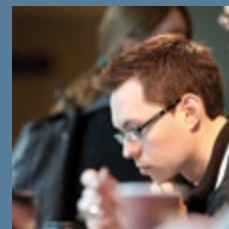# THE LINUX FOUNDATION®

2011 EVENT

SPONSORSHIP PROSPECTUS ■

■ COLLABORATION ■ EDUCATION ■ OPPORTUNITY
■ COLLABORATION ■ EDUCATION ■ OPPORTUNITY

SHOWCASE YOUR SUPPORT AND COMMITMENT TO LINUX IN 2011 ■

THE **LINUX** FOUNDATION
COLLABORATIONSUMMIT
APRIL 6 - 8, 2011 ▸ SAN FRANCISCO, CALIFORNIA

LINUXCON

LINUXCON
JAPAN 2011

LINUXCON
EUROPE 2011

LINUXCON
BRAZIL 2011

THE **LINUX** FOUNDATION
END USER
SUMMIT

THE 11TH ANNUAL LINUX
KERNEL SUMMIT

LINUX A **LINUX FOUNDATION** EVENT
STORAGE AND FILESYSTEM
SUMMIT

Embedded
Linux
Conference

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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 standardizes 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 increasing 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 in 2011 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 one or more of our events please **contact** our Events Director, **Angela Brown** at **+1 415 368 4840** or **angela@linuxfoundation.org**.

LINUX FOUNDATION END USER SUMMIT

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. The two day conference 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
• Offering the kernel community direct access and knowledge sharing with the end user community
• Fostering technical problem solving by identifying 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 together 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 by Program Chair during Opening Session
• Private meeting room for 1-on-1 meetings with end users, including assistance setting up meetings

Gold Sponsorship - $15,000

• Corporate logo on conference signage and program
• Priority placement of corporate logo on conference website with web link
• Recognition by Program Chair during opening session

Silver Sponsorship - $10,000

• Corporate logo on conference signage and program
• Placement of corporate logo on conference website with web link
• Recognition by Program Chair during opening session

Bronze Sponsorship - $5,000

• Corporate logo on conference signage and program
• Placement of corporate logo on conference website with web link

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

LINUX FOUNDATION COLLABORATION SUMMIT

April 6 - 8, 2011 - 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.

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 by Program Chair during Opening Session
• 10 Attendee Invitations

Gold Sponsorship - $15,000
• 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
• Recognition by Program Chair during opening session
• 7 Attendee Invitations

Silver Sponsorship - $10,000
• Corporate logo on conference signage and program
• Placement of corporate logo on conference website with web link
• Recognition by Program Chair during opening session
• 5 Attendee Invitations

Bronze Sponsorship - $5,000
• Corporate logo on conference signage and program
• Placement of corporate logo on conference website with web link
• 3 Attendee Invitations

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

LINUX STORAGE AND FILESYSTEMS SUMMIT

LINUX
A **LINUX FOUNDATION** EVENT
STORAGE AND FILESYSTEM
SUMMIT

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 and Logo on all Conference Signage
- Sponsor Recognition with Logo in Conference Program
- Logo on Conference Website with Web Link
- Two Attendee Conference Passes

Gold Sponsorship - $5,000
- High Placement and Logo on all Conference Signage
- Sponsor Recognition with Logo in Conference Program
- Logo on Conference Website with Web Link
- One Attendee Conference Pass

Silver Sponsorship - $2,500
- Placement and Logo on all Conference Signage
- Sponsor Recognition with Logo in Conference Program
- Logo on Conference Website with Web Link

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

LINUXCON

LINUXCON

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

LINUXCON

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**.

LINUX KERNEL SUMMIT

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 conference 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 Executive Director at Opening Session, 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 Executive Director at Opening Session, 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 confereonce 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

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

EMBEDDED LINUX CONFERENCE

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 7th 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 - $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 by Program Chair during Opening Session
- 8 Attendee Passes

Gold Sponsorship - $15,000
- 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
- Recognition by Program Chair during opening session
- 6 Attendee Passes

Silver Sponsorship - $10,000
- Corporate logo on conference signage and program
- Placement of corporate logo on conference website with web link
- Recognition by Program Chair during opening session
- 4 Attendee Passes

Bronze Sponsorship - $5,000
- 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 11 to view additional opportunities** available to Embedded Linux Conference 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**.

MULTI-EVENT DISCOUNT PRICING PACKAGES

Maximize your exposure while stretching your marketing dollars! Sponsor our primary 2011 events, and receive a sizeable discount.

For a discounted cost, you will have the opportunity to reach an enormous number of people in the Linux community and whether they are end users, key developers, community members or vendors, you can know with confidence that they are the elite players in the Linux community – the folks on the ground that are constantly innovating and evolving how the linux ecosystem is developer, implemented and distributed. Increase your mindshare to this audience of thousands and show your support for Linux.

SPONSORSHIP OPPORTUNITIES

Platinum Multi-Event Sponsorship - $160,000

You will be a platinum sponsor of the following 2011 events : Linux Foundation Collaboration Summit, Linux Foundation End User Summit, LinuxCon (North America, Japan, Brazil and Europe), Linux Kernel Summit (General Sponsorship) and one Embedded Linux Conference.

Gold Multi-Event Sponsorship - $125,000

You will be a gold sponsor of the following 2011 events : Linux Foundation Collaboration Summit, Linux Foundation End User Summit, LinuxCon (North America, Japan, Brazil and Europe), Linux Kernel Summit (General Sponsorship) and one Embedded Linux Conference.

Silver Multi-Event Sponsorship - $85,000

You will be a silver sponsor of the following 2011 events : Linux Foundation Collaboration Summit, Linux Foundation End User Summit, LinuxCon (North America, Japan, Brazil and Europe), Linux Kernel Summit (General Sponsorship) and one Embedded Linux Conference.

Bronze Multi-Event Sponsorship (Including Kernel Summit) - $47,500

Linux Foundation Collaboration Summit, Linux Foundation End User Summit, LinuxCon (North America, Japan, Brazil and Europe), Linux Kernel Summit (General Sponsorship) and one Embedded Linux Conference.

Bronze Multi-Event Sponsorship (Not Including Kernel Summit) - $32,500

Linux Foundation Collaboration Summit, Linux Foundation End User Summit, LinuxCon (North America, Japan, Brazil and Europe) and one Embedded Linux Conference.

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/.