LINUX PLUMBERS CONFERENCE

August 25 - 27, 2020 | Halifax Marriott Harbourfront Hotel | Halifax, Nova Scotia

2020 Sponsorship Prospectus

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LINUX PLUMBERS CONFERENCE

The Linux Plumbers Conference (LPC) is a developer conference for the open source community.

LPC brings together the top developers working on the "plumbing" of Linux — kernel subsystems, core libraries, windowing systems, etc. — and gives them three days to work together on core design problems.The conference is divided into several working sessions focusing on different "plumbing" topics, as well as a general paper track.

LPC launched in 2008 at the behest of the community and continues to provide a space where developers working in subsystems can come together to solve problems real-time. 500 developers gather annually for this event; the conference is limited to this number of people for maximum collaboration opportunities.

SPONSORSHIP OPPORTUNITIES

	DIAMOND **1** AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED
Co-sponsor of an Attendee Reception with logo on signage	●			
Company logo on Attendee Badge Lanyard	●			
Sponsor Designation in Press Releases: Recognition as a sponsor in body of release	●	●		
Recognition During Plenary Session	●	●	●	
Logo on Conference Signage	●	●	●	●
Recognition on Event Website: Prominent logo display on all website pages	●	●	●	●
Free Attendee Passes	8	6	4	2
Sponsorship Cost	**$35,000**	**$20,000**	**$15,000**	**$10,000**

Bulk purchase of tickets is an additional option available to certain sponsor levels of Linux Plumbers Conference. This lets sponsors purchase an additional number of tickets with a purchase order.

The maximum number of additional passes available for purchase corresponds to the sponsoring level.

- **Diamond:** May purchase up to 15 additional passes
- **Platinum:** May purchase up to 10 additional passes
- **Gold:** May purchase up to 5 additional passes
- **Silver:** No bulk purchase at this level

All bulk purchases are at the regular registration rate and need to be completed with a single PO. The PO must be paid in full before the registration code will be provided.

If you are interested in purchasing bulk registration passes in addition to your sponsorship, please reach out to Megan Phillips (mphillips@linuxfoundation.org).

Benefits of Sponsorship:

Recruit and acquire top talent

Increase brand awareness & recognition

Generate new partnerships, alliances & customers

Showcase products, services & technologies

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details about this event or discuss additional and/or custom marketing options.

PROMOTIONAL MARKETING OPPORTUNITIES

Contact
sponsorships@
linuxfoundation.org
to secure your
sponsorship today.

Attendee T-Shirt (Exclusive) $7,000

LPC attendees love sporting the official LPC shirt both at and after the event. Support the community, and gain great branding visibility by sponsoring the attendee shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost. Your exclusive sponsorship benefits include:
- Your company logo on the sleeve of the LPC 2020 attendee shirt
- Recognition as attendee shirt sponsor on event website and main event conference signage
- 1 Attendee Pass to LPC 2020

Catchbox Throwable Microphones (Exclusive) $15,000 STAND ALONE

Gain great branding visibility by sponsoring the conference Catchboxes - unique, throwable microphones that engage the audience and increase participation in group discussions. The catchboxes can be seen in the conference session video recordings post event as well. Your exclusive sponsorship benefits include:
- Your company logo on all conference Catchbox covers
- Recognition as the Catchbox sponsor on event website and main event conference signage
- 4 Attendee Pass to LPC 2020

Evening Event (Shared) $15,000

Support the LPC attendees by sponsoring an evening event; where attendees have the opportunity for more collaboration and hallway track time, in a relaxed environment. Your co-sponsorship benefits include:
- Evening event signage showcasing your company (with logo/branding) as the official event co-sponsor
- Recognition as evening event sponsor on event website and main event conference signage
- 4 Attendee Passes to LPC 2020

Attendee Hacking Lounge $15,000

Support the LPC attendees by sponsoring the Attendee Hacking Lounge; where attendees have the opportunity for collaboration and real-time problem solving at the event, in a comfortable environment filled with soft seating, coffee/tea, power strips and more. Pricing includes single color logo imprint on branded items. Full color logo imprint available at an additional cost. Your exclusive sponsorship benefits include:
- Hacking lounge signage showcasing your company (with logo/branding) as the official lounge sponsor
- Recognition as hacking lounge sponsor on event website and main event conference signage
- 4 Attendee Passes to LPC 2020

Breakfast (Exclusive) $20,000

Sponsorship is for Breakfast on Tuesday - Thursday at the event. Your exclusive benefits include:
- Breakfast area signage showcasing your company (with logo/branding) as the official sponsor
- Recognition as Breakfast sponsor on event website and main event conference signage
- 6 Attendee Passes to LPC 2020

Video Recording (Exclusive) $30,000

Extend your presence long after the live conference concludes with the video recording sponsorship. Your exclusive benefits include:
- Footer bar on each video will include "Sponsored By" with your logo
- Recognition as the video recording sponsor on event website and main event conference signage
- 8 Attendee Passes to LPC 2020

Evening Event Sponsorship (Exclusive) $25,000

Support the LPC attendees by sponsoring an evening event; where attendees have the opportunity for more collaboration and hallway track time, in a relaxed environment. Your exclusive sponsorship benefits include:
- Evening event signage showcasing your company (with logo/branding) as the official event sponsor
- Recognition as evening event sponsor on event website and main event conference signage
- 8 Attendee Passes to LPC 2020

Technologies Covered
By Event:

Linux Systems
Open Source Summit, Embedded Linux Conference, Automotive Linux Summit, Linux Plumbers Conference, Linux Kernel Maintainer Summit, LSF-MM Summit, Linux Security Summit

Cloud Infrastructure
Cloud Foundry Summit, Open Source Summit, Xen Developer Summit, KVM Forum

Applications
Node+JS Interactive, ASC API Specifications Conference

Networking & Edge Computing
Open Networking & Edge Summit, Open Source Summit, Open vSwitch Conference, DPDK Summit

IoT, Embedded & Automotive
Embedded Linux Conference, Automotive Linux Summit, Open Source Summit

Artificial Intelligence & Machine Learning
Open Source Summit, Open Networking & Edge Summit, Open FinTech Forum, The Linux Foundation Member Summit

Open Source Governance, Community & Management
The Linux Foundation Member Summit, Open Source Summit, Open Compliance Summit, Open FinTech Forum, The Linux Foundation Member Legal Summit

Cloud Native Applications
KubeCon + CloudNativeCon, Open Source Summit, Open FinTech Forum, Open Networking & Edge Summit, Kubernetes Summit, Kubernetes Contributor Summit, Helm Summit, FoundationDB Summit, ServiceMeshCon, PromCon

Blockchain
Hyperledger Global Forum, Hyperledger Member Summit, Open Source Summit, Open FinTech Forum

Hardware
OpenPOWER Summit, RISC-V Roadshow

Invitation-Only Events
LSF-MM Summit, The Linux Foundation Member Legal Summit, Open Compliance Summit, Linux Kernel Maintainer Summit & The Linux Foundation Member Summit

Linux Foundation events are where 35,000+ developers and technologists from across the globe meet to share ideas, learn and collaborate to drive innovation.

Open source communities are nearly always virtual and distributed, so when they get together face to face, they can make quick progress on issues big and small. In this way, events help maintain the vibrancy of global open source communities and ensure their long-term sustainability.

Open source is ubiquitous in computing—nearly all leading organizations use it to power their work. To deliver the most innovative products and services to their users and customers, companies must learn directly from the technologists who steer the most widely used and influential projects.

Linux Foundation events are the meeting place of choice for open source maintainers, developers, architects, infrastructure managers and sysadmins, as well as technologists leading open source program offices, DevRel teams and other critical leadership functions.They are:

- The best place to quickly gain visibility within the open source community and to advance open source development work by forming connections with the people evaluating and creating the next generation of technology.
- A forum to identify software trends early to inform future technology investments.
- The ripest recruiting ground in today's technology landscape.
- The ideal venue to showcase technologies and services to influential open source professionals, media, and analysts around the globe.

The Linux Foundation brings together companies and individual contributors to build the greatest shared technology in history. We provide the events, training, certification, open source best practices and marketing, and necessary to build, scale, and sustain critical open source projects and communities. As the home of over 200 open source projects driving critical technologies, there is no organization better positioned to gather the open source community for important face to face interaction to drive innovation across open source. And, unlike for-profit event management firms, any money generated by our events is channeled back into supporting open source communities to support their growth.

Contact us today for more information on sponsoring at sponsorships@linuxfoundation.org.

2018 LF EVENT **AUDIENCE SNAPSHOT**

*Audience Snapshot Numbers will be updated for 2019 at the end of the year.

ATTENDANCE

32,000+ attendees
28% YoY Growth

REPRESENTING

11,000 organizations
Including corporations, associations and academic institutions worldwide

FROM

113 countries

AUDIENCE BY COMPANY SIZE

COMPANY SIZE		SUM OF %
🏠	1 - 99	15%
🏢	100 - 499	16%
🏛	500 - 4999	27%
🏢	5000+	42%

7.2% of attendees from Canada

6.9% of attendees from Germany

5.5% of attendees from the UK

More than 46% attendees are from the US

3.7% of attendees from Japan

4% of attendees from China

3.7% of attendees from India
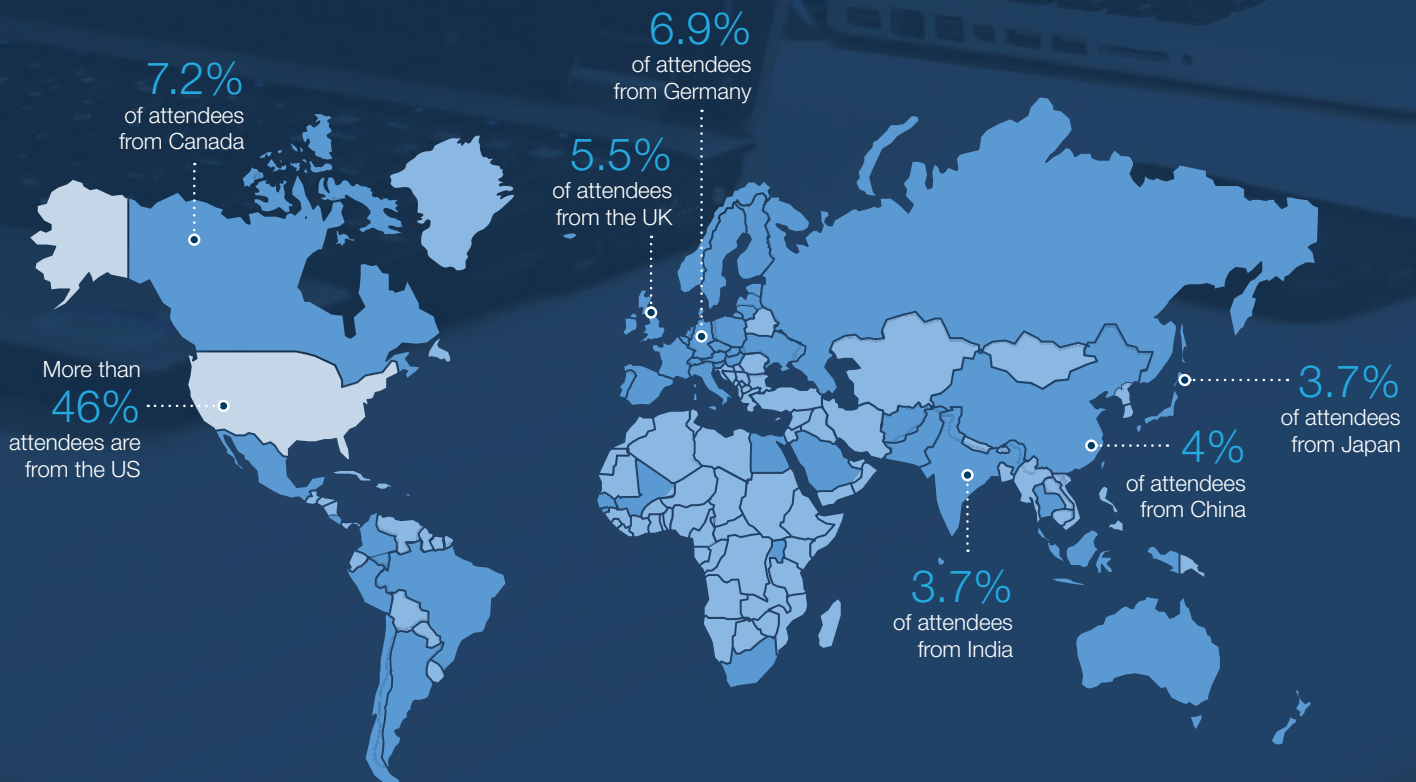
2018 LF EVENT **AUDIENCE SNAPSHOT** (CON'T)
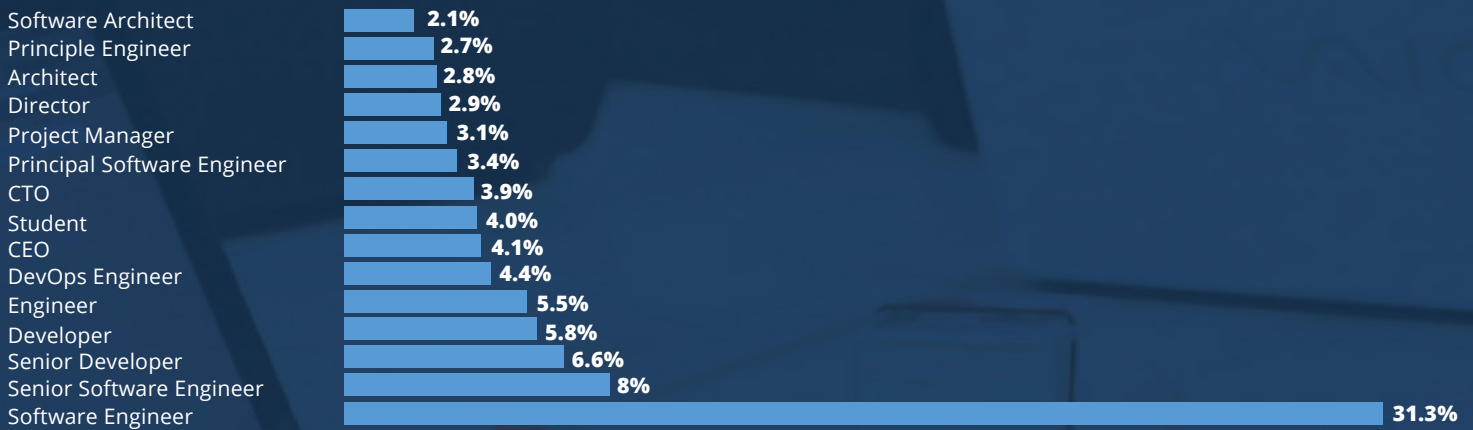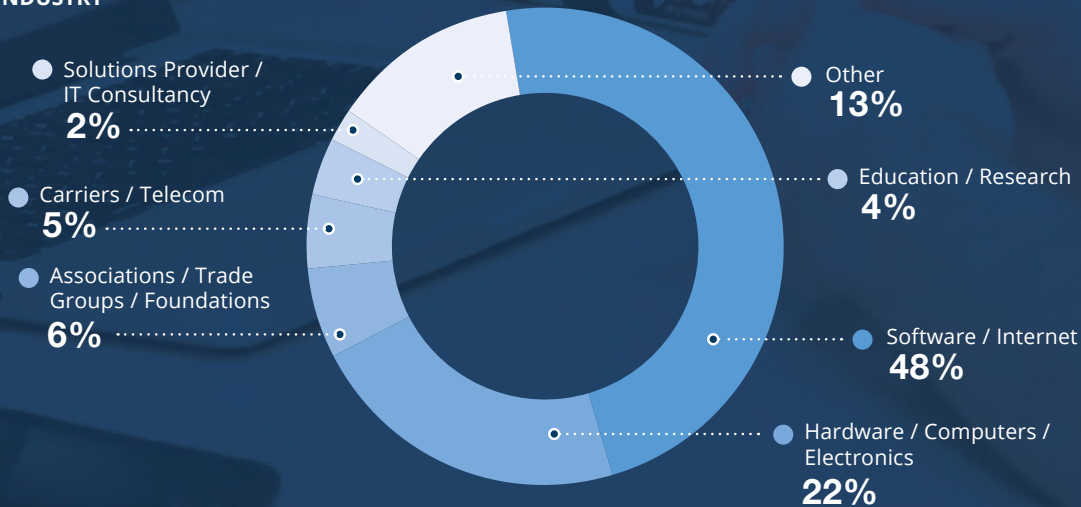
*Audience Snapshot Numbers will be updated for 2019 at the end of the year.

AUDIENCE BY JOB FUNCTION

80% of Event Attendees Are in Technical Roles

Job Function	%
Software Architect	2.1%
Principle Engineer	2.7%
Architect	2.8%
Director	2.9%
Project Manager	3.1%
Principal Software Engineer	3.4%
CTO	3.9%
Student	4.0%
CEO	4.1%
DevOps Engineer	4.4%
Engineer	5.5%
Developer	5.8%
Senior Developer	6.6%
Senior Software Engineer	8%
Software Engineer	31.3%

AUDIENCE BY INDUSTRY

- Solutions Provider / IT Consultancy **2%**
- Carriers / Telecom **5%**
- Associations / Trade Groups / Foundations **6%**
- Other **13%**
- Education / Research **4%**
- Software / Internet **48%**
- Hardware / Computers / Electronics **22%**

PRESS & SOCIAL MEDIA

Linux Foundation events are highly engaging and interactive. Our 2018 events generated:

Press & Media information is from 2018 events and will be updated by 12/31/19 with 2019 information.

7,500+ media clips with **152,000,000+** impressions

90,000+ social media engagements on Facebook, Google+ & Twitter

374,000,000+ event keyword impressions on social media

Over **150** press in attendance

Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events and/or creating a custom sponsor package? We offer bundled sponsorship package discounts and are happy to work with you to create a customized package to meet your organization's individual needs.

Linux Foundation Corporate Members receive sponsorship discounts on Linux Foundation events. Please inquire for details.

THE LINUX FOUNDATION

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

www.events.linuxfoundation.org