



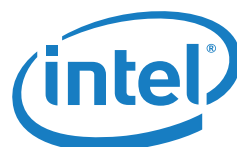
LINUXCON

PORTLAND 2009
SEPTEMBER 21-23



Sponsorship & Exhibitor Prospectus

Gain Valuable Exposure at the Newest Linux
Technology Conference Covering
All Matters Linux - **LinuxCon**



CONFERENCE OVERVIEW

LinuxCon is a new annual technical conference that will provide an unmatched collaboration and education space for all matters Linux. LinuxCon will bring together the best and brightest that the Linux community has to offer, including core developers, administrators, end users, community managers and industry experts. In being the conference for "all matters Linux", LinuxCon will be informative and educational for a wide range of attendees. We will not only bring together all of the best technical talent but the decision makers and industry experts who are involved in the Linux community.

LinuxCon Features:

Top Notch Speaking Talent & Innovative Content

LinuxCon brings you the best and the brightest in speaking talent. In addition to keynotes, roundtable panels and 75 conference sessions in three track types (Developer, Operations and Business), LinuxCon also includes tutorials, lightning talks, training, BoFs, LPI certification and other programming.

Wide Variety of Opportunities to Connect

Outside of the classroom, we offer a variety of ways to learn and connect with your peers, including evening events, developer lounges, a technology showcase and much more.

Added Value of Co-Located Events

Adding benefit to your attendance at LinuxCon, you can also choose to take part in one of the other co-located events, including the Linux Plumbers Conference, OpenSUSE Workshop, FOSS DevCamp, LDAPCon and more.

For the Community, by the Community

LinuxCon is organized by The Linux Foundation, a non-profit consortium working with the community to protect, promote and standardize Linux.



CONFERENCE OVERVIEW

While other events focus on high attendance numbers typically driven by enthusiasts, our goal is to organize events that are more focused on bringing together a smaller cross section of the community, specifically the top notch talent including developers, end users, vendors and contributing community members. We expect over 500 qualified attendees at LinuxCon; 40% developers, 30% end users, 10% community and 20% vendor.

Speakers at LinuxCon:

Linus Torvalds

Mark Shuttleworth, Canonical

Matt Asay, Alfresco

Joe Brockmeier, Novell

Noah Broadwater, Sesame Workshop

Bob Sutor, IBM

Bdale Garbee, HP

James Bottomley, Kernel Maintainer

Jon Corbet, LWN.net

Bernard Golden, HyperStratus

Jay Lyman, The 451 Group

John Ellis, Motorola

Dr. Ibrahim Haddad, Palm

Theodore Ts'o, Linux Foundation

Greg Kroah-Hartman, Novell

Javier Soltero, Hyperic

Vinod Kuty, The CME Group

Matt Domsch, Dell

Conference Topics Include:

Application Development, Cloud Computing, Desktop, Embedded, Emerging Technologies, Enterprise Linux, Green Linux, HPC, Kernel Development, Legal, Linux in the New Economy, Linux Migration, Netbooks, Networking, Security, Server Management, Storage & Filesystems, and Virtualization.

Past and Current Linux Foundation Event Sponsors Include:

IBM, Intel, Novell, HP, Oracle, NEC, Fujitsu, Google, VA Linux, Red Hat, MontaVista, CE Linux Forum, Hitachi, Miracle Linux and Canonical.

TECHNOLOGY SHOWCASE

At LinuxCon, your company has the opportunity to participate in the LinuxCon Technology Showcase. The technology showcase **IS NOT** an exhibit hall - it is a high visibility marketing opportunity.

Interspersed in the common gathering areas for maximum visibility, a select number of companies will be afforded the opportunity to share their company's product or technology solution with our highly targeted and qualified audience.

Showcase Hours:

September 21-22, 2009

The Technology Showcase will be open during the break and networking times only in order to (1) not conflict with conference programming, and (2) so that the company representative exhibiting may also take advantage of attending conference sessions if they wish.

The total number of showcase hours over the two days is seven hours.

Participation:

The cost to participate in the Technology Showcase is US\$1499 which includes:

- 6'x2.5' Draped Table (approximately 42 square feet of total space)
- Wireless Internet and (2) Electrical Outlets
- Company Name and 50 word Description in Conference Guide
- (1) Attendee Conference Pass

Please fill out and submit the application on page 8 to participate.

ORGANIZATIONS REPRESENTED AT LINUX FOUNDATION EVENTS

Gain access to a highly qualified audience from many well-known companies.

A10 Networks	Canonical, Ltd.	France Telecom
ACARD Technology	Carnegie Mellon Silicon Valley	Freescale Inc
ACCESS	Chelsio Communications	Fujitsu Computer Systems
Acesso Software	Chicago Mercantile Exchange	General Electric
AdMob	Cisco Systems, Inc.	GENIVI Alliance
Adobe Systems	Citigroup	Gesmer Updegrave LLP
Aetna Inc.	Citrix Systems	Go Daddy
AIG Global Services	CME Group, Inc.	Golden Gate University
Always Innovating	Collabora Multimedia	Goldman Sachs & Co
AMD	ComputerWorld	Good OS,LLC
American Red Cross	CR Software LLC	Google, Inc.
Application Development Trends	Credit Suisse	HeliOS Solutions
Argonne National Laboratory	CSC	Hewlett Packard Co.
Arizona State University	CSUEB Foundation	Hitachi, Ltd.
ARM Ltd	CUNY - CIS	Hyper Stratus
ArsTechnica	DCM Capital	IAI
Artifex Software, Inc.	Dell, Inc.	IBM
ASUS Computer International	Deutsche Bank	IDC
AT&T	DFS German ANS	IDG News Service
Atomide	Direct Brands Inc	IMMS
AtteroTech LLC	DLA Piper US LLC	INFN-CNAF
Automatic Data Processing, Inc.	DNA Pty Ltd	InformationWeek
Axis Communications	DreamWorks Animation	InfoWorld
Ballista Securities LLC	Ecole Polytechnique de Montreal	INRIA
Barracuda Networks	EMC	Intel Corportaion
BitRock	Emerging Health IT	Intrax Career Development
Black Duck Software	Emigrant Bank	Isaac & Young
BlueBear, LLC	Emulex Corp.	ITT Advanced Engineering & Sciences
Bluegiga Oy	Epson	JPMorgan Chase
BlueRun Ventures	ETRI	Kaiser Permanente
Broadcom	Everex	Kiloboot
BT/osmosoft	eWEEK.com	Korea National Oil Corp.
Bull	Fidelity Investments	Kyocera Technology Development
BusinessWeek	Fifth Third Bank	Las Vegas Valley Water District
Cadence Design Systems	FishNet Security	Lawrence Berkeley National Laboratory

ORGANIZATIONS REPRESENTED AT LINUXCON 2009

Gain access to a highly qualified audience from many well-known companies.

Lawrence Livermore Nat. Lab	MTA-Staten Island Railway	Qualcomm
LeapFrog Enterprises	MySQL	RealNetworks, Inc.
Lehman Brothers	NASA	Red Hat
Lexmark International	NAVTEQ	RedMonk
LG Electronics	NEC	Reductive Labs
Likewise Software	NetApp	Renesas Technology
LiMo Foundation	NetworkWorld	Ricoh Americas
LinMin	New York City Housing Authority	Rowland Institute at Harvard
Linpus Technologies, Inc	New York City Police Department	SAC Capital
Linspire, Inc.	nexB Inc.	Samsung
Linux Gazette	Nokia	Sandia National Laboratories
Logitech	Nortel Networks	SanDisk
LoopTek LLC	Novell	Seaware/Boeing
Los Alamos National Laboratory	NTT	SEIKO EPSON Corp.
Lovrin Technologies, Inc.	NY City Health	Siemens AG
LSI Corp.	NYSE	Silicon Graphics
LWN.net	NYSE Euronext	SMG Co. Ltd.
Mandriva	NYU Langone Medical Center	SoftLayer Technologies Inc.
Marsh & McLennan Companies	Octality	Songbird
Marvell Semiconductor	Ohloh Corporation	Sony
Masaryk University	Open Fabrics Alliance	SpikeSource
Matsumura Networks	Open Kernel Labs	Stanford University
MD Linux Group, Inc.	Open Source Software Foundry	Sun Microsystems
Mellanox Technologies	OpenedHand Ltd	Symantec
Merrill Lynch	OpenLogic	Synopsys, Inc
MetLife	Openmoko, Inc.	TechTarget
Minase Software Technologies	OQO	TechWeb
Mindspeed Technologies	Oracle	Texas Instruments
MIPS Technologies Inc.	O'Reilly Media	United Airlines
Miracle Linux Corporation	Pacific Northwest National Lab.	United Nations University UNU-MERIT
MMC	Palamida, Inc.	US Treasury - Financial Management Service
MontaVista Software, Inc.	Parallels	Verizon Business
Morgan Stanley	Performance Technologies, Inc.	VIA Technologies
Motorola, Inc.	Prudential	VMware, Inc.
Mozilla Corporation	PSA Peugeot Citroen	Ziff Davis Enterprise

SPONSORSHIP OPPORTUNITIES AT LINUXCON

Platinum Sponsorship - \$15,000

- Large corporate logo on all conference signage
- Recognition as a Platinum Sponsor in conference program (including logo and 150 word biography)
- Priority placement of corporate logo on conference website with web link
- Designation as Platinum Sponsor in all conference press releases and marketing efforts
- Designation as breakfast sponsor
- Technology Kiosk
- Sponsor collateral distributed in attendee bag
- Recognition by Program Chair at Opening Session and/or Reception
- Full page ad in conference program
- Corporate logo on conference website with web link
- Exclusive conference room for private meetings
- 10 Attendee Passes

Gold Sponsorship - \$10,000

- Medium corporate logo on all conference signage
- Recognition as a Gold Sponsor in conference program (including logo and 100 word biography)
- Placement of corporate logo on conference website with web link
- Designation as Gold Sponsor in all conference press releases and marketing efforts
- Designation as coffee break or wireless sponsor
- Technology Kiosk
- Sponsor collateral distributed in attendee bag
- Recognition by Program Chair at Opening Session and/or Reception
- Half page ad in conference program
- Corporate logo on conference website with web link
- 5 Attendee Passes

Silver Sponsorship - \$5,000

- Small corporate logo on all conference signage
- Recognition as a Silver Sponsor in conference program (including logo and 50 word biography)
- Placement of corporate logo on conference website with web link
- Designation as Silver Sponsor in all conference press releases and marketing efforts
- Sponsor collateral distributed in attendee bag
- Recognition by Program Chair at Opening Session and/or Reception
- Corporate logo on conference website with web link
- 3 Attendee Passes

ADDITIONAL SPONSORSHIP OPPORTUNITIES AT LINUXCON

Additional Opportunities

These additional opportunities are only available to those who are already sponsors of the conference.

Reception Sponsorship - \$15,000 (One Available)

As a Reception Sponsor, you are helping provide attendees with a social setting that will encourage networking and interaction with each other

- Exclusive sponsor of either the Speaker Reception or Closing Reception
- Large corporate logo on all Speaker Reception or Closing Reception signage
- Recognition as a sponsor of Speaker Reception or Closing Reception in conference program
- Placement of corporate logo on conference website with web link
- Recognition by Program Chair at Speaker Reception or Closing Reception

Breakfast or AM/PM Break Sponsorship - \$3,500

Developer Lounge Sponsorship – \$3,500

Registration Sponsorship - \$3,500

Please note that promotional marketing opportunities do not include a booth in the Technology Showcase, while sponsorships do. If you are interested in one of the sponsorship or promotional marketing opportunities above, please contact:

Angela Brown
Event & Marketing Manager
The Linux Foundation
1796 18th Street, Suite C
San Francisco, CA 94107
+1 415 368 4840
angela@linuxfoundation.org

EXHIBITOR APPLICATION AND CONTRACT

Please print your company name exactly as it should appear in all marketing and promotional materials for the event:

Product to be displayed:

PRIMARY CONTACT INFORMATION

Name Email

Company Name

Phone Fax

Mailing Address

City State Zipcode

PAYMENT INFORMATION

Payment in the amount of US\$1499 can be paid by credit card or check. Please make sure the billing information is the same as listed above.

PAYMENT TYPE

Check (Please make check payable to Linux Foundation)

Please email wire instructions to:

Visa M/C American Express Discover Card

Account Number Expiry Date

Print Cardholder's Name

Cardholder's Signature

TERMS AND CONDITIONS

I have read and agreed to the Terms & Conditions and the Cancellation Policy as explained below. I agree to abide by all rules and additional terms and conditions in regard to our Technology Showcase participation as laid out in the forthcoming 'exhibit guidelines'. I am authorized to sign on behalf of my company.

CANCELLATION POLICY

We will refund 50% of the Exhibitor Fee for cancellations received in writing more than 90 days prior to the event. After that time, no refunds will be made. In the event of cancellation by The Linux Foundation, all exhibitor fees will be returned.

Signature

Date
