



THE LINUX FOUNDATION

END USER SUMMIT

November 9 - 10, 2009, Jersey City, NJ



Technology Showcase & Sponsorship Prospectus

Gain Valuable Exposure to Senior IT Users of Linux
at this Invitation-Only Event



EVENT OVERVIEW

The Linux Foundation End User Summit gathers the highest level key Linux maintainers and development community representatives to collaborate with CIOs, IT Directors, Corporate Architects and other senior IT leaders from the largest and most dynamic Linux users in the world.

The two day summit is a unique opportunity for education and interaction, including:

- Allowing end users the opportunity to learn about upcoming developments in Linux
- Educating on hot topics including legal and business processes as they pertain to open source
- 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, especially advanced users of their product
- Fostering technical problem solving by identifying end user needs and coming up with technology 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
- Content that is developer driven, not vendor driven as is typical of most other events

Why sponsor/showcase your company at the 2009 End User Summit?

To get recognized and gain access to the senior IT leaders from the largest Linux users in the world, in a small and intimate environment. There is no better opportunity to reach your future customers.

While other events focus on high attendance numbers typically driven by non-leaders in the community, our goal is to organize summits that are focused on bringing together the senior leaders and top technical talent. The End User Summit is an invitation-only event at which 175 attendees are expected; 50% end users, 30% developers, 10% community and 10% vendor.

While most end user attendees are from the Wall Street/Financial Services industry, other verticals represented at the End User Summit include: Telecommunications, Media, Health Care, Transportation, Public Sector, Insurance, Education, Banking, Utilities, Manufacturing and more.

EVENT OVERVIEW

Speakers at the 2008 End User Summit Included:

Raymond Dury, CIO, Fifth Third Bank
Michael Breuer, Executive Director, UBS
Gary Pilafas, Chief Architect, United Airlines
Brian Clark, Chief Architect, New York Stock Exchange
KS Bhaskar, Senior VP, Fidelity National Information Services
Head Bubba, VP IT Research and Development, Credit Suisse
Kazuhiro Itakura, Senior Manager, UFJIS Co.
Jon Stumpf, SVP & CTO, AIG Global Services
Vinod Kutty, Associate Director, The Chicago Mercantile Exchange
Ron Hovsepian, President & CEO, Novell
Paul Cormier, President of Products & Technologies, Red Hat

Conference Topics Include:

Real Time Linux, File Systems and Data Volumes, Virtualization, Performance Tuning, Power Management, Evolution of Linux in the Enterprise, Security, Cloud Computing, System Tap, and in our OpenFabrics Track: OpenFabrics Software, RDMA Efficiency, RDMA Latency and Performance Impacts, Unified Fabrics, 10/40 Gigabit Networks, Clustered Database, Fast and Web Filesystems, Fabrics for Market Data and Fast Trading, and more.

About OpenFabrics Alliance

A non-profit, industry-run open-source community, the OFA develops, tests, licenses, distributes, promotes and supports open-source software and application services for low-latency, high-bandwidth networks, including InfiniBand and Ethernet. OpenFabrics Software is included in Linux distributions and works with Windows. OFA conducts interoperability testing to ensure that it meets multi-vendor enterprise requirements for quality and reliability. For more information about the Alliance, visit www.OpenFabrics.org. Speakers at OpenFabrics 2009 Sonoma Workshop included Dave Cohen (Storage Architect, Goldman Sachs) and Eric Ulmer (IT Architect Accenture).

Location:

The 2009 End User Summit is taking place at the Hyatt Regency Jersey City which is located on the Hudson River, adjacent to the PATH subway station (3 minutes to Manhattan) and only 9 miles from Newark International Airport.

ORGANIZATIONS REPRESENTED AT 2008 END USER SUMMIT

Gain access to senior IT leaders from these and many other well-known companies.

ACCESS	Korea National Oil Corp. (KNOG)
Adobe Systems Incorporated	Las Vegas Valley Water District
Aetna Inc.	Marsh & McLennan Companies
AIG Global Services	Marvell
AMD	Merrill Lynch
American Red Cross	MetLife
AT&T	MIPS Technologies
Automatic Data Processing, Inc.	Mitsubshi Bank - UFJIS CO.,Ltd
Ballista Securities LLC	MMC
Blackduck	Monta Vista
BlueBear, LLC	Morgan Stanley
BT	MTA-Staten Island Railway
Bull	Motorola
Canonical	NAVTEQ
Cisco	NEC
Citigroup	NetApp
City University of New York	New York City Housing Authority
CME Group	New York City Police Department
Credit Suisse	Nokia
CSC	Novell
Dell	NTT
Direct Brands Inc	NY City Health & Human Services Corporation
DreamWorks Animation	NYSE
EMC	NYSE Euronext
Emerging Health Information Technology	NYU Langone Medical Center
Emigrant Bank	Oracle
ETRI	Performance Technologies
Fidelity Investments	Prudential
Fidelity National Information Services	Red Hat
Fifth Third Bank	SAC Capital
Fujitsu	Siemens
General Electric	SUN Microsystems
Goldman Sachs & Co	Texas Instruments
Google	Toshiba
Hitachi	U.S. Naval Academy
HP	UBS
IAI	UFJIS CO.,Ltd
IBM	United Airlines
Intel	United Nations University UNU-MERIT
Intelligent Infrastructure Solutions	US Treasury - Financial Management Service
ISO	Verizon Business
ITT Advanced Engineering & Sciences	VM Ware
JPMorgan Chase	Wind River
Konica Minolta	

SPONSORSHIP OPPORTUNITIES AT THE 2009 END USER SUMMIT

Host Sponsorship - \$25,000

- Recognition as Exclusive Host sponsor of the 2009 End User Summit
- Priority recognition as host sponsor in conference program and on signage
- Priority placement of corporate logo on conference website with web link
- Designation as Host Sponsor in all conference press releases and marketing efforts
- Recognition by Executive Director during Opening Session
- Technology Showcase Booth
- Four Confirmed Attendee Summit Registrations
- Logo, weblink and link to company's attendees on Pathable, the summit's online social community

Platinum Sponsorship - \$15,000

- Priority recognition as platinum sponsor in conference program and on signage
- 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 Executive Director during Opening Session
- Technology Showcase Booth
- Three Confirmed Attendee Summit Registrations
- Logo, weblink and link to company's attendees on Pathable, the summit's online social community

Gold Sponsorship - \$10,000

- Recognition as gold sponsor in conference program and on signage
- Placement of corporate logo on conference website with web link
- Designation as gold sponsor in all conference press releases and marketing efforts
- Recognition by Executive Director during Opening Session
- Technology Showcase Booth
- Two Confirmed Attendee Summit Registrations
- Logo, weblink and link to company's attendees on Pathable, the summit's online social community

Silver Sponsorship - \$5,000

- Recognition as silver sponsor in conference program and on signage
- Placement of corporate logo on conference website with web link
- Designation as silver sponsor in all conference press releases and marketing efforts
- Recognition by Executive Director during Opening Session
- Technology Showcase Booth
- One Confirmed Attendee Summit Registration
- Logo, weblink and link to company's attendees on Pathable, the summit's online social community

TECHNOLOGY SHOWCASE

Participating in the Technology Showcase at the 2009 End User Summit is a high visibility marketing opportunity. There is no better way to gain access to the senior IT leaders using Linux technologies, from financial services and banking to healthcare, education and many more industry verticals.

An easily accessible location, a limited number of exhibiting companies, exclusive showcase hours and a highly qualified and targeted audience make this an opportunity your company cannot afford to pass up.

Showcase Hours:

The End User Summit is taking place **November 9 & 10** from **9:00am to 5:00pm**. The Technology Showcase booths will be located in the common break and networking areas for maximum exposure. Showcase hours are interspersed throughout each day for a total of seven dedicated exhibit 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

The entire showcase area (Manhattan Prefunction) is carpeted and all booths are located on the room perimeter. Additional details will be available in the exhibitor prospectus.

Please fill out and submit the application on page 7 to participate.

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

Zip Code

PAYMENT INFORMATION

Payment in the amount of US\$1499 can be paid by check, wire transfer or credit card. 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

Account Number

Expiration 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

Please fax or email this completed application to Angela Brown at angela@linuxfoundation.org or 815.572.0992.