



# INTRODUCTION

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.

We accomplish this 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 2010 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 **Angela Brown** at +1 415 368 4840 or [angela@linuxfoundation.org](mailto:angela@linuxfoundation.org).



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The Collaboration Summit is an exclusive, invitation-only gathering of 300 of the brightest minds in Linux, including core kernel developers, distribution maintainers, ISVs, end users, system vendors and other community organizations. It is the only conference designed to accelerate collaboration and encourage solutions by bringing together a true cross-section of leaders to meet face-to-face to tackle and solve the most pressing issues facing Linux today.

## Statistics

- Co-located in 2009 with the CE Linux Forum's Embedded Linux Conference and the Linux Storage & Filesystem Workshop
- Generated 435 articles worldwide with 291 of those from the U.S./Canada
- Press members attended from worldwide outlets including BusinessWeek, IDC, InformationWeek, Ars Technica, Red Monk, InfoWorld, The Register and Wired.com.
- 9,000 Video Views (videos of Day 1 Sessions, and off-the-cuff interviews with attendees)

## Sponsorship Opportunities

### Platinum Sponsorship - \$20,000

- Recognition as a platinum sponsor of the Collaboration Summit
- Extra Large corporate logo on all conference signage
- Priority recognition as a sponsor 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

### Gold Sponsorship - \$15,000

- Recognition as a gold sponsor of the Collaboration Summit
- Large corporate logo on all conference signage
- Priority recognition as a sponsor in conference 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

**Silver Sponsorship - \$10,000**

- Recognition as a silver sponsor of the Collaboration Summit
- Medium corporate logo on all conference signage
- Recognition as a sponsor in conference program
- Placement of corporate logo on conference website with web link
- Designation as silver sponsor in all conference press releases and marketing efforts
- Recognition by Program Chair during Opening Session

**Bronze Sponsorship - \$5,000**

- Recognition as a bronze sponsor of the Collaboration Summit
- Corporate logo on all conference signage
- Recognition as a sponsor in conference program
- Placement of corporate logo on conference website with web link
- Designation as bronze sponsor in all conference press releases and marketing efforts
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LinuxCon provides a collaboration and education space for all matters Linux, bringing together the best and brightest that the Linux community has to offer, including core developers, administrators, end users, community managers and industry experts.

- **Top Notch Speaking Talent** - LinuxCon brings you the best and brightest in speaking talent
- **Innovative and Abundant Content** - In addition to keynotes, roundtable panels and 75 conference sessions, LinuxCon offers a range of tutorials, lightning talks, BoFs and other programming
- **Wide Variety of Opportunities to Connect** - Outside of the classroom, we offer a variety of ways for attendees to learn and connect with their peers.
- **Added Value of Co-Located Events** - Adding benefit to your attendance at LinuxCon, attendees can also choose to take part in one of these confirmed mini-summits: Bluetooth Summit, Wireless Summit, Linux Storage & Filesystems Workshop, Virtualization Summit, SE Linux Developers' Summit, VM Mini-Summit and the KVM Forum

## 2009 Statistics

- 620 registrants in the inaugural year
- In a recent survey of LinuxCon 2009 attendees, 81% of attendees rated their overall experience at LinuxCon as exceeding their expectations
- Attendees from 25 countries, with 83.5% of attendees hailing from the U.S.
- An audience of developers, operations and end users - 40% of attendees were developers
- 12.5% of attendees were women (vs. an industry standard of 1.5%)
- Generated 584 articles worldwide (282 in U.S./Canada) including coverage in IDG News, New York Times (syndicated), CrunchGear, CNET, ZDNet, Computerworld, OStatic, WebMonkey, and other publications; 103 of these articles mentioned a major sponsor
- 1500 LinuxCon 'tweets'
- In addition to the live audience, a minimum of 2,445 people also watched the live video fee (2,445 unique IP addresses) during the conference

## Sponsorship Opportunities

### Platinum Sponsorship - \$20,000

- Recognition as a platinum sponsor of LinuxCon
- Extra Large corporate logo on all conference signage
- Priority recognition as a sponsor 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
- Full page ad in the conference program
- Booth in Technology Showcase
- 15 Attendee Passes

### Gold Sponsorship - \$15,000

- Recognition as a gold sponsor of LinuxCon
- Large corporate logo on all conference signage
- Priority recognition as a sponsor in conference 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
- Half page ad in the conference program
- Booth in Technology Showcase
- 10 Attendee Passes

*Platinum and Gold sponsors have the opportunity to gain additional marketing exposure to attendees by sponsoring an evening event for an additional \$20,000 (Exclusive) or \$10,000 (Shared).*

### Silver Sponsorship - \$10,000

- Recognition as a silver sponsor of LinuxCon
- Medium corporate logo on all conference signage
- Recognition as a sponsor in conference program
- Placement of corporate logo on conference website with web link
- Designation as silver sponsor in all conference press releases and marketing efforts
- Recognition by Program Chair during Opening Session
- Booth in Technology Showcase
- 5 Attendee Passes

### Bronze Sponsorship - \$5,000

- Recognition as a bronze sponsor of LinuxCon
- Corporate logo on all conference signage
- Recognition as a sponsor in conference program
- Placement of corporate logo on conference website with web link
- Designation as bronze sponsor in all conference press releases and marketing efforts
- Recognition by Program Chair during Opening Session
- Booth in Technology Showcase
- 2 Attendee Passes

LinuxCon Brazil will bring together the best and brightest that the Linux community has to offer, including community developers, system administrators, business executives and operations experts. LinuxCon Brazil will deliver attendees top notch speaking talent from around the globe, innovative and abundant program content, and a wide variety of opportunities to connect with peers. Speakers this year include Linux creator Linus Torvalds, lead Linux kernel maintainer Andrew Morton, Linux Kernel maintainer of the SCSI subsystem, the Linux Voyager port and the 53c700 driver James Bottomley, Linux kernel developer and Editor, Linux Weekly News (LWN) Jon Corbet, Chief Architect of the open source Xen project and Founder of XenSource Ian Pratt, North America's first kernel developer and an Engineer at Google Ted Ts'o and many more industry luminaries.

## Sponsorship Opportunities

### Platinum Sponsorship - US\$40,000

- Recognition as a platinum sponsor of LinuxCon Brazil
- Extra Large corporate logo on all conference signage
- Priority recognition as a sponsor 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
- Exhibit Space in Technology Showcase (30 Square Meters)
- 23 Attendee Passes

### Gold Sponsorship - US\$28,000

- Recognition as a gold sponsor of LinuxCon
- Large corporate logo on all conference signage
- Priority recognition as a sponsor in conference 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 (20 Square Meters)
- 15 Attendee Passes

*Platinum and Gold sponsors have the opportunity to gain additional marketing exposure to attendees by sponsoring an evening event for an additional \$20,000 (Exclusive) or \$10,000 (Shared).*

### Silver Sponsorship - US\$12,000



- Recognition as a silver sponsor of LinuxCon
- Medium corporate logo on all conference signage
- Recognition as a sponsor in conference program
- Placement of corporate logo on conference website with web link
- Designation as silver sponsor in all conference press releases and marketing efforts
- Exhibit Space in Technology Showcase (9 Square Meters)
- 7 Attendee Passes

**Bronze Sponsorship - US\$7,000**

- Recognition as a bronze sponsor of LinuxCon
- Corporate logo on all conference signage
- Recognition as a sponsor in conference program
- Placement of corporate logo on conference website with web link
- Designation as bronze sponsor in all conference press releases and marketing efforts
- 3 Attendee Passes

*These additional promotional marketing opportunities are only available to existing sponsors.*

**Conference Reception - US\$30,000**

**Attendee Conference Bag - US\$12,000**

**Coffee Break - US\$8,000**

**Seat Decoration in the Auditorium - US\$8,000**

**Attendee Badges - US\$30,000**

LinuxCon Japan is the premiere Linux conference in Asia that brings together a unique blend of core developers, administrators, users, community managers and industry experts. It is designed not only to encourage collaboration but to support future interaction between Japan and other Asia Pacific countries and the rest of the global Linux community. The conference includes presentations, tutorials, birds of a feather sessions, keynotes, sponsored mini-summits. LinuxCon Japan will be the showcase Japan and Asian conference for The Linux Foundation and we greatly appreciate your support as we bring together top talent from Japan, Asia and around the world.

Formerly known as the Japan Linux Symposium, LinuxCon Japan will continue the tradition of educating attendees with technical and informative presentations and will continue to foster collaboration between developers from Japan and Asian countries and their International colleagues.

## 2009 Statistics

- 436 attendees (from 23 countries) at the inaugural Japan Linux Symposium, with an additional 552 attendees for the Day One Keynotes
- 23 media outlets in attendance including NHK-TV and Nippon Keizai Shinbun
- Sponsors included: Hitachi, IBM, Intel, NEC, CE Linux Forum, Fujitsu, HP, Novell, NTT DATA Corporation, VA Linux Japan, Grape Systems, Miracle Linux, MontaVista

## Sponsorship Opportunities

### Platinum Sponsorship - \$20,000

- Recognition as a platinum sponsor of the Japan Linux Symposium
- Extra Large corporate logo on all conference signage
- Priority recognition as a sponsor 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
- Full page ad in the conference program
- 15 Attendee Passes

### Gold Sponsorship - \$15,000

- Recognition as a gold sponsor of the Japan Linux Symposium
- Large corporate logo on all conference signage
- Priority recognition as a sponsor in conference 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
- Half page ad in the conference program
- 10 Attendee Passes

*Platinum and Gold sponsors have the opportunity to gain additional marketing exposure to attendees by sponsoring an evening event for an additional \$20,000 (Exclusive) or \$10,000 (Shared).*

#### **Silver Sponsorship - \$10,000**

- Recognition as a silver sponsor of the Japan Linux Symposium
- Medium corporate logo on all conference signage
- Recognition as a sponsor in conference program
- Placement of corporate logo on conference website with web link
- Designation as silver sponsor in all conference press releases and marketing efforts
- Recognition by Program Chair during Opening Session
- 5 Attendee Passes

#### **Bronze Sponsorship - \$5,000**

- Recognition as a bronze sponsor of the Japan Linux Symposium
- Corporate logo on all conference signage
- Recognition as a sponsor in conference program
- Placement of corporate logo on conference website with web link
- Designation as bronze sponsor in all conference press releases and marketing efforts
- Recognition by Program Chair during Opening Session
- 2 Attendee Passes

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

### Firms Represented at the End User Summit Include:

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

## Sponsorship Opportunities

### Platinum Sponsorship - \$20,000

- Recognition as a platinum sponsor of the End User Summit
- Extra Large corporate logo on all conference signage
- Priority recognition as a sponsor 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
- Private meeting room for 1 on 1 meetings with end users, including assistance setting up meetings

### Gold Sponsorship - \$15,000

- Recognition as a gold sponsor of the End User Summit
- Large corporate logo on all conference signage
- Priority recognition as a sponsor in conference 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
- Private meeting room for 1 on 1 meetings with end users

### Silver Sponsorship - \$10,000

- Recognition as a silver sponsor of the End User Summit
- Medium corporate logo on all conference signage
- Recognition as a sponsor in conference program
- Placement of corporate logo on conference website with web link
- Designation as silver sponsor in all conference press releases and marketing efforts
- Recognition by Program Chair during Opening Session

### Bronze Sponsorship - \$5,000

- Recognition as a bronze sponsor of the End User Summit
- Corporate logo on all conference signage
- Recognition as a sponsor in conference program
- Placement of corporate logo on conference website with web link



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.

Companies who have sponsored the Linux Kernel Summit include: IBM, Intel, Hitachi, NEC, Google, NetApp, AMD, CE Linux Forum, Fujitsu, HP, Red Hat, VA Linux Systems

## Sponsorship Opportunities

### Attendee Gift Sponsorship - \$38,000 (Exclusive)

- Exclusive sponsor of Attendee Gift (including logo on item)
- 15 Minute Speaking Opportunity on Day One
- Large corporate logo on all conference signage
- 2 Attendee Passes
- Recognition by Executive Director at Opening Session, Day One
- Full page ad in conference program
- Recognition as a Attendee Gift Sponsor in conference program (including logo and 150 word biography)
- 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 (Three Available)

- Exclusive sponsor of Reception
- Large corporate logo on all Reception signage
- 2 Attendee Passes
- Recognition by Executive Director at Opening Session, Day Two
- Half page ad in conference program
- Recognition as the Reception Sponsor in conference program (including logo and 100 word biography)
- 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 and Break Sponsorship - \$33,000 (Exclusive)

- Exclusive sponsor of Breakfast and Coffee Breaks
- Large corporate logo on all Breakfast and Break signage
- 2 Attendee Passes
- Recognition by Executive Director at Opening Session, Day Two
- Half page ad in conference program
- Recognition as the B&B Sponsor in conference program (including logo and 100 word biography)

- Designation as sponsor in all conference press releases and marketing efforts
- Opportunity to distribute one piece of collateral or give-away item at registration

**Lunch Sponsorship - \$27,500 (Two Available)**

- Exclusive sponsor of one (1) Lunch
- Large corporate logo on all Lunch signage
- 1 Attendee Pass
- Quarter page ad in conference program
- Recognition as a Lunch Sponsor in conference program (including logo and 50 word biography)
- Designation as sponsor in all conference press releases and marketing efforts
- Opportunity to distribute one piece of collateral or give-away item at registration

**General Sponsorship - \$15,000 (Five Available)**

- Medium corporate logo on all Lunch signage
- 1 Attendee Pass
- Recognition as a General Sponsor in conference program (including logo and 25 word biography)

The Linux Plumbers Conference is a forum for communication and problem-solving for system-wide issues that cross project boundaries. This community event includes both invited guests as well as open registration, gathering 300 stakeholders, decision makers and developers. This is a community event underwritten by The Linux Foundation.

## Sponsorship Opportunities

### Platinum Sponsorship - \$15,000

- Large corporate logo on all conference signage and on conference website with web link
- Designation as sponsor in all conference press releases and marketing efforts
- Recognition by Program Chair at Opening Session
- 5 Attendee Passes

### Gold Sponsorship - \$10,000

- Medium corporate logo on all conference signage and on conference website with web link
- Designation as sponsor in all conference press releases and marketing efforts
- Recognition by Program Chair at Opening Session
- 3 Attendee Passes

### Silver Sponsorship - \$5,000

- Small corporate logo on all conference signage and on conference website with web link
- Recognition by Program Chair at Opening Session
- 2 Attendee Passes

*These additional promotional marketing opportunities are available for Platinum Sponsors only.*

### Reception Sponsorship - \$20,000 (Exclusive) or \$10,000 (Shared)

- Exclusive sponsor (or co-sponsor) of an Attendee Reception
- Large corporate logo on all Attendee Reception
- Recognition as a sponsor of Attendee Reception on conference website
- Placement of corporate logo on conference website with web link
- Recognition by Program Chair

### Attendee Gift Sponsorship - \$4,000

- Exclusive sponsor of Attendee Gift (including logo on item)
- Recognition as a sponsor of Attendee Gift on conference site
- Placement of corporate logo on conference website with web link

# Multi-Event Discount Pricing Package

Maximize your exposure while stretching your marketing dollars!  
Sponsor all six of our 2010 events, and receive a sizeable discount.



LINUXCON



LINUXCON  
JAPAN 2010



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.

## Platinum Multi-Event Sponsorship Opportunity

You will be a platinum sponsor of the following 2010 events : Linux Foundation Collaboration Summit, Linux Foundation End User Summit, LinuxCon, LinuxCon Japan, Linux Kernel Summit (General Sponsorship) and Linux Plumbers Conference.

**Investment: \$100,000**

## Gold Multi-Event Sponsorship Opportunity

You will be a gold sponsor of the following 2010 events : Linux Foundation Collaboration Summit, Linux Foundation End User Summit, LinuxCon, LinuxCon Japan, Linux Kernel Summit (General Sponsorship) and Linux Plumbers Conference.

**Investment: \$75,000**

## Silver Multi-Event Sponsorship Opportunity

You will be a silver sponsor of the following 2010 events : Linux Foundation Collaboration Summit, Linux Foundation End User Summit, LinuxCon, LinuxCon Japan, Linux Kernel Summit (General Sponsorship) and Linux Plumbers Conference.

**Investment: \$50,000**

## Bronze Multi-Event Sponsorship Opportunity (Including Kernel Summit)

Linux Foundation Collaboration Summit, Linux Foundation End User Summit, LinuxCon, LinuxCon Japan, Linux Kernel Summit (General Sponsorship) and Linux Plumbers Conference.

**Investment: \$35,000**

## Bronze Multi-Event Sponsorship Opportunity (Not Including Kernel Summit)

Linux Foundation Collaboration Summit, Linux Foundation End User Summit, LinuxCon, LinuxCon Japan and Linux Plumbers Conference.

**Investment: \$20,000**



# THANK YOU

The Linux Foundation events wouldn't be possible without the generous support of our sponsors. There are plenty of new opportunities to showcase your support and commitment to the Linux platform in 2010 as we host the most educational, informative and enjoyable Linux and open source events in the world.

We appreciate your consideration.

For more information or to become a sponsor of one or more of our events please contact Angela Brown at +1 415 368 4840 or [angela@linuxfoundation.org](mailto:angela@linuxfoundation.org).