



LINUX

# PLUMBERS CONFERENCE

September 13-15, 2017 | JW Marriott LA Live, Los Angeles, CA

## Conference & Sponsorship Prospectus





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# LINUX PLUMBERS CONFERENCE

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

The 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. 450 developers gather annually for this event; the conference is limited to this number of people for maximum collaboration opportunities.





# SPONSORSHIP AT-A-GLANCE

Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship today.

	DIAMOND <small>1-AVAILABLE</small> SOLD OUT	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED
Co-sponsor of an Attendee Reception with logo on signage	•			
Company logo on Attendee Badge Lanyard	•			
6' Table Display in conference foyer	•	•		
Banner Stand with custom sponsor graphics	•	•		
Sponsor Designation in Press Releases: Recognition as a sponsor in body of release	•	•		
Recognition During Opening Session	•	•	•	
Logo on Conference Signage	•	•	•	•
Recognition on Event Website: Prominent logo display on all website pages	•	•	•	•
Free Attendee Passes	8	6	4	2
<b>Sponsorship Cost</b>	<b>\$35k</b>	<b>\$20k</b>	<b>\$15k</b>	<b>\$10k</b>

To secure your sponsorship, please contact us at [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org)

## Benefits of Sponsorship:



Talent acquisition & recruitment



Support the Linux community



Gain mindshare & brand visibility



Showcase products, services & new technologies



# PROMOTIONAL MARKETING OPPORTUNITIES

## Contact

sponsorships@  
linuxfoundation.org  
to secure your  
sponsorship today.



### Attendee T-Shirt ~~\$7,000~~ **SOLD OUT**

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. Your exclusive sponsorship benefits include:

- Your company logo on the sleeve of the LPC 2017 attendee shirt
- Recognition as attendee shirt sponsor on event website and main event conference signage
- 1 Attendee Pass to LPC 2017



### Evening Event Sponsorship (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 exclusive 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
- 3 Attendee Passes to LPC 2017



### 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. 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 2017



### Breakfast Sponsorship ~~\$20,000~~ **1 AVAILABLE SOLD OUT**

Fuel LPC attendees and help get their days started right. Sponsorship is for breakfast on Thursday & Friday at the event. 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 2017



### 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
- 6 Attendee Passes to LPC 2017



## Technologies Covered By Event:

### Linux Kernel & Subsystems, Systems Administration

LinuxCon, Open Source Summit, Embedded Linux Conference, Automotive Linux Summit, Linux Plumbers Conference, Linux Kernel Summit, LSF-MM Summit, Vault, Linux Security Summit

### Containers & Cloud Native Computing

Cloud Foundry Summit, CloudNativeCon/ KubeCon, Open Source Summit, ContainerCon, MesosCon, Node.js Interactive, Xen Project, Developer Summit, KVM Forum

### Networking, SDN & NFV

Open Networking Summit, OpenDaylight Summit, OPNFV Summit, Open vSwitch Conference

### IoT, Embedded, Mobile & Automotive

OpenIoT Summit, Embedded Linux Conference, Automotive Linux Summit

### Big Data & Data Science

Apache: Big Data, MesosCon

### Ecosystem, Community & Professional Open Source

Apache: Big Data, ApacheCon, Open Source Leadership Summit, Open Source Summit, LinuxCon + ContainerCon, Open Compliance Summit, Open Source Forum

### Invitation-Only Events

LSF-MM Summit, Kernel Summit & Open Source Leadership Summit

Linux Foundation events are where the world's greatest technologists collaborate, meet and innovate.

If you rely on open source, you need to be a part of Linux Foundation events.

It's well established that leading companies are using open source strategically to power their business. Smart companies realize that to gain a competitive advantage they must influence and learn directly from the open source maintainers, developers and IT managers who are steering the projects being used to create today's most innovative commercial products and services.

Linux Foundation events are the only place where the world's leading maintainers, developers and practitioners across all of the most important open source software projects meet. From the enterprise to networking, embedded, IoT and cloud infrastructure, among others, Linux Foundation events are the best place to identify software trends early and inform future technology investments. They're also the ripest recruiting grounds in today's technology landscape.

Visibility within the open source community is one of the best ways to advance your open source development work through connection with sophisticated users who are evaluating and buying the next generation of infrastructure, big data or cloud technology.

**If you want to influence, learn from or recruit these maintainers and developers, or reach the IT managers, cloud architects, network architects, infrastructure managers or administrators, Linux Foundation events are a must-attend and must sponsor.**

# OVERALL 2016 AUDIENCE SNAPSHOT

## ATTENDANCE

20,000+ attendees

28% YoY Growth

## REPRESENTING

4,000+ organizations






Including corporations, associations and academic institutions worldwide

## FROM

85 countries

With representatives from US, Japan, Germany, Korea, UK and many more.

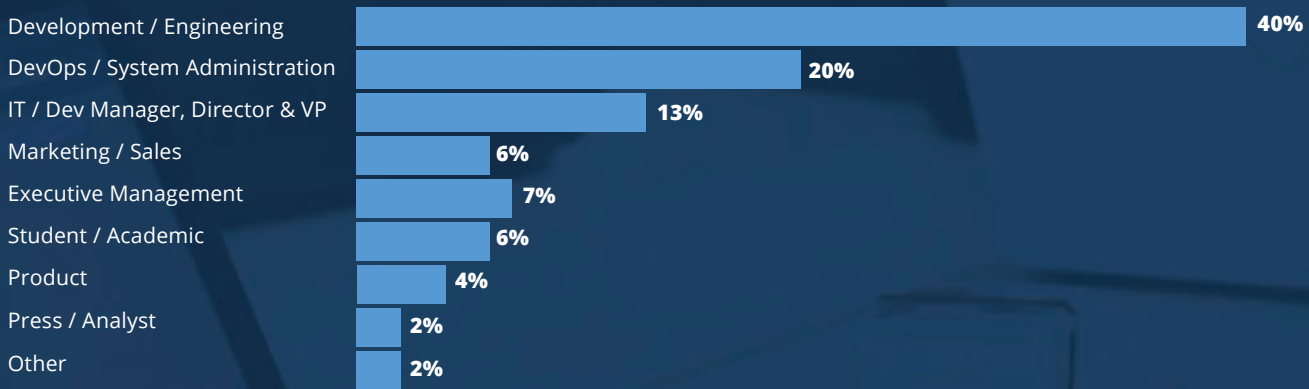
## AUDIENCE BY COMPANY SIZE

COMPANY SIZE	SUM OF %
 1 - 99	26%
 100 - 499	16%
 500 - 4999	16%
 5000 - 9999	5%
 10000+	37%



# OVERALL 2016 AUDIENCE SNAPSHOT (CON'T)

## AUDIENCE BY JOB FUNCTION



## PRESS & SOCIAL MEDIA

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

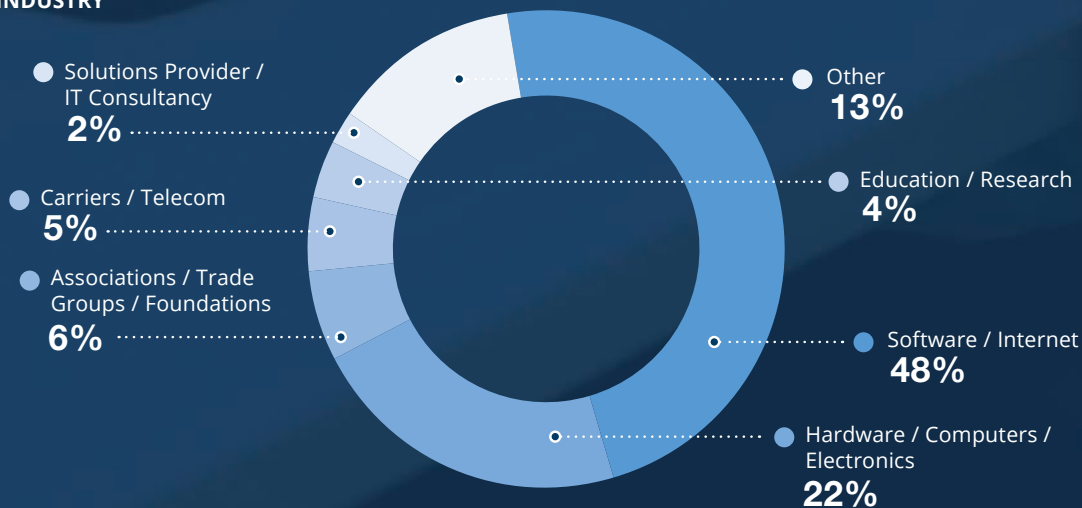
7,500+  
media clips with  
152,000,000+  
impressions

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

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

Over 150  
press in  
attendance

## AUDIENCE BY INDUSTRY







## 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.**



Contact [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org)  
to secure your sponsorship today.

[www.events.linuxfoundation.org](http://www.events.linuxfoundation.org)