# LINUX PLUMBERS CONFERENCE

**August 25 - 27, 2020 | Virtual Experience**

## 2020 Sponsorship Prospectus

# TABLE OF CONTENTS


About the Event ..... 3

Sponsorship Opportunities ..... 4

About Linux Foundation Events ..... 5

Sponsorship Bundles & Custom Packages ..... 8

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.

VIRTUAL EXPERIENCE

# SPONSORSHIP OPPORTUNITIES

| | DIAMOND ~~1 AVAILABLE~~ SOLD OUT | PLATINUM UNLIMITED | GOLD UNLIMITED | SILVER UNLIMITED |
|---|---|---|---|---|
| **Virtual Meeting Room for Exclusive Use** | • | | | |
| **Sponsor Designation in Session Room Name** | • | | | |
| **Logo Prominently Displayed on Post-Event Recordings** | • | | | |
| **Opportunity to Add Custom Question to the Post-Event Attendee Survey** Follow-up reporting will be provided with survey results | • | | | |
| **Pre or During Conference Email Blast:** One time use of opt-in list to be sent by The Linux Foundation | • | | | |
| **Sponsor Designation in Press Releases:** Recognition as a sponsor in body of release | • | • | | |
| **Recognition During Plenary Session** | • | • | • | • |
| **Opportunity to Post on a Virtual Job Board** | • | • | • | • |
| **Prominent Branding Throughout Virtual Conference** | • | • | • | • |
| **Free Attendee Passes** | 12 | 9 | 6 | 3 |
| **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 22 additional passes
- **Platinum:** May purchase up to 15 additional passes
- **Gold:** May purchase up to 7 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 Knight (mknight@linuxfoundation.org).

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**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.

THE LINUX FOUNDATION

## 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

### Applications
OpenJS World, API Specifications Conference

### Networking & Edge Computing
Open Networking & Edge Summit, Open Source Summit, 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, The Linux Foundation Member Summit

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

### Cloud & Cloud Native
KubeCon + CloudNativeCon, Open Source Summit, Open Source Strategy Forum, Open Networking & Edge Summit, Kubernetes Contributor Summit, Helm Summit, FoundationDB Summit, ServiceMeshCon, PromCon, KVM Forum, Xen Summit, Cloud Foundry Summit

### Blockchain
Hyperledger Global Forum, Hyperledger Member Summit, Open Source Strategy Forum

### Hardware
OpenPOWER Summit, RISC-V Global Forum

### 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 42,000+ 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.

# 2019 LF EVENT **AUDIENCE SNAPSHOT**

**ATTENDANCE**

## 42,000+ attendees

31.25% YoY Growth

**REPRESENTING**

## 12,000+ organizations

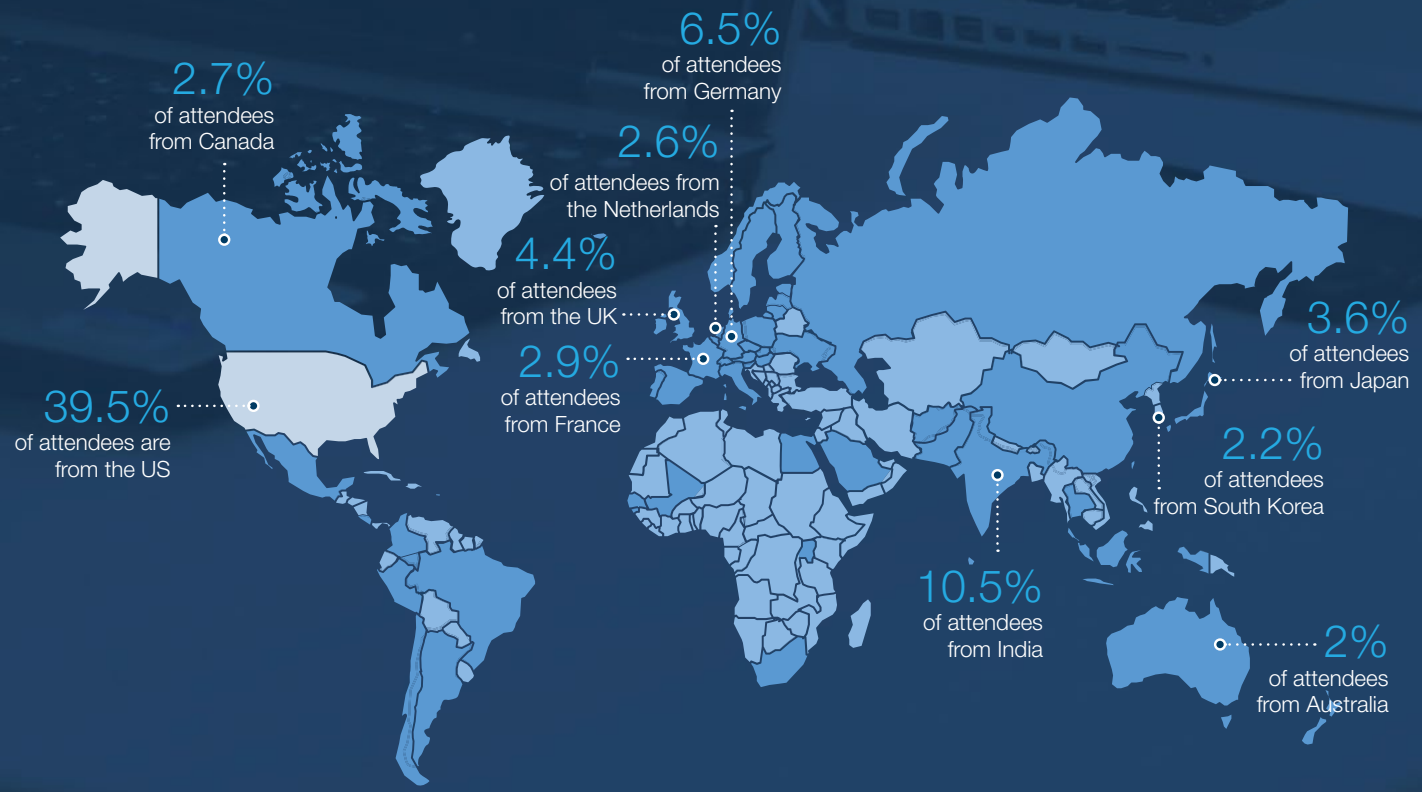
Including corporations, associations and academic institutions worldwide

**FROM**

## 141 countries

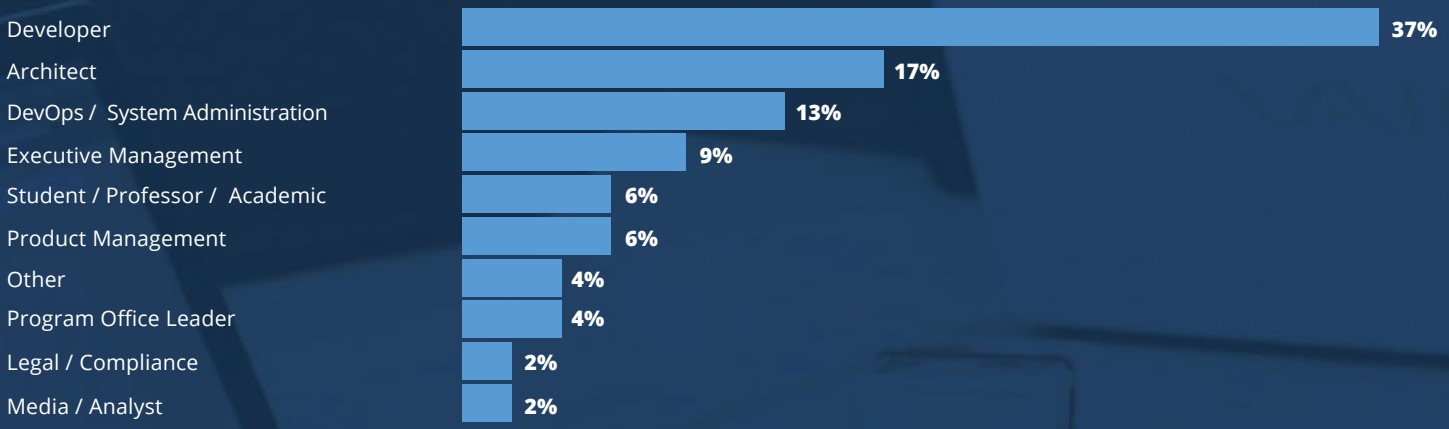
**AUDIENCE BY COMPANY SIZE**

| COMPANY SIZE | SUM OF % |
|---|---|
| 1 - 49 | 16% |
| 50 - 499 | 21% |
| 500 - 999 | 6% |
| 1,000–2,999 | 10% |
| 3,000+ | 47% |

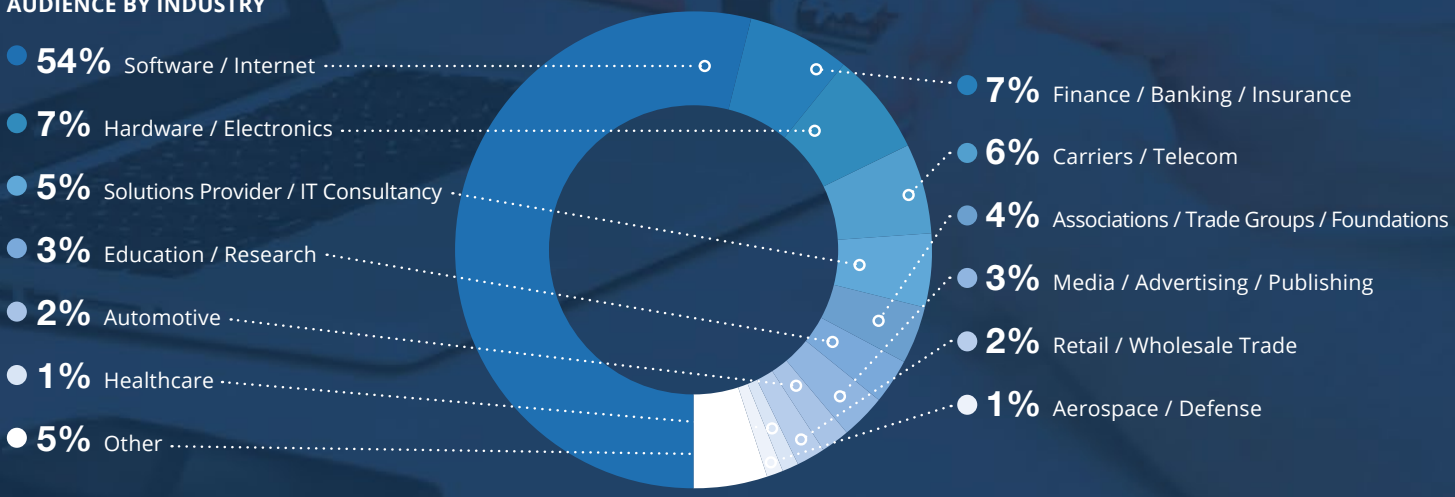


# 2019 LF EVENT **AUDIENCE SNAPSHOT** (CON'T)

### AUDIENCE BY JOB FUNCTION




### AUDIENCE BY INDUSTRY




### PRESS & SOCIAL MEDIA

Linux Foundation Events are highly engaging and interactive. Our 2019 events generated:

30,000+ media clips

2,000,000,000+ potential impressions

90,000+ social media engagements on Facebook & Twitter

730,000,000+ event keyword impressions on social media

Nearly 500 media professionals attended, representing global media outlets

# 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**