



**September 12 - 14, 2022 | Hybrid Event | Dublin, Ireland**

# **2022 SPONSORSHIP PROSPECTUS**



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## COVID-19 & 2022 Events:

This event is being planned as a 'hybrid event' - an in person event with a virtual component for those that cannot attend in person. Given the fluid COVID-19 situation, this may change, and we may need to once again pivot hybrid events to virtual ones.

In the cases where this happens:

- We will make the decision and notify all participants at least 3 months in advance.
- Sponsors will, at that time, be presented with the new virtual event sponsorship pricing and benefits, and will have 14 days to choose whether to transfer their sponsorship to the virtual format, or receive a full refund.
- For any event that takes place in person, we will take all necessary precautions to ensure the safety of those in attendance.

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## 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.

### Benefits of Sponsorship:



Recruit and acquire top talent



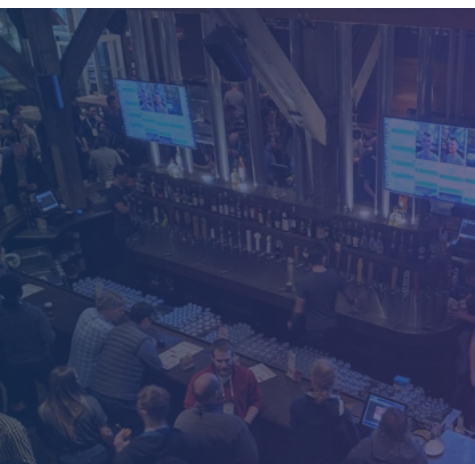
Increase brand awareness & recognition



Generate new partnerships, alliances & customers



Showcase products, services & technologies





## Sponsorship Opportunities

	DIAMOND <small>1-AVAILABLE SOLD OUT</small>	PLATINUM <small>UNLIMITED</small>	GOLD <small>UNLIMITED</small>	SILVER <small>UNLIMITED</small>
Virtual and Physical Meeting Room for Exclusive Use	•			
Branded Session Room with Company Name + Logo	•			
Company logo on Attendee Badge Lanyard	•			
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	•			
Recognition During Plenary Session	•	•	•	•
Opportunity to Post on a Virtual and/or In-Person Job Board	•	•	•	•
Prominent Branding Throughout Virtual Conference and Physical Venue	•	•	•	•
Recognition on Event Website: Prominent logo display on all website pages	•	•	•	•
Free Attendee Passes (In-person or virtual passes)	9 (In-person) OR 27 (Virtual)	5 (In-person) OR 15 (Virtual)	3 (In-person) OR 9 (Virtual)	2 (In-person) OR 6 (Virtual)
<b>Sponsorship Cost</b>	<b>\$35,000</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>

Bulk purchase of tickets from the general attendee pool (which is capped and not possible if registration is closed to general attendees) 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 if the conference has space available.

The maximum number of additional passes available for purchase corresponds to the sponsoring level.

- Diamond: May purchase up to 15 additional passes
- Platinum: May purchase up to 10 additional passes
- Gold: May purchase up to 5 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 Courtenay Pope ([cpope@linuxfoundation.org](mailto:cpope@linuxfoundation.org)).

Contact us at [sponsorships@linuxfoundation.org](mailto:sponsorships@linuxfoundation.org) to secure your sponsorship, request additional details about this event or discuss additional and/or custom marketing options.

## Promotional Marketing Opportunities



### Attendee T-Shirt (Exclusive) ~~\$8,500~~ **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. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost. Your exclusive sponsorship benefits include:

- Your company logo on the sleeve of the attendee shirt
- Recognition as attendee shirt sponsor on event website and main event conference signage
- 1 Attendee Pass to LPC 2022



### Coffee Breaks (Shared) ~~\$12,000~~ • 3 Available

Sponsorship is for a full day's worth of coffee breaks at the event. Your exclusive benefits include:

- Coffee Break area signage showcasing your company (with logo/branding) as the official sponsor for that day's breaks
- Recognition as a Coffee Break sponsor on event website and main event conference signage
- 2 Attendee Passes to LPC 2022



### Livestream (Shared) ~~\$10,000~~ • 3 Available

Extend your presence beyond on-site attendees with the livestream sponsorship. Benefits include:

- Sponsor logo on livestream to YouTube and Virtual Platform for the day selected\*
- Recognition as the Livestream sponsor on event website, virtual platform, and main event conference signage
- 2 Attendee Passes to LPC 2022

\*Note: Logo will appear in livestream only (not the recordings).



### Video Recording (Shared)

~~\$15,000~~ • 3 Available **SOLD OUT**

Help your brand live on after the event by becoming a daily Recording Sponsor. Conference recordings are available on LPC's YouTube channel and are widely viewed year over year. Your shared sponsorship benefits include:

- Your company logo on a Thank You recording slide at the beginning of each recording for the selected day.
- Recognition as the daily Recording sponsor on event website, virtual platform, and main event conference signage
- 3 Attendee Passes to LPC 2022



### Catchbox Throwable Microphones (Exclusive)

~~\$15,000~~ Stand-Alone **SOLD OUT**

Gain great branding visibility by sponsoring the conference Catchboxes - unique, throwable microphones that engage the audience and increase participation in group discussions. The catchboxes can be seen in the conference session video recordings post event as well. Your exclusive sponsorship benefits include:

- Your company logo on all conference Catchbox covers
- Recognition as the Catchbox sponsor on event website and main event conference signage
- 3 Attendee Passes to LPC 2022



### Speaker Gifts (Exclusive) ~~\$15,000~~ Stand-Alone **SOLD OUT**

Every speaker at the event will receive an event gift. Branding will be subject to the gift selected and imprint options. Your exclusive sponsorship benefits include:

- Recognition as the speaker gift sponsor on event website and virtual signage
- 4 Attendee Passes to LPC 2022

Continues on next page



## Promotional Marketing Opportunities



### Lunch Sponsorship (Shared)

**3 Available \$20,000**

Sponsorship of lunch for 1 day during the event. Your logo will appear on signage placed strategically in the lunch area and on tables for maximum exposure.

- 5 Attendee Passes to LPC 2022



### Remote Attendee Infrastructure

**(Exclusive) \$10,000**

Multiple dedicated instances (virtual or physical machines) to run a distributed BBB cluster. Benefits Include:

- Recognition as the Remote Attendee Infrastructure sponsor on event website, virtual event platform, and main event conference signage
- 2 Attendee Passes to LPC 2022



### Big Blue Button (Virtual Platform) Work

**(Shared) \$10,000**

Help contribute to the Virtual Platform used for LPC 2022 by sponsoring and providing work on a Workstream. Each Workstream will result in a feature important to the conference. Benefits include:

- Recognition for facilitating work on the platform on event website, virtual event platform, and main event conference signage
- 2 Attendee Passes to LPC 2022



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

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