LINUX STORAGE FILESYSTEM & MM SUMMIT
April 27-29, 2020 | Palm Springs, CA

Event Sponsorship Prospectus
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The Linux Storage, Filesystem & Memory Management Summit gathers the foremost development and research experts and kernel subsystem maintainers...

to map out and implement improvements to the Linux filesystem, storage and memory management subsystems that will find their way into the mainline kernel and Linux distributions in the next 24-48 months.

This three-day event, underwritten and managed by The Linux Foundation, is invitation only and employs a nomination process to determine the 85 members of the community who will attend each year.

Sponsoring this event not only showcases your company's support of those developers and researchers at the forefront of important innovations in these spaces; it also offers a coveted seat at the table for a member of your organization to affect change at the ground level.
# Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Breakfast Sponsorship: Exclusive sponsor of attendee breakfast on all days of event</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 available</td>
<td>sold out</td>
<td>4 available</td>
<td>unlimited</td>
<td>unlimited</td>
</tr>
<tr>
<td>Recognition on Event Signage: Prominent logo display on conference signage</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Recognition on Event Website: Prominent logo display on all website pages</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Recognition in Pre-Event Attendee Email</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Summit Invitation: Invitation(s) to attend the event</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Sponsorship Cost</td>
<td>$35,000</td>
<td>$20,000</td>
<td>$12,500</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

## Promotional Marketing Opportunities

*These enhanced marketing opportunities are available in addition to your sponsorship package.*

**Lanyards $2,500**
Your logo will appear on lanyards worn by all attendees each day. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.

**Attendee T-Shirt $5,000**
Our designers always create fun shirts that are worn for years to come. Includes your logo on sleeve of shirt. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.

**Attendee Evening Event $10,000**
A great opportunity to support the community, make an announcement and more. Includes verbal recognition at the event, brief speaking opportunity at event and sponsor signage throughout.

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

Please note, these additional opportunities are not eligible for the LF member discount.
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.
32,000+ attendees
28% YoY Growth

ATTENDANCE

11,000 organizations
Including corporations, associations and academic institutions worldwide

REPRESENTING

113 countries

FROM

7.2% of attendees from Canada
6.9% of attendees from Germany
5.5% of attendees from the UK
46% of attendees are from the US

MORE THAN

3.7% of attendees from India
3.7% of attendees from China
4% of attendees from Japan
3.7% of attendees from Japan

AUDIENCE BY COMPANY SIZE

<table>
<thead>
<tr>
<th>COMPANY SIZE</th>
<th>SUM OF %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 99</td>
<td>15%</td>
</tr>
<tr>
<td>100 - 499</td>
<td>16%</td>
</tr>
<tr>
<td>500 - 4999</td>
<td>27%</td>
</tr>
<tr>
<td>5000+</td>
<td>42%</td>
</tr>
</tbody>
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*Audience Snapshot Numbers will be updated for 2019 at the end of the year.
2018 LF EVENT AUDIENCE SNAPSHOT (CON’T)

*Audience Snapshot Numbers will be updated for 2019 at the end of the year.

AUDIENCE BY JOB FUNCTION
80% of Event Attendees Are in Technical Roles

Software Architect: 2.1%
Principle Engineer: 2.7%
Architect: 2.8%
Director: 2.9%
Project Manager: 3.1%
Principal Software Engineer: 3.4%
CTO: 3.9%
Student: 4.0%
CEO: 4.1%
DevOps Engineer: 4.4%
Engineer: 5.5%
Developer: 5.8%
Senior Developer: 6.6%
Senior Software Engineer: 8%
Software Engineer: 31.3%

AUDIENCE BY INDUSTRY

- Hardware / Computers / Electronics: 22%
- Software / Internet: 48%
- Solutions Provider / IT Consultancy: 2%
- Carriers / Telecom: 5%
- Associations / Trade Groups / Foundations: 6%
- Other: 13%
- Education / Research: 4%

PRESS & SOCIAL MEDIA

Linux Foundation events are highly engaging and interactive. Our 2018 events generated:

- 7,500+ media clips
- 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

Press & Media information is from 2018 events and will be updated by 12/31/19 with 2019 information.
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 to secure your sponsorship today.

www.events.linuxfoundation.org