LINUX PLUMBERS CONFERENCE

August 25 - 27, 2020 | Virtual Experience

2020 Sponsorship Prospectus

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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.

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).

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.

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

Cloud Infrastructure
Cloud Foundry Summit, Open Source Summit, Xen Developer Summit, KVM Forum

Applications
Node+JS Interactive, ASC API Specifications Conference

Networking & Edge Computing
Open Networking & Edge Summit, Open Source Summit, Open vSwitch Conference, 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, Open FinTech Forum, The Linux Foundation Member Summit

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

Cloud Native Applications
KubeCon + CloudNativeCon, Open Source Summit, Open FinTech Forum, Open Networking & Edge Summit, Kubernetes Summit, Kubernetes Contributor Summit, Helm Summit, FoundationDB Summit, ServiceMeshCon, PromCon

Blockchain
Hyperledger Global Forum, Hyperledger Member Summit, Open Source Summit, Open FinTech Forum

Hardware
OpenPOWER Summit, RISC-V Roadshow

Invitation-Only Events
LSF-MM Summit, The Linux Foundation Member Legal Summit, Open Compliance Summit, Linux Kernel Maintainer Summit & The Linux Foundation Member Summit

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Linux Foundation events are where 35,000+ 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.

2018 LF EVENT **AUDIENCE SNAPSHOT**

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

ATTENDANCE

32,000+ attendees
28% YoY Growth

REPRESENTING

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

FROM

113 countries

AUDIENCE BY COMPANY SIZE

COMPANY SIZE		SUM OF %
	1 - 99	15%
	100 - 499	16%
	500 - 4999	27%
	5000+	42%

7.2% of attendees from Canada

6.9% of attendees from Germany

5.5% of attendees from the UK

More than **46%** attendees are from the US

3.7% of attendees from Japan

4% of attendees from China

3.7% of attendees from India
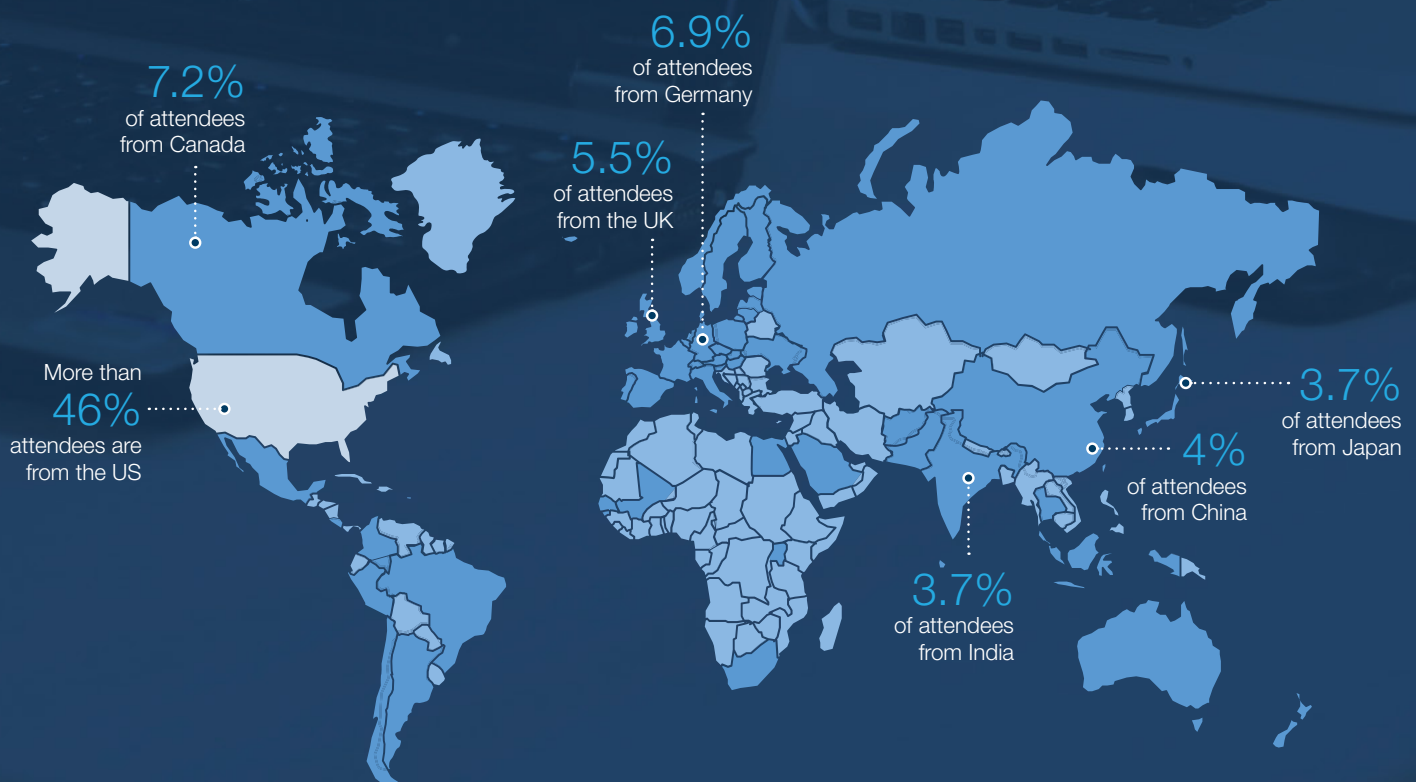
2018 LF EVENT **AUDIENCE SNAPSHOT** (CON'T)
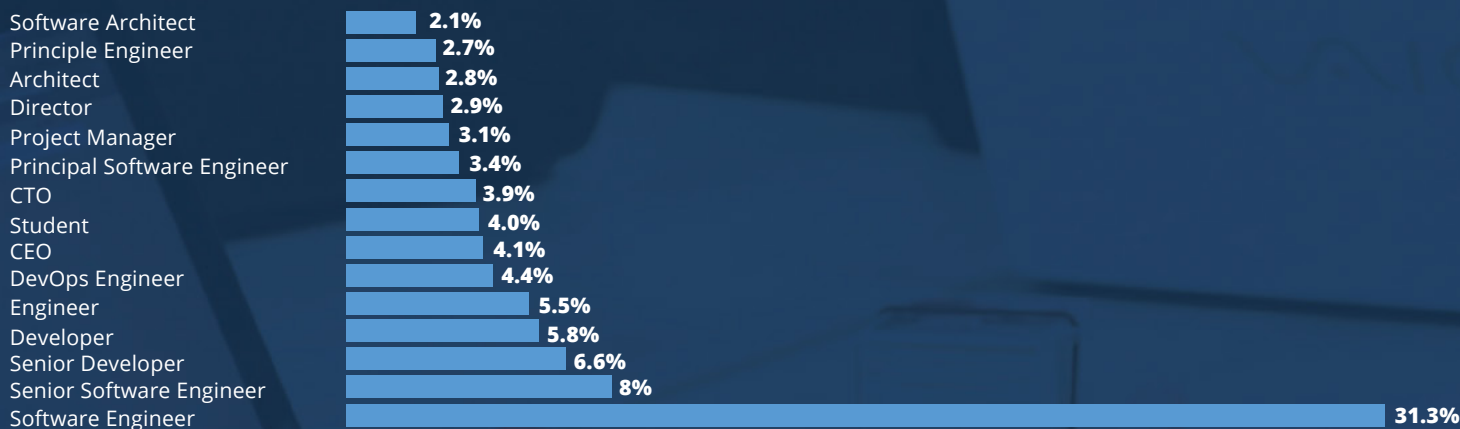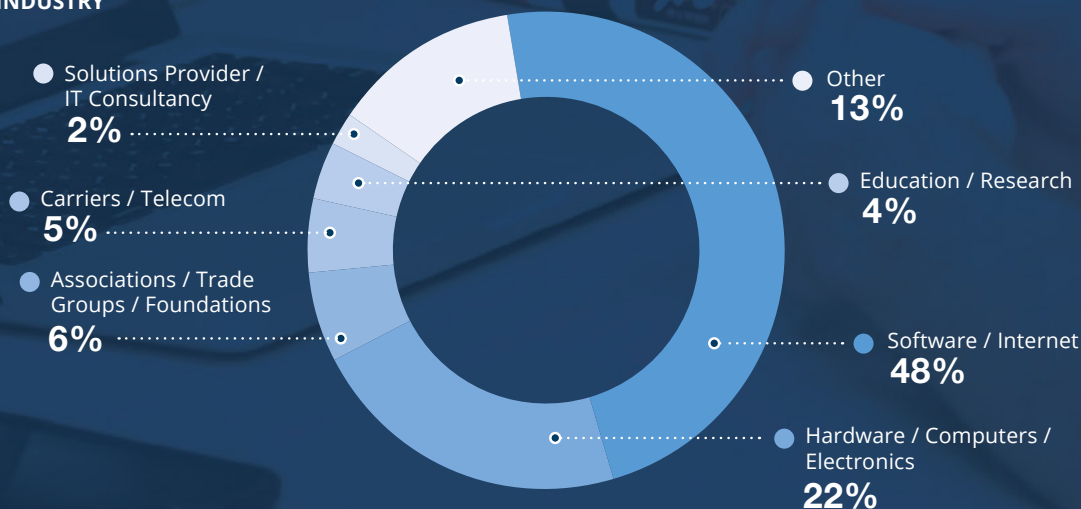
*Audience Snapshot Numbers will be updated for 2019 at the end of the year.

AUDIENCE BY JOB FUNCTION

80% of Event Attendees Are in Technical Roles

Role	%
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

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

PRESS & SOCIAL MEDIA

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

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

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

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