August 25 - 27, 2020 | Virtual Experience

2020 Sponsorship Prospectus
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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.
VIRTUAL EXPERIENCE

SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Virtual Meeting Room for Exclusive Use</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor Designation in Session Room Name</td>
<td>•</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo Prominently Displayed on Post-Event Recordings</td>
<td>•</td>
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<tr>
<td>Opportunity to Add Custom Question to the Post-Event Attendee Survey</td>
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<tr>
<td>Follow-up reporting will be provided with survey results</td>
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<tr>
<td>Pre or During Conference Email Blast: One time use of opt-in list to be sent by The Linux Foundation</td>
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<tr>
<td>Sponsor Designation in Press Releases: Recognition as a sponsor in body of release</td>
<td>•</td>
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<tr>
<td>Recognition During Plenary Session</td>
<td>•</td>
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<tr>
<td>Opportunity to Post on a Virtual Job Board</td>
<td>•</td>
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<td>•</td>
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<tr>
<td>Prominent Branding Throughout Virtual Conference</td>
<td>•</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Free Attendee Passes</td>
<td>12</td>
<td>9</td>
<td>6</td>
<td>3</td>
</tr>
</tbody>
</table>

**Sponsorship Cost**

| DIAMOND       | $35,000 | PLATINUM       | $20,000 | GOLD       | $15,000 | SILVER       | $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.
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

More than 46% of attendees are from the US

7.2% of attendees from Canada

5.5% of attendees from the UK

6.9% of attendees from Germany

3.7% of attendees from China

3.7% of attendees from India

4% of attendees from Japan

3.7% of attendees from Canada
2018 LF EVENT **AUDIENCE SNAPSHOT** (CONT’)

*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

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software Architect</td>
<td>2.1%</td>
</tr>
<tr>
<td>Principle Engineer</td>
<td>2.7%</td>
</tr>
<tr>
<td>Architect</td>
<td>2.8%</td>
</tr>
<tr>
<td>Director</td>
<td>2.9%</td>
</tr>
<tr>
<td>Project Manager</td>
<td>3.1%</td>
</tr>
<tr>
<td>Principal Software Engineer</td>
<td>3.4%</td>
</tr>
<tr>
<td>CTO</td>
<td>3.9%</td>
</tr>
<tr>
<td>Student</td>
<td>4.0%</td>
</tr>
<tr>
<td>CEO</td>
<td>4.1%</td>
</tr>
<tr>
<td>DevOps Engineer</td>
<td>4.4%</td>
</tr>
<tr>
<td>Engineer</td>
<td>5.5%</td>
</tr>
<tr>
<td>Developer</td>
<td>5.8%</td>
</tr>
<tr>
<td>Senior Developer</td>
<td>6.6%</td>
</tr>
<tr>
<td>Senior Software Engineer</td>
<td>8%</td>
</tr>
<tr>
<td>Software Engineer</td>
<td>31.3%</td>
</tr>
</tbody>
</table>

**AUDIENCE BY INDUSTRY**

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

**PRESS & SOCIAL MEDIA**
Linux Foundation events are highly engaging and interactive. Our 2018 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

*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