KVM Forum is an annual event that presents a rare opportunity for developers and users to meet, discuss the state of Linux virtualization technology, and plan for the challenges ahead.

KVM Forum is a highly technical conference, bringing together the developers who drive KVM development and the users who depend on KVM as part of their offerings, or to power their data centers and clouds. We invite you to be part of this important event.

The agenda will include sessions on the state of the KVM virtualization stack, planning for the future, and many opportunities for attendees to collaborate. After more than nine years in the mainline kernel, KVM continues to be a critical part of the FOSS cloud infrastructure. Come join us in continuing to improve the KVM ecosystem.

Who Attends?

350+ C-Level, Principal, Director, and Technical Leads from prominent organizations, along with Architects, Engineers and Programmers gather annually.

2018 Attendees came from companies including: Alibaba, Amazon, AMD, Apple, ARM, Cisco, Citrix, Dell, Freescale, Fujitsu, Google, HP, Huawei, IBM, Igalia, Intel, Linaro, NEC, Odin, Oracle, Red Hat, Samsung, Siemens AG, SUSE, Xilinx and many more.

Benefits of Sponsorship:

* Meet with upstream contributors and maintainers from all over the world.
* Learn about the latest features in libvirt, QEMU, KVM and other kernel components related to KVM.
* Learn what other companies are doing with KVM technology.
* Collaborate with engineering managers from other companies.
* Discuss strategic partnerships with technical product managers from other companies.
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
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<tbody>
<tr>
<td><strong>Session Speaking Opportunity:</strong> In conjunction with The Linux Foundation, develop and present a session at the event</td>
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<td><strong>Pre- or Post-event Email Blast:</strong> One time use of opt-in list to be sent by The Linux Foundation</td>
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<td><strong>Recognition in Pre-Conference Email Marketing</strong></td>
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<td><strong>Keynote Stage Branding:</strong> Logo prominently displayed on stage screens</td>
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<td><strong>Onsite Recognition during Opening Keynote Session</strong></td>
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<td><strong>Conference Attendee Passes:</strong> Full-access passes to the entire conference for your staff or customers</td>
<td>15</td>
<td>10</td>
<td>5</td>
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<tr>
<td><strong>Recognition on Event Website:</strong> Prominent logo display on all website pages</td>
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<tr>
<td><strong>Recognition on Event Signage:</strong> Logo on conference signage</td>
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<tr>
<td><strong>20% Discount on Additional Conference Passes:</strong> For use by your customers, partners or colleagues.</td>
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</table>

| Sponsorship Cost | $20,000 | $10,000 | $5,000 |

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

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.
PROMOTIONAL MARKETING OPPORTUNITIES

Attendee T-Shirt
$5,000 • 1 AVAILABLE
Includes sponsor logo on the KVM branded attendee shirt, to be distributed to all attendees. Pricing includes single color logo imprint. Full color logo imprint available at an additional cost.

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

Please note, these additional opportunities are not eligible for the LF member discount.

Video Recording
$15,000 • 1 AVAILABLE
Keynote and session recordings will be housed on a YouTube channel and displayed on the KVM Forum homepage.
Includes:
- Company logo on the opening slide transition for every video.
- Recognition in post-event email to attendees announcing the videos are live (estimated 2 weeks after the event).
- Sponsor will be allowed to use recordings on their website or in promotional materials via embedded code.
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

<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>
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</tbody>
</table>

More than 46% attendees are from the US

7.2% of attendees from Canada

6.9% of attendees from Germany

5.5% of attendees from the UK

3.7% of attendees from China

3.7% of attendees from India

4% of attendees from Japan

3.7% of attendees from Japan

2018 LF EVENT AUDIENCE SNAPSHOT

*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

Software / Internet: 48%
Hardware / Computers / Electronics: 22%
Education / Research: 4%
Other: 13%
Associations / Trade Groups / Foundations: 6%
Carriers / Telecom: 5%
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; 5% discount or 7% when signing up for multiple events at once.

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

www.events.linuxfoundation.org