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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.
SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Benefits of Sponsorship:</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Co-sponsor of an Attendee Reception with logo on signage</td>
<td>•</td>
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<tr>
<td>Company logo on Attendee Badge Lanyard</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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<td>Logo on Conference Signage</td>
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<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>Free Attendee Passes</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

**Sponsorship Cost**

| 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 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 Megan Phillips (mphillips@linuxfoundation.org).

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship, request additional details about this event or discuss additional and/or custom marketing options.
Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

**Attendee T-Shirt (Exclusive)** $7,000
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 LPC 2020 attendee shirt
- Recognition as attendee shirt sponsor on event website and main event conference signage
- 1 Attendee Pass to LPC 2020

**Catchbox Throwable Microphones (Exclusive)** $15,000 STAND ALONE
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
- 4 Attendee Passes to LPC 2020

**Evening Event (Shared)** $15,000
Support the LPC attendees by sponsoring an evening event; where attendees have the opportunity for more collaboration and hallway track time, in a relaxed environment. Your co-sponsorship benefits include:
- Evening event signage showcasing your company (with logo/branding) as the official event co-sponsor
- Recognition as evening event sponsor on event website and main event conference signage
- 4 Attendee Passes to LPC 2020

**Attendee Hacking Lounge** $15,000
Support the LPC attendees by sponsoring the Attendee Hacking Lounge; where attendees have the opportunity for collaboration and real-time problem solving at the event, in a comfortable environment filled with soft seating, coffee/tea, power strips and more. Pricing includes single color logo imprint on branded items. Full color logo imprint available at an additional cost. Your exclusive sponsorship benefits include:
- Hacking lounge signage showcasing your company (with logo/branding) as the official lounge sponsor
- Recognition as hacking lounge sponsor on event website and main event conference signage
- 4 Attendee Passes to LPC 2020

**Breakfast (Exclusive)** $20,000
Sponsorship is for Breakfast on Tuesday - Thursday at the event. Your exclusive benefits include:
- Breakfast area signage showcasing your company (with logo/branding) as the official sponsor
- Recognition as Breakfast sponsor on event website and main event conference signage
- 6 Attendee Passes to LPC 2020

**Video Recording (Exclusive)** $30,000
Extend your presence long after the live conference concludes with the video recording sponsorship. Your exclusive benefits include:
- Footer bar on each video will include “Sponsored By” with your logo
- Recognition as the video recording sponsor on event website and main event conference signage
- 8 Attendee Passes to LPC 2020

**Evening Event Sponsorship (Exclusive)** $25,000
Support the LPC attendees by sponsoring an evening event; where attendees have the opportunity for more collaboration and hallway track time, in a relaxed environment. Your exclusive sponsorship benefits include:
- Evening event signage showcasing your company (with logo/branding) as the official event sponsor
- Recognition as evening event sponsor on event website and main event conference signage
- 8 Attendee Passes to LPC 2020
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**

<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>
</table>

More than 46% 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 Japan

*Audience Snapshot Numbers will be updated for 2019 at the end of the year.*
80% of Event Attendees Are in Technical Roles

AUDIENCE BY JOB FUNCTION

AUDIENCE BY INDUSTRY

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

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

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