Sponsorship opportunities

LinuxTag 2014
May 8 – 10, 2014, Berlin, Germany
Mission

- LinuxTag (German for „LinuxDay“)
- Attended by Linux and Open Source professionals
- Platform for companies and projects to showcase innovative, world-class products and solutions
- International focus: conference language **english**
- **Top speaker** in a carefully reviewed program
- Marketplace for all types of Linux professionals, including **developers, users, management, policy makers, and politicians**
A Growing Business

- 80% of companies plan to expand usage of Linux
- 73% use Linux servers for critical infrastructure
- Sales of Linux servers to grow by 12.7%
- 76% of businesses running cloud servers use Linux infrastructure
- 4 out of 5 HR managers have trouble finding matching Linux experts

Sources: Linux Foundation, May 2013; IDC 2012
Leading Linux conference since 1996

- 1996: Founded at University of Kaiserslautern
- 2000: Move to professional conference centers; run by non-profit LinuxTag Association
- 2001: 19,000 visitors attend
- 2007: Move to Berlin, Germany's capital
- 2014: Re-launch together with droidcon and re:publica

Special emphasis on Open Source professionals
Previous Keynote Speaker Highlights

Chris Di Bona, Google

Richard M. Stallman, Free Software Foundation

Mark Shuttleworth, Canonical/Ubuntu

Jimmy Wales, Wikipedia

Matthew Garrett, Kernel Developer

Brigitte Zypries, Fed. Minister of Justice
LinuxTag 2014

- **When?** May 8 – 10, 2014 (Thursday to Saturday)
- **Where?** STATION Berlin, Germany
- **Who?** 4,000+ developers, evangelists, users, managers, policy makers, and politicians
- **What?** Conference, Exhibition, Workshops, and special events
Media Exposure

- Technical press (heise Mediengruppe: c't, ix, Linux-Magazine, PC-Welt, ...)
- Online Newsticker (Golem, t3n, Pro-Linux, ZDNet, ...)
- German Newspapers (Weserkurier, ... via dpa)
- 100+ Blogs, 400+ Tweets
- Stories on Xing, Facebook, LinkedIn, and G+
LinuxTag in Berlin

Since Linux and Open Source have changed, focus adjusted towards IT professionals

Conference language completely English

More focus by reduction to three days

Sponsorship options tailored to sponsors' needs
Highlights

Special events:
- Hacking Contest
- CMS Garden
- Kernel Kwestioning

Focus on Career:
- Job Wall
- Personal development track
- Employers' showcase

Planned Subconferences:
- OpenIT Summit
- OpenStack DACH day
- Community Leadership Summit
- Joint tracks with droidcon
- Hands-on workshops presented by project maintainers
Previous Sponsors and Exhibitors

IMMOBILIEN
SCOUT 24
goodgame studios
GETDigital.de
Nokia
NETWAYS®
billiger.de
univention
Google
Microsoft
Kaspersky Lab
agenta
Microsoft
STATION Berlin, Germany
<table>
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<th>Conference Main Topics</th>
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<td><strong>Find out:</strong> Tracing, troubleshooting, and logging</td>
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<td><strong>Protect yourself:</strong> Security after Snowden</td>
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<td><strong>Fancy a game?</strong> Linux’ new steps into entertainment</td>
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<td><strong>Make it so:</strong> Manage configurations and deploy software</td>
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<td><strong>Roll your own:</strong> Bring back your servers home</td>
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<td><strong>Extensible Attic:</strong> Deal with vast amounts of data</td>
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<td><strong>Pimp the Web:</strong> Speed up your apps and improve user experience</td>
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<td><strong>Go agile:</strong> Small steps for your code, but a giant leap for Users</td>
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<tr>
<td><strong>OpenStack:</strong> One IaaS platform for all needs</td>
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Location

- Former railway STATION in the heart of Berlin
- Two subway stops from Potsdamer Platz
- 15 minutes from Central Station
Venue

Ground Floor: Exhibition and Conference Sessions

First Floor: Keynotes and Conference, VIP-Lounge

Plus detached breakout-session rooms, rooftop-terrace, big open air patio, ...
Venue Key Figures

• **Ground level** (clear height 4,20 m):
  - Hall 6: Exhibition floor, 600 m² gross
  - Hall 4/1: Exhibition floor, 1,050 m² gross
  - Hall 4/2: Four session halls, 100 pax each

• **Upper level** (clear height 4,60 m):
  - Hall 5: Keynote hall (500+ pax), session hall (300 pax)

Both exhibition floor and session halls are shared with droidcon. Visitors have access to all facilities.
Sponsoring packages

Platinum: 20,000 Euro
Gold: 14,000 Euro
Silver: 6,000 Euro
Bronze: 3,000 Euro

(all prices excluding VAT)

Individual packages are available for startups, longterm sponsoring partners, and special formats like the Hacking Contest, the CMS garden, prize sponsoring

Catering and social event sponsoring
Swag and promotional material in conference bag, lanyard sponsoring, networking partner

The services described on the following pages are suggestions. Talk to our sponsor-management team for your individual solution!
Bronze Package

- Infopoint with table and roll-up display
  - or -
  Sponsorship of a project of choice
- Visibility at LinuxTag website in sponsor section
- 2 conference tickets included

Price: 3,000 Euro excl. VAT
Silver Package

- Larger booth space (ca. 5 m²) in the exhibition area
  - or -
  co-sponsoring a track
- Visibility at LinuxTag website in sponsor section
- Additional brand visibility outside and inside
- 2 job offers on jobwall
- 5 tickets included

Price: 6,000 Euro excl. VAT
Gold Package

Same as Silver package plus

- larger booth space (15 m²) in premium location
  - or -
  exclusive sponsor of a track with banner presence on stage
- Reviewed talk in conf track
- Premium visibility at LinuxTag website
- Coverage in conference video or 10 job offers on job wall
- 10 tickets included

Price: 14,000 Euro excl. VAT (max 4)
Platinum Package

Same as Gold package plus

• 25m² booth space in first-class location
  – or –
  special arrangement tailored by LinuxTag team

• Business lounge access

• Up to two reviewed talks in conference track

• Unlimited number of job offers on jobwall

• 20 tickets included

Price: 20,000 Euro excl. VAT (max 2)
Package Options

• Not necessary to man a booth: If no presence at the exhibition is needed you may
  • donate your booth space exclusively to an open source project of your choice and claim credit for that,
  • convert your benefits into tickets for employees or customers,
  • additionally place a roll-up display at the sponsor wall,
  • trade in to more job offers to the jobwall,
  • sponsor the conference wifi network,
  • sponsor lunch or break snacks,
  • sponsor the social event on May 8, 2014.

Feel free to contact us if you have other ideas!
Impressions

Check out video of 2013 keynote speaker Matthew Garrett made by Golem: http://goo.gl/MRjUIN (or click on image)
Team

LinuxTag is organized in units by members of the LinuxTag Association – mostly as volunteer work. Ask our sponsoring team for appropriate contacts:

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Become part of it:
Join Business and Community!