

Sponsorship opportunities

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



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Mai 8 – 10, 2014

STATION 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**



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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 cloudservers use Linux infrastructure
- 4 out of 5 HR managers have trouble finding matching Linux experts



Sources: Linux Foundation, May 2013; IDC 2012



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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**



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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**



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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



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Media Exposure

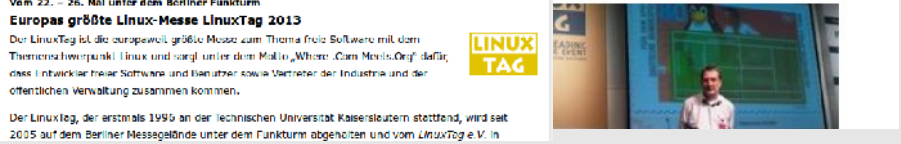
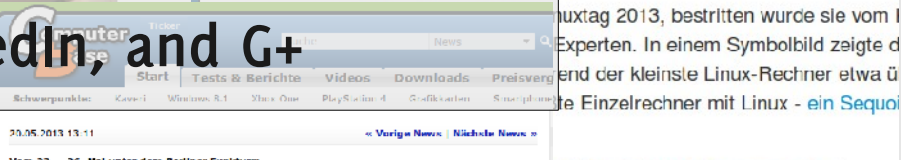


- Technical press (heise Mediengruppe: c't, iX, Linux-Magazine, PC-Welt, ...)
- Online Newsticker (Golem, t3n, Pro-Linux, ZDNet, ...)
- German Newspapers (Weserkurier, ... via dpa)
- 100+ Blogs, 400+ Tweets
- Stories on Xing, Facebook, LinkedIn, and G+



Linux macht sich in «eingebetteten Systemen» breit

Berlin (dpa) - Gipfeltreffen für freie Software in Berlin: Der LinuxTag präsentiert Konferenz die aktuellen Trends der Open-Source-Szene. Auf dem PC ist die Win ungebrochen. Aber bei technischen Systemen aller Art ist Linux auf dem Vormar



LinuxTag in Berlin

New

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

New

Conference language completely english

New

More focus by reduction to three days

New

Sponsorship options tailored to sponsors' needs



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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



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Previous Sponsors and Exhibitors



↳ tarent AG



openstack
DACH Day 2013
24.5.2013, Berlin



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Conference Main Topics

Find out: Tracing, troubleshooting, and logging

Protect yourself: Security after Snowden

Fancy a game? Linux' new steps into entertainment

Make it so: Manage configurations and deploy software

Roll your own: Bring back your servers home

Extensible Attic: Deal with vast amounts of data

Pimp the Web: Speed up your apps and improve user experience

Go agile: Small steps for your code, but a giant leap for Users

OpenStack: One IaaS platform for all needs



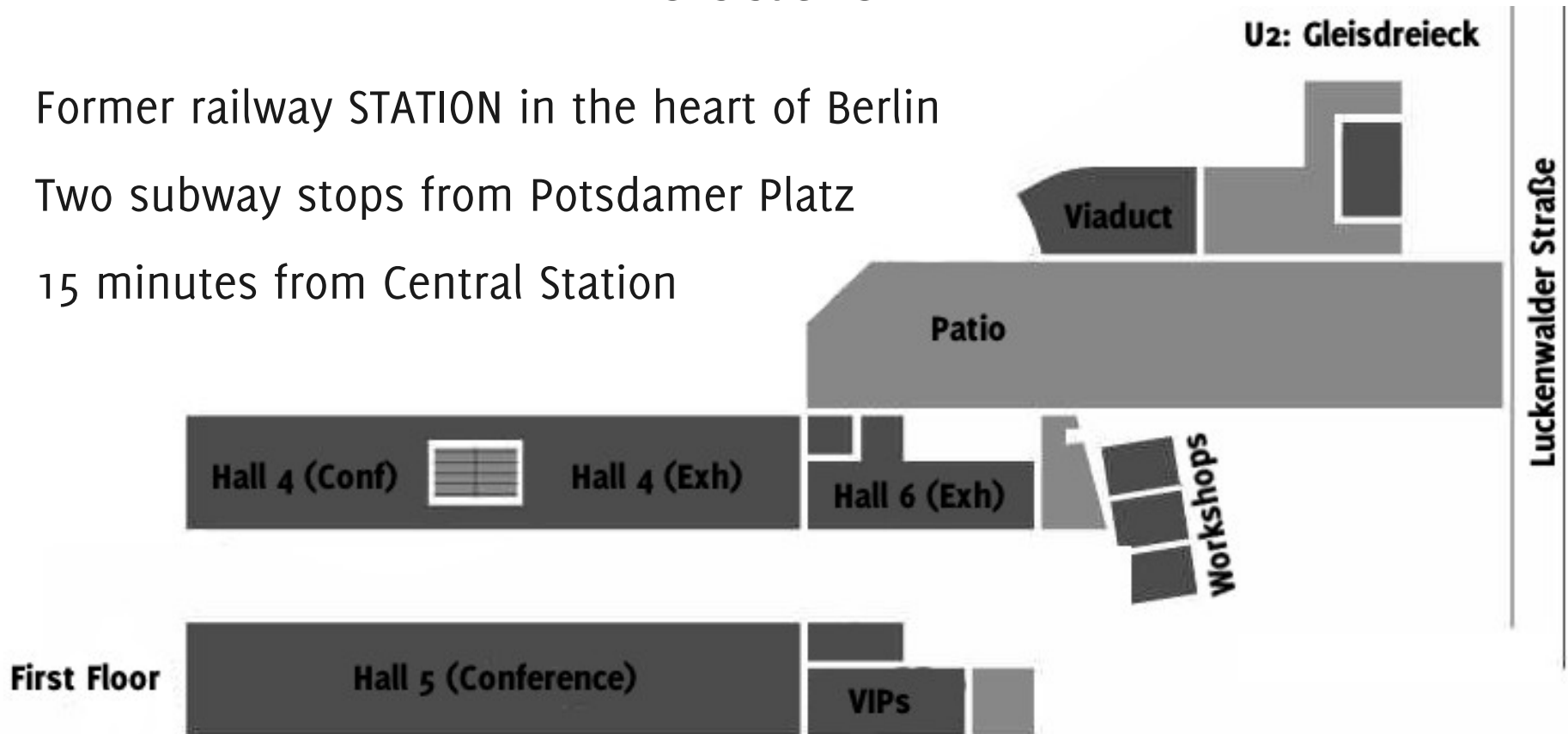
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Location

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



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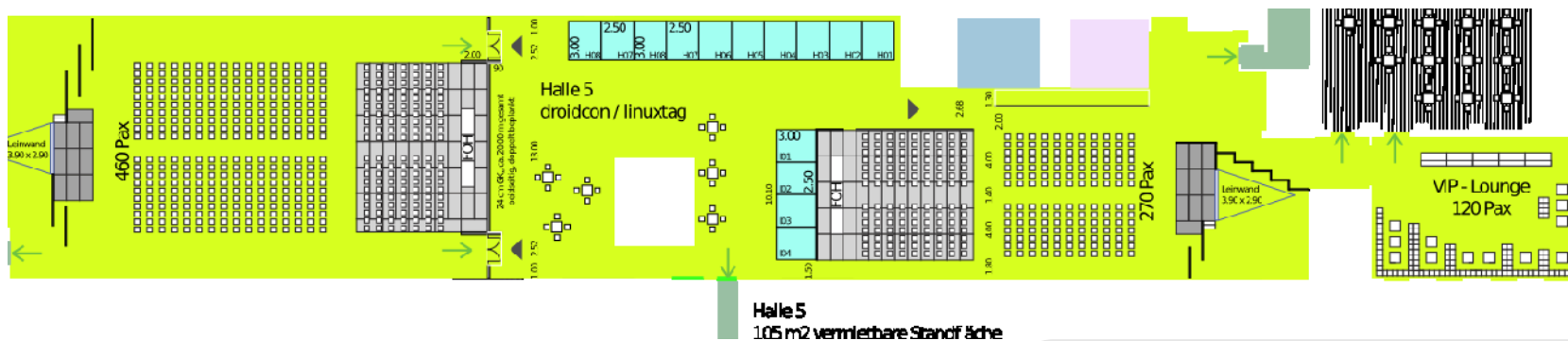
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Venue¹

Ground Floor: Exhibition and Conference Sessions



First Floor: Keynotes and Conference, VIP-Lounge



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



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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.



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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-mangement team for your individual solution!**



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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



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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



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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)



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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)



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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!**



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Impressions



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



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Team

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

**Tobias
Paepke**

paepke@linuxtag.org

+49-160-7158-032



**Ingo
Wichmann**

wichmann@linuxtag.org

+49-201-8536-600



**Jacqueline
Rahemipour**

rahemipour@linuxtag.org

+49-178-6104-852



**Nils
Magnus**

magnus@linuxtag.org

+49-173-3181-057



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**Become part of it:
Join Business and Community!**



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22 - 25. Mai 2013

Messegelände unter dem Funkturm Berlin