OHIO
LINUXFEST
2015

FREE AND OPEN SOURCE SOFTWARE CONFERENCE AND EXPO

www.ohiolinux.org | sponsors@ohiolinux.org
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Overview Celebrating its thirteenth year of continuous operation, the Ohio LinuxFest is a free, grassroots conference for the GNU/Linux/Open Source/Free Software community. Starting in 2003 as a large Linux user group meeting, the Ohio LinuxFest is now the largest Free and Open Source conference in the Northeast and Midwestern United States. A large expo area in the heart of the main conference layout features exhibits from Ohio LinuxFest sponsors, as well as a large .org/.edu section for non-profit and student Open Source/Free Software projects. In 2009, the Ohio LinuxFest Corporation was recognized by the Internal Revenue Service as a 501(c)(3) non-profit organization, incorporated and registered in the state of Ohio. The federal tax ID is EIN 20-4510424.

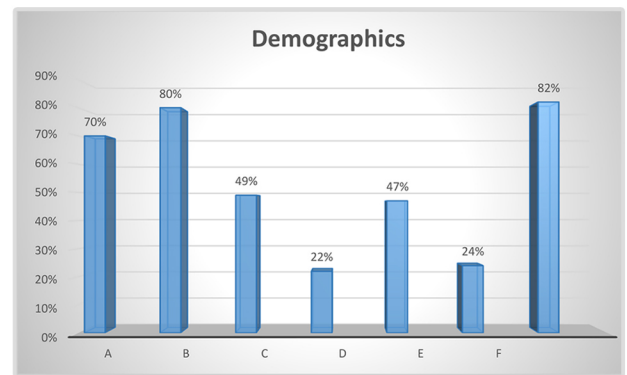Speakers and Attendees Estimated Average Attendance: 1,000+

Targeted Audience: IT professionals including Programmers, Engineers, System and Network Administrators as well as Students and Enthusiasts

Past Speakers Include but not limited to the following:

- Ken Starks: Executive Director at Reglue.org
- Alex Bandar: Founder and CEO of the Columbus Idea Foundry the largest maker space in the US
- Kirk McKusick: one of the creators of BSD
- Mark Spencer: the inventor of Asterisk
- Robyn Bergeron: Leader of the Fedora Project at Red Hat
- Cathy Malmrose: CEO of ZaReason
- Bradley Kuhn: Editor of the Software Freedom Conservancy
- Jon "maddog" Hall: Editor of Linux International
- Stormy Peters: GNOME Director
- "Monty" Montgomery: Red Hat and Xiph.org
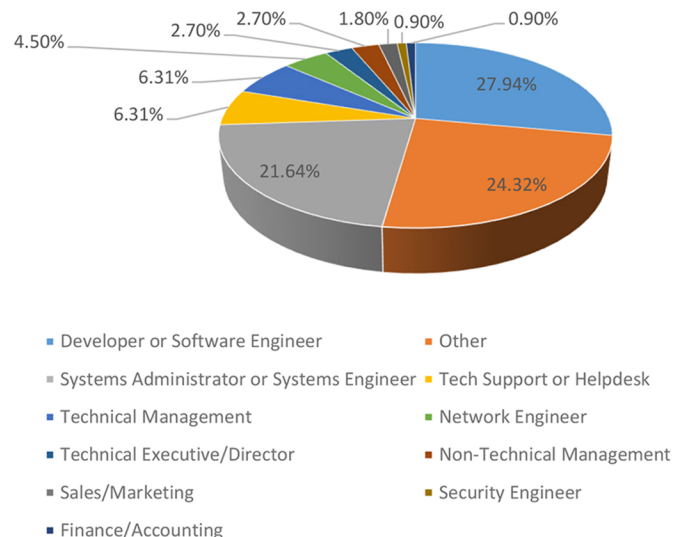
Here is a snapshot of our attendees:

A: 70% of attendees are technology pros.
B: 80% are involved with purchasing decisions.
C: 49% work in the technology sector
D: 22% work in education.
E: 47% work at large enterprises.
F: 24% are actively looking for a new job.
G: 82% of the people not looking are passive candidates and would consider a new career opportunity.

Demographics

Job title breakdown

Who are our participants:

Developer or Software Engineer **27.94%**
Other **24.32%**
Systems Administrator or Systems Engineer **21.62%**
Tech Support or Helpdesk **6.31%**
Technical Management **6.31%**
Network Engineer **4.50%**
Technical Executive/Director **2.70%**
Non-Technical Management **2.70%**
Sales/Marketing **1.80%**
Security Engineer **0.90%**
Finance/Accounting **0.90%**

- Developer or Software Engineer
- Other
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- Tech Support or Helpdesk
- Technical Management
- Network Engineer
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- Security Engineer
- Finance/Accounting

Platinum Sponsorship - $5,000 Includes:

• Full-page color advertisement in program guide
• Company profile on website
• 10x10 curtained booth space and six foot table
• Premium show floor placement
• Electrical access included
• Click-through logo on OLF website
• Literature handouts in conference bags
• Social Media Visibility
• Vendor education session on the Open Source Solution Stage
• Shoutout at the keynotes
• Opportunities to collaborate with OLF on tailored marketing packages without additional fees

Gold Sponsorship - $2,500 Includes:

• One-half page color advertisement in program guide
• Company profile on website
• 10x10 curtained booth space with six foot table
• Premium show floor placement
• Electrical access included
• Click-through logo on OLF website
• Literature handouts in conference bags
• Social Media Visibility
• Vendor education session on the Open Source Solution Stage

Silver Sponsorship - $1,500 Includes:

• Click-through logo on OLF website
• Literature handouts in conference bags
• 10x10 booth space and six foot table
• Electrical access available1
• A note of special thanks in the program guide

Bronze Sponsorship - $750 Includes:

• Click-through logo on OLF website
• Six foot table
• Electrical access available2

.Org Sponsorship - $100 Includes:

• Special thanks in program guide and website
• Six foot table
• Twelve opportunities for complementary electric service

Footnote: (2) https://www.columbusconventions.com/downloads/electrical_1_part.pdf

Custom packages are available. Please select one of the above sponsorship packages and contact 1-800-902-9003 Option 1 or sponsors@ohiolinux.org

Additional customization options listed below:

Foster Goodwill Internet Access Sponsorship (2) - $5,000
Expand the Ohio LinuxFest to a global audience.

Expo Happy Hour Sponsorship (2) - $2,500
Special access and exposure to attendees before the expo opens. Opportunities for speaking time and swag giveaways.

After-Party Sponsorship (2) - $5,000
Treat our guests with refreshments, gifts, and activities branded in memorable ways. Food and drink will be included and we'll work with you to ensure that you get the exposure you prefer.

Beverage and Break Sponsorship (4) -$1,000
Spark conversation by sponsoring a morning or afternoon break, which will be branded on the schedule. We can also work with you on customized branding or swag giveaways at the break tables.

Program Guide Sponsorship - $3,000
Be recognized for making the program guide possible with a news announcement on the Ohio LinuxFest web site and a shout-out before a keynote.

One-third Page Color Advertisement - $500

Make an announcement in the show program guide. This is perfect for non-exhibitors who want to showcase products, recruit, or share a major announcement. Add to Bronze Sponsorship to attract attendees to your table. Platinum and Gold Sponsors can expand their advertisements in one-half page increments.

T-shirt Sponsorship (1) - $2,000

Display your company name or logo on the T-shirts handed out to attendees. These shirts are popular and are often worn by attendees at other conferences and user group meetings.

Conference Bag Sponsorship (1) - $800

Appear on the conference bag which attendees carry about the conference and back to their offices.

Quick Pitch (4) - $1,500

We'll work with you to schedule an up to five minute quick pitch before a session of your choice during the conference.

Vendor Education Session (5) - $500

Engage the community with an Open Source Solution Stage speaking opportunity.

Non-Cash Opportunities

Raffle Contributor

Help the Ohio LinuxFest cover next year's expenses by contributing gift-certificates, product, 3rd party merchandise, or high-quality gifts with your brand. We'll credit your organization for the contribution.

Gift Donations

Show your appreciation for attendees, speakers, or organizers with gifts such as branded pencils, notebooks, toys, or candy for distribution in the show bag or pre-arranged show placement. If the volume of your gift exceeds space available, you may be billed for our exact costs with handling for the gift storage and/or distribution.

Equipment Lender

Reduce our rental costs by letting us borrow your products or business equipment. We can use projectors, computers capable of being on a network, printers, and light-weight displays during the event. A special thanks to your organization will be printed in the program guide.

Additional Opportunities

Sponsors at a minimum $750 value may receive company information placement inside the conference bags at their request. Please contact us if you are interested in creating a customized package just for you.