

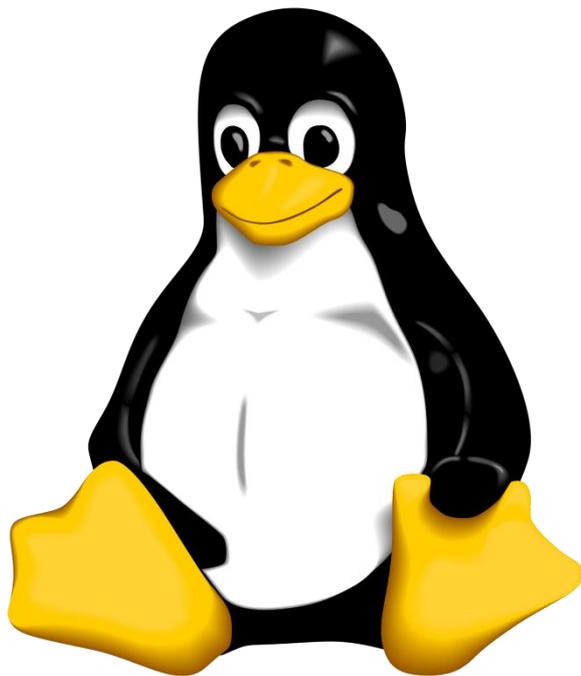
The LinuxTag 2012 in Berlin!





Berlin: creative IT-City

- 40.860 employees in about 5.413 companies of IKT-sector
- 600 companies with circa 10.000 employees in the field of open source software
- Place of business for 20 out of the 30 biggest German E-Business companies
- 7 universities, 21 universities of applied science, 250 research institutes, 42 technology centres



LinuxTag

- Most important place for Linux and open source software in Europe
- An event in cooperation with LinuxTag e.V.
- For the 6th time in Berlin
- Motto: where .com meets .org

Facts and Figures

- 18th LinuxTag, 23 -26 May 2012
- About 12.000 visitors
22 % foreign visitors
- 120 exhibitors: 77 exhibitory projects,
43 exhibitory companies
- more than 260 events
- 160 Speaker, beneath
30 % foreign speaker
- Sponsors 2011, e.g.
Oracle, Microsoft, Google, Tarent

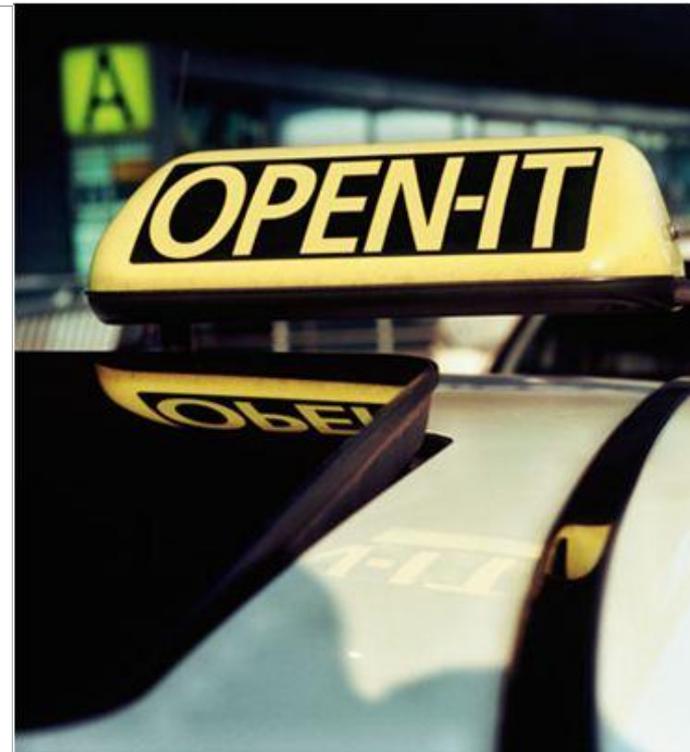


Target groups

- **Community:** IT-developers, administrators, free projects, users, people interested in Linux & Open Source and IT professionals in search of something new
- **Business:** CIO's Linux & Open Source vendors and companies, IT-consultants, OS-users of public administration, economy and media (publisher and agencies)
- **Media:** daily and trade press
- **Other:** private & first time users, students, pupils, forms and teachers

LinuxTag 2012:

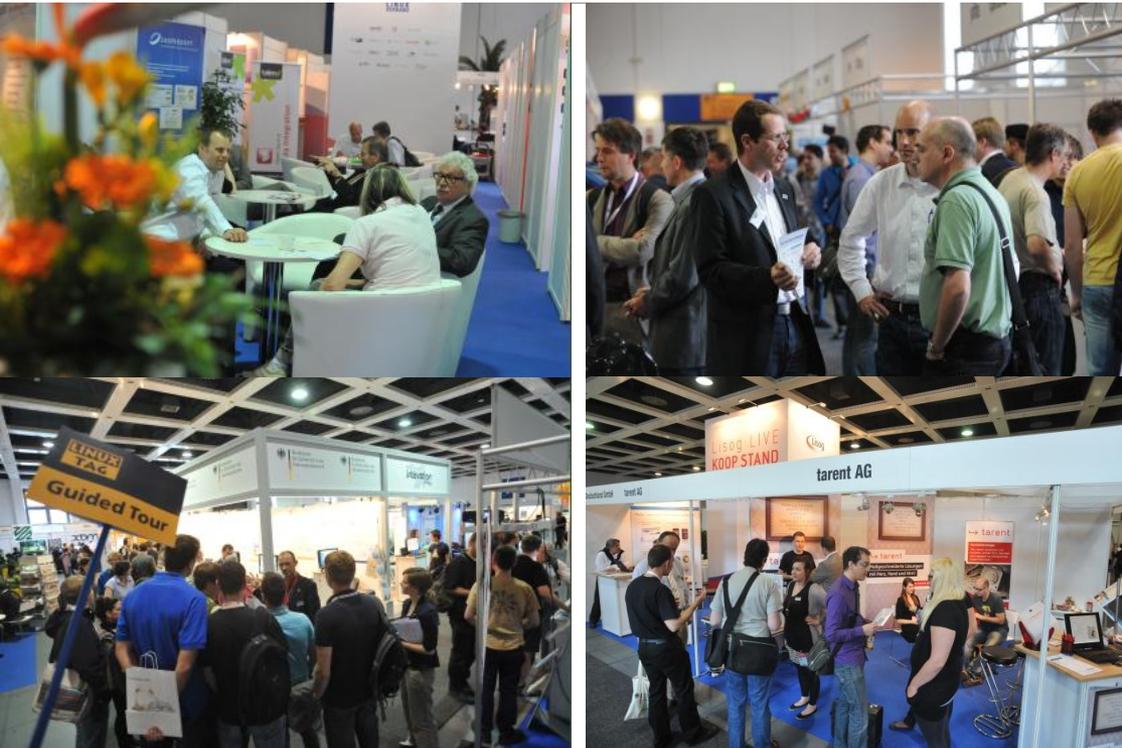
- Exhibition (companies and free projects)
- Collaboration and networking
- Business and Administration Congress (1st & 2nd day)
- Top-class Keynote Speaker, circa 250 papers, circa 20 workshops
- Security-Day (3rd day): Incl. 11th Hacking Contest by Astaro
- Academy-Day (4th day): In cooperation with “Deutsche Informatik Akademie“
- Further sub-conferences and partner events





Advantages at a glance:

- Networking
- Business
- Recruiting
- Possible speaking slots
- Advanced education
- International media presence
- International cooperation



Become an exhibitor:

Whether at a joint stand or at an own stand, appear in the sector.

„For Univention as exhibitor LinuxTag was full of success due to many nice discussions with business and private users. The professional exchange of open source know-how at LinuxTag is for our approach concerning open source development between community and technology partners very important.

Silvia Frank and Cord Martens of Univention GmbH

For example: 182 €/m² row stand. More offers for exhibitors you can find in our stand application or please call us: +49 (0) 30 3038 2015. We are looking forward to you.



Sponsoring opportunities:

- **Arrange your own conferences at LinuxTag 2012** (incl. Branding)
- **Become a conference partner** (Gold, Silver, Bronze)
- **Brand special areas** (e.g. Open Source Arena, Blogger-Lounge, Meeting-Lounge, Recruitment-Area)
- **Become a technique partner**
- **Support the Social Event, mentioned LinuxNacht**
- **Introduce yourself with merchandising products at LinuxTag 2012**
- **Use the communication of LinuxTag for your brand** (e.g. Logo at adverts, Online Promotion, Mailings, PR)

Exhibition & special areas

Speakers' Lounge. Use the exclusive possibility to attract high potentials to your brand. Possible: logos at the walls/on the tables and displays of information material within the lounge. **Cost: 4,500 €**



Bloggerlounge | Match-Making-Area | Meeting Lounge. There are so many opportunities. Just let us know what your favorite choice is.

Technical Equipment & Catering

Technical equipment.

- WLAN
- Equipment for conference rooms (projectors, laptops, screens etc.)



Catering.

- Catering for the participants of the Business and Administration Congress
- Water for Speakers
- Branding of Catering areas within the exhibition
- Catering for the many volunteers at LinuxTag

Merchandising



Bags.

Deliver your message. The LinuxTag bag helps you doing so. **4,000 bags** with the logo of LinuxTag and your brand. **Cost: 7,500 €** for the main sponsor of the bags incl. Assembly with 1 insert (without insert 5.000 €). **Each insert: 2,500 €**

Lanyard keychains.

4.000 lanyard keychains with LinuxTag logo and the sponsor logo. **Cost: 5,500 €**



Writing pads. E.g. for the Business and Administration Congress. Provide our congress participants with writing pads with your name on!

500 pads with LinuxTag logo and your brand. **Cost: 2,850 €**



Conference

Conference Partner in **Gold** (1 time):

Qualified conference partner in gold. Branding at all pause charts in all conference rooms at each day of convention (without Open Source Arena). Renaming of the keynote room at sponsor's options. Exclusive branding at every kind

of print media (Catalogue/Schedule/Flyer/Adverts) and at our front page in on the web. 300 day ticket vouchers

Total: 40,000 Euro (net)

With Live-Streaming: 50,000 Euro (net)

Conference Partner in **Silver** (4 times):

Qualified conference partner in silver. Branding at all pause charts in all conference rooms at each day of convention (without Open Source Arena). Exclusive branding at every kind of print media (Catalogue/Schedule/Flyer/Adverts) and online - see "partners". 200 day ticket vouchers

Total: 20,000 Euro (net)

With Live-Streaming: 30,000 Euro (net)

Conference Partner in **Bronze** (10 times):

Qualified conference partner in bronze. Branding at all pause charts in all conference rooms (except Keynote room

and Open Source Arena) at each day of convention .

Branding at print media (Catalogue/Schedule) and online see the heading "partners". 100 day ticket vouchers.

Total: 10,000 Euro (net)

With Live-Streaming: 20,000 Euro (net)



Main sponsor **Open Source Arena:**

Place: Hall 7.2b. Branding and online presence – see "partners". Two speaking slots á 30 min.

100 day ticket vouchers.

Total: 15,000 Euro (net)

Mit Live-Streaming: 25,000 Euro (net)

Sponsor Open Source Arena for Business-Day (Wednesday), the Administration-Day (Thursday), the Security-Day (Friday) or the Academy-Day (Saturday).

Total: 8,500 Euro (net)

Sub conference (1 day; ca. 8 slots á 30 min.).

Renaming of the conference room, incl. technique for presentation and involvement in PR as well as in the official programme of LinuxTag 2012.

100 day ticket vouchers.

Status: Conference partner

Total: 13,500 Euro (net)

Are you aquired a taste for it?

We are looking forward to
a conversation with you.

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