

SouthEast LinuxFest 2017 Prospectus



Photos courtesy of Eugene Mah and ixsystems



SouthEast LinuxFest

L I N U X I N T H E G N U / S O U T H

June 9-11 .. Sheraton Charlotte Airport Hotel .. Charlotte, NC

2017 Prospectus

Changes from 2016 / Contact Info

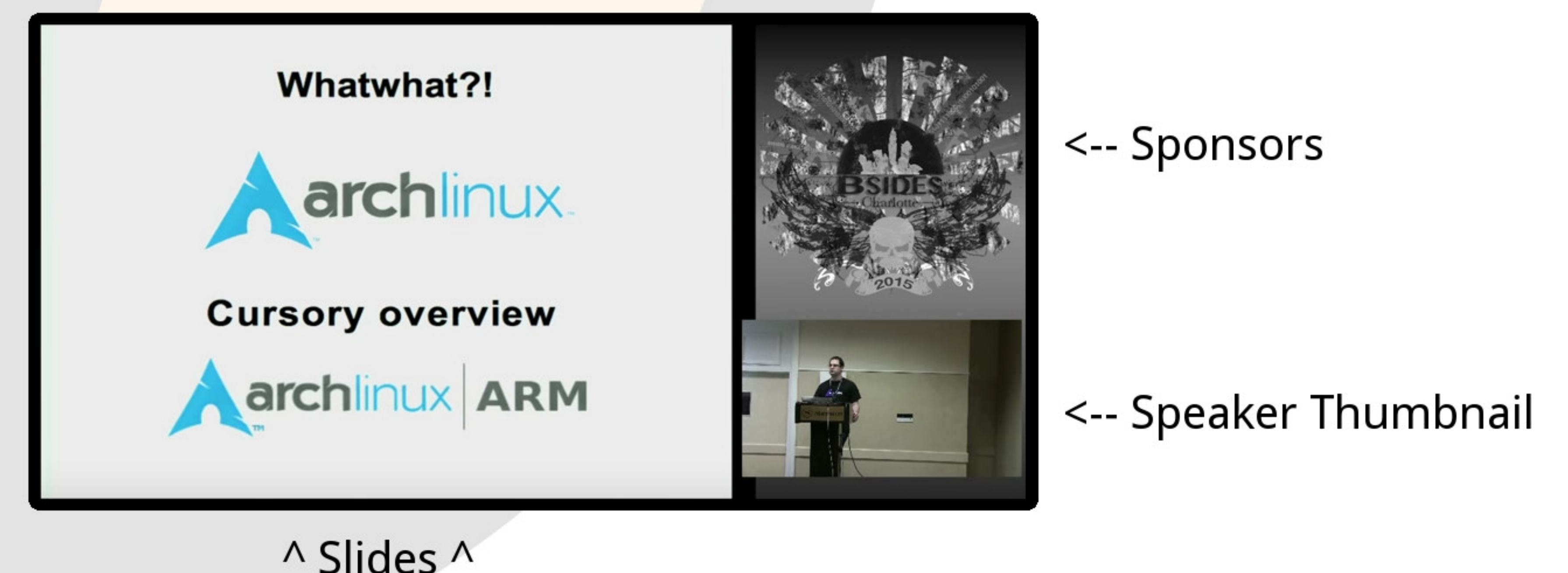
Changes From 2016

- Removal of less popular additional sponsorships such as badges and bags (we can still do these, but we want to de-emphasize them)
- Explicit ticket numbers for Diamond and Platinum Sponsors to go to the Speaker Dinner
- The program guide is changing in format from landscape 8.5" x 11" folded across to landscape 4.25" x 11" folded across. This is because we are changing the program guide so that it hangs from attendees lanyards and has the attendee badge affixed to the front of it. So note that while program guide ad sizes are still listed as page size, the actual page itself has changed in size.
- We are no longer doing video commercials inserted at the end of videos of presentations at SELF. Instead the videos will be formatted with "picture in picture" where the slides occupy the majority of the video, the speaker is "in picture" thumbnailled, and sponsor logos are listed in the margin between the two. See the example image on the right. The preroll video with prominent sponsor logos and thanks to those sponsors will remain unchanged.

Contact Info

- <http://www.southeastlinuxfest.org>
- info@southeastlinuxfest.org
- 1-706-389-4258
(We have an amusing voicemail, so don't let it deter you from leaving a message.)

Example of New SELF Video Format





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Sponsorship Opportunities

Standard Tiered Sponsorships

Diamond: \$3,000

- Logo placement in video and preroll video in all presentation videos released
- Mention in preroll audio for all audio of presentations released
- Full page color ad in program guide
- Prominent logo placement on website
- Company info page link from sponsor page on website
- Two 6ft tables in best possible location in expo hall
- Ballroom name reference (limited to first four Diamond Sponsorships)
- Includes up to four tickets to Speaker Dinner
- Social media shoutout

Platinum: \$2,000

- Mention in preroll audio for all audio of presentations released
- Full page color ad in program guide
- Prominent logo placement on website
- Company info page link from sponsor page on website
- Two 6ft tables in great location in expo hall
- Classroom name reference (limited to first four Platinum Sponsorships)
- Includes up to two tickets to Speaker Dinner
- Social media shoutout

Gold: \$1,500

- Half page ad in program guide
- Logo placement on website
- Company info page link from sponsor page on website
- 6ft table in good location in expo hall
- Social media shoutout

Silver: \$1,000

- Quarter page ad in program guide
- Logo placement on website
- Company info page link from sponsor page on website
- 6ft table location in expo hall
- Social media shoutout

Bronze: \$500

- Listing in program guide
- Logo placement on website
- Company info page link from sponsor page on website
- 6ft table in expo hall
- Social media shoutout

.Edu/.Org: \$50

- Listing in program guide
- Logo placement on website
- Company info page link from sponsor page on website
- 6ft table in good location in expo hall
- Social media shoutout
- Only available to non-profits, FOSS projects, and educational institutions

Additional Sponsorships

(Note: Spending \$1,000 or more in additional sponsorships gets you a Bronze Tiered Sponsorship for no additional charge, or you can receive an upgrade of one tier for free on your existing paid Tiered Sponsorship.)

Friday Night Party*: \$2,000

- Sponsorship used to pay for adult beverages[1] and pizza to be given away for free to attendees. You get to briefly address the crowd and your logo is put up on a projector screen for the duration of the party.

Saturday Night Party*: \$3,000

- Sponsorship used to pay for adult beverages[1] and pizza to be given away for free to attendees. You get to briefly address the crowd and your logo is put up on a projector screen for the duration of the party.

Speaker Dinner: \$2,000

- Sponsorship used to pay for Carolina Style BBQ Dinner (hickory smoked, pulled pork, with mustard based sauce) for SELF's speakers, staff, and biggest sponsors. Comes with up to four tickets to attend the dinner.

Internet*: \$2,000

- Sponsorship used to pay for equipment and services to provide free internet for attendees. Includes captive portal advertising.

Lanyard: \$2,000

- Full color logo used in alternation with SELF logo on lanyards

T-Shirt (name on shirt sleeve): \$1,000

Bag Insert: \$500

Equipment loan or other ideas not listed here? Contact SELF to discuss.

** Typically claimed immediately after the previous year's event ends*

[1] For the party, we source a number of Deep South microbrews, microdistilleries, and vineyards to provide a selection of adult beverages representative of the southeast and difficult if not possible to find outside of the southeast.



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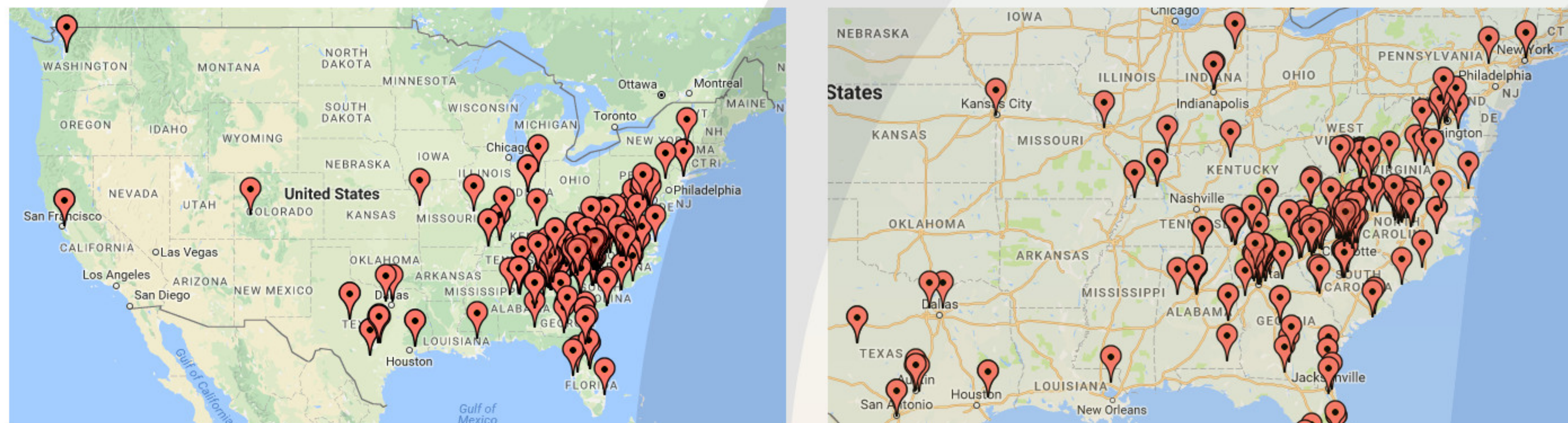
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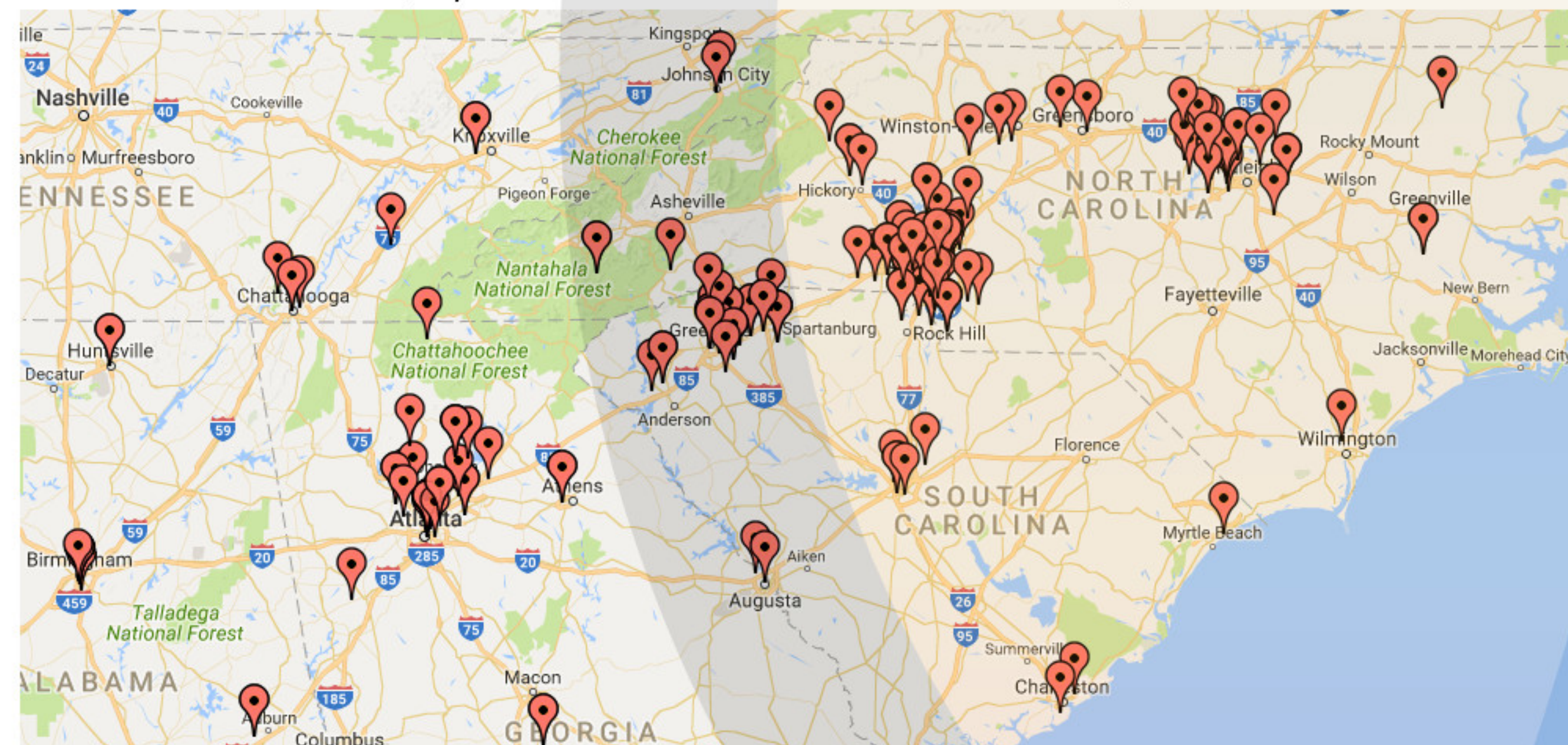
Demographics

Attendee Location

SELF's attendees come largely out of the heart of the I-85 corridor. This includes in particular The Research Triangle, Charlotte, Greenville, Spartanburg, and Atlanta. This geographical core represents the biggest areas of government, banking, higher education, high tech, manufacturing, and startups in the entire southeast. So by sponsoring SELF, you cover all the major sectors and tech hubs of the southeast. Other areas of major attendee pull include Washington DC, Birmingham, the I-40 corridor, the I-4 corridor, Chattanooga, and The Grand Strand.



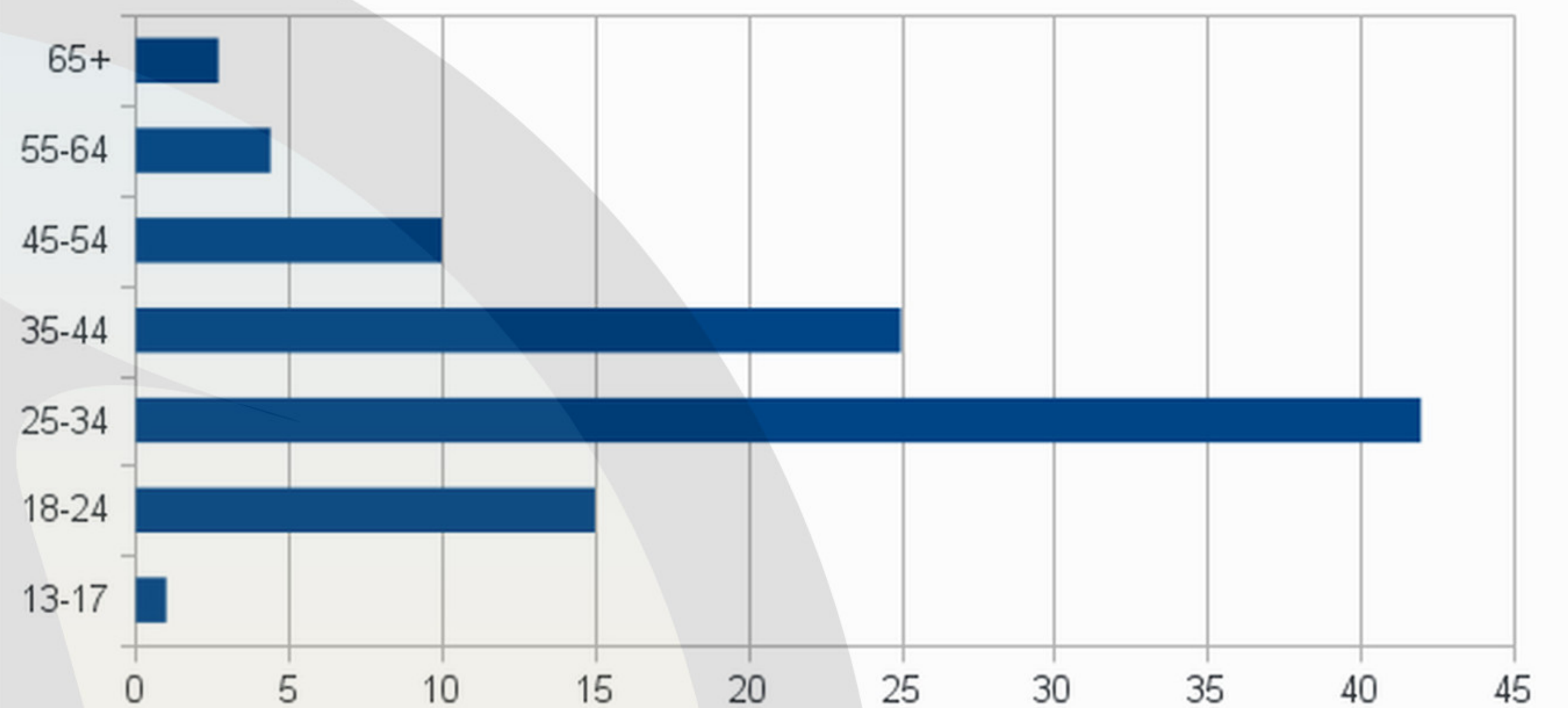
(Maps of 2016 attendees to the SouthEast LinuxFest)



Attendee Reach

The typical attendance at SELF is about 750 people. This isn't a per-day cumulative total like some events do, this is actual unique attendees as counted by unique badges issued during the event. If this is purely about reaching the most people possible, we encourage you to consider Diamond Sponsorship which includes ads in the videos of talks released onto YouTube. The SELF YouTube channel has a global reach, over 80,000 views, 700,000 minutes watched, and has been viewed at least once by every nation on Earth except North Korea. The top countries on the YouTube channel are: USA (39%), UK (5.7%), Germany (5.7%), India (5.3%), Canada (3.9%), Sweden (2.0%), Australia (2.0%), France (2.0%), Brazil (2.0%).

Attendee Age



Attendee Job Title

Due to the "creative" nature of job titles, particularly in the tech industry, it is difficult to give meaningful statistics on job titles. However, some general observations can be made about the type of job a typical SELF attendee has. SELF is a very Systems Administrator heavy crowd. People who are SysAdmins or in practice are SysAdmins make up roughly half of all attendees. Beyond that major job roles of attendees include Developers, Ops and DevOps, Network Administrator, System/Network Architect, Analyst, Consultant, Systems Engineer, Database Administrator, and Specialist.

Put into more marketing friendly and concise terms: You will not find the people who sign purchase orders at SELF. You will, however, find the people who spec, research, and test what is put on those purchase orders.

Attendee Mentality

One area that is often overlooked is the mentality of the attendees at an event. The people SELF attracts are not people who look at Linux and Open Source as a tool of their 9 to 5 job. These are people who have a deep passion for Linux and Open Source in general. These are people who would be attending SELF whether or not they had a job dealing with Open Source. They are people who, as SELF has proven with large numbers of successful hires, will jump at the chance to get paid doing what they're already passionate about.