December 3 - 4, 2021

Hyatt Regency Columbus

OLF Conference is a Free Software event
Started in 2003 as a large Linux User Group meeting, we have grown to become the largest
gathering of users of Free and Open Source Software in the Midwest.

Presentations, exhibits, and networking opportunities are available for all
to learn the latest technology. Come along and join us as we network and
celebrate personal computing freedom. We are truly open to everyone.

We will be following recommended public health guidelines,
entailing masking, vaccination, and social distancing.
If conditions impose constraints on travel and group gatherings,
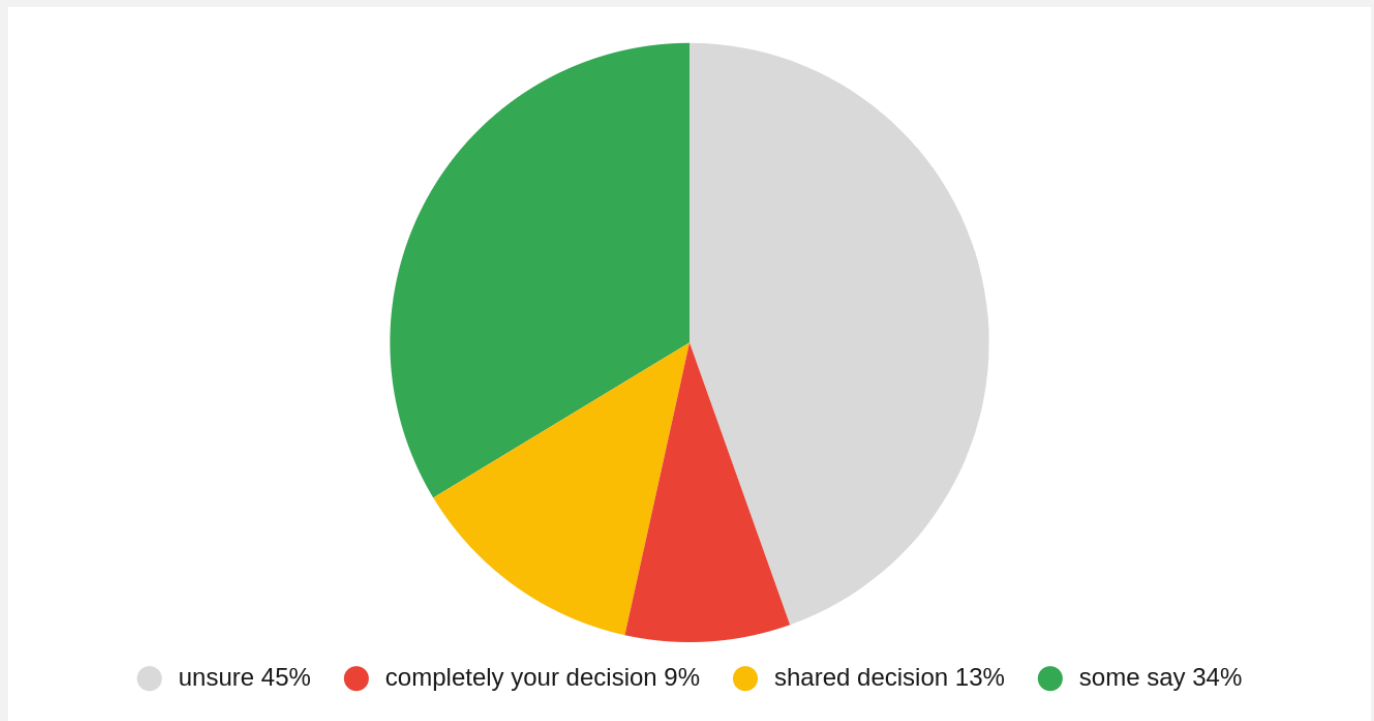**OLF Conference will continue as a virtual event.**

OLF Conference is hosted by the Ohio Linuxfest Corporation,
a 501(c)3 non-profit charity registered in the State of Ohio.

Why Sponsor the OLF conference?

You'll be selling to the largest audience of users of Free and Open Source Software in the Midwest. Recent years have averaged 500 to 800 attendees. This year we will have a maximum of 300 very excited professionals eager to interact with you at the Hyatt Regency Columbus and many more guests online.

Over the past three years, our 55% of our attendees have told us that they are involved in purchasing decisions for their companies

unsure 45% • completely your decision 9% • shared decision 13% • some say 34%

Virtual experience exposure: In 2020 the OLF went forward with a virtual conference that was broadcasted over Zoom and [YouTube](). There were 266 Zoom Registrations and countless others watching live on YouTube. Your exposure extends to thousands of views over the course of the year!

Brand Exposure Opportunities

PREMIER – $15,000 (1 available) Includes:

- Top placement on website
- Address audience (in-person or via recorded message) at opening and closing
- Placement of logo/name on graphics of streamed video and in YouTube description
- Placement of name or logo on badge artwork
- Option to coordinate social media with OLF team
- Negotiable number of registrations and lunch tickets
- Opportunities to collaborate with OLF on tailored marketing packages without additional fees

T-shirt Sponsorship (1) – $2,000 Display your company name or logo on the T-shirts available to attendees. These shirts are popular and are often worn by attendees at other conferences and user group meetings

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.

Why Recruit at OLF Conference?

Recruiter Sponsorship– $500 Participate in our networking event. Attendee listing of those self-identified as looking or interested in listening to options will be included.

23% want to see a job fair, 79% have a career working in technology

When asked, "are you actively looking for a new job?"
16%   Yes
32%   Not actively looking but would consider a new career opportunity

OLF Conference is IT networking at its best!

Exhibition Value - At the OLF Conference you can expect to raise brand awareness, sell products, recruit employees, build relations with companies and projects, and grow community good will. Other opportunities, which do not require physical presence, are available. Contact us to discuss! Sponsor@ohiolinux.org

EXHIBIT OPPORTUNITIES   … **73% are looking forward to the return of exhibits in 2021!**

Partner – $2,500 (2 available)

- 10×10 curtained booth space with six foot table
- Vendor education session on the Open Source Solutions Stage
- Priority show floor placement
- Electrical access included
- Click-through logo on OLF website
- 4 registrations and lunch tickets
- Opportunities to collaborate with OLF on tailored marketing packages for additional fees

Associate – $1,500 (4 available)

- Click-through logo on OLF website
- 10×10 booth space with a six foot table
- 2 registrations
- Electrical access included

Entrepreneur – $350 (4 available) Small businesses only, thank you.

- Click-through logo on OLF website
- Six foot table without draping or piping
- Electrical access available at additional cost
- 2 registrations

.Org Sponsorship – $100 For not-for-profits or Free Software projects only.

Community Goodwill OPPORTUNITIES

Expo Happy Hour Sponsorship (1) – $3,000 Special access and exposure to attendees before the expo opens. Opportunities for speaking time and swag giveaways.

After-Party Sponsorship (1) – $7,000 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.

Power Breakfast (1) – $5,000 As the exclusive sponsor, you will be able to host a one hour panel. Contact information for those who register will be available before and after the event. This is a great opportunity to invite all of your favorite clients to this special Friday morning meeting in Downtown Columbus!

Beverage and Break Sponsorship (4 available) - $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.

How else do we fund the OLF Conference?

Our attendees are generous, contributing over 60% of our revenue in ticket sales, donations, raffles, and professional training tuition. We keep our expenses low with an all-volunteer staff that works throughout the year to plan this community event. Supporting the OLF Conference is the best way to network with the Free and Open Source Software community.

Attendee Testimonial, Warren Watts	**Sponsor Testimonial, Kaitlin Edwards** Manager of Community Events Linux Professional Institute
"The annual Ohio LinuxFest is an awesome event, regardless of your level of knowledge and/or experience with Linux. The talks and presentations cover topics from A to Z and there is always something interesting happening. I attended for the first time in 2009, and have been back almost every year since then. I would encourage anyone who has ANY level of interest in Linux and the Open Source world to attend and check OLF out for yourself. You won't regret it and I guarantee that you will learn something new!"	"Ohio LinuxFest has always been a highlight on the Linux Professional Institute's (LPI) event calendar and we are proud to support such an event year after year. This event enables LPI to engage and showcase our initiatives to the open source crowd at a community level."

Sponsorship details on our website

https://olfconference.org/sponsors/sponsorship-application/