



## Attendee List

**Universe/Base Rate**

**Count:** 60,868

**Price:** \$200/M

(U.S. 58,720 / Canada 413/ International 1,735)

**Source:** Attendees

**List Type:** Postal

**Updated:** Annually

**Last Update:** 09/04/08

**Minimum Order:** 4,000 Names

### List Profile

LinuxWorld Conference & Expo, the leading event focused exclusively on Linux and Open Source solutions, provides value to business leaders and developers focused on Linux technology.

As the premier marketplace for Linux products and services, LinuxWorld features a high-level strategic and technical conference program. The show's interactive floor provides business decision makers with the information and resources they need to apply and manage Linux and Open Source solutions in their business infrastructure and enterprise networks.

LinuxWorld Conference & Expo is the key to reaching these decision makers and influencers of Linux and Open Source technology.

Total attendees to LinuxWorld Conference & Expo 2004-2008 are on one unduplicated database.

### Selection Charges

Geographic	\$15/M
Home/Business Address	\$15/M
Industry	\$25/M
Job Function	\$25/M
Company Size	\$25/M
Purchasing Role	\$25/M
Company IT/MIS Budget	\$25/M
Plan to Purchase Linux Products	\$25/M
Product Interest	\$25/M

### Multi-Channel Price

Postal and Email Orders \$455/M

### Formats

Key Coding	N/C
Cartridge	\$25/F
CD-ROM	\$25/F
Email	\$50/F

### Terms and Conditions

Sample mail piece required. List must be sent to third-party mailhouse or service bureau. Allow 3-5 working days to process order. A List Rental Agreement must be signed and returned before order is sent. Prepayment is required on all first orders. 20% commission paid to recognized brokers on base rate. Orders of 50,000 or more, 85% net name arrangement applies with \$10/M run charges. Payment is due 30 days from mail date. Cancelled orders are subject to charges. List is rented for one-time use only; violators are subject to payment and future use penalties.

IDG World Expo respects the privacy of its attendees, and allows them options to retain their privacy. For this reason, the number of names in this database does not represent total exposition attendance numbers.

For inquiries or questions, contact Rich Green.  
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Email names are available for the LinuxWorld Expo Conference & Expo Attendee List for postal/email matching. For inquiries or questions, contact Rich Green.



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## LinuxWorld Conference &amp; Expo Attendee List

## U.S. Selects and Counts as of 09/04/08

**Industry - \$25/M**

Communications/Network Vendor/Telecom	2,732
Marketing/Sales	1,814
Finance/Banking	4,980
Government/Military/Education	1,107
Healthcare/Pharmaceutical	2,194
ISP/IT Services	3,362
Manufacturing (Computer)	5,665
Manufacturing (Non-Computer)	1,811
Media/Publishing/Broadcasting	2,610
Software/Developer/Publisher	11,832
Business Services	6,172
Non-Profit	908
Transportation/Utilities	1,133
Wholesale/Retail (Non-Computer)	1,754
VAR/VAD/Retailer/Systems Integration	6,505
Entertainment/Travel/Food Services	1,130
Portal/Web Destination	1
Agriculture/Construction/Engineering/Mining	955
Applications Services Provider/Web Services	4,505
Government/Military	3,182
Education	3,895
Biotechnology	450
Research & Development/Scientific	2,046
Insurance/Real Estate/Legal	119
Other	6,130

**Job Function - \$25/M**

IT/MIS/IS Management	6,040
Consultant	7,162
Internet/Web/Intranet/Developer/Manager	1,289
Corporate Management	10,486
LAN/Network Operations Staff	1,040
Sales/Marketing	6,303
Systems Programmer/Analyst	2,293
Engineering/Research & Development	3,190
Systems/Software Support/Maintenance	5,302
Product Management	11
Media	12
Financial/Accounting	783
Academic Head/University Faculty/Professor	366
Venture Capitalist	132
Software Developer	8,961
Human Resources	60
Attorney	100
Government Agency Executive	179
IT/IS Support	4,820
Purchasing/Corporate Buyer	79
Network Manager	726
Line of Business Management	686
IT Architect	895
Other	6,970

**Product Interest - \$25/M**

Support Services	3,770
OEM Components	198
Communications/Networking	10,211
Multimedia	227
Development Tools	14,831
Multi-Platform Environments	134
Object-Oriented Programming	106
Internet/Intranet	17,063
Computer Components	92
E-Business	3,516
Embedded Systems	5,268
Groupware/Email Servers	7,795
Network Management Systems/Software	8,886
Office Systems	5,325
Vertical Industry Applications	1,760
Web Servers/Server Management	4,762

Web Development/Authoring Tools	8,965
Enterprise Computing	94
Open Systems	124
Hardware	4,658
Business Applications	75
Software	7,478
Audio	188
Desktops/Operating Systems Hardware	20,844
Display Devices	6,986
Input Devices/Scanners	9,969
Optical Drivers/CD/DVD	192
Printers/Printing Hardware	10,388
Servers & Server Management	20,957
Storage Drives & Devices	15,608
USB	170
Wireless - Laptops/PDA's	9,094
3D/Animation	3,496
Accounting/Finance	3,437
Audio/Music Recording	3,842
Clusters	10,370
Data Management	6,044
Desktop Environment/Operating Systems Software	6,996
Educational	5,908
Entertainment	2,615
Plug-Ins	4,053
Scientific & Engineering	8,840
Security	15,390
Server Software	17,422
Software Utilities and Sciences	5,183
Utilities	8,220
Wireless/Remote Applications	5,077
Storage	6,922
Streaming Media/Content Delivery	3,542
Traffic Management	5,216
Accelerators/Cards/Memory	5,235
Mobile Computing Hardware	9,529
Directories/Publications	5,985
Distribution	2,318
End-to-End Systems	2,994
Staffing/Employment	3,052
VAR/System Integrator	6,307
Wholesaler/Retailer	4,299
Other Services & Accessories	6,865
Clusters/Routers/Switches	6,529
Networking & Connectivity Hardware	13,072
Business & Vertical Markets	5,907
Mobile Computing Software	7,678
Networking & Connectivity Software	11,490
Accessories & Ergonomics	3,848
Other	42

**Company Size - \$25/M**

Less than 10	4
10 to 49	1
Less than 50	16,397
50 to 99	3,574
Less than 100	5,222
100 to 499	6,270
500 to 999	2,682
1,000 to 4,999	5,133
5,000 to 9,999	2,448
10,000 or more	9,639

**Purchasing Role - \$25/M**

Approve Purchase	10,553
Specify Products/Vendors	10,020
Recommend Products/Vendors	20,963
Final Decision Maker	5,062
All of the Above	3,106
Establish Business Goals/Direction/Budgets	1,822
Other	337

**Company IT/MIS Budget - \$25/M**

\$0 to \$10,000	3
\$10,001 to \$50,000	1
\$0 to \$25,000	8,774
\$0 to \$50,000	5,109
\$25,001 to \$100,000	5,794
\$50,001 to \$100,000	2,038
\$100,001 to \$500,000	8,041
Over \$500,000	15
\$500,001 to \$1,000,000	2,038
\$1,000,001 to \$5,000,000	5,245
Over \$5,000,000	8
\$5,000,001 to \$10,000,000	3,296
\$10,000,001 to \$50,000,000	1,150
Over \$50,000,000	2,566

**Plan to Purchase Linux Products - \$25/M**

Yes	14,630
No	4,758