

# COSCUP 2010 Call for Sponsorship

## 2010 Conference for Open Source Coders, Users and Promoters

<http://coscup.org/>

Rex Tsai, on behalf of the organizing committee  
<[sponsorship@coscup.org](mailto:sponsorship@coscup.org)>

### Introduction

COSCUP (Conference for Open Source Coders, Users and Promoters) is an annual conference where **coders**, **users** and **promoters** of open source software from all around the world gather to share their experiences and knowledge with each other. Our aim is for everyone to collaborate thus bringing more creative ideas to the table.

As the largest open source conference in Taiwan, COSCUP has sessions for newbie users, enthusiastic promoters, beginning coders or anyone who is interested in the cutting-edge open source technologies.

COSCUP is organized by major open source communities in Taiwan such HackingThursday, KaLUG, MozTW, Python-TW, Tossug, Ubuntu-TW..and so on. The goal is to create a friendly and informative environment for people in different communities to make friends, learn new technologies and inspire each other in the conference.

COSCUP has enjoyed phenomenal growth in the years since its creation in 2006. We expect to see more than 700 attendees in 2010. COSCUP is the best event for announcing open source related projects, hiring open-source experts and winning mind share from the communities.

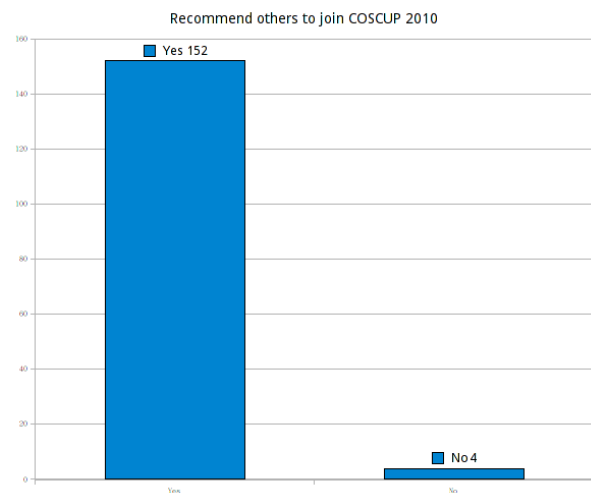
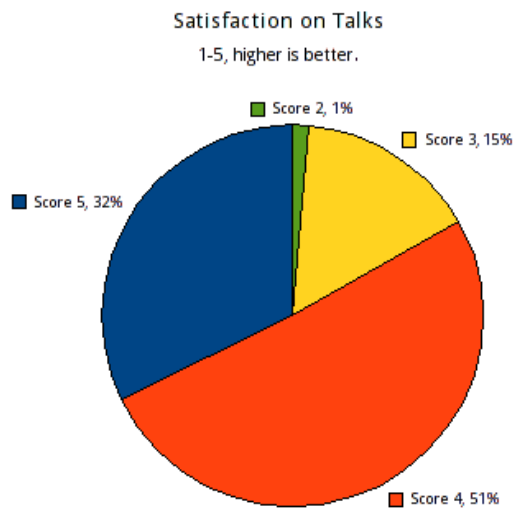
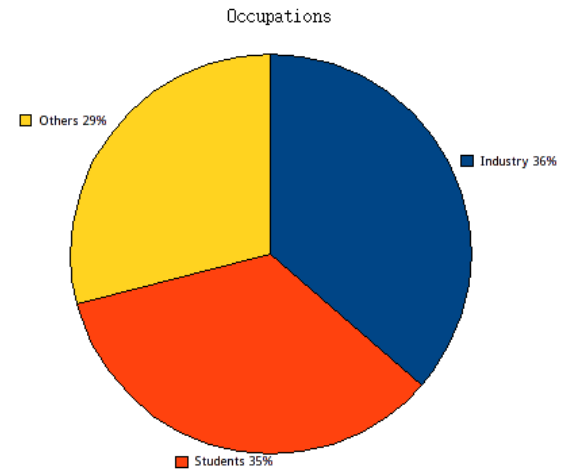
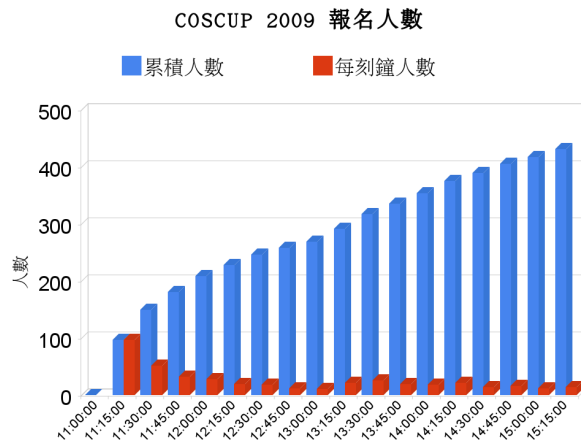
COSCUP 2010's website and historical can be located at <http://coscup.org/2010>. Blog, photos and feedbacks from participants can be found on the web by searching "COSCUP" in all major search engines.



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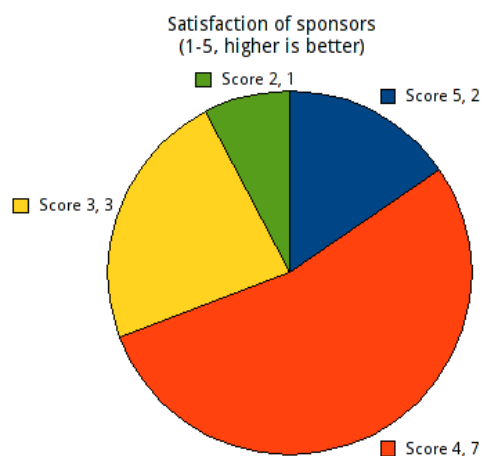
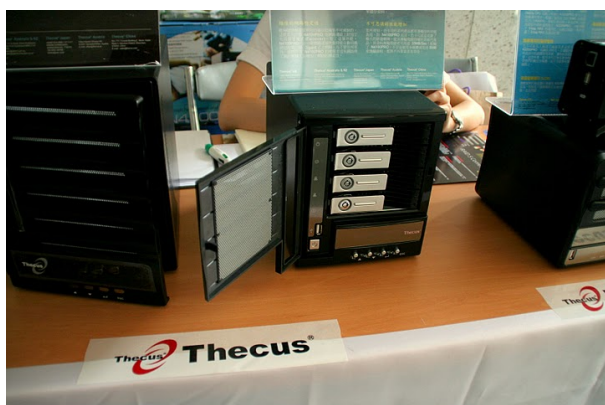
## Outcome of COSCUP 2009

There were about 450 attendees in 2009, all 550 seats were filled in 4 hours 7 minutes 39 seconds after opening for registration at 11:00am. There are about 31% attendees of 2008 came back to COSCUP 2009. Half of the attendees were from industries and half were students. 156 attendees filled out the post-event survey, 86% rating talks as 4 points out of 5 or above, and 97.4% willing recommend their relatives to attend COSCUP.



COSCUP 2009 had 4 diamond level sponsors, 9 platinum level sponsors, 6 gold level sponsors, and 15 booths. 13 sponsors filled out the post-event survey, with 70% of sponsors rating their satisfaction as 4 out of 5 or above.

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There were 46 volunteering organizers for COSCUP 2009. 38 speakers gave 36 talks, and 11 speakers participated in lightning talks. Many attendees blogged about COSCUP, and both local and global media like Linux Magazine and Engadget Chinese made reports. Please visit <http://wiki.coscup.org/mediakit-2009> for more information.



# COSCU 2010 Call for Sponsorship

## Date & Venue

- Date: August 14 - 15, 2010.
- Venue: International Conference Hall, Research Center for Humanities and Social Sciences, Academia Sinica

## Tentative Conference Program

The main theme of COSCU 2010 is *The Beauty of HTML5*.

More and more mobile platforms for mobile devices are based on open source software in recent years: Android, Chrome OS, MeeGo, Symbian, Bada, Ubuntu have come to fore. Mobile platform is becoming an important part of market strategy. Those solutions are the trend within local industries.

The development of HTML5 specification will harvest the computing power and storage capacity of the browser. The mobile devices with Cloud Computing may transform the traditional diverse and complicated UI architectures into single HTML/Web software framework backed by open standards.

Based on this vision, COSCU 2010 will cover the following areas:

- HTML5 and the Web Technologies
- OSS & Mobile Devices
  - Platform for Mobile devices (Android, Chrome OS, Maemo, Symbian, Moblin, Bada)
  - Software solution for Tablet / Smartbook
  - E-Readers
  - Automotive electronics/Telematics
- Open source hardware
  - Hardware enabling
  - (embedded) processor for open source software
  - Build systems
  - Open source multimedia solution
  - Kernel development
- OSS business and legal practices
- Free culture communities
- User experience in OSS
- Open Source & Digital Art
- Art of coding

We plan to have 3 sessions in parallel with approximately 45 talks in total for COSCU 2010.



# COSCUP 2010 Call for Sponsorship

## Sponsoring COSCUP

There are 2 ways to sponsor the COSCUP conference:

1. Cash sponsorship
2. Hardware sponsorship

### 1. Cash Sponsorship

The following table summarizes 4 levels of cash sponsorships.

	Diamond	Gold	Silver	Bronze
<b>Sponsorship Fee</b>	US\$6,400 or NT\$200,000	US\$4,000 or NT\$120,000	US\$2,000 or NT\$60,000	US\$1,000 or NT\$30,000
<b>Plenary Talk</b>	One plenary talk	N/A	N/A	N/A
<b>Technical Talk</b>	One technical talk	One technical talk	N/A	N/A
<b>Passes</b>	15	8	4	2
<b>Web Presence</b>	1. Logo with specified link on conference home page. 2. Company name, logo and 100 word description on conference sponsor page.	Same as that of Diamond sponsors, located below Diamond sponsors.	Same as that of Diamond sponsors, located below Gold sponsors.	Same as that of Diamond sponsors, located below Silver sponsors.
<b>Physical Presence</b>	double-booth(*) + full page ads on booklet	single-booth(*) + full page ads on booklet	full page ads on booklet	half page ads on booklet
<b>Presence in e-mails to participants</b>	Company name included in pre-event emails.	Company name included in pre-event emails.	Company name included in pre-event emails.	Company name included in pre-event emails.
<b>Presence in marketing announcements</b>	Company name included in marketing announcements.	Company name included in marketing announcements.	Company name included in marketing announcements.	Company name included in marketing announcements.
<b>Priority for souvenir sponsorship</b>	2 priority items (**) 2 non-priority items (***) flyers.	1 priority items (**) 2 non-priority items (***) A4 flyers in 10 page	2 non-priority items A4 flyers in 5 pages	2 non-priority items A4 flyers in 3 pages.

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(\*) A single-booth is a table with estimated dimensions of 180 cm x 60 cm, subject to venue constraints. A double-booth consists of 2 such tables.

(\*\*) Priority items including but not limit to Paper bag, T-Shirt, Hat, Backpack, Travel Mug and Lanyard.

(\*\*\*) non-priority items including but not limit to Retractable ethernet cord, Luggage tag, Key-Ring, Business card holder and wallet.

Please note that the listing order of sponsors within the same sponsorship level shown on the conference web site or promotional materials is the order that we receive sponsorship fees.

Organizers and event personnel will not provide any attendee's personal information to sponsors due to privacy acts. Sponsors are allowed to conduct advertising and recruiting activities such as giving out souvenirs/fliers and collecting contact information from participants with their consent during the conference. The aggregated statistics of attendees are available upon request after the conference is concluded.

## 2. Hardware Sponsorship

COSCUP organizer team like to see more software and hardware products which supports open source on the market, for encourage using open source software. If you are interested about promote your product with COSCUP, the organizer team would like to help you to promote the products by pre-event marketing campaign or hardware reselling program.

If you are interested in donating hardware to reduce your inventory pressure, working with COSCUP to sell interesting hardware to developers with attractive prices, or selling open source related books during the conference, please contact us.

## Organizers

- Chair: Jouston Huang - (Ubuntu Taiwan)
- Program committee chair: Bob Chao (Mozilla Taiwan community, MozTW)
- Sponsorship lead: Rex Tsai (HackingThursday)
- Web lead: medicalwei (Ubuntu Taiwan, LXDE)
- Marketing lead: Kevin Yang (Ubuntu Taiwan)
- Public relations lead: Lloyd Huang (Kaohsiung Linux User Group)
- Attendee relations lead: cclien
- Accountant: Hsin-Yi Chen (Hacking Thursday)
- Cashier and administration: Layla (Ubuntu Taiwan)
- Event staff lead: Ijs (Ubuntu Taiwan)
- Booth lead: Lzy
- Circuits lead: David Huang
- Recording lead: Choupi (Taipei Open Source Software User Group, Tossug)
- Advisor lead: lman,
- Advisors: pingooo (Taipei Open Source Software User Group, Tossug)
- Advisors: KC Chen
- Advisors: Rex Tsai

## Contact

Please send an e-mail to [sponsorship@coscup.org](mailto:sponsorship@coscup.org) for any inquiries on COSCUP 2010.