SPONSORS 2011
Brochure

GNOME™.ASIA
Summit

GNOME3 Hackfest 2011
made of easy

Dayananda Sagar Institutions
Bangalore, India
28 March - 3 April 2011

GNOME

Welcome to the fourth edition of the GNOME.Asia Summit

GNOME.Asia Summit is the yearly GNOME users and developers Asian conference and takes its roots from GUADEC when Emily Chen, current GNOME Director and GNOME.Asia team member participated in 2007. After Beijing, Ho Chi Minh City and Taipei, GNOME.Asia Summit is coming to Bangalore in India, one of the biggest software development centers of the world. The conference will take place right before the launch of the GNOME 3.0 release and feature a five days hackfest for the GNOME release and marketing teams as well as some GNOME core developers to get together and ensure heavy testing and full coordination between everyone. During this week Bangalore will suddenly become the worldwide center of attention of anyone interested in desktop, mobile and cloud computing integration by having some of the brightest developers within its walls.

GNOME.Asia Summit has attracted from 600 to more than a thousand visitors each year, being nominated as one of the top three Free and Open Source conferences in China in 2008 and the biggest Free and Open Source conference in Vietnam in 2009 by each respective government.

While each year GNOME.Asia Summit has managed to attract speakers and delegates from the whole Asian region, we foresee a much greater reach for 2011 as we are hosting an International hackfest and celebrating the release of the next generation of the GNOME desktop.

The conference will feature talks, demonstrations and discussions about GNOME 3.0, GTK+ development, GNOME in the business world and community building spreading over two days from April 2 to 3, as well as various products and companies showcases in the exhibition area. We will as well organize specific training sessions for students, software development and consulting businesses and a collaboration brainstorming session between distributions and companies shipping GNOME as part of their products.

The aim of GNOME.Asia Summit is to grow the GNOME Asian community, explain and demonstrate the great technologies that a free software project such as GNOME can bring to developers, companies and end-users and foster contribution and knowledge sharing in the region.

Join us to make this event a success!

The set up

Hackfest: March 28 - April 1 2011
Conference: April 2 & 3

The event comes to India this year to its very own Namma Bengaluru. Furthermore we have already secured logistic support from Intel who will be hosting the first two days of the GNOME 3.0 Release Hackfest in their Bangalore offices, and from the Dayananda Sagar Institutions who will host all subsequent sessions and the conference itself. The Dayananda Sagar Institutions campus is WiFi enabled and high on technology with e-classrooms, computers, laptops and several large computer labs. This is definitely one of the best possible environments to launch a new product and share it with the world!

Potential Speakers

- Brian Cameron (Director and Secretary, The GNOME Foundation)
- Vincent Untz (GNOME Release Team)
- Havoc Pennington (D-Bus, Gconf, Metacity, etc)
- Andre Klapper (GNOME Release Team)
- Frederic Peters (GNOME Release Team)
- Jason Clinton (GNOME Marketing Team)
- Owen Taylor (GNOME Shell Maintainer)
- Stefano Zacchiroli (Debian Project Leader)
- Emily Chen (Director, The GNOME Foundation)
- Pockey Lam (GNOME.Asia Committee)
- Frederic Muller (SFD President & GNOME.Asia Committee)

Transparency

An event of the size of GNOME.Asia has huge expenses involved with it and relies exclusively on volunteers for its organization and corporate sponsors for its financing. Our estimated budget for this year is about USD 45,000.- of which 82% are allocated for speakers expenses (flight and accommodation) and the remaining part for the conference itself (marketing materials, foods and beverages, logistics, etc). It is important to note that a lot of those international hackers will come on their own free time and have to travel long distances to participate in the event, while organizers and other contributors do so also during their spare time. The forecasted budget is available on demand to any interested donor or supporter of the event. Any extra funding shall stay within the GNOME Foundation and be used towards achieving the goals and missions of the foundation.

Become a sponsor

As explained in the above section all speaker travel, venue and infrastructure expenses are met by raising funds from sponsors. GNOME.Asia Summit is an ideal platform to promote new products, showcase your technology and meet with a demographic of developers, university students and technology specialists from all over the world. Should you be interested in reaching out to new territories, or re-enforce your presence in Asia and/or India this is also the place to advertise. Since its inception GNOME.Asia Summit has reached from 600 up to 1400 visitors each year and attracted technology companies as well as online entertainment (music and gaming) and retail organizations. This year special circumstances of the GNOME 3.0 release launch together with the International Hackfest will draw even more attention than in the past and bring the special touch that your marketing campaign was looking for.
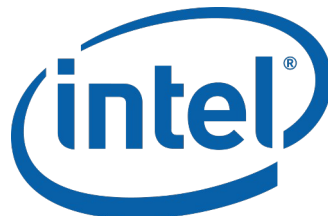
The summit also offers matchmaking opportunities between international and local enterprises. We are expecting more than 500 participants of the India IT elite and as a sponsor you will have the chance to meet those highly qualified people as well as entrepreneurs and business managers from the IT industry, attracting them on your booth or in the VIP section.

Your benefits as a sponsor of the GNOME.Asia Summit:

- Meet key contributors: you get an unique opportunity to meet the core GNOME contributors, upstream maintainers and users of the world's leading desktop technology platforms from all around the world.
- Influence future product direction: this year GNOME.Asia Summit is the event where you get to see GNOME 3.0 and its technologies before everyone else, this is your chance to discuss and influence its direction.
- Meet partners, competitors and users: you have the chance to tap into a wide range of computing and information technology markets simultaneously.
- Company promotion: a sponsorship provides you with important promotional possibilities such as visible advertising, prominent talks, and international press coverage.
- Push desktop and mobile open source development: you support the production of new applications by making the GNOME 3.0 Release Hackfest possible.
- Support Free and Open Source Software: you will be recognized not only as a sponsor but also as an enabler of Free Desktop Computing!

Long time supporters

We would like to extend our special thanks and recognition for the organizations who have been supporting us several times since our inception and hope they will choose to support us again this year. Those are in no specific order:

Sponsorship packages

Sponsors gain exposure through:

- Conference Web site
- Press announcements
- Media coverage
- Give-aways in delegate kits
- Branding at the venue

	Platinum	**Gold**	**Silver**	**Bronze**
Sponsorship fee	$ 12,000 or Indian Rupee 550,000	$ 9,000 or Indian Rupee 400,000	$ 5,500 or Indian Rupee 250,000	$ 2,800 or Indian Rupee 125,000
Complimentary Passes	20	12	7	3
Plenary Talk	1	N/A	N/A	N/A
Web Presence	(a) Logo - Proportionally sized (b) Dedicated page on conference sponsorship page	(a) Logo - Proportionally sized (b) Website writeup	(a) Logo - Proportionally sized	(a) Logo - Proportionally sized
Physical Presence	(a) Exhibit space 3nos x 3m x 3m (b) Banners (Vertical, 2 per hall, 3' x 6')	(a) Exhibit space 2nos x 3m x 3m (b) Banners (Vertical, 2 per hall, 2' x 4')	(a) Exhibit space 1nos x 3m x 3m (b) Banners (Vertical, 1 per hall, 2' x 4')	N/A
Presence in email	(a) Mention in pre-event emails (b) Mention in email to registered attendees	(a) Mention in pre-event emails (b) Mention in email to registered attendees	(a) Mention in pre-event emails (b) Mention in email to registered attendees	(a) Mention in pre-event emails (b) Mention in email to registered attendees
Presence in marketing announcements	(a) Mention in press releases and media alerts (b) Sponsor Mentions during opening and closing ceremonies	(a) Mention in press releases and media alerts (b) Sponsor Mentions during opening and closing ceremonies	(a) Mention in press releases and media alerts (b) Sponsor Mentions during opening and closing ceremonies	(a) Mention in press releases and media alerts (b) Sponsor Mentions during opening and closing ceremonies
Delegate Kit	Yes	Yes	Yes	Yes
Event Report	Yes	Yes	Yes	Yes

Please note:

* Under no circumstances will the organizers divulge names or contact information of delegates
* "Proportional-sized logo" indicates that your logo will be in proportion to your sponsor status.
* Platinum Sponsor logo will always be the largest, Gold Sponsor logo will be 20% smaller, etc.

Custom Sponsorship

In an effort to attract regional software consulting companies, design houses or consultants involved in computing we have crafted the following 2 custom packages with the associated benefits. Note that those 2 packages are limited to Asian based firms with 50 or less employees.

1. Technology Sponsor: $ 500 or INR 22,000
   - Logo on website and fliers
   - 2 conference passes
   - 1 seat at "how to make money with GNOME technologies" organized by the GNOME Foundation
   - Extra seat for $200 or INR 8,800
2. Local exhibitor: $ 1000 or INR 44,000
   - Exhibit space
   - 2 conference passes

Shouldn't you be able to find a suitable sponsorship package to your company's budget or requirements, custom sponsorship packages are available. Those could include the sponsorship of
- Lunch / Dinner
- Launch party
- Snacks, tea/coffee
- Delegate kit (t-shirt/mug/usb drive etc) which will be distributed to all participants
- One day outing after the event
- Hardware (e.g. computers, notebooks, mobile phones and other devices that can be used as freebies or lucky draw gifts to guests and participants.)

Please contact us directly at gnome-asia-committee-list@gnome.org and tell us what you would be interested in.

Media

We welcome news publishers, online or paper, to become media partners by giving suitable coverage during the registration period which points participants to the registration page, and giving coverage during and after the conference.
Media partners will have their company logo displayed on the website sponsor page and in the conference program. Copies of your paper or magazine can be distributed to attendees.

Contact information

If you would like more information or want to discuss sponsorship opportunities, please contact us at gnome-asia-committee-list@gnome.org .

Terms and Conditions

1. "GNOME 3.0 Hackfest | GNOME.Asia Summit 2011" is organized by the GNOME.Asia Committee together with members of the GNOME Foundation located in Bangalore.

2. Sponsorship applications are handled on a "first come - first served" basis. Sponsors logo placement among the same level group will be ordered according to payment reception order (organization paying first get listed higher or first in the placement position). The GNOME.Asia Summit organizers retain the right to reject any sponsor that it deems inappropriate.

3. The sponsoring organization must fill the form in page 11 of this document, signed it, stamp it if required by laws, and send it to the GNOME.Asia Committee.

4. In return the GNOME.Asia Committee will return a countersigned copy of the form which serves as acceptance of the sponsorship application together with an invoice with payment instructions.

5. On receipt of this invoice the Sponsoring organization will transfer the funds according to the payment instructions and provide logo image (in the format requested by the GNOME.Asia Summit organizers) and other details required if any to the summit organizers.

6. Sponsorship pledges cannot be processed without payment. All pledges must be in US Dollars ($). All payments must be made to the GNOME Foundation.

7. In order to limit costs, the conference organizers may limit the number of colors used to print sponsor logos.

8. Use of sponsor's name and logo: the sponsor hereby grants to GNOME.Asia Summit 2011 organizers the right and permission to use its name and/or logo for promotion of the event. Likewise GNOME.Asia Summit 2011 organizers grant the right and permission to use its name and/or logo for communication about this events.

To ensure that matters move quickly and smoothly, we use electronic documents and transactions where possible. Therefore, the invoice and other documents will be sent to you as a printable PDF file. If however you require paper documents to start processing matters we can courier them to your nearest office. Once the sponsorship has been secured you will receive instructions about logo formats, banners, marketing collateral, etc. Each item will have dates associated with it. Please ensure that the requested material reaches us by the deadline – if you miss the deadline, that particular item may not be processed. If you have any queries, please do not hesitate to contact us at asia-summit-list@gnome.org

Important Dates

- Sponsorship recommended deadline: Mar 10, 2011
- Logo reception: Mar 14, 2011
- Banners: Mar 14, 2011
- Event Begins: Mar 28, 2011
- Event Ends: Apr 3, 2011

There is no hard deadline for the sponsors. An early decision would help us include and market the sponsors better on the printed material and to the media. The local team would start printing the marketing material by Mar 14 and would love to have the logos of all the sponsors handy by then. The deadline is also to make sure we do not reject some international contributors submissions which we could have subsidized.

Privacy Policy

GNOME.Asia will not, under any circumstances, release information about attendees of the event, such as contact information, names, etc. Our privacy policy, which we strictly adhere to, protects the privacy of all participants of the GNOME.Asia Summit (delegates, speakers, volunteers, etc.). Information about delegates will only be released in the form of demographics. Emailing of registered attendees will be done by GNOME.Asia only, never by a sponsor.

However, sponsors/exhibitors may collect information from delegates by encouraging them to provide contact information at the stall ("drop your card or fill a form"), through contests run at the stall or through communication included in the delegate kit.

About GNOME 3

For GNOME 3, the GNOME Project has started from scratch and created a completely new, modern desktop designed for today's users and technologies. GNOME's new desktop takes elegance to a new level. We've swept away the clutter and made a simple and easy-to-use desktop, and we've made this the most beautiful GNOME desktop ever, with a new visual theme, a refined new font and carefully crafted animations.

You can follow all the latest updates for GNOME 3 at http://gnome3.org/

About GNOME and the GNOME Foundation

The GNOME desktop is a free, easy to use, accessible and internationalized desktop for Linux and Unixbased operating systems and is used by millions. GNOME is a standard part of all leading GNU/Linux and Unix distributions, and is popular with both large existing corporate deployments and small business and home users. GNOME also includes a complete development environment which provides the core platform for thousands of applications.

The GNOME Foundation is an organization committed to supporting the advancement of GNOME, comprised of hundreds of volunteer developers and industryleading companies. The Foundation is a member directed, nonprofit organization that provides financial, organizational and operational support to the GNOME project and helps determine its vision and road map. The GNOME Foundation is supporting the pursuit of Software Freedom through the innovative, accessible, and beautiful user experience created by GNOME contributors around the world. It's a fun and inviting community, so if you're reading this and wondering what you can do to help promote Software Freedom, contributing to GNOME is a great way to start! More information about GNOME, the GNOME Foundation and its advisory board, can be found at www.gnome.org, foundation.gnome.org and live.gnome.org/AdvisoryBoard .

Contacts

Primary contact: abharath@gnome.org or fredm@gnome.org
Secondary contact: gnome-asia-committee-list@gnome.org

Quick Links

- GNOME Asia – http://www.gnome.asia/
- GNOME 3 Hackfest - http://live.gnome.org/Hackfests/GNOME.Asia2011/
- GNOME 3 Website – http://www.gnome3.org/

Previous events

- GNOME Asia 2010 - http://2010.gnome.asia/
- GNOME Asia 2009 - http://2009.gnome.asia/
- GNOME Asia 2008 - http://2008.gnome.asia/

Disclaimer

This document is only indicative of sponsor deliverables. The organizers reserve the right to modify the content of this document until sponsorship has been approved. The final deliverables will be as per the sponsorship document at the time of approval.

Sponsorship Application Form, GNOME.Asia Summit 2011, Bangalore, India, March 28ᵗʰ to April 3ʳᵈ 2011

☐ Platinum $ 12,000 or Indian Rupee 550,000
☐ Gold $ 9,000 or Indian Rupee 400,000
☐ Silver $ 5,500 or Indian Rupee 250,000
☐ Bronze $ 2,800 or Indian Rupee 125,000
☐ Technology $ 500 or Indian Rupee 22,000
☐ Local exhibitor $ 1,000 or Indian Rupee 44,000
☐ Custom (as agreed) $ _____

Extras: _____

Details (as agreed): _____

Amount: _____ Total: _____

Invoicing details: _____

Company name: _____

Contact (full name): _____

Position / Title: _____

Email: _____ Phone: _____

Company address: _____

City: _____ Postal code: _____

Country: _____

Authorized signature: _____ Date: _____

Please review the terms and conditions of sponsorship available on the previous page of the sponsorship brochure before completing this form.

Please email a scan of the completed form to gnome-asia-committee-list@gnome.org