



Proposal of GNOME.Asia Summit 2013 / GNOME Conference & Hackfest



Proposed city: Beijing

Proposal by: Beijing GNOME User Group (BJGUG)

Proposed date: Jun 8 - Jun 12 in 2012

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1. Introduction

The **BJGUG** team proposed to the GNOME.Asia Committee and The GNOME Foundation that the upcoming GNOME.Asia Summit 2013 / GNOME Hackfest to be hosted in Beijing.

Beijing is the capital of the People's Republic of China, has been the political and cultural center of China for centuries. The city is renowned for its opulent palaces, temples, and huge stone walls and gates, and its art treasures and universities have made it a center of culture and art in China. There are good airport connections, train/bus infrastructure and subway infrastructure.

In China there are a lot of GNOME hackers, especially in Beijing, which are from SUSE, Redhat, Canonical, Oracle, Intel, etc.

The tentative dates of the event will be around the GNOME 3.8/4.0 release and at the weekend.

It's easy to get VISA for foreign participants / speakers, some countries in Asia, such as Japan and Singapore have a 15days visa-free period for travel within Beijing. We strongly believe Beijing is the best place to host this upcoming conference and hackfest.

2. Local Organizers and Supporters

BJGUG (www.bjgug.org)

BJGUG - Beijing GNOME User Group, is a not for profit opensource organisation based in Beijing. BJGUG was established in 2008 and aimed to spread GNOME for users, developers and translators in Beijing and China.

In 2009 we designed our logo, looks like a butterfly, which is mean BJGUG and GNOME could break the cacoon into a butterfly, spreading and developing quickly in Beijing and China.



BJGUG have regular meeting/event every month, here we'll show some big events, and also there are an event list for all our key events.

A lot of members from BJGUG participated the GNOME.Asia 2012 in HongKong as speakers and volunteers. And also we also had a lot of members to particpate each GNOME.Asia in different places.



Software Freedom Day(SFD) is a big festival for BJGUG. From 2009 we had organised four times events for celebrating SFD, each time there are more than 50 audiences. We cooperated with the University and local opensource community to organise this festival.

This picture is from SFD2012 which was hold on Sept.15 2012.



Here is another big events in this year!

BJGUG organised opensource computing and OpenStack Salon on May 19th, 2012. We jointed ChinaUnix community and got sponsor from it for the venue. There are about 200 people here to participated this meeting.

<http://www.it168.com/itclub/openstack/content.html>



Each big release of GNOME, we organized the Lauch Party for it, to spread the latest GNOME in local area. On Apr 9 2011, we organized the GNOME 3.0 Lauch Party successfully.



Key Event List

2012	Events
Sept 15	Software Freedom Day 2012
Aug 01	A Reunion with Taiwan GNOME User Group
May 19	Opensource computing and OpenStack Salon
Apr 26	openSUSE vs. Ubuntu in openStack
Mar 21	GTK QQ, preexistence, this life and the future life
Feb 8	A Reunion with BLUG(Beijing Linux User Group)
2011	
Dec 21	GNOME Localization and GNOME Appstore
Nov 19	Ubuntu-tweak Introduction
Oct 20	Mozilla Firefox 7 new features
Sept 15	Software Freedom Day 2011
Aug 17	Introduction of Embedded Linux
Jul 23	Reunion with Openparty
Jun 15	GNOME3 install-fest
May 10	GNOME 3.0 demo and openSUSE 11.4
Apr 9	GNOME 3.0 Launch Party
Jan 19	Testopia and Fedora Test Events
2010	
Dec 11	Reunion with Beijing Flamenco Community
Nov 28	BJGUG 2st Anniversary Party
Sept 18	Software Freedom Day 2010
Aug 29	BJGUG 22th meeting - Local community in GNOME and Linux
Jun 6	BJGUG 20th meeting — Development of Meego
May 19	BJGUG 19th meeting — Live USB
May 8	Ubuntu 10.04 LTS Release Party
Apr 19	BJGUG 18th meeting — Free talk
Mar 17	BJGUG 17th meeting — GNOME Installfest
Feb 17	BJGUG 16th meeting — «Chuan Night» with BLUG
Jan 25	BJGUG 15th meeting — joint with OpenSolaris User Group
2009	
Dec 8	BJGUG 14th meeting — Experience in GNOME.Asia 2009
Nov 18	BJGUG 1st Anniversary Party
Nov 10	Open Source in Schools
Oct 21	Reunion with Beijing Google User Group — Introduction Chromium and GSoC
Sept 16	Gnome Developer Edition and General GNOME Environment
Aug 19	GNOME3.0 firstlook and X-moto
Jul 15	HBF from Windows to GNOME/Ubuntu

Jun 17	Ccnet Project
May 20	Reunion with BJOSUG, Unix-center Community and LXDE
Apr 15	BJGUG 6th meeting — Google Gadgets
Mar 18	BJGUG 5th meeting — sTeam and reading
Feb 18	BJGUG 4th meeting — Moblin v2 and Faster Translation
Jan 14	BJGUG 3rd meeting - GNOME + robot = GnoBo and Accessibility Localization Workshop
2008	
Dec 17	BJGUG 2nd meeting — Accessibility Introduction and Discussion Panel
Nov 26	BJGUG 1st meeting — How to organizing the BJGUG

Proposed organizing committee

- Ms. Emily Chen
- Mr. Bin Li, president of BJGUG
- Mr. Born, vice-president of BJGUG
- Mr. ZhenNing Li
- Mr. TongHui
- Mr. JunYi Tang
- Mr. WeiHua Du
- Mr. WenZhe Chui
- Mr. Arong Xu
- Ms. Elly Liu
- Mr. JunYi Tang
- Mr. Wei Du
- Ms. Sunny Sun
- Mr. David Liang
- Mr. Kroody Kong
- Mr. ChangJun Hu
-

Proposed supporting organisations

- Beijing Linux User Group(BLUG) (<http://blug.chinalug.org/>)
- ChinaUnix (<http://www.chinaunix.net/>)
-

3. Objectives

Conference

- To attract more GNOME contributors, users and developers.
- To celebrate the latest GNOME release and create talking points to the press.
- To make use of this big event to promote GNOME in different Asian countries

Hackfest

- To provide a place for the GNOME hackers and discuss ideas face to face.
- To provide a launch party for beginners

Party/Sports

- To provide a party so that have a comfortable environment for communicating
- To provide a sport so that we could have a good team-work.

4. Venue & date

Tentative dates

Three possible periods: Jun 8-12 in 2013

Conference: First two days

Hackfest: Last two days

Suggested Venue

College Software of BeiHang University



Environment of BeiHang University

The dean of this college is our friend, so maybe we could have some venue in cheaper price, and if we have good luck, maybe for free.

Address: BeiHang University, No.37 XueYuan Lu, HaiDian District, Beijing.

Currently we still can't got the picture by ourselves, we could use classroom(~30p) as the hacking room, and there are a big hall looks like below, it's about 300 seats, which is could be used as our proposed venue.



BeiHang University Hall

University of Chinese Academy of Sciences

This is the another choice for the Venue.



Address: No.80 ZhongGuanChunDongLu, HaiDian District, Beijing.

We had an GNOME3.0 Launch Party at in 2011, and there are a big classroom looks like above photo, it's about 200 seats, which is could be used as our proposed venue, there are also some smaller room(~30 seats) for hackfest can be used for free.

5. Target audiences

Hackfest (~ 15 GNOME contributors / developers):

- GNOME Shell Developers
- GNOME Localization Team
- GNOME Documentation Team
- GNOME contributors working on the GNOME 3.8 (or beyond)

Conference (100 - 200 people):

- Existing and potential GNOME contributors, users and developers
- University students

6. Activities and schedule

Hackfest

The hackfest will be similar to an unconference, a wiki page can be put up to allow participants to write down their proposed topics. The whole day event is free schedule. Activities include:

1. BOF / Hacking
2. Install-fest to help students install the GNOME Desktop
3. Discussion

Public Conference

1. Keynotes
2. Talks
3. Lightning Talks
4. Booths (*exhibitions from 8:00 to 17:00*)
5. Party after the conference

Schedule		
	Hall(Day 1)	Hall(Day 2)
09:00	Party starts	
09:10	Welcome speech - Local organizer & GNOME.Asia Committee	
9:30	Keynote #1 - the latest GNOME	Keynote #3
10:30	Keynote #2 - The GNOME Foundation	Keynote #4
11:30	Talk #1	Talk #6
12:20	Lunch Break	
14:00	Talk #2	Talk #7
14:40	Talk #3	Talk #8
15:20	Talk #4	Talk #9
16:00	Talk #5	Talk #10
16:40	Lightning talks	Lightning talks
17:40	Lightning talks	Closing speech, Local organizer & GNOME.Asia Committee
18:00	Take a bus to go to the dinner party	

Party / Sports

We try to find some sponsor for the party or sports.

Optional: 1 day local tour

We could provide several choice for 1 day city tour, such as Temple of Heaven, Bird Nest, Greatwall, etc.

7. Expectation and marketing

We will send out "call for participation" 2 months before the event. We expect to have around 15 people joining the Hackfest while around 200 participants joining the conference.

Please find below the communication channels:

Hackfest

1. GNOME.org website
2. Selected mailing lists from GNOME and other related communities
3. Selected IRC channels from GNOME and other related communities
4. GNOME developers from different companies e.g. SUSE, Red Hat, Oracle, Canonical, ...
5. Blog posting @ PlanetGNOME and other planets
6. Invitations to selected GNOME contributors
7. Social Networks e.g. Twitter, Weibo

Conference

We intend to invite participants from China and other Asian countries to attend the conference. On top of the above marketing channels, mass scale marketing will also be carried out 2 months before the conference in Beijing and other Asian countries.

1. Advertising in the universities, IT related colleges and some secondary schools in Beijing.
2. Articles and/or website banners at all FOSS communities and distros in Beijing
3. Mailing list of GNOME.Asia@gnome.org, every FOSS communities and distros that use GNOME
4. Word of mouth
5. Social Networks e.g. Weibo, Twitter, BBS

8. Budget Estimation

Maximum Budget

Category	description	Qty	U/P (USD)	Amount (USD)
Conference Venue	BeiHang University, 1 hall (~200 people) and Exhibition area	2days	400	800
Conference meals	Lunch coupon in university canteen(optional)	200	4	800
Conference coffee	Coffee and cookies from university	200	2	400
Transportation	Shuttle bus for hackers / supporters / volunteers party	2	50	100
Marketing materials	Tshirts	200	9	1800
	Stands			
	- 4 for Hackfest,	14	18	252
	- 4 for conference schedules,			
	- 6 for conference			
	Banner	1	1	50
Conference flyers (with schedule)	200	0.5	100	
	Posters	20	5	100
Optional tour	1 day tour	10	30	300
Sub-total				4702
Travel subsidy	Average amount according to the pre-event survey	15 people	1,000	15,000
Accommodation	standard room for 2 person shared	5days x 15people	50	3750
Miscellaneous (10%)				2345.2
Grant-Total				25797.2

Highlights:

- 1) Every item is subject to 10% Miscellaneous Fee just in case to cover some unexpected expenses
- 2) The budget also could ignore the meals and transportation, it's very cheaper in Beijing, and generally the participants cover it by themselves, so at the minimum budget these are ignored.

Minimum Budget

Category	description	Qty	U/P (USD)	Amount (USD)
Conference Venue	BeiHang University, 1 hall (~200 people) and Exhibition area	2days	Free	0
Conference coffee	Coffee and cookies from university	200	2	400
Marketing materials	Tshirts	200	9	1800
	Stands			
	- 4 for Hackfest,	14	18	252
	- 4 for conference schedules,			
	- 6 for conference			
	Banner	1	1	50
Conference flyers (with schedule)	200	0.5	100	
Posters	20	5	100	
Sub-total				2702
Travel subsidy	Average amount according to the pre-event survey	15 people	800	12,000
Accommodation	standard room for 2 person shared	5days x 15people	30	2250
Miscellaneous (10%)				1695.2
Grant-Total				18647.2

9. Potential sponsors & media partners

Our members had contact with different company, community and university, and also we will help to send out "call for sponsors" to find local sponsors in Beijing.

Potential Sponsors

- SUSE
- Canonical
- Oracle
- Red Hat
- Intel
- cs2c (<http://www.cs2c.com.cn/>)
- China OSS Promotion Union(<http://www.copu.org.cn/>)
- Wistron(<http://www.wistronits.com/>)
- ChinaUnix (<http://www.chinaunix.net/>)

- Others

Potential Media Partners

- Linux Sir (<http://www.linuxsir.org/>)
- ChinaUnix (<http://www.chinaunix.net/>)
- CSDN (<http://www.csdn.net/>)
- 51CTO (<http://www.51cto.com/>)

- Others

10. Conclusion

BJGUG have a great team of passionate people and plenty of experience in hosting events and conferences. We have been talking to different local FOSS communities and potential sponsors as well as media partners about this proposal, all of them showed their supports to this GNOME event. We strongly believe Beijing is the best place to host this upcoming conference and hackfest. If you have any questions, please feel free to contact us. Thank you.