



GUADEC 2008

7th-12th July, 2008
İstanbul - Turkey



Sponsor's Brochure



Convention Overview

What is the GUADEC?

GUADEC (pronounced GWAH-DECK) is an acronym for the GNOME Users' And Developers' European Conference. Held annually in cities around Europe, GUADEC is the largest get together of GNOME users, developers, foundation leaders, individuals, governments and business in the world.

Presentations are given by business leaders, government spokespeople and motivated developers on a range of topics including the future directions of the GNOME Project, UNIX® and Linux® on the desktop, new features, exciting ideas and modern development techniques.

The primary goals of GUADEC are:

- to set the direction of the project in the coming year;
- to attract developers and contributors to the project;
- to developers and contributors to meet;
- to help corporate partners be involved in the project;
- and to showcase our latest technologies.

The 9th Edition

At its 9th consecutive happening, GUADEC 2008 is being held at the Bahçeşehir University, in a beautiful city of Turkey, İstanbul. Dates are from Monday 7th July until Saturday 12th of July, 2008. Developers and interested parties will continue to meet until Sunday the 13rd of July.

The week will be split into three phases: the approach days leading up to GUADEC; GUADEC itself; and After Hours. During the three days of the main GUADEC event, the talks will be divided in different categories, focusing on the future of GNOME, the preview and demonstration of existing technologies, as well as brainstorming sessions.

These streams will in turn be aimed three different groups of people:

- The User: including sessions covering user experiences, profiles, trends, special needs, training processes, habits, issues and end-user (horizontal) applications;
- The Client: including sessions on big deployments, distribution, vendors, independent software development, corporate requirements and public administration; and
- The Developer: including sessions on programming languages, the platform, libraries, standards, outstanding issues and bugs and integration.

About GNOME

GNOME (pronounced GUH-NOME) is an international project working to create a free and open, easy to use computer desktop environment. GNOME stands for the GNU Network Object Model Environment and is built entirely from software considered free by the Free Software Foundation.

A great deal of software is developed under the umbrella of the GNOME Project, the core pieces are released twice-annually as the GNOME Desktop. The current version of the GNOME Desktop is 2.20, with 2.22 being released in March.

The desktop forms one part of a complete operating system, along with utilities, libraries and a kernel. These are then available as Linux products from companies such as Red Hat and Unix products like Sun Microsystem's Solaris.

GNOME technology is also found in some surprising places, like Nokia's Internet Tablets (770 800 and 810) and OLPC. GNOME's software license allows both free and proprietary software to be written using its platform at no cost; making it free in both senses of the word.



About İstanbul

Istanbul, (historically Byzantium and later Constantinople) is Turkey's most populous city, and its cultural and financial center. The city covers 25 districts of the Istanbul province. It is located on the Bosphorus strait, and encompasses the natural harbor known as the Golden Horn, in the northwest of the country. It extends both on the European (Thrace) and on the Asian (Anatolia) side of the Bosphorus, and is thereby the only metropolis in the world which is situated on two continents. In its long history, Istanbul served as the capital city of the Roman Empire, the Byzantine Empire, the Latin Empire, and the Ottoman Empire. The city was chosen as joint European Capital of Culture for 2010. The "Historic Areas of Istanbul" were added to the UNESCO World Heritage List in 1985.

- Courtesy of Wikipedia

Since Turkey is located in the middle of Europe and Asia, transportation has always been considered as an important matter, İstanbul is no exception.

There are two international airports, Ataturk Airport and Sabiha Gokcen Airport in Istanbul one is located in European region and the other in Asian region. There are daily flights to all around the World, and local airline company is member of the biggest international airline connections.

Addition to air transportation for people arriving from Europe and Middle East there are possible alternatives. Istanbul is well connected to European interland. Train connections and highways are suitable for comfortable transportation.

About Bahçeşehir University

Bahçeşehir University was founded in 1998, by Bahçeşehir Uğur Educational Institutions.

Campus is located in Beşiktaş at the heart of Istanbul, the city, where Europe meets Asia. Bahçeşehir University at present comprises of six faculties; Business Administration , Communication, Architecture, two institutions, Institute of Natural Sciences and Institute of Social Sciences and a Vocational School in English.

Bahçeşehir University has various academic and strategic cooperation agreements with the leading universities of USA and participates in the Erasmus Program. It also carries out joint programs with many universities in Europe and the Far East. Similarly Bahçeşehir University offers its students the opportunity of completing its English Preparatory School program abroad. The program is implemented in Kansas, Fort Hays University and in Boston as well as in Cambridge and London in EF schools. Soon to follow these are New York and Oxford centers.

In its 10th year, Bahçeşehir University is helping GUADEC 2008 organization with venue support and as a co-organizer.

Why Sponsor GUADEC?

Past Sponsors

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Each year, GUADEC attracts around 500 key software developers, press members, business people and government staff from around the globe. Together attendees share their experiences, technology and ideas in developing, using and deploying the GNOME platform.

Delegates attend GUADEC for many reasons. Users of GNOME come for a firsthand glimpse of the latest sleek features. Business and government attend GUADEC to discuss deploying the GNOME software and evaluate the merits of the GNOME platform. Developers of GNOME and 3rd party applications use GUADEC as a forum to come together and discuss the latest technologies and their new ideas for GNOME.

Professions represented at GUADEC include computer manufacturers and OEMs; IT distributors; resellers; IT publishers; consultants; people from the education and training industry; government staff; professional artists; systems administrators; analysts; and software developers. With information technology being a multifaceted industry, GUADEC plays host to many different fields of interest within the IT community, including desktop development; ISV application development; multimedia; digital art; networking; communications; wireless; mobile and embedded devices; databases; tools development; and the Internet.

GUADEC is also a fun and enjoyable conference, where old bonds and friendships are renewed and new ones created, through social events and functions that are thanks entirely to our sponsors. In the past, social events have been used for preliminary product launches (and successfully creating a base of dedicated and excited software developers for the product) or simply to chill out at the end of the conference.

With delegates from around the world, GUADEC is regarded as a unique and internationally flavoured conference and offers sponsors the opportunity to tap into a wide range of computing and information technology markets simultaneously.

As a sponsor of GUADEC you will be recognised not only as a sponsor of the event, but also a sponsor of GNOME, a sponsor of the GNOME community and of the ideals on which GNOME is founded.

Sponsorship Packages

Cornerstone Package

(25,000 €, or US \$ 35,000)

- Visible presence in the banner at the main venue stage, shared with the organisers' logos only;
- two (2) advertisement pages in the official program;
- negotiable amount of inserts in the participants' bags;
- organisation or Sponsorship of a special event;
- large logo in website, program's back page, banners in locations, bag, official and all GUADEC public documents;
- one (1) web page with your content linked from the guadec.org homepage;
- one (1) stand during the 6 days of conference (at your expense);
- access to press room; and
- twelve (12) company registrations.

Gold Package

(15,000 €, or US \$ 22,000)

- One (1) ad page in the official program;
- two (2) inserts in the participants' bags;
- organisation or sponsorship of a special event;
- medium logo in website, program's back page, banners in locations, bag, official promotional material and all GUADEC public documents;
- one (1) web page with your content linked from the guadec.org homepage;
- one (1) stand during the 6 days of conference (at your expense);
- access to press room; and
- eight (8) company registrations.

Silver Package

(5,000 €, or US \$ 7,000)

- Half (1/2) advertisement page in the official program;
- one (1) insert in the participants' bags;
- small logo in website, program's back page, banners in locations, bag, official promotional material and all GUADEC public documents;
- one (1) web page with your content linked from the guadec.org homepage;
- one (1) stand during the six (6) days of conference (at your expense);
- access to press room; and
- four (4) company registrations.

Media partner

- one (1) block at a shared Media Partners page in the official program;
- one (1) insert in the participants' bags;
- small logo in the Media Partners block in website, program's back page, banners in locations, bag and official t-shirt;
- presence of you and your products in the shared Media Zone, next to the sponsors' stands;
- one (1) company registration with access to press room; and
- three (3) media accreditations.

Custom Sponsorship Opportunities

If you find a sponsorship package unsuitable to your company's budget or requirements, custom sponsorship packages are available.

Custom sponsorship could include the sponsorship of a formal dinner, attendee party or even conference bags offering a highly visible logo space, there are many possibilities.

Custom sponsorship and costs can be discussed with the GUADEC organisers and will be handled on a case-by-case basis. Please contact the Sponsors Coordinator (details overleaf) if you wish to know more.



7-12th July, 2008
Istanbul,
Turkey

Sponsorship Application Form



Sponsorship applications are handled on a "first come, first served" basis. Please complete the application form below and review the terms and conditions of sponsorship available on the next page. If you require additional paper copies of this form, please contact us.

Fax the completed and signed form to
ATTENTION:

Barış ÇİÇEK
fax: +90 312 438 82 26
phone: +90 312 438 82 25
GSM: +90 505 466 66 60
email: info@guadec.org

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Sponsor Information

Company Name:			
Contact Full Name:			
Position/Title:			
Email:		Phone:	
Address:			
City:		Province:	
Post Code:		Country:	

Sponsorship Packages

Cornerstone Package	<input type="checkbox"/> 25 000 €
Gold Package	<input type="checkbox"/> 15 000 €
Silver Package	<input type="checkbox"/> 5 000 €
Custom Package (previously agreed with organisers)	<input type="checkbox"/> _____ €

By signing and returning this order form, I agree to be contractually bound to GUADEC sponsorship and advertising policies and regulations as set out in the Sponsorship Brochure.

Authorized Signature and date:

Terms and Conditions

1. Sponsorship application is handled on a “first come-first served” basis. Sponsors should be committed to Free Software deployment and improvement. Sponsors are supportive of The GUADEC Organisers' mission. The GUADEC Organisers retain the right to reject any sponsor that it deems inappropriate.
2. After written acceptance by The GUADEC Organisator, the sponsor must provide the sponsorship funds, logo image (in the format required by The GUADEC Organisers) and other details required (eg. sponsor's name, trademarks etc) to The GUADEC Organisers, within 1 month of receipt of acceptance.
3. Sponsorship pledges cannot be processed without payment. All pledges must be in US Dollars (\$), or Euros (€) and made payable to The GUADEC Organisers.
4. Sponsors may not sublet, assign or apportion any part of the item(s) sponsored nor represent advertise or distribute literature or materials for the products or services of any other firm or organization except as approved in writing by The GUADEC Organisers.
5. The GUADEC Organisers, will not be liable for damage or loss to sponsors' properties by fire, theft, accident, or any other cause, whether the result of negligence or otherwise or case of force majeure.
6. Sponsorship is not limited to financial support, but can also be in the form of material provisions eg. hardware/software etc. Should your organisation be interested in sponsoring in an arrangement not listed in this brochure, please feel free to contact us to discuss your preferences.
7. For sponsorship packages that includes the use of signage, please note that signage space may be limited. The conference organisers will inform each sponsor the maximum size or number of signs allowed.
8. In order to limit costs to The GUADEC Organisers, the conference organisers may limit the number of colors used to print sponsor logos.
9. To minimise detritus, The GUADEC Organisers might replace some inserts and adverts by electronic versions. The sponsors will be notified in advance to be able to provide material that might be better suited to the medium used.

