GUADEC 2007

15th-21st July, 2007

Birmingham
(West Midlands - England)

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 8th Edition

In its 8th consecutive year, GUADEC 2007 is being held at the UCE Birmingham Conservatoire in Birmingham, England, from Sunday 15th July until Saturday 21st of July 2007. Developers and interested parties will continue to meet until Sunday the 22nd of July.

The week will be split into three phases: the approach weekend 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, independant 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 Birmingham

Birmingham, England, is a city of around 1M inhabitants (approx. 2.3M including neighbouring cities), in the West Midlands. It is the second city in England, behind capital London with only 120 miles separating the two cities. It is well connected to major London airports via rail and road, and has its own international airport: Birmingham International Airport (BHX).

Birmingham is a city of history, culture and sport. Places of interest include Chamberlain Square, The ThinkTank, Sarehole Mill and the Barber Institute of Fine Arts. The Birmingham Symphony Hall, Rep, Alexander, and Hippodrome Theatres and the Carling Academy provide music and theatre for virtually every taste. And with a bit of luck, you might be able to catch a football game featuring one of the city's two football clubs, Birmingham City and Aston Villa.
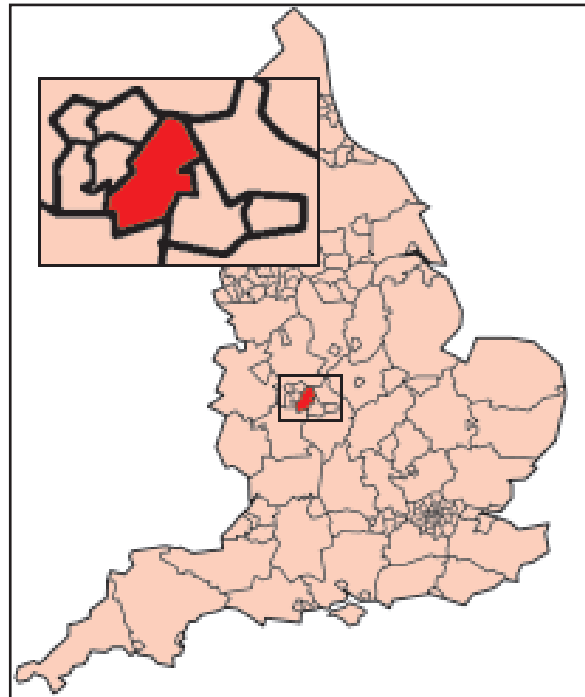
The West Midlands has a long history of technology development from James Watt's steam engine to Frank Whittle and the jet engine, and is again leading the UK in the area of Free and Open Source Software. Birmingham is home to the country's two leading strategic projects; OpenAdvantage (OA) and the National Open Centre (NOC). OA provides the region with a Centre of Excellence in Open Source development, technology, and business, helping over a thousand businesses get involved with a wide range of FOSS technologies ranging from Linux and Samba to LAMP, Ruby on Rails and Asterisk. The NOC, to be launched on 26th February 2007, will provide the UK with a place to coordinate strategic thinking about open source and open standards in the UK.

About the UCE Birmingham Conservatoire

The UCE Birmingham Conservatoire is an internationally renowned concert and music study location. Situated at the heart of the city centre, it has a large number of rooms of varying sizes, including the 520-seater Adrian Boult Hall. It also hosts a licensed bar, and a coffee shop.

Why Sponsor GUADEC?

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

(£ 18,000, or 26,700 €, or US $ 35,600)

- 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 t-shirt and all GUADEC public documents;
- one (1) web page with your content linked from the guadec.org homepage;
- one (1) stand during the 7 days of conference (at your expense);
- access to press room; and
- twelve (12) company registrations.

Gold Package

(£ 11,000, or 16,300 €, or US $ 21,700)

- 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 t-shirt and all GUADEC public documents;
- one (1) web page with your content linked from the guadec.org homepage;
- one (1) stand during the 7 days of conference (at your expense);
- access to press room; and
- eight (8) company registrations.

Silver Package

(£ 4,000, or 6000 €, or US $ 8,000)

- 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 t-shirt and all GUADEC public documents;
- one (1) web page with your content linked from the guadec.org homepage;
- one (1) stand during the seven (7) 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 possibilites.

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.

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:

> Paul Cooper
> fax: +44 121 634 1620
> phone: +44 121 634 1630
> email: info@guadec.org

Company Name:

Contact Full Name:

Position/Title:

Email: Phone:

Address:

City: Province:

Post Code: Country:

Cornerstone Package	☐ £ 18 000
Gold Package	☐ £ 11 000
Silver Package	☐ £ 4 000
Custom Package (previously agreed with organisators)	☐ _____ €

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 British Pounds (£), US Dollars ($), or Euros (€) and made payable to ...

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.

The GUADEC Coordination Team 2007
Sponsorship Form