

The  GNOME™ Conference

GUADDEC

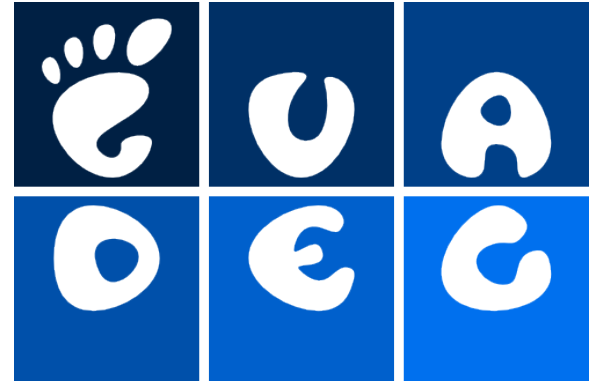
A Coruña, Spain

26th July - 1st August



The largest get together of
GNOME users, developers,
foundation leaders, individuals,
governments and businesses
in the world

www.guadec.org



About GNOME

The GNOME Foundation is a US public charity focused on making software that improves access to technology for all, regardless of geographic location or socio-economic class.

GNOME is an international project that works to create a free, open, easy-to-use computer environment with first-class internationalization and accessibility. Built entirely from software considered free by the Free Software Foundation, GNOME provides all of the common tools users expect from a modern computing environment: web browsers, file managers, multimedia players, e-mail applications, group-ware and games. GNOME components form the basic desktop environments on many operating systems, e.g., Oracle's Solaris, Canonical's Ubuntu, Debian, Fedora, Linux Mint and SUSE.

GNOME also provides a flexible and powerful platform for desktop and mobile developers, and provides **an umbrella for an entire ecosystem** of related technologies and applications:

- User-facing toolkits, such as GTK+ (widgets and app development framework), Clutter (hardware-accelerated user interfaces), and WebKitGTK+ (browser engine);
- End-user applications, including Shotwell (digital photo manager), Rhythmbox (music management), Ardour (professional audio recording/editing workstation) and Inkscape (vector graphics editor); and
- Support components, including GStreamer (sound, video, and multimedia delivery), D-Bus (interprocess communications), Pango (text layout), GObject (cross-platform C-based object system), and libxml2/libxslt (XML parser and transformations).

Commercial companies also adopt the functionality-rich components of GNOME, as the free license allows use in software and products at no cost. While useful for companies, GNOME is the result of collaboration between those companies and volunteers from the public who focus on creating software that is great and easy to use by everyone. GNOME technologies have been adopted for consumer and vertical market products, like:

- Amazon Kindle e-book readers (GTK+, WebKitGTK+, Pango);
- TiVo digital video recorders (libxml2, libxslt);
- Nokia Internet tablets (GTK+) and the N900 cell phone (Clutter);
- TouchTunes digital jukeboxes (GTK+, Clutter);
- Garmin GPS navigation devices (GTK+, GStreamer, Pango); and
- TomTom GPS navigation devices (D-Bus, Glib, libxml2).

Besides over a dozen hack-fests per year organized by the GNOME Foundation, other regular gatherings include the **GNOME Boston Summit**, a small meeting of core developers; **GNOME.Asia**, a rapidly expanding annual event focusing on the growing number of Asian users and developers, and helping push GNOME into new markets, set in 2012 for tech savvy Hong Kong; and **GUADEC, the GNOME Users and Developers European Conference**.

About GUADEC

Pronounced GWAH-DECK, **GUADEC is the primary congress for GNOME users, developers, foundation leaders, individuals, governments and businesses worldwide.** It is held annually in cities around Europe, and brings attendees together to share their experiences and ideas for developing, using and deploying GNOME technologies

GUADEC attracts around 500 key software developers, press, users, businesses and government representatives each year. Presentations are given by leaders, spokespeople, volunteers and motivated developers on a range of topics including the future directions of the GNOME Project, Unix, GNU/Linux, Free and Open Source software, development techniques, cutting edge features and ideas on technology and culture.

The primary aims of the annual GUADEC conference are:

- To **set** the direction of the GNOME project for the coming year;
- To **draw** new developers and contributors to the project;
- To **help** corporate partners be involved in the project;
- To **connect** developers, corporate partners and governments; and
- To **showcase** the latest GNOME technologies.

GUADEC is **not just a software conference**. People come together to meet collaborators from chat rooms and mailing lists, to network, to visit old friends and make new ones, and most of all to have fun! The venue and program for GUADEC 2012 will reflect these important aspects and will include time for tourism, sports and experiencing local traditions.

GUADEC 2012

Lying in the north west of the Iberian Peninsula, **the Spanish city of A Coruña** is a window to the ocean, which has played a major role for over two thousand years of history. This city of roughly 250,000 people is easily reachable via flights from Amsterdam, Barcelona, Lisbon, London and Madrid. It is at the same time ancient and modern, local and cosmopolitan.

GUADEC 2012 will be held in late July and expects to have excellent weather, with sunny summer days and average temperatures around 22° C, perfect for sightseeing, socializing and hacking. The **University of A Coruña** will provide the premises for the conference, offering an academic environment, technical concentration, and access to the city's sights.

From calm sunlit seafronts to streets full of life, interesting and exciting discoveries await in fish markets, the promenade and the Old City. Numerous parks provide natural places to relax and enjoy the spectacular landscape, and the city is full of art, museums, restaurants, taverns, pubs, discos, a casino and classical performance halls. The city's emblematic symbol is the **Tower of Hercules**, a Roman era lighthouse still in use and a UNESCO Heritage site.

GPUL, GUADEC 2012 local team:
City council of A Coruña:

www.gpul.org
www.coruna.es



Become a sponsor

GUADEC sponsorship offers a wide variety of benefits, and encourages sponsors to become more deeply involved in the community. In addition to the below benefits, **returning sponsors are eligible for a 6% or 10% package discount**. The opportunity also exists to **combine sponsorship of both GUADEC and GNOME.Asia events at a reduced price**. Please see the Sponsor Package section and Terms and Conditions for more details.

- **Meet key contributors.** It's a unique opportunity to meet contributors, maintainers and users of one of the world's leading Free and Open Source technology platforms.
- **Influence future product direction.** Sponsoring and attending GUADEC not only gives you advance information on the GNOME's plans for the coming year, but provides you a voice in shaping those plans.
- **Access technical talent.** Experienced and capable software developers from around the globe attend GUADEC. Sponsorship allows you to meet individuals, consultancies, and potential business partners who can help you achieve your technical goals.
- **Network with technology decision-makers and influencers.** GUADEC attendees typically include individuals who are responsible for government purchasing, setting technical agendas at major corporations, determining academic work and research.
- **Encourage technology adoption.** GUADEC has been a site for product launches, and can be a great place to encourage software developers to use new technologies.
- **Promote your company.** Sponsorship provides you with promotion through visible advertising, technical presentations, and international press coverage.
- **Contribute to the development of GNOME technologies.** Supporting GUADEC helps support the development of new features and components, as the event hosts planning and coding sessions, as well as technology and interoperability meetings.
- **Give back to free and open source software.** You will be recognized not only as a sponsor of GUADEC, but also a supporter of free software, the GNOME project, and the ideals on which these are founded.





















Past sponsors who help make GUADEC and continuing GNOME work possible include:

ACCESS
ARM
Canonical/Ubuntu
Collabora
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Google
Hewlett-Packard
IBM

Igalia
Intel
Lanedo
Linux Magazine
Mandriva
Meego
Mozilla
Nokia

Novell/SUSE
O'Reilly
Openismus
OpenShine
Red Hat
Sun Microsystems
The Linux Foundation
Ubuntu User



Sponsorship Packages

GUADEC 2012	Platinum € 25,000	Gold € 15,000	Silver € 10,000	Bronze € 5,000	Supporter € 1,000
Table in the exhibit space					
Your banner in the reception area					
Your banner in two conference rooms					
Company logo on conference name badge front					
Company logo inside badge beside the schedule					
Company logo on front page of GUADEC webpage					
Logo and short company description (max. 100 words) on event webpage "Our sponsors"					
Professional pass vouchers for networking event	25	8	5	3	1

Also consider sponsoring the 2012 .Asia Summit: See details @ <http://2012.gnome.asia/sponsorship>

GNOME.Asia (USD \$)	Platinum \$ 12,000	Gold \$ 9,000	Silver \$ 5,200	Bronze \$ 2,600
Equivalent in Euros (€)	~ € 9,175	~ € 6,880	~ € 3,975	~ € 1,990
Sponsor both GUADEC and GNOME.Asia Additional cost on your GUADEC package	+ € 6,000	+ € 4,500	+ € 3,000	+ € 1,500
Combined sponsorship packages will save you:	€ 3,175	€ 2,380	€ 975	€ 490

Extra GUADEC opportunities: These can be part of a package or can be negotiated separately.

Sponsor of official conference reception (at own cost)					
Sponsor a party (at own cost)					
Coffee break sponsor					
Sponsor presentation slot (3 minute lightning talk)					
Logo or advertisement displayed on partnering websites					

Media partners: On-line and paper media publishers are welcomed to become partners through news, direction of participants to conference registration and/or conference reporting. Partners will be credited as sponsors on the web and in the conference program. Papers or magazines may be distributed to attendees.

Custom Packages: If you find that none of the listed sponsorship packages fits your organization's needs or budget it is always possible to put together a customized package. If you would like more information or to discuss sponsorship opportunities, please contact: sponsors@guadec.org

Terms and Conditions

1. By submitting a completed sponsor application form, all sponsoring entities ("the sponsor") agree to these Terms and Conditions for GUADEC ("the conference").
2. Sponsorship applications are handled on a "first come-first served" basis. Sponsors should be committed to Free Software deployment and improvement, and supportive of the conference organizers' mission. The conference retains the right to reject sponsors that it deems inappropriate.
3. Sponsorship pledges cannot be processed without payment. All pledges must be in Euros (€) or US Dollars (\$), or with respect to GNOME.Asia Hong Kong Dollars (HK\$), or other currency as agreed, and made payable to the organization designated by the GNOME Foundation. The sponsor will be contacted regarding details of the money transfer.
4. GNOME.Asia packages are subject to separate Terms and Conditions. For more details see: <http://2012.gnome.asia/sponsorship>
5. After written acceptance of the sponsor's application form by the conference, the sponsor must provide any further signed agreements and the sponsorship funds to the conference organizers within 30 days of receiving the conference sponsorship invoice.
6. Once the sponsor's application has been secured, the sponsor must provide logos, digital graphics and/or any other details as required (e.g., the sponsor's brand name, trademarks, etc) within 14 days. The sponsor grants to the conference the right and permission to use its name and/or logo for promotion of the event. Likewise the sponsor is granted the right and permission to use the conference name and/or logo for communications about the event.
7. Requested materials should reach the conference organizers by requested deadlines, or they may not be properly processed. Physical materials (banners, handouts, etc) should be provided by the sponsor at least 30 days in advance of the event.
8. For sponsorship packages that include the use of signage, please note that space may be limited. The conference will inform each sponsor of the maximum size or number of signs allowed. The conference will not be liable for damage or loss of sponsors' properties by fire, theft, accident or any other cause, by negligence or otherwise or in case of force majeure.
9. The sponsor 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 conference.
10. To limit conference production costs, the conference organizers may limit the number of colors used to print sponsor logos and materials.
11. To minimize detritus, the conference may use electronic versions of inserts and advertisements. The sponsors will be notified in advance to be able to provide material that might be better suited to the medium used.
12. Repeat sponsor status and discount level will be determined by the the conference organizers. Eligible sponsors may claim only one discount. Repeat sponsors' discounts: a) 6% package discount is available to those organizations sponsoring at any level who have also sponsored the conference within the past 2 years, i.e., 2010 or 2011. b) A 10% discount is available for organizations who qualify for 6%, but who will this year increase their sponsorship package level, e.g., Silver in 2011 to Gold in 2012.
13. Any remaining funds from sponsorship money will be donated to the GNOME Foundation upon completion of the conference for the GNOME Foundation's general use.
14. Sponsorship is not limited to financial support but can also be in the form of material provisions, e.g., hardware, software, services, etc. Should your organization be interested in sponsoring in an arrangement not listed in this brochure, please feel free to contact the conference organizers to discuss your preferences: sponsors@guadec.org

Sponsorship Application Form

GUADEC 2012: July 26 to 29, A Coruña, Spain

Please review the terms and conditions of sponsorship listed above before completing and submitting this form. To ensure that matters move quickly and smoothly, electronic documents and transactions are used where possible. Unless requested otherwise, the invoice and other documents will be sent as printable PDF files. If required by law, you must provide paper documents with proper signatures and/or stamps.

- Platinum € 25,000
- Gold € 15,000
- Silver € 10,000
- Bronze € 5,000
- Supporter € 1,000

Combine GUADEC+GNOME.Asia packages:

- + € 6,000 for GNOME.Asia Platinum-level
- + € 4,500 for GNOME.Asia Gold-level
- + € 3,000 for GNOME.Asia Silver-level
- + € 1,500 for GNOME.Asia Bronze-level

Custom package (as agreed) _____

Repeat Sponsor Discount:

Event previously sponsored: _____

Increased 2012 sponsorship level? Yes / No

6% Package Discount

10% Package Discount

Extras: _____

GUADEC level (+ GNOME.Asia or extras) (- discount) = Total Amount: _____

Details (as agreed): _____

Invoicing Details: _____

Company Name: _____

Contact Person: _____

Full Title / Position: _____

Email: _____ Phone: _____

Company Address: _____

City: _____ Postal Code: _____

Authorized Signature: _____ **Date:** _____

Please mail this form by post to:

GNOME Foundation
PO Box 101, Groton, MA 01450, USA

Or email a scan of this form to:

sponsors@guadec.org