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May 24-25 2014



www.gnome.asia

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Become a Sponsor

The GNOME.Asia Summit 2014 will be held in Beijing, China. This is a special location for the event to return to, as the GNOME.Asia Summit was hosted in Beijing in 2008.

Beijing, 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 palaces, temples, huge stone walls and gates, and its art treasures and universities have made it a center of culture and art in China. It is also very convenient to travel to, with good public transportation. We believe that hosting the event in Beijing will put the spotlight on GNOME and make an impact locally, regionally and internationally in terms of business and community building.

The GNOME.Asia Summit 2014 will provide a unique opportunity for stakeholders to discuss Free and Open Source Software solutions, programming, promotion and challenges for GNOME, but also other Asian free software communities face while growing. Besides being a community event, the summit is set up to function as a gateway for companies interested in Asian markets.

We are offering sponsorship partnership for the event.

As a sponsor, you are offered:

- Matchmaking opportunities with local enterprises, which will be invited to a business session;
- Marketing opportunities featured in conference materials and presented in media announcements;
- Networking with highly capable developers and well-trained students.

We are expecting about 300 participants with delegates from Asia and around the world.

The GNOME.Asia Summit is a unique and international conference which offers sponsors the chance to tap into fast-growing local markets, discover new business opportunities, and increase awareness for their products among early adopters and technology multipliers.

History of GNOME Asia

This will be the sixth edition of the GNOME.Asia Summit. In previous years GNOME.Asia Summit has been held in Beijing, China in 2008 and Ho-Chi-Minh City, Vietnam in 2009, co-hosted with COSCUP Taipei, Taiwan in 2010, Bangalore, India in 2011, Hong Kong in 2012 and Seoul, Korea in 2013, following the release of GNOME 3.8.

GNOME.Asia Summit 2013 in Seoul, Korea attracted hundreds of participants including many GNOME developers, speakers and community members within Korea. Karen Sandler, Executive Director of the GNOME Foundation and Allan Day delivered keynotes and there was a 2-track programme with 3 workshops.

In 2012 in Hong Kong, 26 foreign speakers and 4 local speakers shared their experiences in various aspects around GNOME. Participants from other Asian countries including Mainland China and Taiwan got together face-to-face with Hong Kong activists to build stronger relationships.

GNOME.Asia Summit 2011 was held in India just before the launch of GNOME 3.0. There were 40 presentations and lightning talks from 30 speakers coming as far as Canada, USA, France, Germany, Belgium, and Sweden. Of course Asian countries such as China, Taiwan, the Philippines and India were well represented too. About a thousand participants attended the event with 15 sponsors and partners.

GNOME.Asia Summit 2010, co-organized with COSCUP, was a full two-day conference with over 60 presentations and speakers coming from places all over the world such as China, Philippines, Japan, India, USA, France, Spain, Germany and of course Taiwan. The BOFs and lightning talks helped to bring the conference to a new level. A total of 977 participants, 25 sponsors, 20 news outlets, and 10 exhibitors (including communities) supported the event.

GNOME.Asia Summit 2009 in Ho Chi Minh City (Saigon) attracted 1465 developers, students, business professionals and government officials establishing Vietnam as one of the top spots for the Free and Open Source community and businesses. In total 14 countries, 79 speakers with 34 from outside of Vietnam, and 109 presentations were held.

The GNOME.Asia Summit 2014 will be held in China. Beijing is a convenient and exciting place to hold the conference. With great public transportation and solid international flight connections, it will be easy for attendees to travel to the event. Beijing also has great tourist attractions, many universities with strong student communities, and is home to many of Chinese largest technology companies. Interest in Free and Open Source Software is growing more than ever in China. The organizing team believes that hosting the event in Beijing will expand GNOME's presence and increase participation in the area.

Conference Venue - BeiHang University



Event Funding

An event at the size of GNOME.Asia faces a significant number of expenses, which fall broadly into three categories:

1. Speaker Travel and Accommodation

Many conference attendees who contribute to the event with their knowledge have to travel huge distances to participate in the event. Quite a few of them come from outside China, while others come from other parts of Asia. These are the people who make this event happen – they provide the core content of the conference. As far as possible, we try to provide at least accommodation to our speakers, and, if possible, travel sponsorship.

2. Infrastructure Expenses

In order to provide support services at the event, such as networks, Internet service, and exposition hangars, labor, etc.

3. Delegate Expenses

The delegate fee is used entirely to provide food and conference materials to the delegates for all the days of the event, and is not used for any other expenses.

Sponsorship Opportunities

All speakers travel, venue, and infrastructure expenses are met by raising funds from sponsors.

We have been extremely fortunate to be generously sponsored by our industrial and governmental partners, such as:

- Oracle
- Red Hat
- Google
- Canonical
- IBM
- Lemote
- Novell
- Intel
- Mozilla
- Yahoo!
- Nokia
- KKBox
- Motorola
- Sun

These are the sponsorship levels:

- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze
- Custom Sponsor

All sponsorship levels are described in detail later in this document.

Sponsor Exposure

Sponsors gain exposure through:

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

	Platinum \$12,000	Gold \$ 9,000	Silver \$5,000	Bronze \$2,500
Booth table in the exhibit space	Y	Y	Y	Y
Your banner in the reception area	Y	Y	Y	
Your banner in the main room	Y	Y		
Keynote Speech in main room	Y			
Company leaflet in participants' bag	Y	Y	Y	Y
Company logo on website front page	Y	Y	Y	Y
Registration number of FULL package ticket for sponsors	12	9	5	2

Three types of tickets

Type	Description
Free	Target for students and community members, the ticket is free to apply. Include: <ul style="list-style-type: none">- Conference bag- Limited number of T-shirts for early birds(First come, first server)
Donate	You can donate to GNOME Foundation, the donation start from \$10 Include: <ul style="list-style-type: none">-Conference Bag-T-shirt
Full Package Ticket	Target for company participants and sponsors, the Price is \$150 <ul style="list-style-type: none">- Conference Bag- T-shirt- Training session- Lunch coupon for two days- Invite to celebration Party (Organizers, Volunteers, Speakers and sponsors will be invited)- Invite to One Day Trip after Summit (Organizers, Speakers and Sponsors will be invited)

Custom Sponsorship

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:

- 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.)

Joined Sponsorship

Joined sponsorship with other GNOME events such as GUADEC (the GNOME User and Developer European Conference) is available with an attractive discount. And you can find more detail in [GUADEC 2014](#). Please send an email to committee@gnome.asia for further discussions.

Please note:

- Under no circumstances will the organizers divulge names or contact information of delegates.
- "Proportionally 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.
- Long term sponsors that have given funding for at least 3 years will get 1 level up.

The Sponsorship Process

The procedure for sponsorship matters is the following:

1. Prospective Sponsor (You) receives the Sponsor Document (this document that you are reading)
2. You decide to become a sponsor of the GNOME.Asia Summit 2014 as well as the sponsorship level
3. You send an e-mail to committee@gnome.asia, informing the organizers of your decision
4. GNOME.Asia will confirm that the sponsor slot is still available and will send you an invoice as well as a contract, along with detailed payment instructions.
5. You sign the contract, and return it to GNOME.Asia
6. You initiate internal approvals for the payment of the invoice, and release the payment of the invoice to GNOME.Asia.
7. GNOME.Asia sends you the sponsorship acceptance letter.

Please note that all sponsorships are first come, first serve, and that no sponsorship is considered final until step 6 is completed.

To ensure that matters move quickly and smoothly, we use electronic documents and transactions where possible. Therefore, the invoice and contract will be sent to you as a printable PDF file. This has been found to be acceptable by most people over the past few years.

If, however, you require paper documents to start processing matters, we can send them to your nearest office. However, please be aware that this could slow down the process, and that other potential sponsors could move faster to secure the sponsorship slot.

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.

For example – if we indicate that logos are required by a certain date so that we can include them in the advertisements (if you are at a sponsorship level where your logo would be included in an advertisement) and you miss that deadline, the advertisement may be published without your logo.

If you have any queries, please do not hesitate to contact us at committee@gnome.asia .

Sponsorship Application Form(GNOME.Asia)

GNOME.Asia 2014: May 24-25, Beijing, China

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.

- Platinum USD 12,000
- Gold USD 9,000
- Silver USD 5,000
- Bronze USD 2,500
- Custom Sponsorship (as agreed) _____

Extras: _____

Details (as agreed): _____

Repeat Sponsor Special: _____

Total Amount: _____

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 scanned copy of this form to:

committee@gnome.asia

GUADEC 2014

Pronounced GWAH-DECK, GUADEC is the primary conference 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 annually attracts around 300 key software developers, press, users, businesses and government representatives. 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:

- Set the direction of the GNOME project for the coming year.
- Help corporate partners be involved in the project.
- Connect developers, corporate partners and governments.
- 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 to have fun! The venue and program for GUADEC 2014 will reflect these important aspects and will include time for tourism, sports and experiencing local traditions.

Sponsorship packages

Sponsor both GNOME.Asia Summit 2014 and GUADEC 2014

	Platinum	Gold	Silver	Bronze
GNOME.Asia Summit 2014	\$12,000	\$9,000	\$5,000	\$ 2,500
GUADEC 2014	\$20,000	\$13,000	\$6,500	\$ 1,300
Sponsor both GNOME.Asia and GUADEC 2014	\$27,800	\$18,800	\$10,300	\$ 3,300
Sponsor both, additional cost on your GNOME.Asia package	\$15,800	\$9,800	\$5,300	\$800
Combined sponsorship packages will save you	\$4,200	\$3,200	\$1,200	\$500

Sponsorship Application Form(GUADEC and GNOME.Asia)

GNOME.Asia 2014: May 24-25, Beijing, China

GUADEC 2014: Strasbourg, France.

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.

- Platinum USD 27,800
- Gold USD 18,800
- Silver USD 10,300
- Bronze USD 3,300
- Custom Sponsorship (as agreed) _____

Extras: _____

Details (as agreed): _____

Repeat Sponsor Special: _____

Total Amount: _____

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 scanned copy of this form to:

committee@gnome.asia

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 only by GNOME.Asia, 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.

Terms and Conditions

Sponsorships are not announced until full sponsorship amount has been received. Sponsor exhibition booths are allocated by the organizers and are on a first come, first served basis. Inclusion of Sponsor Logos in advertisements and other publicity material is subject to receipt of Logos within the deadline.

About GNOME.Asia

GNOME.Asia Summit is the yearly GNOME users and developers Asian conference. The event focuses primarily on the GNOME desktop and other devices that use GNOME, and also covers GNOME based applications and GNOME development platform tools. It brings together the GNOME community in Asia to provide a forum for users, developers, foundation leaders, governments and businesses to discuss both the present technology and future developments. The summit has been recognized as the one of the top three Free and Open Source Software conferences in China in 2008 by the Chinese government and the biggest Free and Open Source Software conference in Vietnam in 2009 by the Vietnamese government.

About GNOME and the GNOME Foundation

The GNOME desktop is a free, easy to use, accessible and internationalized desktop for Linux- and Unix-based 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 industry-leading companies. The Foundation is a member directed, non-profit 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

Contact

committee@gnome.asia

Quick Links

GNOME Asia - <http://gnome.asia/>

GNOME Asia 2014 - <http://2014.gnome.asia/>

Previous events

GNOME Asia 2013 - <http://2013.gnome.asia/>

GNOME Asia 2012 - <http://2012.gnome.asia/>

GNOME Asia 2011 - <http://2011.gnome.asia/>

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 the time that sponsorship process has been completed. The final deliverable will be as per the sponsorship contract that will be signed by both parties.