



HONG KONG  
June 9-10 2012



[www.gnome.asia](http://www.gnome.asia)

## Become a Sponsor

Participating in the GNOME.Asia Summit 2012 will give your Business a new opportunity to run your IT Business differently. One foundation of an IT system is the operating system, and Microsoft and Apple now dominate its market. GNOME (pronounced GUH-NOME) is an international project that works to create a free, open, easy-to-use computer environment with complete internationalization and accessibility. The following operating systems employ GNOME components to gain a competitive edge:

- Oracle's Solaris
- Red Hat's Fedora
- SUSE
- Debian
- Canonical's Ubuntu
- Linux Mint

A number of commercial consumer products already adopted GNOME technologies:

- Amazon Kindle e-book readers (GTK+, WebKitGTK+, Pango);
- Nokia Internet tablets (GTK+) and cell phones (e.g. N900 and N9) (Clutter);
- TiVo digital video recorders (libxml2, libxslt);
- TouchTunes digital jukeboxes (GTK+, Clutter);
- Garmin GPS navigation devices (GTK+, GStreamer, Pango); and
- TomTom GPS navigation devices (D-Bus, Glib, libxml2).

GNOME.Asia Summit 2012 event will provide a unique opportunity for stakeholders to discuss Free and Open Source solutions, programming, promotion and community growth challenges for the GNOME project and in Asia. Besides being a community event the summit is set up to function as a gateway for companies interested in Asian markets. Other GNOME annual events include the GNOME Boston Summit, a small US gathering of core GNOME developers, and the GNOME Users And Developers' European Conference (GUADEC, pronounced GWAH-DECK), the largest congress for GNOME users, developers, foundation leaders, individuals, governments and businesses worldwide.

We are offering sponsorship partnership for the event.

As a sponsor, you are offered with:

- Matchmaking opportunities for companies with local enterprises;
- Marketing Opportunities to be 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 internationally flavored conference and offers sponsors the chance to tap into fast-growing local markets, discover new business opportunities and increase awareness for your 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 and Bangalore, India in 2011.

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, 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, 109 talks, presentations were held.

The GNOME.Asia Summit 2012 will be held in Hong Kong. Hong Kong is well known being one of the largest cities in Southeast Asia, with a thriving cultural scene, solid infrastructure, and robust public transportation system and top notch eats. Hong Kong is also well known as shoppers and food paradise. Besides, many countries have a visa-free period for travel within Hong Kong.





## Conference Venue – City University of Hong Kong (Tentative)



*Vicinity of City University of Hong Kong*



*City University smaller size hall (100- proposed venue for track 2)*

## Event Funding

An event of the size of GNOME.Asia has huge expenses involved with it. These expenses fall broadly into three categories:

### 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 India, while others come from other parts of Asia. These are the people who make this event happen – they provide the core content of the event. As far as possible, we try to provide at least accommodation to speakers, and, if possible, travel sponsorship as well.

### Infrastructure Expenses

These are expenses related to providing support services at the event. They include facilities such as networks, Internet service, and exposition hangars, labor, etc.

### 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 speaker travel, venue and infrastructure heads of expense heads are met by raising funds from sponsors. We have been extremely fortunate to be generously sponsored by industry and government. Here are some of our past sponsors:

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

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

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.

	Platinum	Gold	Silver	Bronze
Sponsorship fee	\$USD 12,000 or \$HKD 90,000	\$USD 9,000 or \$HKD 70,000	\$USD 5,200 or \$HKD 40,000	\$USD 2,600 or \$HKD 20,000
Number of Sponsor slot	1	2	any number	any number
Plenary Talk	1	N/A	N/A	N/A
Web Presence	(a) Logo - Proportionally sized (b) Dedicated page on conference sponsorship page	(a) Logo - Proportionally sized (b) Website write-up	(a) Logo - Proportionally sized	(a) Logo - Proportionally sized
Physical Presence	(a) Exhibit space 3nos x 3m x 3m (To be confirmed) (b) Banners (Vertical, 2 per hall, 3' x 6')	Exhibit space 2nos x 3m x 3m (To be confirmed) (b) Banners (Vertical, 2 per hall, 2' x 4')	Exhibit space 1nos x 3m x 3m (To be confirmed) (b) Banners (Vertical, 1 per hall, 2' x 4')	N/A

Presence in email	(a) Mention in pre-event emails (b) Mention in email to registered attendees	(a) Mention in pre-event emails (b) Mention in email to registered attendees	(a) Mention in pre-event emails (b) Mention in email to registered attendees	(a) Mention in pre-event emails (b) Mention in email to registered attendees
Presence in marketing announcements	(a) Mention in press releases and media alerts (b) Sponsor Mentions during opening and closing ceremonies	(a) Mention in press releases and media alerts (b) Sponsor Mentions during opening and closing ceremonies	(a) Mention in press releases and media alerts (b) Sponsor Mentions during opening and closing ceremonies	(a) Mention in press releases and media alerts (b) Sponsor Mentions during opening and closing ceremonies
Delegate Kit	Yes	Yes	Yes	Yes
Event Report	Yes	Yes	Yes	Yes
Professional pass vouchers for networking event	16	8	4	2

Additional opportunities: (These can be part of a package or can be negotiated separately.)

GUADEC sponsor (package value)	\$USD 29,000	\$USD 17,000	\$USD 12,000	\$USD 6,000
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## 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.)

## The Sponsorship Process

The following is the flow of action as far as sponsorships are concerned:

1. Prospective Sponsor (You) receives the Sponsor Document (this document that you are reading)
2. Decision is made to become a sponsor of GNOME.Asia 2012, and the sponsorship level
3. An e-mail is sent to [committee@gnome.asia](mailto: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 and 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 courier 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](mailto: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 GNOME.Asia (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

1. By submitting a completed sponsor application form, all sponsoring entities ("the sponsor") agree to these Terms and Conditions for GNOME.Asia ("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 special terms will be determined by the conference organizers.

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: [committee@gnome.asia](mailto:committee@gnome.asia)

## 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 Open Source conferences in China in 2008 by the Chinese government and the biggest Open Source 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 roadmap. 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](http://www.gnome.org), [foundation.gnome.org](http://foundation.gnome.org) and [live.gnome.org/AdvisoryBoard](http://live.gnome.org/AdvisoryBoard)

## Contact

[committee@gnome.asia](mailto:committee@gnome.asia)

## Quick Links

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

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

GNOME3 Hackfest - <http://live.gnome.org/Hackfests/GNOME.Asia2011/>

## Previous events

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.

# Sponsorship Application Form

GNOME.Asia 2012: June 9-10, Hong Kong

**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.

- |  |   |
|--|---|
| <input type="checkbox"/> Platinum USD 12,000 | <input type="checkbox"/> + USD \$29,000 for GUADEC Platinum Level |
| <input type="checkbox"/> Gold USD 9,000      | <input type="checkbox"/> + USD \$17,000 for GUADEC Gold Level     |
| <input type="checkbox"/> Silver USD 5,200    | <input type="checkbox"/> + USD \$12,000 for GUADEC Silver Level   |
| <input type="checkbox"/> Bronze USD 2,600    | <input type="checkbox"/> + USD \$6,000 for GUADEC Bronze Level    |

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