Open Source Summit Asia

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OSSUMMIT LLC

Community in Action!

THE APACHE SOFTWARE FOUNDATION and **THE ECLIPSE FOUNDATION**, long-time leaders in the Open Source Community, announce plans for Asia's largest Open Source Conference.

DID YOU KNOW THAT:

- The number of developers using Open Source Software in Asia has jumped by 40% over the past three years.
- In 2007, a growing percentage of Apache and Eclipse software download were to Asia.

BECOME A SPONSOR AND:

- Expand your outreach to Asian companies and individuals.
- Be at the forefront in providing your clients with cutting-edge Open Source Software and Technologies.
- Strengthen client relationships by supporting the global Open Source Community in Action!

THE FIRST CONFERENCE OF ITS KIND IN HONG KONG AND CHINA!

"This event is not just about technology: it's about the community and culture and inevitability of Open Source — a movement that creates and maintains a wealth of innovation and ideas."

Mike Milinkovich • Executive Director of the Eclipse Foundation

November 26-30, 2007 • Hong Kong

SPONSOR OPPORTUNITY PROSPECTUS

PRESENTING THE FIRST OPEN SOURCE CONFERENCE OF ITS KIND IN HONG KONG!

A UNIQUE COLLABORATION
For the first time ever, OS Summit Asia brings together the two leading Open Source Foundations — Apache and Eclipse — to offer unique educational opportunities, with hands-on training, and competitively selected general sessions. Cutting-edge Keynotes and speakers will address new technologies, development methods, business and marketing, and licensing issues in Open Source Software.

DATES
November 26–30, 2007 • Hong Kong

VENUES
Cyberport • http://www.cyberport.com.hk/
Le Méridian Hotel • http://www.starwoodhotels.com/lemeridien/hongkong

CONFERENCE OVERVIEW
- November 26 – 27: Trainings
- November 28 – 30: OS Summit
- November 28 – 30: Exhibit Area open

PROJECTED PARTICIPATION
450+ Attendees, speakers, guests, and press

IMPORTANT DATES
- Deadline for inclusion in International Press Release: July 11, 2007
- Deadline for Charter Sponsor Discount: August 1, 2007
- Deadline for conference show guide ads: October 1, 2007
- Deadline for logo and company description for show guide: October 1, 2007
- Deadline for Pop-up Banner art: September 1, 2007

PREMIER SPONSORSHIPS

CHARTER SPONSOR DISCOUNT — AUGUST 1

Commit to a Platinum or Gold Sponsorship by August 1, 2007 for a **20% discount**. Be at the forefront of the Open Source Community in Asia and become a Charter Sponsor!

PLATINUM — $65,000 US DOLLARS

- 12 VIP passes with all conference materials, excluding Trainings
- Best placement at Exhibit Hall. Electricity provided; hardwired connectivity and/or telecommunication requirements at additional charge.
- Co-Sponsorship of Welcome Reception for all attendees at end of Day 1
- Opportunity to distribute pre-approved materials during Welcome Reception
- More than 1M online marketing impressions
- Prominent logo placement on conference home page
- Company logo and link with 100-word description displayed on web site
- Prominent logo placement in conference guide and marketing materials
- Up to 4 Pop-up banners (sponsor supplies camera ready art, or we can create for additional fee)
- Additional banner placement in high traffic area (sponsor supplies banner)
- Full-page, 4 color ad in conference program guide (sponsor supplies camera ready art, or we can create ad for additional fee)
- Use of press room for one private press event (on a first-come, first-served basis)
- Attendee bag insert (single item of sponsor's choice)

GOLD — $45,000 US DOLLARS

- 8 VIP passes with all conference materials, excluding Trainings
- Prime space at Exhibit Hall. Electricity provided; hardwired connectivity and/or telecommunication requirements at additional charge.
- Sponsorship of two coffee and refreshment breaks or one lunch
- Opportunity to distribute pre-approved materials during sponsored coffee/refreshment break
- More than 1M online marketing impressions
- Prominent logo placement on conference home page
- Company logo and link with 100-word description displayed on web site
- Prominent logo placement in conference guide and marketing materials
- Up to 3 Pop-up banners (sponsor supplies camera ready art, or we can create for additional fee)
- Additional banner placement in high traffic area (sponsor supplies banner)
- Half-page, 4 color ad in conference program guide (sponsor supplies camera ready art, or we can create ad for additional fee)
- Use of press room for one private press event (on a first-come, first-served basis)
- Attendee bag insert (single item of sponsor's choice)

SILVER — $30,000 US DOLLARS

- 5 VIP passes with all conference materials, excluding Trainings
- First-rate space at Exhibit Hall. Electricity provided; hardwired connectivity and/or telecommunication requirements at additional charge.
- Sponsorship of one coffee or refreshment break
- Opportunity to distribute pre-approved materials during sponsored coffee break
- More than 1M online marketing impressions
- Prominent logo placement on conference home page
- Company logo and link with 75-word description displayed on web site
- Prominent logo placement in conference guide and marketing materials
- Up to 2 Pop-up banners (sponsor supplies art, or we can create for additional fee)
- Quarter-page, 4 color ad in conference program guide (sponsor supplies camera ready art, or we can create ad for additional fee)
- Use of press room for one private press event (on a first-come, first-served basis)

ASIAN EMERGING COMPANY SPONSORSHIPS

To encourage as much local and regional participation as possible, we are pleased to offer **Specialized Sponsorship Packages** tailored for your company's needs, open source community exposure, and overall marketplace visibility. Please contact us for additional details.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

In addition to Premium Sponsorships, the following opportunities are available to provide your company with increased visibility to the Apache and Eclipse communities.

MEAL FUNCTIONS AND REFRESHMENTS

LUNCH — $30,000 US DOLLARS
- Sponsorship of lunch for all delegates in the beautiful Ocean View Court
- Featured signage and placard placement in lunch area
- More than 1M online marketing impressions
- Company logo and link with 75-word description displayed on web site
- Logo placement in conference guide and marketing materials
- Attendee bag insert (single item of sponsor's choice)

REFRESHMENT BREAK — $12,500 US DOLLARS
- Coffee, tea, juice, soft drinks and pastry or snack service for all delegates
- Featured signage and placard placement in break area
- More than 1M online marketing impressions
- Company logo and link with 75-word description displayed on web site
- Logo placement in conference guide and marketing materials

PRESS/SPEAKER ROOM — $10,000 US DOLLARS
- All-day coffee and tea service on Days 1-3 for up to 125 speakers, dignitaries and press
- Featured signage and placard placement in press/speaker area
- More than 1M online marketing impressions
- Company logo and link with 75-word description displayed on web site
- Logo placement in conference guide and marketing materials

Contact Delia Frees at **sponsors@ossumit.com** or +1.707.765.0823

ONLINE AND REGISTRATION LOUNGE — $20,000 US DOLLARS

- 5 VIP passes with all conference materials, excluding Trainings
- Lounge areas feature wireless access to the Internet and are central to daily conference networking activity
- Along with traditional tables and chairs, comfortable furnishings may be provided for a home-like living-room environment.
- All coffee and refreshment breaks will be served in and around this area, i.e. lots of foot traffic and visibility for your company
- More than 1M online marketing impressions
- Company logo and link with 100-word description displayed on web site
- Prominent logo placement in conference guide and marketing materials
- Up to 2 Pop-up banners (sponsor supplies camera ready art, or we can create for an additional fee)
- Additional banner placement in high traffic area (sponsor supplies banner)
- Attendee bag insert (single item of sponsor's choice)

BOAT CRUISE — $25,000 US DOLLARS

- A two-hour evening cruise around spectacular Victoria Harbour for all attendees
- Open bar and snacks provided throughout cruise
- Includes Symphony of Lights – the world's largest permanent light and sound show – from the best vantage point in Hong Kong
- Boats will stop in Kowloon and return to Cyberport
- 3 VIP passes with all conference materials, excluding Trainings
- More than 1M online marketing impressions
- Company logo and link with 100-word description displayed on web site
- Logo placement in conference guide and marketing materials

COMMUNITY OUTREACH: STREAMING VIDEO — $10,000 - $25,000 US DOLLARS

OS Summit Asia will be videotaped and prepared for streaming over the Internet to all conference attendees, subscribers and select universities. Becoming a Community Outreach Sponsor will provide your company with ongoing visibility, far beyond the conference.

COOPERATIVE OUTREACH — $10,000 US DOLLARS

- Company logo placement on opening page to streaming video
- More than 1M online marketing impressions
- Company logo and link with 100-word description displayed on web site
- Logo placement in conference guide and marketing materials
- A one-year subscription for your company to have full access to the video

STAR OUTREACH — $25,000 US DOLLARS

- 2 VIP passes with all conference materials, excluding Trainings
- Company logo included on special pop-up banner
- A full year of access to streaming video provided to a university of your choice
- Company logo placement on opening page to streaming video
- More than 1M online marketing impressions
- Company logo and link with 100-word description displayed on web site
- Logo placement in conference guide and marketing materials
- A one-year subscription for your company to have full access to the video

OFFICIAL CONFERENCE T-SHIRTS — $12,000 US DOLLARS
- Includes production and distribution of official OS Summit T-shirt
- Prominently features sponsor and OS Summit logos on high-quality 100% cotton T-shirts
- Distributed to all attendees, speakers, sponsors, press, and guests
- More than 1M online marketing impressions
- Company logo and link with 75-word description displayed on web site
- Logo placement in conference guide and marketing materials

OFFICIAL CONFERENCE USB FLASH DRIVE — $12,500 - $18,500 US DOLLARS
- Includes production and distribution of official OS Summit flash drive
- Features sponsor logo imprinted on flash drive
- Can be preloaded with data from sponsor
- Distributed to all attendees, speakers, sponsors, press, and guests
- More than 1M online marketing impressions
- Company logo and link with 75-word description displayed on web site
- Logo placement in conference guide and marketing materials

OFFICIAL CONFERENCE BEER OR COFFEE MUGS — $5,000 - $7,500 US DOLLARS
- Includes production and distribution of official conference drinkware featuring sponsor and OS Summit logos
- Distributed to all attendees, speakers, sponsors, press, and guests
- More than 1M online marketing impressions
- Company logo and link with 75-word description displayed on web site
- Logo placement in conference guide and marketing materials

ATTENDEE BAG INSERT — $3,000 US DOLLARS
- Single pre-approved item to be included in attendee bags (note: collateral is limited to two pages)
- Distributed to all attendees, speakers, sponsors and press
- More than 1M online marketing impressions
- Company logo and link with 75-word description displayed on web site
- Logo placement in conference guide and marketing materials

CONFERENCE-AT-A-GLANCE SIGNAGE WITH QUICK-GUIDE — $6,500 US DOLLARS
- Includes two large placards per day listing that day's conference events
- Complete pocket-sized conference summary distributed to all attendees, speakers, sponsors, press, and guests
- Sponsor featured prominently on placards and guides
- More than 1M online marketing impressions
- Company logo and link with 75-word description displayed on web site
- Logo placement in conference guide and marketing materials

LANYARDS — $6,500 US DOLLARS
- Includes production and distribution of lanyards inscribed with sponsor and OS Summit logos to all conference participants
- More than 1M online marketing impressions
- Company logo and link with 75-word description displayed on web site
- Logo placement in conference guide and marketing materials

Post-it-type Notepads — $4,000 US Dollars
- Includes production and distribution of post-it-type notepads inscribed with sponsor and OS Summit logos
- More than 1M online marketing impressions
- Company logo and link with 75-word description displayed on web site
- Logo placement in conference guide and marketing materials

Pens — $1,800 - $3,500 US Dollars
- Includes production and distribution of official pen inscribed with sponsor and OS Summit logos
- Costs varies depending on style of pen
- More than 1M online marketing impressions
- Company logo and link with 75-word description displayed on web site
- Logo placement in conference guide and marketing materials

DISPLAY ADVERTISING

Conference Program Display Advertising
- Full-page four color ad $1,200 US Dollars
- Half-page four color ad $850 US Dollars
- Quarter-page four color ad $500 US Dollars

EXHIBITOR OPPORTUNITIES

EXHIBIT SET-UP:
Nov 27, Tue • 13:00-19:00
Nov 28, Wed • 06:00-08:00

Note: There will be no exhibition contractor services provided.
Exhibitor is responsible for all set up and tear-down.

EXHIBIT HOURS:
Nov 28, Wed • 08:00-20:30
Nov 29, Thur • 08:00-18:00
Nov 30, Fri • 08:00-16:30

Individual Pedestal — $3,000 US Dollars
- One Tall Pedestal Table located in exhibit area or along main thoroughfare between speaking rooms, with electricity and wireless access provided
- Two Expo Badges — includes admission to keynotes, but not to sessions or Trainings
- More than 1M online marketing impressions
- Company logo and link with 75-word description displayed on web site
- Logo placement in conference guide and marketing materials

DEMOGRAPHICS AND MEDIA

ATTENDANCE: We are estimating attendance will exceed 450 attendees, speakers, guests, and press. Delegate profiles are:

- 54%   Developers/Programmers/Technologists
- 23%   IT/IS/SysAdmin/DBA
- 16%   CXO/VP/Director/Manager
- 5%   Academic/Investor/Other
- 2%   Press/Analysts

MEDIA: We are targeting top-tier publications and industry analysts for both media partnerships as well as representation. Past media sponsors/event partners include:
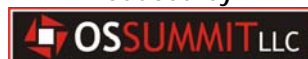
Byte
Dialog
DevTown Station
Dr. Dobb's
Eclipse Magazine
Enterprise Open Source Journal
OSCON
Fawcette Technical Publications
Free Software
Magazine
JavaPro
TSS Java Symposium
Linux Journal

Linux Pro Magazine
LXer
Network World
O'Reilly Network
PHP Magazine
Southern California Linux Expo (SCALE)
SearchAppSecurity.com
SearchWebServices.com
Security Horizon
TheServerSide.com
Slashdot
SXSW Music and Media Conference

SPONSORS: Past ApacheCon and EclipseCon sponsors and exhibitors include:

Actuate
Apple
Azul Systems
BEA
BitRock
Black Hat
Cafésoft
Chariot Solutions
Collabnet
Compaq
Covalent
Google
Hippo
IBM
Intel
Ingres
IONA
The Java Community Process
JKCS
Krugle
LogicBlaze

MediaTemple
Nexaweb
Microsoft
Nokia
Novell
Oracle
Ordina
Red Hat
Rack Space
Rogue Wave Software
Simula Labs
SoapKnox
SourceLabs
Sun Microsystems
Thawte
TransAsia
USTechnology
Virtuas
Wind River
WSO2
XS4ALL

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