

openSUSE Conference

SUSE Labs

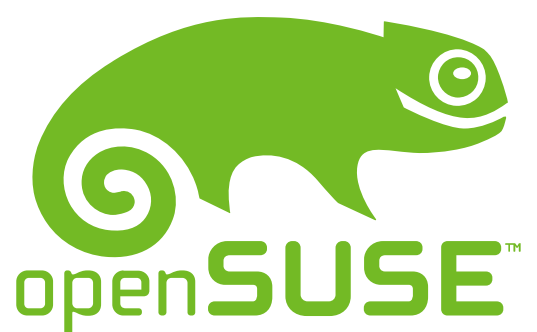
11 -14 September 2011

Zentrifuge Centrum

Nuremberg

Germany

Sponsorship Brochure



About openSUSE

The openSUSE project is a worldwide effort promoting the use of Linux everywhere. openSUSE creates one of the world's best Linux distributions, working together in an open, transparent and friendly manner as part of the worldwide Free and Open Source Software community.

The project is controlled by its community and relies on the contributions of individuals, working as testers, writers, translators, usability experts, artists, ambassadors and developers. The project embraces a wide variety of technology, people with different levels of expertise, speaking different languages and having different cultural backgrounds.

About SUSE Labs

Founded in 1999, SUSE Labs is a team within SUSE that focuses on core development - kernel, toolchain, samba and other vital projects, research, working tightly together with the developer communities around those projects. It is also the ultimate line of support for customer issues.

Have a lot of fun...

The combined openSUSE and SUSE Labs Conference 2011

openSUSE Conference

Now in its third year, the openSUSE Conference has become one of the most dynamic and collaborative events in the FOSS world, by bringing together both openSUSE contributors and other members of the open source community. Last year we welcomed participants from Fedora, Debian, the GNOME project and numerous others, creating a rich environment for innovation. Topics for the openSUSE Conference range from technical talks about packaging, Open Build Service and development tools to more community-oriented discussions about our future and direction. With over 35% more attendees than in 2009, last year's conference was a resounding success and this year promises to be even greater.

SUSE Labs

The SUSE Labs Conference is a SUSE internal conference that has been organized by SUSE engineers for SUSE engineers for many years. Most SUSE technical employees travel to meet once a year and exchange ideas, share their work and learn from each other. The topics for the SUSE Labs Conference tend to be very technical and deep, ranging from Kernel and GCC to networking technology. The SUSE Labs sessions will only be open to SUSE employees and Gold and Silver level sponsors (sponsorship details below). This will allow these partners the exclusive opportunity of direct exchange of ideas and networking with core SUSE developers.

This year: Read, Write, Execute and SUSE Labs

In 2011, the theme of the combined openSUSE and SUSE Labs Conference is RWX, the UNIX acronym for Read-Write-Execute. To bring this theme to life, the sessions at oSC 2011 will have a strong focus on getting decisions made and work done in small, collaborative teams. Again many visitors from other projects will be invited and by co-locating with the SUSE Labs Conference, the larger number of community members at the conference will greatly increase its impact.

Place and date

The openSUSE Conference and SUSE Labs Conference 2011 takes place in Nuremberg, Germany at Zentrifuge Nuremberg, from September 11 to September 14. Zentrifuge is an independent cultural center providing room for art and music performances and exhibitions. This location gives the openSUSE Conference a culturally rich, creative environment, challenging visitors to bring their best!

We expect about 500 visitors to attend the combined SUSE Labs and openSUSE Conference this year.

Entry to the Conference

This year's conference will bring together developers, testers, writers, translators, usability experts, artists, ambassadors and professional attendees. For community members, free admission is available which grants access to the openSUSE sessions and a small number of SUSE Labs sessions. For professional attendees, additional access to a networking session and a feedback session with the SUSE executive management team will be provided. SUSE Labs team members as well as Gold and Silver sponsors receive exclusive SUSE Labs access passes which provide access to all SUSE Labs and conference sessions.

Professional entry ticket

- Access to all openSUSE sessions and some SUSE Labs sessions
- Access to networking session/speaker dinner
- Access to feedback session with SUSE executive management team

Price: U.S. \$350 (Three Hundred and Fifty Dollars)

Community entry ticket

- Access to all openSUSE sessions and some SUSE Labs sessions

Price: free

Sponsorship investment

By sponsoring this prominent event, you will gain excellent industry visibility, attract active community members to your organization and its work, and proudly support the open source community. Your sponsorship will be used to defray travel costs for speakers and attendees as well as facilities costs. By securing sponsorships, companies can demonstrate their support for the community and garner valuable brand recognition.

The following main sponsorship options are available:

GOLD

- Up to 6 all-access passes for the SUSE Labs conference
- Sponsor introduction at SUSE Labs kickoff
- Can present up to two sessions at the SUSE Labs conference
- Up to 5 additional Professional entry tickets
- Highlighted as Gold sponsor on conference T-shirt
- Logo appears in all Birds of a Feather (BOF) rooms
- And all Silver sponsorship benefits

Investment: U.S. \$ 20,000.00 (Twenty Thousand Dollars)

SILVER

- Up to 2 all-access passes for the SUSE Labs conference
- Sponsor introduction at SUSE Labs kickoff
- Can present one session at the SUSE Labs conference
- Up to 5 additional Professional entry tickets
- Highlighted as Silver sponsor on conference T-shirt
- Logo appears in main conference room
- And all Bronze sponsorship benefits

Investment: U.S. \$ 10,000.00 (Ten Thousand Dollars)

BRONZE

- Up to 5 Professional entree tickets
- Mention in all materials distributed
- Banners with company's logo in the main hall of the building
- Recognition in the opening and closing comments
- Ability to provide goodies in the conference bag (at sponsor's expense)
- Opportunity for a joint press release with openSUSE/SUSE Labs conference

Investment: U.S. \$ 5,000.00 (Five Thousand Dollars)

Partners

Besides the general sponsorships, we are offering a few partnership options to give our community some other fun items, including ice cream and sponsored coffee & lunches. If you sponsor any of these, your logo and name will be connected to the services and of course your logo will be part of the partner section of our promotional materials.

Each partnership can be taken independently of a main sponsor package, or in combination. An option "with sponsorship" has the additional costs on top of the main sponsorship. The "without sponsorship" is the price if you want to do this without being a Bronze, Silver or Gold sponsor.

BLACK GOLD PARTNERSHIP

The Black Gold Partnership allows the partner to supply a set number of free coffee/tea tickets to the attendees of the conference each day. Depending on the number of tickets and other sponsorship options the costs range from \$4,000 to \$12,000.

# of tickets per person	Without sponsorship	With sponsorship
2	U.S. \$5000	U.S. \$4000
4	U.S. \$10000	U.S. \$8000
6	U.S. \$14000	U.S. \$12000

HIGH NOON REFRESH PARTNER

This partnership is for companies wishing to have their brands highlighted by providing daily lunch tickets to the attendees.

Without sponsorship	With sponsorship
U.S. \$10000	U.S. \$8000

KICK BACK PARTNERSHIP

It's party time! This partnership is for any company which aims to support the 'Lizard Lounge' party organized for the attendees of the conference. The company's brand will be prominently displayed at the party location.

Without sponsorship	With sponsorship
U.S. \$12000	U.S. \$10000

FANTASTIC FLASH PARTNERSHIP

This partnership is for companies that want to contribute to the production of pen drives to be provided to the attendees. The drives will contain the conference schedule and some other materials. The company can provide additional, promotional or technical materials for the sticks and will have their logo on the stick.

Without sponsorship
U.S. \$10000

With sponsorship
U.S. \$8000

BRAIN FREEZE PARTNERSHIP

This partnership gives your company the possibility to inspire our attendees with some fresh ice cream.

# of tickets per person	Without sponsorship	With sponsorship
1	U.S. \$5000	U.S. \$4000
2	U.S. \$10.000	U.S. \$8000

All partners will be recognized in the closing session.

For questions contact:

Izabel Cerqueira Valverde

Sponsorship manager

openSUSE & SUSE Labs Conference Organization

e-mail izabelvalverde@opensuse.org

phone +55 118 510 4280

We appreciate your attention and hope to have you with us!

Nuremberg, June 8, 2011.