



GNOME™
ASIA SUMMIT

18th - 19th October, 2008
Beijing, China



Sponsor's Brochure



Convention Overview

What is the GNOME.Asia Summit?

The GNOME.Asia Summit focuses primarily on the GNOME desktop, applications, development platform and the larger GNOME-related community in Asia. The GNOME.Asia Summit brings together the GNOME-related community in Asia and provides a forum for GNOME users, developers, foundation leaders, individuals, governments and businesses to discuss a range of topics relating to GNOME and the GNOME community in Asia.

The primary goals of the GNOME.Asia Summit are:

- To gather GNOME developers and contributors from Asia
- To attract new Asian contributors to the project
- To promote awareness of GNOME and free software in Asia
- To allow developers and contributors to have high-bandwidth face-to-face discussions
- To showcase new technologies
- To highlight new ideas and cutting edge developments
- To involve corporate partners and facilitate an approach to the Asian GNOME community
- To further improve how the desktop integrates Asian languages

The first GNOME.Asia Summit

The first ever GNOME.Asia Summit will be held over two days in Beijing, China, from 18th to 19th of October, 2008. Approximately 300 people are expected to attend. During the two days of the GNOME.Asia Summit 2008, several talks will be presented, focusing on building the Asia GNOME community, the future of GNOME, the preview and demonstration of existing technologies, as well as brainstorming sessions.

These tracks will in turn be aimed at three different groups of people:

1. The User: including sessions covering user experiences, trends, accessibility, training processes, issues and end-user applications
2. The Developer: including sessions on programming languages, the platform, libraries, standards, integration issues, localization and outstanding issues
3. The Client: including sessions on big deployments, distribution, vendors, independent software development, corporate requirements and public administration

About GNOME

GNOME is an international project working to create a free and open, easy to use computer desktop environment which is also accessible and translated into many of the world's languages. GNOME stands for the GNU Network Object Model Environment and is built entirely from software considered free by the Free Software Foundation.

A great deal of software is developed under the umbrella of the GNOME Project. The GNOME desktop is released twice annually. The current stable version of the GNOME Desktop is 2.20.

The desktop forms one part of a complete operating system. The desktop is available with various Linux and UNIX products from companies such as Red Hat, Novell, Ubuntu, and Sun Microsystems.

GNOME's software license allows both free and proprietary software to be written using its platform at no cost; making it free in both senses of the word.



About Beijing

Beijing, also known as Peking, is the capital of China. The total area of Beijing is approximately 16,800 sq km, and has over 7.23 million people, 3 million of which are temporary residents. The temporary residents include business persons, teachers, and students. Beijing's permanent residents are from all of the different ethnic groups found in China with the Han's comprising over 96% of the population. Mandarin Chinese is the language spoken in Beijing, with Beijing's dialect being the standard form of Mandarin.

Beijing prides itself on its abundant tourist resources. The city has some 200 scenic spots available for tourists. It is home to the Forbidden City, the world's largest royal residence, the Temple of Heaven where Chinese emperors worshiped heaven, the Summer Place, the royal garden, the Great Wall at Badaling, Mutianyu and Simatai and the world's largest courtyard Prince Gong's Residence.



About the Beihang univeristy

BeiHang University was founded on October 25, 1952. Situated in the capital in the center of Zhongguancun Science Park, next to China's National Olympic Center, with an area of over 100 hectares, BeiHang University is China's first university of aeronautical and astronautical engineering.

The venue has been confirmed at the New Main Building inside BeiHang University with the great support of department of Computer Science in BeiHang University.

Why Sponsor the GNOME.Asia Summit

This is the first ever GNOME.Asia Summit which will attract hundreds of software developers, press members, business people from Asia and around the world. Attendees will be able to get together and share their experiences, technology, and ideas with developing, using and deploying the GNOME platform.

Delegates will attend the GNOME.Asia Summit for many reasons. Users of GNOME will come for a firsthand glimpse of the latest new features. Business and government will attend the GNOME.Asia Summit to discuss deploying the GNOME software and to evaluate the merits of the GNOME platform. Developers of GNOME and 3rd party applications can use the GNOME.Asia Summit as a forum to come together and discuss the latest technologies and their new ideas for GNOME.

Professions represented at the GNOME.Asia Summit will include computer manufacturers and OEMs; IT distributors; resellers; IT publishers; consultants; people from the education and training industry; government staff; professional artists; systems administrators; analysts and software developers. With information technology being a multifaceted industry, the GNOME.Asia Summit will play host to many different fields of interest within the IT community, including desktop development; ISV application development; multimedia; digital art; networking; communications; wireless; mobile and embedded devices; databases; accessibility; tools development and the Internet.

The GNOME.Asia Summit will be a fun and enjoyable conference. New connections can be made, and friendships will be formed, old bonds and friendships are renewed and new ones created, through social events and functions that are organized by our sponsors.

With delegates from Asia and also around the world, the GNOME.Asia Summit is regarded as a unique and internationally flavored conference and offers sponsors the opportunity to tap into a wide range of computing and information technology markets simultaneously.

As a sponsor of the GNOME.Asia Summit, you will be recognized not only as a sponsor of the event, but also a sponsor of GNOME, the GNOME community and of the Free Software ideals on which GNOME is founded.

Sponsorship Packages

Cornerstone Package

(¥ 140,000 or US \$ 20,000)

- Visible presence in the banner at the main venue stage, shared with the organisers' logos only;
- Two (2) advertisement pages in the official program;
- Negotiable amount of inserts in the participants' bags; Organisation or Sponsorship of a special event;
- Large logo in website, program's back page, banners in locations, bag, official t-shirt and all GNOME Asia Summit public documents;
- One (1) web page with your content linked from the GNOME Asia Summit homepage;
- One (1) stand during the 3 days of conference (at your expense);
-

Gold Package

(¥ 70,000 or US \$ 10,000)

- One (1) advertisement page in the official program
- Two (2) inserts in the participants' bags
- Organization or Sponsorship of a special event
- Medium logo in website, program's back page, banners in locations, bag, official t-shirt and all GNOME Asia Summit public documents
- One (1) web page with your content linked from the GNOME Asia Summit homepage
- One (1) stand during the 3 days of conference (at your expense)
- Three (3) booths in the venue

Silver Package

(¥ 35,000 US \$ 5,000)

- Half (1/2) advertisement page in the official program
- One (1) insert in the participants' bags
- Small logo in website, program's back page, banners in locations, bag, official t-shirt and all GNOME Asia Summit public documents
- One (1) web page with your content linked from the GNOME Asia Summit homepage
- One (1) stand during the three (3) days of conference (at your expense)
- Two(2) booths in the venue

Media partner

- One (1) block at a shared Media Partners
- page in the official program
- One (1) insert in the participants' bags
Small logo in the Media Partners block in website, program's back page, banners in locations, bag and official t-shirt
- Presence of you and your products in the shared Media Zone, next to the sponsors' stands
- Three(3) media accreditations

Custom Sponsorship Opportunities

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 a formal dinner, attendee party or even conference bags offering a highly visible logo space, there are many possibilities.

Custom sponsorship and costs can be discussed with the GNOME Asia Summit organizers and will be handled on a case-by-case basis. Please contact the Sponsors Coordinator if you wish to know more.



17th - 18th October, 2008
Beijing, China

Sponsorship Application Form



Sponsorship applications are handled on a "first come, first served" basis. Please complete the application form below and review the terms and conditions of sponsorship available on the next page. If you require additional paper copies of this form, please contact us.

Fax the completed and signed form to
ATTENTION:

Emily Chen
fax: +86-10-6278-0969
phone: +86-10-6267-3116
email: asia-summit@gnome.org

Sponsor Information

Company Name:

Contact Full Name:

Position/Title:

Email: Phone:

Address:

City: Province:

Post Code: Country:

Sponsorship Packages

Cornerstone Package	<input type="checkbox"/>	¥ 140,000
Gold Package	<input type="checkbox"/>	¥ 70,000
Silver Package	<input type="checkbox"/>	¥ 35,000
Custom Package (previously agreed with organisers)	<input type="checkbox"/>	_____

By signing and returning this order form, I agree to be contractually bound to GNOME.Asia Summit sponsorship and advertising policies and regulations as set out in the Sponsorship Brochure.

Authorized Signature and date:

Terms and Conditions

1. Sponsorship application is handled on a “first come-first served” basis. Sponsors should be committed to Free Software deployment and improvement. Sponsors are supportive of The GNOME.Asia Summit Organisers' mission. The GNOME.Asia Summit Organisers retain the right to reject any sponsor that it deems inappropriate.
2. After written acceptance by The GNOME.Asia Summit Organiser, the sponsor must provide the sponsorship funds, logo image (in the format required by The GNOME.Asia Summit Organisers) and other details required (eg. sponsor's name, trademarks etc) to The GNOME.Asia Summit Organisers, within 1 month of receipt of acceptance.
3. Sponsorship pledges cannot be processed without payment. All pledges must be in RMB (¥) or commensurable US Dollars (\$) and made payable to the vendor of the GNOME.Asia Summit. If the exchange rate between RMB (¥) and US Dollars (\$) changes, please base payment on the amount of RMB (¥).
4. Sponsors 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 GNOME.Asia Summit Organisers.
5. The GNOME.Asia Summit Organisers, will not be liable for damage or loss to sponsors' properties by fire, theft, accident, or any other cause, whether the result of negligence or otherwise or case of force majeure.
6. Sponsorship is not limited to financial support, but can also be in the form of material provisions eg. hardware/software etc. Should your organisation be interested in sponsoring in an arrangement not listed in this brochure, please feel free to contact us to discuss your preferences.
7. For sponsorship packages that includes the use of signage, please note that signage space may be limited. The conference organisers will inform each sponsor the maximum size or number of signs allowed.
8. In order to limit costs to The GNOME.Asia Summit Organisers, the conference organisers may limit the number of colors used to print sponsor logos.
9. To minimise detritus, The GNOME.Asia Summit Organisers might replace some inserts and adverts by electronic versions. The sponsors will be notified in advance to be able to provide material that might be better suited to the medium used.



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