Open Day Information Pack

The LCA2010 Open Day will abate your curiosity in a diverse set of areas, with stalls showcasing technical products and services, hardware gadgets and fun!

The Open Day will provide stall-holders and attendees with an opportunity to rub-shoulders with some of the world's most prestigious technical gurus.

Having a stall at the Open Day is a great way to market your area of interest or to advertise your company's products and services to the general public as well as getting your company in the limelight as being involved with one of the world's best Linux conference, linux.conf.au.

Taken By Brenda Wallace

Information

The Open Day is free event held at the Wellington Town Hall which is open to the general public and LCA2010 delegates, as a way to promote awareness of Free and Open Source Software.

Time:	11:00 am – 2:00 pm
Date:	Saturday, January 23, 2010
Where:	Wellington Town Hall
Address:	101 Wakefield Street, Wellington
Stall cost:	Free!
Admission:	Free!

Stallholders: LCA2010 Sponsors

All LCA2010 Sponsors are invited to take the opportunity to have a stall at the Open Day. The following is the breakdown of what type of presence each LCA2010 Sponsorship Package at the Open Day contains. If you would like to sponsor LCA2010, please contact our Sponsorship Manager, Andrew McMillan, at sponsorship@lca2010.org.nz.

Sponsor: Emperor Penguin

This premium tier LCA2010 sponsorship package provides the greatest opportunities for brand exposure, and participation right throughout the conference including key conference social events.

Identity and participation

☑ Option to have 2 tables at the LCA2010 Open Day to inform delegates and visitors about your organisation, product or project.

☑ Option to briefly address audience at LCA2010 Open Day.

Taken by Chris Bloke

Sponsor: King Penguin

The King Penguin Sponsorship package is available for organisations who wish to make a significant contribution to the LCA2010 experience.

Identity and Participation

☑ Option to have one table at LCA2010 Open Day to inform delegates and visitors about your organisation, product or project.

Sponsor: Royal Penguin

The Royal Penguin level has historically been one of the most popular options for organisations wishing to make a major contribution to linux.conf.au.

Identity and participation

☑ Option to have one table at LCA2010 Open Day to inform delegates and visitors about your organisation, product or project.

Sponsor: Hoiho Yellow Eyed Penguin

Hoiho Yellow Eyed Penguin sponsors assist LCA2010 by making a financial contribution by assisting with the provision of some of the 'extras' that will help make LCA2010 both successful and memorable.

Identity and Participation

☑ Option to have one table at the LCA2010 Open Day to inform delegates and visitors about your organisation, product or project.

Sponsor: Kororā Little Blue Penguin

The Kororā Little Blue Penguin is the figurehead for our 'Contributor of LCA2010' sponsorship package.

Identity and Participation

☑ Option to have one table at the LCA2010 Open Day to inform delegates and visitors about your organisation, product or project.

Taken By Brenda Wallace

Stallholders

The LCA2010 Open Day is an event where the products and services showcased are interactive, drawing in audience participation. These products marketed this way will thrill the audience and leave the long-lasting impression of all that Free and Open Source Software can achieve.

Business

We would like to hear from any business whose use of Free and Open Source software and development methodologies have helped accelerate their success on a local or international market.

Identity and Participation

☑ Option to have one table at the LCA2010 Open Day to inform delegates and visitors about your organisation, product or project.

Community

LCA2010 Open Day promotes awareness of Open Source Software and the Open Source Community. If you are part of the Open Source Community, and you're use of Free and Open Source software has allowed you to do something that, without it, would not have been possible, then we would like to hear from you.

Identity and Participation

Option to have one table at the LCA2010 Open Day to inform delegates and visitors about your organisation, product or project.

Government

Wellington is the capital of New Zealand and home to the New Zealand Parliament. We would like to hear from all government related agencies or anyone within the public sector who benefits from the use of Free and Open Source software, and/or works to ensure open standards and open data.

Identity and Participation

☑ Option to have one table at the LCA2010 Open Day to inform delegates and visitors about your organisation, product or project.

Education

Ensuring an open environment is important to our future. We would like to hear from anyone whose novel use of Free and Open Source software has helped in education and social interaction.

Identity and Participation

☑ Option to have one table at the LCA2010 Open Day to inform delegates and visitors about your organisation, product or project.

Responsibilities

LCA2010 Responsibilities

1. Ensure stalls are equipped with the following:

    • 1-2 Trestle tables (depending on the stallholder package)

    • 2 chairs per trestle table

    • Wireless/wired network

    • 1x power socket (minimum)

    • 1x display backdrop to affix posters to (includes pins)

    • 1x LCA2010 Open Day Poster with your organisation name and logo.

    • Up to 3x LCA2010 Open Day name badges for stallholder staff

2. Provide stallholders with the equipment listed above during the Stallholder Pack In period.

3. Provide stallholders with specific details of location of stall to stallholder.

4. Promote the LCA2010 Open Day in connection with LCA2010, through usual conference marketing avenues.

Stallholders Responsibilities

1. Ensure set up and pack out are fulfilled within timeframe as specified by LCA2010 organisers.

2. Provide LCA2010 Organisers with their company name and logo before 1 December 2009:

    • Logo must be portrait, vector format (SVG, PS or EPS preferred)

    • Logo must be provided in full colour and grayscale variations

3. Provide LCA2010 Organisers with the names of the Stallholders to be printed on the Open Day name badges before 1 December 2009.

5. Provide any other equipment and advertising required, including any banners necessary for the Open Day.

6. Provide any giveaways for LCA2010 Open Day attendees you wish to distribute.

7. Stallholders are encouraged to engage in promotion and endorsement of LCA2010 and the LCA2010 Open Day, where appropriate, at their own cost.

Important Note:

Delegates' contact details will not be made available to any stallholder or LCA2010 sponsor.

Where do I sign?

Open Day Liaison for LCA2010, Wellington:

Name:	Mrs Jayne Foster
Email:	openday@lca2010.org.nz
Phone:	+64 4 388 8733
Mobile:	+64 27 453 4424

Stallholder Representative Contact Details:

Name:	_____
Email:	_____
Address:	_____
Phone:	_____
Mobile:	_____

Important Dates and Times:

	Date	Times
Logos for Posters:	December 1, 2009	
Information for Badges:	December 1, 2009	
Stallholder Pack In:	January 23, 2010	10:00 am – 11:00 am
Open Day:	January 23, 2010	11:00 am – 2:00 pm
Stallholder Pack Out:	January 23, 2010	2:00 pm – 3:00 pm

By signing below both parties (LCA2010 and the Stallholder) agree to meet the obligations listed in the above pages:

Signed: _____   Signed: _____

Date: _____   Date: _____

Mr and Mrs Ruthven   Name: _____

Co-Directors   Stallholder Representative

LCA2010, Wellington   Company: _____