



May 7-9, 2015 | Depok, Indonesia

# Conference & Sponsorship Prospectus



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# History of GNOME.Asia

It will be the eighth edition of GNOME.Asia Summit. In previous years GNOME.Asia Summit has been held in Beijing, China in 2008 and HoChiMinh City, Vietnam in 2009, cohosted with COSCUP Taipei, Taiwan in 2010, Bangalore, India in 2011, Hong Kong in 2012 and Seoul, Korea in 2013. The joint GNOME.Asia Summit & FUDCon APAC 2014 conference was hosted May 23 - 25, 2014 at Beihang university, Beijing, China.

GNOME.Asia & FUDCon APAC 2014 attracted more than 355, users, developers, business professionals, media, students and government officials, including 50 speakers from all over the world.

There was a booth area with 12 booths from sponsors and communities. The media team documented the summit with photos and video recordings including a summary of each day. GNOME Asia Summit 2014 was considered very successful by all parties.

GNOME.Asia Summit 2013 in Seoul, Korea attracted hundreds of participants including many GNOME developers, speakers and community members within Korea. Karen Sandler, Executive Director of the GNOME Foundation and Allan Day delivered keynotes and there was two track programme with three workshops.

In 2012 in Hong Kong, 26 foreign speakers and 4 local speakers shared their experiences in various aspects around GNOME. Participants from other Asian countries including Mainland China and Taiwan got together facetoface with Hong Kong activists to build stronger relationships.

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 2015

The GNOME.Asia Summit 2015 will be held in Depok, West Java, Indonesia. Depok City is a gate of West Java Province, 30 km from Jakarta, the capital of Indonesia. Depok as a city has a vision to be comfortable and civilized with an accountable government. It continues developing its society-based economy by focusing on services that optimize the city's existing resources. For business information technology development, Depok has a high potential amongst students and Free and Open Source Software activists.

## Trend of GNOME

Simple and easy to use. Every part of GNOME 3 has been designed to make it simple and easy to use. The Activities Overview is an easy way to access all your basic tasks. A press of a button is all it takes to view your open windows, launch applications or check if you have new messages. Having everything in one place is convenient and means that you don't have to learn your way around a maze of different technologies.



## Program Committee

Estu Fardani, KPLI Jogja  
Indri Widyanti, GLiB  
Utian Ayuba, GLiB

## Topics & Audience

GNOME.Asia Summit will present some basic explanation about GNOME technology, FOSS, and GNU/Linux, including:

System.D

Desktop Environment

Small Board

Open Data

GNOME Translation

Community Contribution

Other Interesting Topics

Relevant

The summit will be attended by a wide variety of individuals, companies, organizations, and communities, including:

CTOs, CIOs & IT Management

Students,  
Society of  
Academicians

Government  
IT Startup

FOSS Enthusiast

Internet Provider,

Systems Administrators,  
Analysts & Engineers

Research & Development

IT Architects, Specialists,  
Consultants & Service Providers



## Previous GLiB Event



June, 2014

Workshop RHEL and Oracle Solaris

June, 2014

Kodekepo (Sharing experience  
from programing expert)

February, 2014

Workshop Packaging  
Debian



January, 2014

Workshop Data Cloud

December, 2013

Linux Vaganza  
(workshop Mail Server,  
High Availability Server,  
Data Cloud)

## About GLiB

GNU/Linux Bogor, GLiB is a community or movement in the field of Information and Community Technology (ICT) with the main focus utilization in empowerment of the operating system GNU/Linux and free software and open source also promoted FOSS to general public.

History of community linux Bogor start from some people in Bogor like Michael Sungiardi (Bogor Internet), Mohammad Anwari (BlankOn Project), Yanmarshus Bachtiar, Utian Ayuba and etc. They try to discuss on online forum KPLI Bogor 1998-2000. GNU/Linux Bogor transformation from KPLI Bogor started on May 20, 2014.

GLiB is the most active grass-root open source event in Bogor. Last June, we created event Kodekepo, Kodekepo workshop was organized by GLiB and MICRO IPB. A discussion with author programmer GNOME 3 App Development followed by 200 participants. In GLiB, we try to sharing knowledge and invite more people to using open source software.

# Become a Sponsor



"We are looking forward to welcome the GNOME community to Indonesia, a country that has a large Free and Open source community, we are excited that they will gather for GNOME.Asia Summit 2015" said Estu Fardani, a member of the local organizing team.

The GNOME.Asia Summit 2015 will provide a unique opportunity for stakeholders to discuss Free and Open Source Software solutions, programming, promotion and challenges for GNOME, but also other Asian free software communities face while growing. Besides being a community event, the summit is set up to function as a gateway for companies interested in Asian markets.

We are offering sponsorship partnership for the event.

As a sponsor, you are offered:

- Matchmaking opportunities with local enterprises, which will be invited to a business session;
- Marketing opportunities featured in conference materials and presented in media announcements;
- Networking with highly capable developers and welltrained students.

We are expecting about 500 participants with delegates from Asia and around the world. The GNOME.Asia Summit is a unique and international conference which offers sponsors the chance to tap into fast growing local markets, discover new business opportunities, and increase awareness for their products among early adopters and technology multipliers.

Universitas Indonesia (UI) will be the location of the organizers of this event. UI is the largest university and one of the first university in Indonesia. UI was founded in 1849 and represents the most experiencing educational institution in Asia. UI has the FOSS community and good development environment FOSS with fully supported by the university. Furthermore, UI campus is one of the most magnificent green campuses in the world. UI has two campuses; one is in the central business in Jakarta (Salemba) and the second one is located in Depok areas (West Java). Depok campus is a green campus covering 320 hectares. UI maintains the ecology conservation by utilizing only 25 percent of area for academic, research and student activities; while up hold 75 percent for forestation.

# Conference Venue

## Universitas Indonesia



## Thought Leadership      Brand Awareness

### PLATINUM SPONSORSHIP

SPONSORSHIP FEE

**\$12,000**

**2 AVAILABLE**

Contact us  
[committee@gnome.asia](mailto:committee@gnome.asia)  
to secure your sponsorship  
today.

#### KEYNOTE SPEAKING OPPORTUNITY

Sponsor to work directly with Committee on signoff for content of session

#### ASSISTANCE WITH PRESS BOOKINGS AT EVENT

Helping you get the most out of an on-site announcement.

### Sales, Marketing & Recruiting

#### 10X10 EXHIBIT BOOTH IN TECHNOLOGY SHOWCASE

Providing excellent mindshare for sponsors.

#### (1) LEAD RETRIEVAL SCANNERS

Use at your booth at at your conference sessions.

#### ACCESS TO EVENT PRESS/ANALYST LIST CONTACT LIST

shared two weeks prior to event for your own outreach.

#### PRIVATE CONFERENCE ROOM

Exclusive Use of a meeting room throughout conference

#### RECOGNITION ON EVENT SIGNAGE

Logo on conference signage & website.

#### RECOGNITION IN PRE-CONFERENCE EMAIL MARKETING

Logo under Platinum Sponsors.

#### SPONSOR DESIGNATION IN PRESS RELEASES

Recognition as Platinum Sponsor.

#### MESSAGE IN ATTENDEE PRE-CONFERENCE EMAIL

Customized message in text email distributed to all attendees pre-event.

#### KEYNOTE STAGE BRANDING

Logo prominently displayed on stage screens.

### Access & Education

#### (12) CONFERENCE ATTENDEE PASSES

Full Access Passes to the entire conference for your staff or customers.

### Community Support

#### RECOGNITION ON EVENT WEBSITE

Prominent Logo Display on all website pages.

#### ONSITE RECOGNITION

During Opening Keynote.

## Thought Leadership      Brand Awareness

### GOLD SPONSORSHIP

SPONSORSHIP FEE

\$9,000

4 AVAILABLE

Contact us  
[committee@gnome.asia](mailto:committee@gnome.asia)  
to secure your sponsorship  
today.

**BRAND PRESENTATION  
SPEAKING OPPORTUNITY**  
Sponsor to work directly with  
committee on signoff for  
content of session.

### Sales, Marketing & Recruiting

**8X6 EXHIBIT BOOTH IN  
TECHNOLOGY SHOWCASE**  
Providing excellent  
mindshare for sponsors.

**(1) LEAD RETRIEVAL  
SCANNERS**  
Use at your booth  
at at your conference sessions.

**ACCESS TO EVENT PRESS/  
ANALYST LIST CONTACT LIST**  
Shared two weeks prior to  
event for your own outreach.

**SHARE CONFERENCE  
ROOM**  
Exclusive Use of a meeting  
room throughout conference

**RECOGNITION ON EVENT  
SIGNAGE**  
Logo on conference signage  
& website.

**RECOGNITION IN PRE-  
CONFERENCE EMAIL  
MARKETING**  
Logo under Gold Sponsors.

**SPONSOR DESIGNATION  
IN PRESS RELEASES**  
Recognition as Gold  
Sponsor.

**MESSAGE IN ATTENDEE PRE  
CONFERENCE EMAIL**  
Customized message in text  
email distributed to all attendees  
pre-event.

**KEYNOTE STAGE BRANDING**  
Logo prominently displayed on  
stage screens.

### Access & Education

**(9) CONFERENCE  
ATTENDEE PASSES**  
Full Access Passes to the  
entire conference for your  
staff or customers.

### Community Support

**RECOGNITION ON EVENT  
WEBSITE**  
Prominent Logo Display  
on all website pages.

**ONSITE RECOGNITION**  
During Opening Keynote.

## Thought Leadership      Brand Awareness

### SILVER SPONSORSHIP

SPONSORSHIP FEE  
**\$5,000**

6 AVAILABLE

Contact us  
[committee@gnome.asia](mailto:committee@gnome.asia)  
to secure your sponsorship  
today.

LIGHTING TALK  
SPEAKING OPPORTUNITY  
Sponsor to work directly with  
committee on signoff for  
content of session.

### Sales, Marketing & Recruiting

6X6 EXHIBIT BOOTH IN  
TECHNOLOGY SHOWCASE  
Providing excellent  
mindshare for sponsors.

(1) LEAD RETRIEVAL  
SCANNERS  
Use at your booth  
at your conference sessions.

ACCESS TO EVENT PRESS/  
ANALYST LIST CONTACT LIST  
Shared two weeks prior to  
event for your own outreach.

SHARE CONFERENCE  
ROOM  
Exclusive Use of a meeting  
room throughout conference

RECOGNITION ON EVENT  
SIGNAGE  
Logo on conference signage  
& website.

RECOGNITION IN PRE-  
CONFERENCE EMAIL  
MARKETING  
Logo under Silver Sponsors.

SPONSOR DESIGNATION  
IN PRESS RELEASES  
Recognition as Silver  
Sponsor.

MESSAGE IN ATTENDEE PRE  
CONFERENCE EMAIL  
Customized message in text  
email distributed to all attendees  
pre-event.

KEYNOTE STAGE BRANDING  
Logo prominently displayed on  
stage screens.

### Access & Education

(5) CONFERENCE  
ATTENDEE PASSES  
Full Access Passes to the  
entire conference for your  
staff or customers.

### Community Support

RECOGNITION ON EVENT  
WEBSITE  
Prominent Logo Display  
on all website pages.

ONSITE RECOGNITION  
During Opening Keynote.

## BRONZE SPONSORSHIP

SPONSORSHIP FEE  
**\$2,500**

Contact us  
[committee@gnome.asia](mailto:committee@gnome.asia)  
to secure your sponsorship  
today.

### Brand Awareness

**RECOGNITION ON EVENT  
SIGNAGE**  
Logo on conference signage  
& website.

### Sales, Marketing & Recruiting

**6X6 EXHIBIT BOOTH IN  
TECHNOLOGY SHOWCASE**  
is the hub of LinuxCon,  
providing excellent  
mindshare for sponsors.

### Access & Education

**(2) CONFERENCE  
ATTENDEE PASSES**  
Full Access Passes to the  
entire conference for your  
staff or customers.

### Community Support

**RECOGNITION ON EVENT  
WEBSITE**  
Prominent Logo Display  
on all website pages.



## SPONSORSHIP GRID AT-A-GLANCE

Contact us [committee@gnome.asia](mailto:committee@gnome.asia)  
to secure your sponsorship today.

	PLATINUM 2 AVAILABLE	GOLD 4 AVAILABLE	SILVER 6 AVAILABLE	BRONZE
<b>Assistance with Press Bookings at Event</b> Helping you get the most out of an on-site announcement.	●			
<b>Speaking Opportunity:</b> Sponsor to work directly with Committee on signoff for content of session.	Keynote	Brand Awareness	Lightning Talk	
<b>Onsite Recognition during Opening Keynote Session</b>	●	●		
<b>Recognition in Pre-Conference Email Marketing</b>	●	●	●	
<b>Sponsor Designation in Press Releases:</b> Recognition as xxx sponsore in body of release.	●	●	●	
<b>Message in Attendee Pre-Conference Email:</b> Costumized message in text email distributed all attendees pre-event.	●	●	●	
<b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens.	●	●	●	
<b>Access to Event Press/Analyst List:</b> Contact List shared two weeks prior to event for your own outreach	●	●	●	
<b>Private Conference Room:</b> Exclusive use of meeting room throught conference.	●	Shared	Shared	
<b>Recognition on Event Website:</b> Prominent logo display on all website pages.	●	●	●	●
<b>Recognition on Event Signage:</b> Logo on conference signage.	●	●	●	●
<b>Exhibit Booth:</b> The Techonology Showcase it the hub of the event, providing excellent mindshare for sponsors.	10x10	8x6	6x6	6x6
<b>Lead Retrieval Scanners:</b> Use at your booth or at your conference sessions.	1	1	1	0
<b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or costumers	12	9	6	2
<b>Sponsorship Cost</b>	\$12,000	\$9,000	\$6,000	\$2,500



### Attendee T-Shirt \$2,000

Fun shirt for all attendee include your logo on sleeve of shirt



### Lunch Box \$2,000

Your logo will be placed on lunch box for all attendees.



### Goody Bag \$1,000

Unique bag medium size for all attendee include your logo on sleeve of bag.



### Water Bottle \$750

Your logo will be placed on branded distributed to all attendees creating long lasting visibility and an eco-friendly option



### Happy Hour Sponsor \$2,500

Spark conversation about your brand during our Happy Hour. Your company can host this evening with exclusive branding on all food or snack and drink stations and prominently placed signage



### Printed Ads Sponsor \$2,000

Supporting the event on printing publication such as banners, backdrops, photo booth, poster, xbanner

## ADDITIONAL MARKETING OPPORTUNITIES

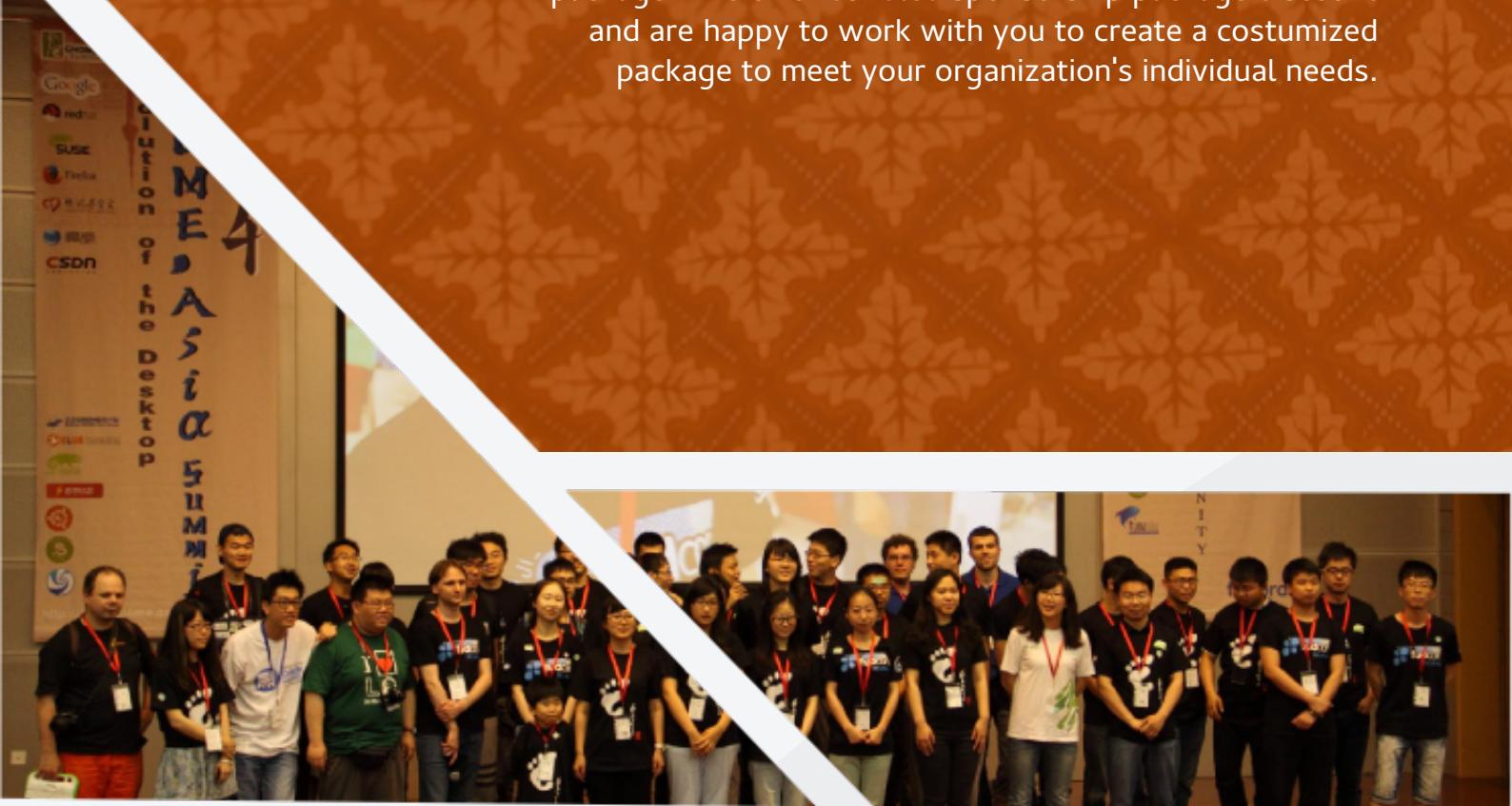
These enhanced marketing opportunities are available in addition to your sponsorship package.

Contact us  
[committee@gnome.asia](mailto:committee@gnome.asia)  
to secure your sponsorship today.



## Sponsorship Bundles & Costum Packages

Interested in sponsorship or creating a costum sponsor package? We offer bundled sponsorship package discount and are happy to work with you to create a costumized package to meet your organization's individual needs.



Contact us committee@gnome.asia  
to secure your sponsorship today.

<http://2015.gnome.asia>

