

# 2010 Sponsor Prospectus



Open Source Bridge is an annual conference that connects open source developers and community leaders for learning and mentoring. We target developers, system administrators, community organizers and those who are involved with the business of open source software.

## Open Source Bridge and You

Sponsoring Open Source Bridge is a gateway into the open source community! We expect our sponsors to participate — by submitting talks, sending attendees, attending sessions and helping to provide a productive and exciting atmosphere for the conference.

## Attendee Feedback

We asked attendees of the 2009 Open Source Bridge conference what they thought of the event. Here's what they said:

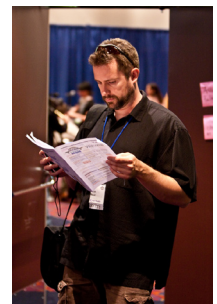
"Best content on open source in all conferences I've been to."

"Great conference, good atmosphere. The personality of Portland's tech community came through, and it was fun and smart all around. Definitely coming again."

"The conference really was a wonderful experience. Thank You! I completely fell in love with Portland, I hope you keep the conference in your fine city for many years to come."

"The right vibe, the right people, the right topics, and the right location."

"Thanks for providing a safe place for newer members of the community. I am just learning and it feels ok to be in that position here, rather than feeling intimidating."



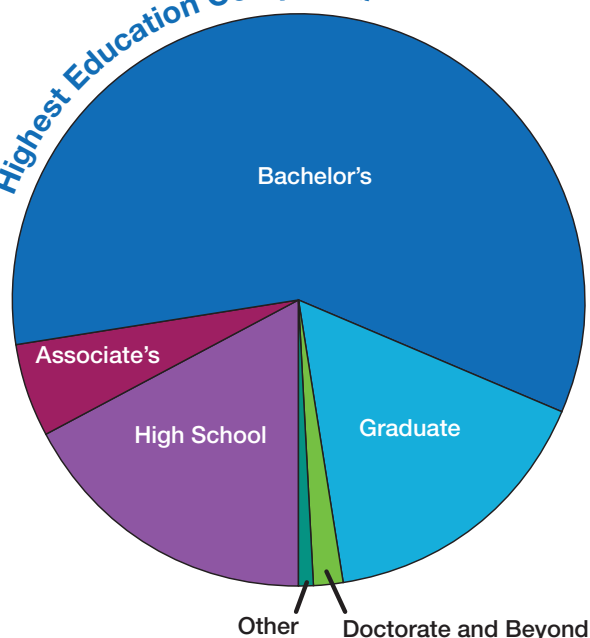
# 98%

of past attendees  
would attend again.

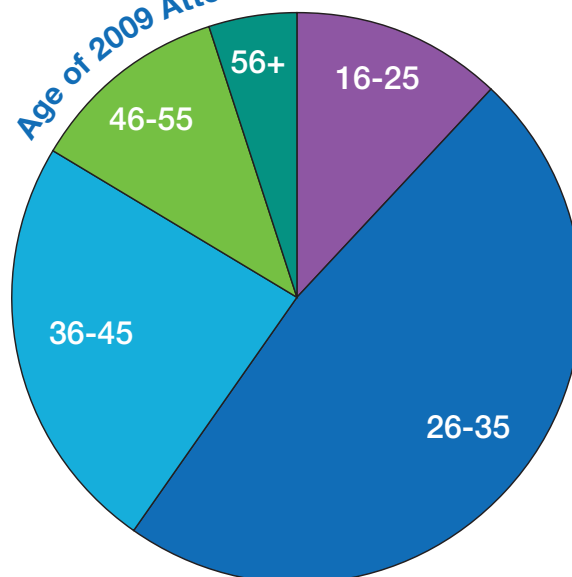
We had 398 attendees in our first year and we expect more than 500 this year.

84.5% of our attendees were from the Pacific Northwest and 15.5% of our attendees came from outside of the region, some traveling from as far away as Australia.

Highest Education Completed



Age of 2009 Attendees



# 93%

would recommend  
the conference to  
a friend or colleague.

# 33%

of our 2009 speakers  
were female.

## Selected Past Speakers

Brian Aker  
*Drizzle project*

Cat Allman  
*Google Open Source Programs Office*

Deb Bryant  
*OSU Open Source Lab*

Ward Cunningham  
*About Us*

Leslie Hawthorne  
*Program Manager, Google Open Source*

Emma Jane Hogbin  
*HickTech*

Rasmus Lerdorf  
*Yahoo!*

Chris Messina  
*OpenID Foundation*

Evan Prodromou  
*Control Yourself*

Sarah Sharp  
*Intel*

## Sponsorship Packages

	<b>Committer</b> \$10,000 and up	<b>Advocate</b> \$5000 – \$9999	<b>Citizen</b> \$1000 – \$4999	<b>Friend</b> \$500 – \$999
Conference Passes	<b>5</b>	<b>3</b>	<b>2</b>	<b>1</b>
Morning Announcement				
Name / Logo in Conference Program				
Name / Logo on Sponsors Page of Website				
Name / Logo on Front Page of Website				
Promotion in Outbound Email				
Recognition by Conference Chairs				
Other Exciting Promotional Opportunities				

### **Committer** \$10,000 and up

- Recognition by program chairs to session attendees
- Opportunity to make an announcement during the morning keynote session (Two minutes, limit three per day; first come, first served)
- Five all access conference passes
- Promotion on front page of conference website
- Promotion in outbound conference emails
- Name and logo in the conference program
- Other exciting promotional opportunities

### **Advocate** \$9,999 to \$5,000

- Recognition by program chairs to session attendees
- Opportunity to make an announcement during the morning keynote session (Two minutes, limit three per day; first come, first served)
- Three all access conference passes
- Promotion on front page of conference website
- Promotion in outbound conference emails
- Name and logo in the conference program
- Other exciting promotional opportunities

### **Citizen** \$4,999 to \$1,000

- Two all access conference passes
- Promotion on conference website
- Name and logo in the conference program
- Other exciting promotional opportunities

### **Friends** \$999 to \$500

- One all access conference pass
- Promotion on conference website
- Name and logo in the conference program

### **At the citizen level or higher, you also have the following à la carte sponsorship opportunities:**

- 35% discount on advertising space in the conference program
- \$10,000 - Hacker Lounge
- \$5000 - Sponsor streaming video of sessions
- \$1000 - Media/press room
- \$1000 - Lanyards
- Varies - Receptions
- Varies - Conference WiFi
- Varies - Bike Parking
- Varies - Food and coffee breaks
- Varies - Swag for attendees (subject to conference committee approval)

### **Media Sponsorships**

- Media sponsorships are available, please contact us.

### **In-Kind Sponsorships**

- In-kind offers are welcome, and subject to conference committee approval

Contact [sponsorship@opensourcebridge.org](mailto:sponsorship@opensourcebridge.org) for more information.

## Sponsorship Application and Contract

### Company Name

Please print your company name exactly as it should appear in all marketing and promotional materials for the conference.

Website URL

### Primary Contact Information

Name

Company

Email Address

Phone Number

Mailing Address

City

State

Zip Code

### Billing Address (if different than above)

Billing Address

City

State

Zip Code

### Sponsorship Selection

Level

Dollar Amount

### Payment Information

Full payment in U.S. funds must accompany this form in order to secure space as a sponsor. Please note, we cannot accept company purchase orders.

☐

**A company check is attached.**  
(payable to *Open Source Bridge*)

☐

**Use the following credit card for payment.**  
(Visa, MasterCard, American Express or Discover)

Card Number

Expiration Date

Cardholder Name

Cardholder signature

### Company Logo and Description

Please submit a company logo and a description of your company or product, up to 50 words, to:  
[sponsorship@opensourcebridge.org](mailto:sponsorship@opensourcebridge.org)

Logos should be in one of the following formats:

- PDF or EPS vector file with fonts outlined.
- 300 ppi TIFF, EPS or JPEG raster file.

When shown on the conference website, logos will appear on a white background.

Open Source Bridge is authorized to make use of this information for the conference program, related marketing material, and web site.

Contract Signatures

I have read and agree to all the terms and conditions of the Sponsorship Application and Contract, including the Participation Agreement. I warrant that I am authorized to sign on behalf of the sponsoring entity listed above and that all information I have provided is complete and accurate.

Sponsor	Title	Date
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Upon receipt of this signed contract and full payment, Open Source Bridge will countersign and return a copy to the primary contact listed in the Sponsorship Application.

Open Source Bridge	Date
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Participation Agreement

Terms and Conditions for Vendor Participation in the Open Source Bridge Conference (conference).

This contract is between the sponsor (Company) and Technocation, Inc., Open Source Bridge’s parent organization.

In consideration of the opportunity to participate as a sponsor of the conference [as indicated in the price schedule], Company agrees as follows:

**COMPANY EVENTS:** Company shall not schedule or sponsor any event in connection with the conference, including without limitation evening events, during a time that overlaps or conflicts with any Conference event published in Open Source Bridge’s conference schedule.

**INDEMNITY AND LIMITATION OF LIABILITY:** Neither Technocation, any co-sponsor, venue provider nor any of their respective officers, agents, employees, facilities, representatives or assigns shall be liable for, and Company hereby releases them from, any claims for damage, loss, harm, or injury to the person, property or business of the Company and/or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, accident or any other reason in connection with the conference. The Company shall indemnify, defend, and protect Technocation and hold Technocation, its officers, directors, employees, agents, co-sponsors and venue providers harmless from and against any and all claims, demands, suits, liability, damages, losses, costs, attorney’s fees, and expenses that result or arise from Company’s participation in the conference or any actions of its officers, agents, employees, or other representatives. Under no circumstance will Technocation, any co-sponsor, or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever, whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall Technocation’s liability, under any circumstance, exceed the amount actually paid to it by the Company. Technocation makes no representations or warranties regarding the conference or its attendance.

**OBSERVANCE OF LAWS:** Company shall abide by and observe all laws, rules and regulations, and ordinances in the performance of this agreement.

**CANCELLATION OR TERMINATION BY TECHNOCATION:** If for any reason beyond its reasonable control, including but not limited to fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, act of God, Technocation shall determine that the conference or any part will not be held, Technocation may cancel the conference or any part thereof. In that event, Technocation shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by Technocation.

**CANCELLATION BY COMPANY:** All payments made to Technocation under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by Technocation and Technocation’s lost or deferred opportunity to provide space and/or sponsorship opportunities to others.

**COMPANY CONDUCT:** Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste in connection with the conference. Technocation reserves the right to eject from the conference any Company or Company representative violating those standards.

**AGREEMENT TO TERMS, CONDITIONS AND RULES:** Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by Technocation from time to time for the efficient and safe operation of the conference. This application, together with the price schedule, represents the final, complete and exclusive agreement between the Company and Technocation concerning the subject matter of this application. Technocation makes no warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by Technocation. The rights of Technocation under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of Technocation. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect. This agreement shall be binding upon the heirs, successors, and assigns of the Company subject to the terms of this agreement regarding assignment.