



OpenStack Days **Korea** 2017

July 13-14, 2017 | Lotte Hotel World & Coex

Sponsorship Prospectus

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Introduction to OpenStack Days Korea

About OpenStack Days Korea

- **OpenStack Days Korea**, the largest cloud computing conference & community gathering in Korea for enterprise customers, is fourth **official** event for hosted by **OpenStack Foundation**
- OpenStack Days event is being shared through the OpenStack Global Website.
 - List of OpenStack Days Event in 2017 : [OpenStack Global Homepage Event List](#)
 - Videos for the event in 2016 (OpenStack Foundation Youtube) : [OpenStack Day Korea at Youtube](#)
- In 2017, the event will be held **for two days**. **On Day 1**, IT executives, managers, and engineers working in large companies, small businesses, and start-ups will be invited to share the latest technologies such as OpenStack, Containerization, Network, Storage and their applications and business use cases will be discussed. **On Day 2**, we will gather together with cloud-related communities to freely discuss the technical contents necessary to build, manage, and utilize the actual cloud.
- In particular, OpenStack is not only limited to Virtual Machines, it is evolving to bring more open source communities and technologies to make open infrastructure. Following this year's theme, OpenStack Days Korea would like to bring these **communities together to collaborate** and ultimately build a wide open source ecosystem together. We are **inviting some of open source communities** to make OpenStack Days better, just like Open Source Days at the OpenStack Summit.

OpenStack Days Korea Review (2014~2016)

- Homepage : <http://event.openstack.or.kr/>

OpenStack Day 2014

All about OpenStack

February 18, 2014,
Sejong University, Seoul
700+

OpenStack Day 2016

★ Official event by OpenStack Foundation

Powerful Hub: Everything
From Hardware To Application

February 18, 2016, Lotte Hotel
World, 900+
[Composition] 4-track conferences
: Total 30 sessions with upstream
training, and exhibition booths

OpenStack Day 2015

Beyond OpenStack: Services,
Applications and Platforms

February 5, 2015, Lotte Hotel World
800+

OpenStack
Days 2017

Introduction to OpenStack Korea User Group

- There are **more than 5200 members*** in OpenStack Korea User Group. (*registered in Facebook Group)
- Major activities
 - Technical seminars (monthly) and study programs with OpenStack
 - Open-source conference and OpenStack Day(s) held once a year
 - Educational programs with Open Learning Center
 - Various on/offline community activities such as official Korean translation team
- URL
 - www.facebook.com/groups/openstack.kr/
 - www.openstack.or.kr

OpenStack Days Korea 2017 Overview

Event name	OpenStack Days Korea 2017
Theme	OpenStack Next : Embracing the Cloud Universe
Dates / Venue	[Day 1] July 13rd 2017 (Thu) 9:00~18:00, Lotte Hotel World [Day 2] July 14th 2017 (Fri), 9:00~18:00, COEX conference room
Organized by	OpenStack Korea User Group, OpenStack Foundation
Content/Sessions	[Day 1] Conference + Exhibition / Three tracks, total 24 sessions [Day 2] Technical seminars + Exhibition / total 13 sessions
# of Attendees	[Day 1] 1,000+ [Day 2] 300+
Fee	Not free (<30,000 KRW)



[Day 1] Program composition (draft)

	Program		Speaker	Time
Keynote 1	The World runs on OpenStack		OpenStack Foundation	30-min
Keynote 2	OpenStack World		Sponsors	30-min
Keynote 3	OpenStack and Container		Invited	30-min
Keynote 3	OpenStack and Software Defined Storage		Invited	30-min

	Track I	Track II	Track III	Marketplace / Exhibition
13:00~13:30				All Afternoon (Stage promotion available)
13:30~13:40	Break			
13:40~14:10				
14:10~14:20	Break			
14:20~14:50				
14:50~15:40	Marketplace program (exhibition, demonstration, advertisement)			
15:40~16:10				
16:10~16:40				
16:40~16:50	Break			
16:50~17:20				
17:20~17:50				
17:50~18:00	Lucky draw & Closing			

What is Marketplace?



- What is Marketplace?

This is a place to experience various cloud services and understand the OpenStack ecosystem through the exhibition booth operation, various promotions and networking opportunities. There will be the special and dedicated time slot for attendees to concentrate on the marketplace.

- Date & Time : July 13, 2017 (Thu), 09:00~18:00

※ 14:50~15:40 (50-min) is the dedicated time slot for Marketplace

- Location : Emerald-room (3F), Lotte Hotel World

- Composition

- Exhibition (booth, table) : More than 10 booths

- Stage : Presentation with company introduction (10-min), exhibition booth events, performances, ...

※ Dedicated track rooms will be provided to Diamond (40-min) and Platinum (20-min) sponsors during marketplace program (14:50~15:40).

- Refreshers : Drink & Snacks will be provided

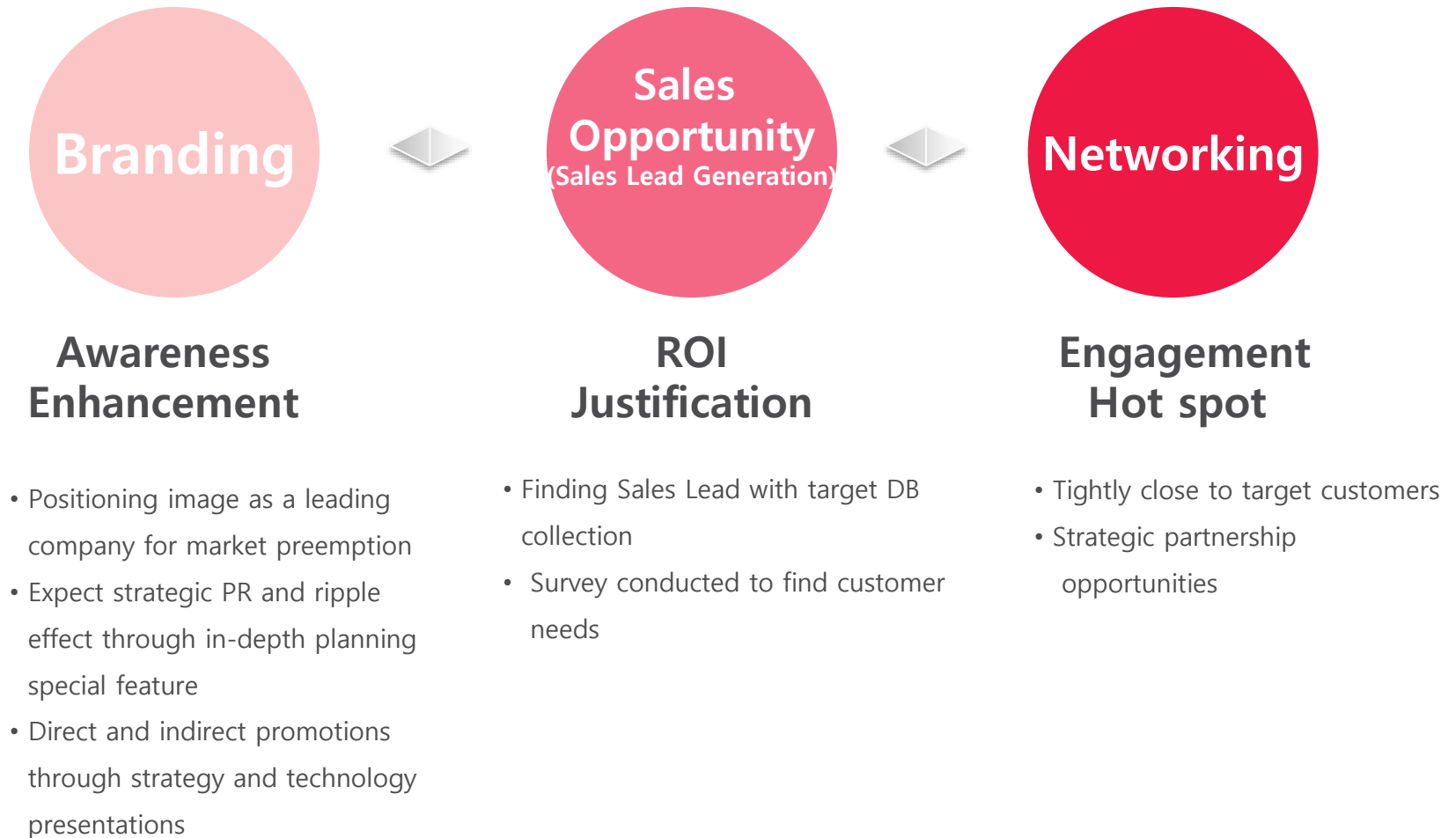
[Day 2] Program composition (draft)

	A (300 seats)			B (20~40 seats)	C (20~40 seats)	Exhibition (Lobby)
Morning	Keynote 1			Community Session	Community Session	
	Keynote 2					
	Keynote 3					
12:10~13:30	Lunch Break					
Afternoon	A_01 (100 seats)	A_02 (100 seats)	A_03 (100 seats)	B (20~40 seats)	C (20~40 seats)	
13:30~16:30	Deep Dive Session	Deep Dive Session	Deep Dive Session	Community Session	Community Session	
15:30~16:00	Break					
16:00~17:50	Deep Dive Session	Deep Dive Session	Deep Dive Session	Community Session	Community Session	
17:50~18:00	Closing					

※ There will be call for the topics and moderators in Deep Dive Session organized by community.

Anyone (organization / company) who is technically able to lead a Deep Dive Session on a topic can apply.

Marketing Opportunities



Sponsorship Packages

	Diamond	Platinum	Gold	Silver
	20,000,000 KRW	12,000,000 KRW	8,000,000 KRW	5,000,000 KRW
Presentation (30-min)	Keynote	1ea(afternoon)	1ea(afternoon)	-
Exhibition booth (size)	4m	3m	2m	2m
Logo Exposure on promotions (on/offline)	V	V	V	V
Presentation video production	V	V	-	-
Provide attendee list	V	V	V	-
Survey Report	V	V	V	-
Attendee Passes	30	20	10	5
Marketplace (10-min advertisement)	V	V	V	-
Marketplace Program (40/20min-Track rm.)	V (40-min)	V (20-min)	-	-
[Day 2] Presentation / Exhibition Table / Logo exposure	V	-	-	-

Sponsorship Packages (add-ons)

Startup Support Program

1,000,000 KRW

Start-up exhibitions to promote start-ups related to local OpenStack and cloud computing business

* Offering: Introduction to the opening & event screening materials & Exposure the logo to the promotional materials

Registration Desk

2,000,000 KRW

Exposure logo to two panel booths at the registration desk

* Panel size : 0.8 * 0.8m (subject to change with future design decision)

Name tag Lanyards

1,500,000 KRW

Logo printing on nameplate Lanyards for all attendees

Banner in Lobby Ceiling

1,500,000 KRW

Logo banner on the lobby ceiling

[Day 2] Lunch sponsor

3,000,000 KRW

Providing lunch for presenters & attendees in Day 2

* Offering: Exhibition tables and promotional materials available & Exposure the logo to the promotional materials

Sponsorship Packages – [Day 1] Exhibition booth

※ The detail design may be subject to change



Provided item	Amount	Comment
The size of booth	1 Booth	4m x 2m / 3m x 2m / 2m x 2m
Main banner	1ea	Company Name
Floor pytex	1 set	
Information desk	1ea	
Seating chair	2ea	
Exhibition stand (table)	2 ~ 4ea	1m x 0.5m x 1m (L x W x H)
Catalog stand	1ea	
Internet access (wired)	1 Port	
Electricity	1kw	
Power plug (2 sockets)	1ea	



OpenStack Days Korea Planning Committee

- Community Leader – Ian Y. Choi (ianyrchoi@gmail.com | 010-5915-2812)
- Program Chair – Jaesuk Ahn (bluejay.ahn@gmail.com | 010-9888-0328)
- Event Organizing Chair – Jungwon Ku (jwon.ku@gmail.com | 010-8961-3775)