

# OWF 2014 Edition SPONSORSHIP OPPORTUNITIES



The First **Free**  
and  
**Open Source**  
European  
Forum

3 days :  
October  
30 + 31,  
November 1<sup>st</sup>  
2014

# Document content

- What is the Open World Forum (OWF)
- What's new in 2014
- Be a Sponsor



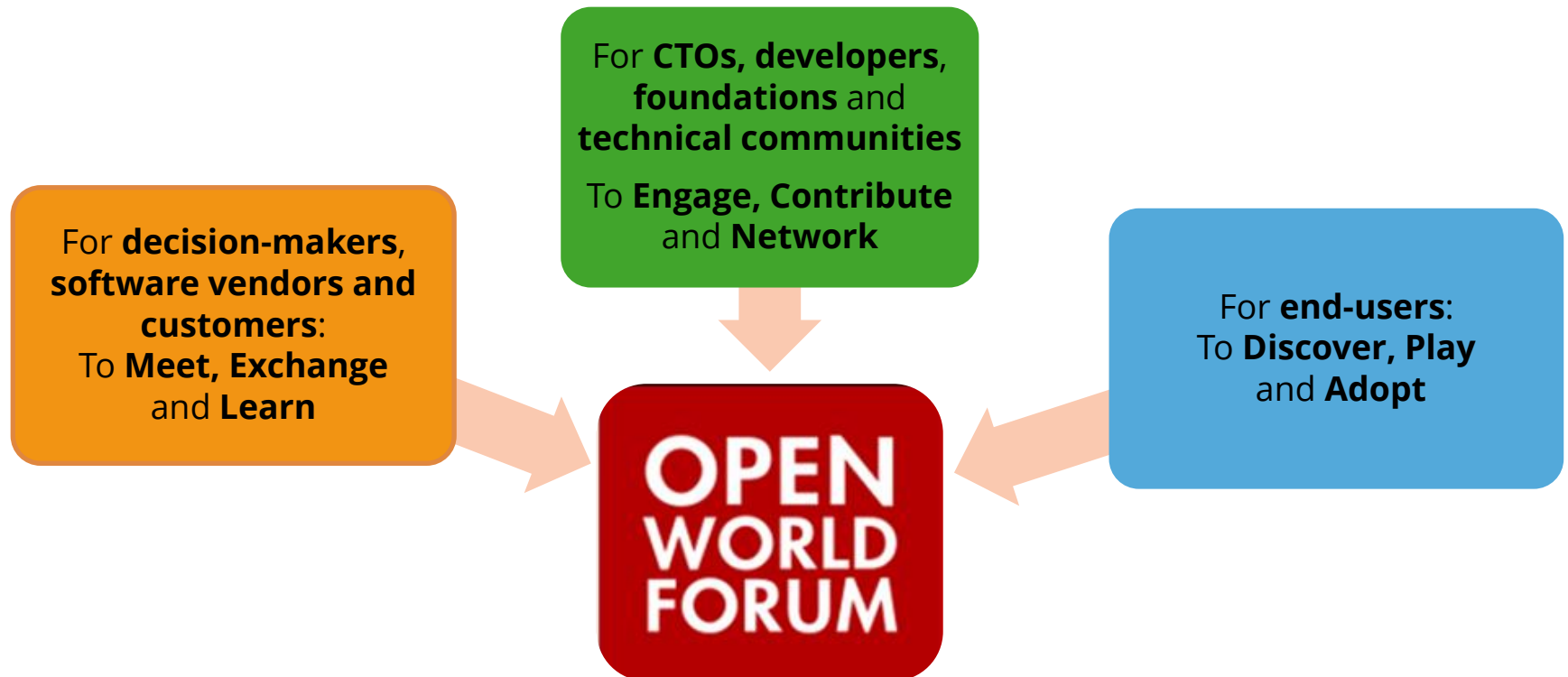
# WHAT'S THE OPEN WORLD FORUM (OWF)

Including

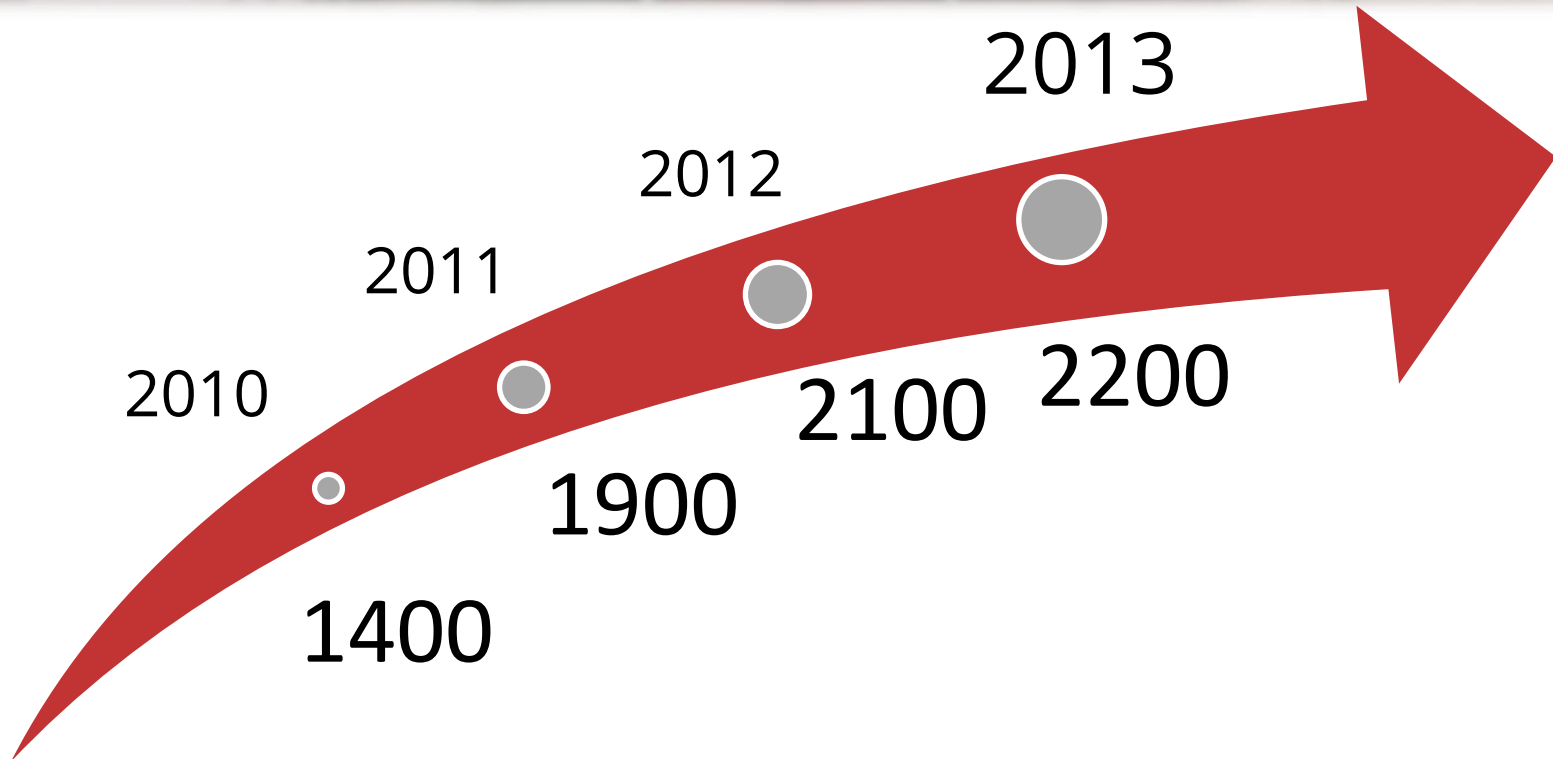
- Highlights of OWF 2013
- OWF 2013 figures

# A Universal Forum & a large audience

The leading Open Source Forum  
bringing together **Decisions-makers, Developers and Users** from **all over the world** to cross-fertilize **Open** technological, business and societal initiatives, to **shape the digital future.**

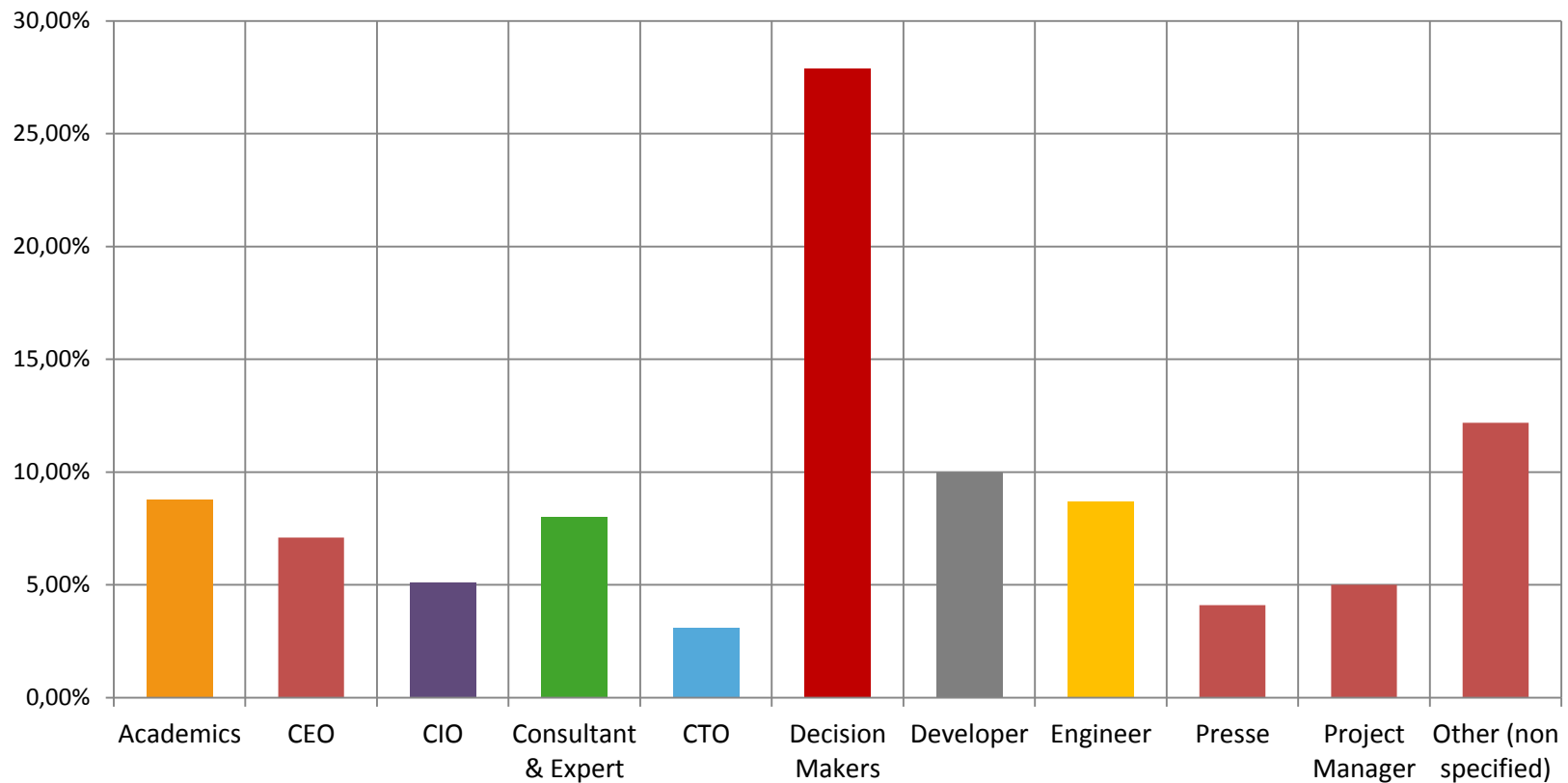


# A growing audience



# A unique place to meet the European decision-makers

**Participants by office**



# Sponsors of the OWF 2013

- Sponsors 2013



Alter Way



Under the patronage of



direction générale de la compétitivité  
de l'industrie et des services

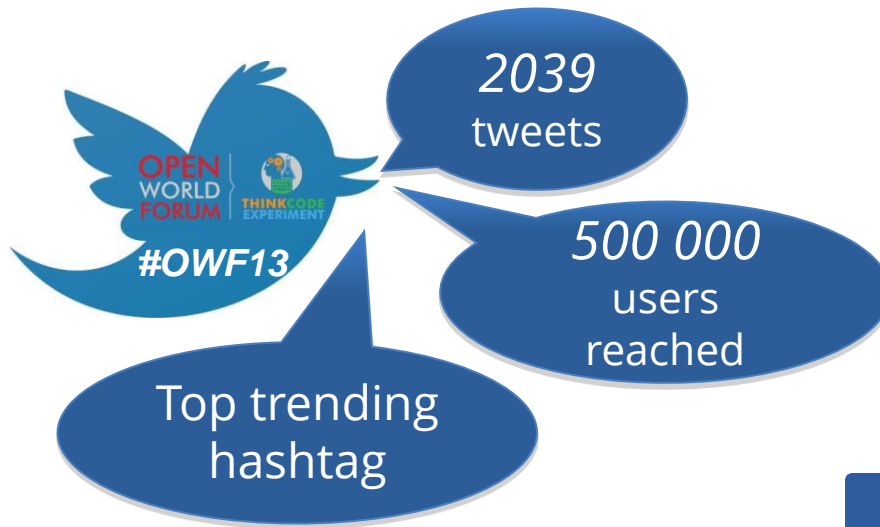


- Among many others



What  
about  
you?

# Wide online presence



12 **Newsletters** sent to more than 5 000 subscribers

**800**  
connections



**You Tube**

- 110+** videos
- 32 000+** more views this year
- 50 000+** Channel views



Presence on all major **social networks**

**OPEN  
WORLD  
FORUM.org**

Your logo on every page of the website



# In a few words

**110** official video reports  
(keynotes, sponsors  
interviews...)

 **1,124** pictures taken

**54,800** emails sent

**31,632** visitors on the website

"The perfect occasion to discover what Open Source can bring and get expert opinion on every field"

*Susana, Visitor*

"An imperative if you are an IT professional who shares true value of open innovation!"

*Dô-Khac, Visitor*

**And high satisfaction**

# ▶ An official opening



Opening speech by **Fleur Pellerin**, Minister Delegate for Small and Medium-Sized Enterprises, Innovation and the Digital Economy, attached to the Minister for Production Recovery

“Nice to see public services and administrations adopting Open Source solutions. Now, its time for business and companies!”

*Antoine, Visitor*



Opening speech by **Jean-Louis Missika**, Deputy Mayor of Paris in charge of Innovation, Research and Universities.



Opening speech by **Jean-Paul Planchou**, Vice-President of the Ile-de-France Region, in charge of Economic Development, Innovation, Information Technology, Tourism and Social Economy.

# ▶ An excellent roster of speakers



**Joel Spolsky**, cofounder and CEO of Stack Exchange.



**Jacques Marzin**, interministerial manager of the national systems of information



**Ted Dunning**, Chief Application Architect at MapR Technologies



**Jean-Severin Lair**, CIO at the Culture and Communication Ministry



**Thomas Hatch**, creator and principal architect of SaltStack

**John Sullivan**, Executive Director Free Software Foundation



**Philippe Wolff**, advisor to the director of the ANSSI (National Agency for Information System Security)



**Michel Cosnard**, Chairman and CEO of INRIA



"I appreciated the diversity of exhibitors and speakers, from a thematic point of view (politics, tech, associations, hardware...)." *Nicolas, Visitor*

*Nicolas, Visitor*

# ▶ A prestigious venue





# WHAT'S NEW IN 2014

Including an overview of the program

# ▶ What to expect in 2014

- Updated program with new **attractive tracks** (see next slide)
- More **streaming** and video recording available on **YouTube**
- 95% of conferences, keynotes and meetings in **English**
- Team up with **Open Stack Summit** that will take place in Paris this year 2 days after OWF (Paris Open Source Week !)
- Broader **international communication** around the event
- More time to **network** and visit exhibition area : Synchronized tracks w/ coffee breaks
- A larger audience including
  - Enterprises / OSS Makers
  - Clients & Users
  - Communities & Projects
  - General public on day 3



# THINK, CODE, EXPERIMENT:

## ▶ Three ways to interact with Open Source

- Favorites tracks will be there

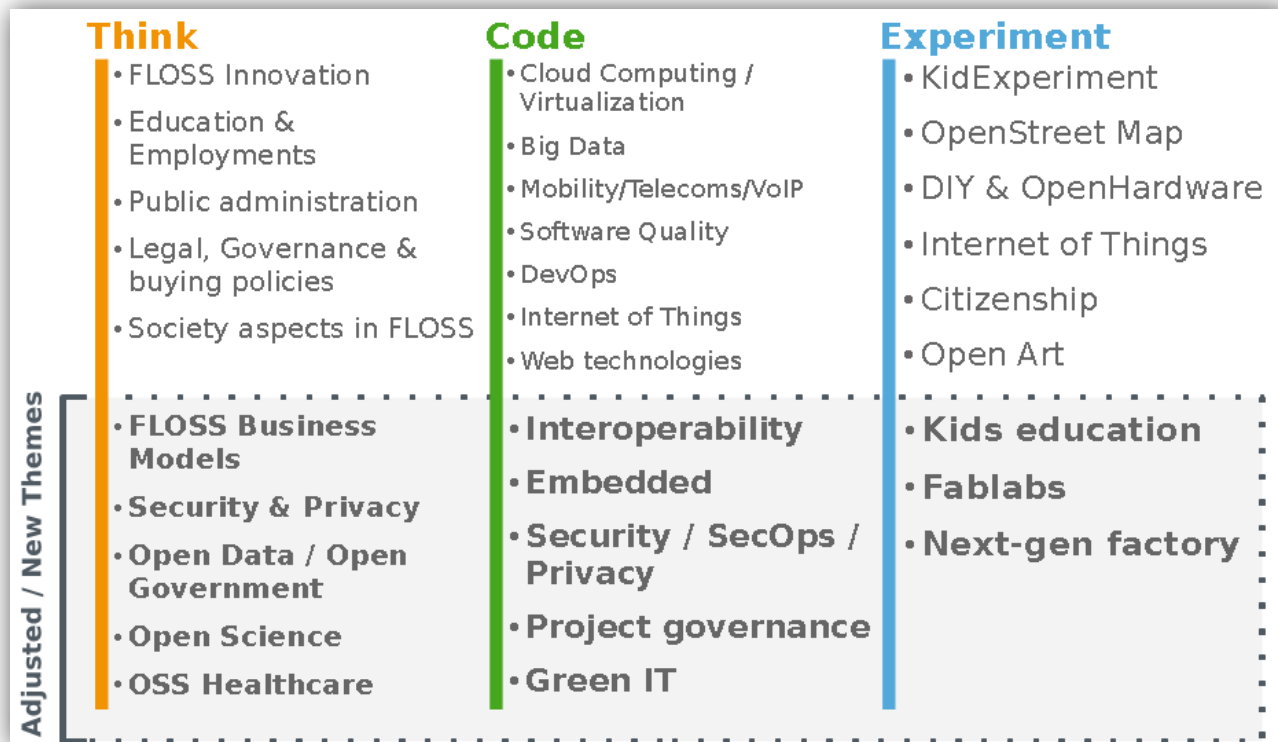
- Big Data
- Cloud Computing
- Software Quality
- Web
- Mobility/Telecom
- Education
- Employment
- ...

- New & Attractive tracks

- Security/Privacy
- Embedded
- Healthcare

- More success stories

### *Program (Work In Progress) :*



# BE A SPONSOR IN 2014 !

[sponsoring@openworldforum.org](mailto:sponsoring@openworldforum.org)



# What do you get as our sponsor?

# What you can expect at the OWF

**Reinforce  
your  
leadership**

**Develop  
your  
business**

**Contribute  
to a  
sustainable  
digital  
future**

**Enhance  
awareness  
of your  
brand**

# ▶ You @ the Open World Forum

## Seminar slot



## Roll-ups

Documents in attendees bag



## Social event

## Visibility during the awards



Sponsor announcement before keynotes



Logo on every video



## Booth

## Tracks Sponsoring

## The program



## Executive video interview

## Logo on badges

## Access to the Sponsors & Press lounge

# Your dedicated pages on the program





# Your booth



# A global PR strategy

## Press partners



- Online and offline press partners
- Tech oriented
- Business oriented
- Open source oriented
- General public oriented

➔ A diverse but relevant target audience

## ▶ Total reach

More than  
**750 000**  
reached

With a permanent presence online through Flickr, Youtube and [openworldforum.org](http://openworldforum.org): **the reach is increasing daily!**

**And a communication throughout the whole  
year of participation**

# Get involved with OWF 2014

## SILVER SPONSORSHIP

€5,000

- 6 m<sup>2</sup> booth, interview video, VIP access for the head management, small logo and ¼ page description in the conference program

## GOLD SPONSORSHIP

€10,000

- 8 m<sup>2</sup> booth, all the above, plus : 9 minutes speaker slot in auditorium, logo on OWF newsletters, 1/3 page description in the conference program

## PLATINUM SPONSORSHIP €25,000

- 12 m<sup>2</sup> booth, all the above, plus : 15 minutes speaker slot, personalized newsletter, press release announcing sponsorship, logo on the back of badges, VIP dinner

## DIAMOND SPONSORSHIP €50,000

- 24 m<sup>2</sup> booth, all the above, plus : 30 minutes keynote slot, 2 specific newsletters, full page in conference program, participant details after conference (Only one Diamond available)

If you want to go under cover, you can also book only a booth.  
Available from 6m<sup>2</sup> - €2940



# SPONSORSHIP DETAILS

BENEFITS		Silver	Gold	Platinum	Diamond
Exhibition	Exhibition space - Booth reservation only is also available (please see the last slide)	6 m2	8 m2	12 m <sup>2</sup>	24 m <sup>2</sup>
	VIP dinner (only head management)				
	Access to the VIP & Press lounge (only head management)				
	Interview video				
Conference	Speaker slot in keynote auditorium (streamed live + video)		Auditorium 9min - Day 2	Auditorium 15min - Day 1	Auditorium 30min - Day 1
On-site visibility	Logo recognition on the acknowledgement banner (size depend sponsor level)				
	Projection of the logo in the plenary room before the sessions (size depend sponsor level)				
	Specific diffusion of sponsor's document	1	2	3	4
	Kakemono (set by the organisation)	1	2	3	4
Online visibility	Logo and link on the conference website (homepage + sponsors' page)				
	Company description on the sponsor page of our website with sponsor level				
	Logo on the conference e-newsletter (size depend sponsor level)				
	Video visibility (logo in all OWF Video and capture) (size depend sponsor level)				
	Press release announcing the sponsorship				
	Specific e-newsletter (document provided by the sponsor)			1	2
Advert insertion	Logo on the back of the badges (size depending on the sponsorship level)				
	Logo on official conference documents and promotional materials (size depend sponsor level)				
	1 page advert in the conference program				
	Sponsor presentation page in the conference program	¼	1/3	½	1
	Logo and link on the post-conference's report e-mailing				
	Logo on participants bag				
OTHER	Participant details after conference				

- All add-on options are
  - first-come, first-served
  - Subject to availability

→ [sponsoring@openworldforum.org](mailto:sponsoring@openworldforum.org)

item	Description	Limits	Price
Exclusive lanyard sponsor	Your company's name adorning attendees (making included) Available until April 30 <sup>th</sup> 2014	1	3 000 €
Non-exclusive lanyard sponsor	Your company's name adorning attendees (making included) Available starting May 1 <sup>st</sup> only if no exclusive lanyard was sold	3	1 000 € each
Lunch sponsor	Prominent signage/logo display at lunch in the Grand Salon	4	1 500€ each
Logo on exhibition map	Your logo on the exhibition map to quickly identify your company	-	500 €
Exclusive reception sponsor for Experiment	Prominent signage/logo display at reception on November 1 <sup>st</sup> during the Experiment day	1	700 €
Bag Sponsor	Exclusive distribution of your company bag at reception desk, carrying forum documentation	1	3 000 €
Dedicated workshop room	A reserved and dedicated room for 45 minutes for your workshop, announced in the printed program	3	4 000 € each

# Create your space at OWF14



**BOOTH ONLY**

**490€ / m<sup>2</sup>**

# THINK CODE EXPERIMENT

“A great event,  
in a great place,  
to meet great  
people.”

*Patrick, Visitor*

**OPEN  
WORLD  
FORUM**

**CONTACT US SO WE CAN EVALUATE  
SPECIFIC REQUESTS TOGETHER  
[sponsoring@openworldforum.org](mailto:sponsoring@openworldforum.org)**