



rootconf

Performance Optimization, Deployment, Scalability and Security on Linux
<http://rootconf.in>

26th May 2012, Bangalore
Sponsor Kit (Draft)

About HasGeek

(and why you should sponsor our events)

- ❖ HasGeek is India's first and only professional, community-focused technology event organizer
- ❖ We create high quality, focused discussion spaces around technology that is new today and will be mainstream tomorrow
- ❖ We measure, learn and optimize from every event. For example, we observed participants don't carry business cards to give each other, so we introduced NFC-powered id badges and electronic contact points
- ❖ Our events are for self-motivated individuals. We run events on Saturdays and price tickets for individual affordability. Our sponsorship options are startup friendly since we'd like them to get more visibility for their work
- ❖ Do tell us if you think we could do anything better

About Rootconf

- ❖ Rootconf brings together SysAdmins and DevOps professionals for a day of learning from each other on the best ways to configure servers for performance, scale and security. Rootconf is the fifth in a series of HasGeek events that have looked at web app development from various perspectives
- ❖ We have a transparent process of public submission and voting on sessions at our events. Participants select the proposals that go on the event's schedule. Rootconf's session proposals are at funnel.hasgeek.com/rootconf/

Our Previous Events

- ❖ **Meta Refresh**, April 21, 2012, Bangalore
280 designers and developers, four tracks, 26 speakers
<http://metarefresh.in/2012>
- ❖ **Cartonama Workshop**, March 1-2, 2012, Bangalore
22 developers, entrepreneurs and practitioners working with location data in a workshop with international facilitators from the OpenStreetMap project
<http://workshop.cartonama.com>
- ❖ **JSFoo**, October 2011 – February 2012, Bangalore, Chennai, Pune
600+ participants, three tracks on JavaScript as an app development language
<http://jsfoo.in>
- ❖ **Droidcon India**, November 18-19, 2011, Bangalore
500+ participants, three tracks on Android
<http://droidcon.in/2011>

Our Previous Events

- ❖ **Scaling PHP in the Cloud**, July 9, 2011, Bangalore
240 participants, 3 tracks, 19 participant-selected sessions
<http://phpcloud.hasgeek.com>
- ❖ **AndroidCamp**, April 1, 2011, Bangalore
130 participants, 2 tracks, unconference
<http://androidcamp.hasgeek.com>
- ❖ **DocType HTML5**, October 2010 – February 2011
Bangalore, Chennai, Pune, Hyderabad, Ahmedabad
2000+ participants, single track, five curated sessions
<http://www.doctypehtml5.in>

Sponsorship Categories

Standard Category Benefits	Platinum	Gold	Silver	Community [†]
Logo + write-up + link on event website	✓	✓	✓	✓
Hand out goodies in sessions by your speakers	✓	✓	✓	✓
Your logo on event's official banners	✓	✓	✓	
Logo + link in email updates to participants	✓	✓	✓	
Your goodies given to all participants	✓	✓		
<i>Other benefits: pick choices from the next page</i>
Complimentary sponsor passes	8	5	2	0
Sponsorship positions available	2	4	8	∞
Minimum billing required (in INR)*	1,50,000	80,000	40,000	20,000

*Prices are inclusive of 12.36% service tax

[†]Community sponsorships are available only to non-funded startups

Sponsorship Options

Our sponsorship categories are modular. Pick what you like and combine options to reach the minimum billing of any category (listed on the previous page)

Options	Available	Price (INR)
Your own standee banner at venue (single; max dimensions 3'x7')	∞	10,000
ContactPoint kit for participant contact details (free with table/stall)	4	10,000
Your banner or promotional video on the event and video websites	4	20,000
Banner and table at the venue (6'x2' table provided, banner yours)	4	30,000
Your logo or message on notepads handed out to all participants	1	45,000
Your logo on lanyards and participant badges	1	50,000
Your stall at the venue (12'x6' space, frame provided)	2	60,000
Video sponsorship: 20 second video prefix in official session videos	1	65,000
Sponsored session in event schedule (will be listed as sponsored)	1	70,000

Discounts

- ❖ Our approach to discounts: we'll give you extra value if you give us extra value too. Our offer:
 - ❖ HasGeek has a pipeline of upcoming events. Buy the same or higher category in any three events of your choice within the next nine months to get 10% off the total price. Get invoiced now, pay before each event
 - ❖ Pay in advance for three events to get an additional 10% off
 - ❖ Upcoming events are listed at lanyrd.com/guides/hasgeek-events. Ask us for the event's sponsor document
 - ❖ Got other ideas? Do tell us

Commitment to Community and Privacy Policy

- ❖ We care for the quality of conversation more than footfalls or eyeballs
- ❖ We value the trust participants place in us and have a strict privacy policy
- ❖ Participant details will not be shared without the participant's permission
- ❖ All participants get a ContactPoint NFC badge. If you've opted for the ContactPoint kit, participants may tap to transfer contact information to you. Give them good reason to do this. Make a compelling pitch for yourself or offer goodies in exchange for contact information
- ❖ Your ContactPoint must display a privacy statement explaining what you will do with the collected information. We require you to provide this statement at the time of confirming your sponsorship. We will include the display in your kit

Important Dates

- ❖ Event: **May 26, 2012**
- ❖ First draft of schedule from accepted proposals: **May 15**
- ❖ Last date for confirmation of main event sponsorship: **May 20**
- ❖ The Community category remains open until the event day

Contact Information

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