

the  **GNOME**<sup>TM</sup> Conference

# GUADEC

Sponsor Guide 2014



## GNOME: Practical and ethical software

The GNOME Foundation is a US public charity focused on making software that improves access to technology for all, no matter where you are, what your background is or how much money you have.

GNOME is an international project that works to create a free, open, easy-to-use computer environment with first-class internationalization and accessibility. Built entirely from software as approved by the Free Software Foundation, GNOME provides all of the common tools users expect from a modern computing environment: web browsers, file managers, multimedia players, e-mail applications, group-ware and games. GNOME components form the basic desktop environments on many operating systems, e.g., Oracle's Solaris, Canonical's Ubuntu, Debian, Fedora, Linux Mint and openSUSE.

GNOME also provides a flexible and powerful platform for desktop and mobile developers, and provides an umbrella for an entire ecosystem of related technologies and applications:

- User-facing toolkits, such as GTK+ (widgets and app development framework), Clutter (hardware-accelerated user interfaces), and WebKitGTK+ (browser engine).
- End-user applications, including Shotwell (digital photo manager), Rhythmbox (music management), Ardour (professional audio recording/editing workstation) and Inkscape (vector graphics editor).
- Support components, including GStreamer (sound, video, and multimedia delivery), D-Bus (interprocess communications), Pango (text layout), GObject (cross-platform C-based object system), and libxml2/libxslt (XML parser and transformations).

Commercial companies adopt the functionality-rich components of GNOME, as the free license allows use in commercial products at no cost. While useful for companies, GNOME is the result of collaboration between those companies and volunteers from the public who focus on creating software that is great and easy to use by everyone

GNOME technologies have been adopted for consumer and vertical market products, like:

<b>Endless Mobile</b>	Desktop for emerging markets (full GNOME stack)
<b>Amazon</b>	Kindle e-book readers (GTK+, WebKitGTK+, Pango)
<b>TiVo</b>	Digital video recorders (libxml2, libxslt)
<b>Nokia</b>	Internet tablets (GTK+) and the N900 cell phone (Clutter)
<b>TouchTunes</b>	Digital jukeboxes (GTK+, Clutter)
<b>Garmin</b>	GPS navigation devices (GTK+, GStreamer, Pango)
<b>TomTom</b>	GPS navigation devices (D-Bus, Glib, libxml2)



Kathy Malmrose, CEO of computer manufacturer Zareason and GUADEC 2013 keynote speaker. Photo by Ana Rey licensed under CC BY SA

# #1 DESIGN EVALUATION



Fabiana Simões speaks about design evaluation at GUADEC 2013. Photo by Ana Rey, licensed under CCBYSA

## Welcome to GUADEC 2014

Pronounced GWAH-DECK, GUADEC is the primary conference for GNOME users, developers, foundation leaders, individuals, governments and businesses worldwide. It is held annually in cities around Europe, and brings attendees together to share their experiences and ideas for developing, using and deploying GNOME technologies.

GUADEC annually attracts around 300 key software developers, press, users, businesses and government representatives. Presentations are given by leaders, spokespeople, volunteers and motivated developers on a range of topics including the future directions of the GNOME Project, Unix, GNU/Linux, Free and Open Source software, development techniques, cutting edge features and ideas on technology and culture.

The primary aims of the annual GUADEC conference are:

- Set the direction of the GNOME project for the coming year.
- Draw new developers and contributors to the project.
- Help corporate partners be involved in the project.
- Connect developers, corporate partners and governments.
- Showcase the latest GNOME technologies.

GUADEC is not just a software conference. People come together to meet collaborators from chat rooms and mailing lists, to network, to visit old friends and make new ones, and to have fun! The venue and program for GUADEC 2014 will reflect these important aspects and will include time for tourism, sports and experiencing local traditions.

Apart from GUADEC, the GNOME project organizes over a dozen hack-fests per year and the two conferences GNOME Summit, a small meeting of core developers in North America, and GNOME.Asia, a rapidly expanding annual event focusing on the growing number of Asian users and developers, set for Beijing in 2014.



City of Strasbourg. Photo by Andreas Trepte, licensed under CCBYSA

## The city of Strasbourg

GUADEC 2014 will be taking place in Strasbourg, France. This lovely city in walking distance from Germany is the seat of many European institutions. It counts about 270,000 inhabitants, 50,000 of which are students (43,000 for the University of Strasbourg alone), and over 750,000 for its metropolitan area. Ranked as the third most innovative city in France. Large tech companies such as Alcatel and IBM have offices in the vicinity. There are also many startups in the Strasbourg area.

With its unique location right next to the city center, the University of Strasbourg makes a great place to host the conference. Created as the Jean Sturm Gymnasium in 1538, promoted to the status of Academy in 1566 and University in 1621, it reached high positions in many rankings and is a place known for its excellence. There are other technical schools in Strasbourg with strong computer science programs as well, so there are a lot of talented young people poised to enter the field.

With a human presence dating back to 600,000 years ago and the first settlements in 1300BC, the history of Strasbourg is very rich. You'll be able to wander in the picturesque Petite France area between the rivers with its canals and half timbered houses and visit the gothic cathedral which was the world's tallest building for over 2 centuries and can still be well seen today from tens of kilometers away. The old city, declared a World Cultural Heritage site in 1988, also exhibits a variety of architectural styles. There are many unique dishes of culinary distinction in Strasbourg. Local specialities include the famous flammeküche (thin dough usually covered with cream, onions and bacon) and a hearty choucroute garnie.



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Photo by Jonathan M, licensed under CCBYSA



GNOME Foundation annual general meeting at GUADEC 2013. Photo by Ana Rey, licenced under CC BY SA

## Help us make this happen by becoming a sponsor

GUADEC sponsorship offers a wide variety of benefits, and encourages sponsors to become more deeply involved in the community. The opportunity also exists to combine sponsorship of both GUADEC and GNOME.Asia events at a reduced price. Please see the Sponsor Package section and Terms and Conditions for more details.

### Meet key contributors

It's a unique opportunity to meet contributors, maintainers and users of one of the world's leading Free and Open Source technology platforms.

### Contribute to the development of GNOME technologies

Supporting GUADEC helps support the development of new features and components, as the event hosts planning and coding sessions, as well as technology and interoperability meetings.

### Promote your company

Sponsorship provides you with promotion through visible advertising, technical presentations, and international press coverage.

### Access technical talent

Experienced and capable software developers from around the globe attend GUADEC. Sponsorship allows you to meet individuals, consultancies, and potential business partners who can help you achieve your technical goals.

### Influence future product direction

Sponsoring and attending GUADEC not only gives you advance information on the GNOME's plans for the coming year, but provides you a voice in shaping those plans.

### Give back to free and open source software

You will be recognized not only as a sponsor of GUADEC, but also a supporter of free software, the GNOME project, and the ideals on which these are founded.

### Encourage technology adoption

GUADEC has been a site for product launches, and can be a great place to encourage software developers to use new technologies.

### Network with technology decision-makers

GUADEC attendees typically include individuals who are responsible for government purchasing, setting technical agendas at major corporations, determining academic work and research.

Past sponsors who help make GUADEC and continuing GNOME work possible include:

ACCESS	O'Reilly	Fluendo	Sun Microsystems
Igalia	Canonical/Ubuntu	Mandriva	Hewlett-Packard
Novell	Lanedo	Red Hat	Mozilla
SUSE	Openismus	Google	The Linux Foundation
ARM	Collabora	Codethink	Open Invention Network
Intel	Linux Magazine	Meego	IBM
	OpenShine	Mozilla	Nokia
			Ubuntu User

# Sponsorship packages

## GUADEC 2014

	Platinum \$20,000	Gold \$13,000	Silver \$6,500	Bronze \$ 1,300
Table in the exhibit space *				
Your banner in the reception area				
Your banner in two conference rooms				
Company logo on conference name badge front				
Company logo inside badge beside the schedule				
Company logo on front page of GUADEC webpage				
Logo and short company description (max. 100 words) on event webpage "Our sponsors"				

\* Due to space constraints bronze level sponsors may be included in the same table.

## GNOME Asia

Also consider sponsoring the 2014 .Asia Summit. See details at <http://2014.gnome.asia/sponsorship>

	Platinum \$12,000	Gold \$9,000	Silver \$5,200	Bronze \$ 2,600
Sponsor both GUADEC and GNOME.Asia - Additional cost on your GUADEC package	+\$7,800	+\$5,800	+\$3,800	+\$2,000
Combined sponsorship packages will save you	\$4,200	\$3,200	\$1,400	\$600

## Extra GUADEC opportunities

These can be part of a package or can be negotiated separately.

Sponsor of official conference reception (at own cost)
Sponsor a party (at own cost)
Coffee break sponsor
Sponsor presentation slot (3 minute lightning talk)
Logo or advertisement displayed on partnering websites

**Media partners:** On-line and paper media publishers are welcomed to become partners through news, direction of participants to conference registration and/or conference reporting. Partners will be credited as sponsors on the web and in the conference program. Papers or magazines may be distributed to attendees.

**Custom Packages:** If you find that none of the listed sponsorship packages fits your organization's needs or budget it is always possible to put together a customized package. If you would like more information or to discuss sponsorship opportunities, please contact: [sponsors@guadec.org](mailto:sponsors@guadec.org)

## Terms and conditions

1. By submitting a completed sponsor application form, all sponsoring entities ("the sponsor") agree to these Terms and Conditions for GUADEC ("the conference").
2. Sponsorship applications are handled on a "first come-first served" basis. Sponsors should be committed to Free Software deployment and improvement, and supportive of the conference organizers' mission. The conference retains the right to reject sponsors that it deems inappropriate.
3. Sponsorship pledges cannot be processed without payment. All pledges must be in Euros (€) or US Dollars (\$), or with respect to GNOME.Asia South Korea Won (₩), or other currency as agreed, and made payable to the organization designated by the GNOME Foundation. The sponsor will be contacted regarding details of the money transfer.
4. GNOME.Asia packages are subject to separate Terms and Conditions. For more details see: <http://2014.gnome.asia/sponsorship>
5. After written acceptance of the sponsor's application form by the conference, the sponsor must provide any further signed agreements and the sponsorship funds to the conference organizers within 30 days of receiving the conference sponsorship invoice.
6. Once the sponsor's application has been secured, the sponsor must provide logos, digital graphics and/or any other details as required (e.g., the sponsor's brand name, trademarks, etc) within 14 days. The sponsor grants to the conference the right and permission to use its name and/or logo for promotion of the event. Likewise the sponsor is granted the right and permission to use the conference name and/or logo for communications about the event.
7. Requested materials should reach the conference organizers by requested deadlines, or they may not be properly processed. Physical materials (banners, handouts, etc) should be provided by the sponsor at least 30 days in advance of the event.
8. For sponsorship packages that include the use of signage, please note that space may be limited. The conference will inform each sponsor of the maximum size or number of signs allowed. The conference will not be liable for damage or loss of sponsors' properties by fire, theft, accident or any other cause, by negligence or otherwise or in case of force majeure.
9. The sponsor may not sublet, assign or apportion any part of the item(s) sponsored nor represent, advertise or distribute literature or materials for the products or services of any other firm or organization except as approved in writing by the conference.
10. To limit conference production costs, the conference organizers may limit the number of colors used to print sponsor logos and materials.
11. To minimize detritus, the conference may use electronic versions of inserts and advertisements. The sponsors will be notified in advance to be able to provide material that might be better suited to the medium used.
12. Any remaining funds from sponsorship money will be donated to the GNOME Foundation upon completion of the conference for the GNOME Foundation's general use.
13. Sponsorship is not limited to financial support but can also be in the form of material provisions, e.g., hardware, software, services, etc. Should your organization be interested in sponsoring in an arrangement not listed in this brochure, please feel free to contact the conference organizers to discuss your preferences: [sponsors@guadec.org](mailto:sponsors@guadec.org)