

# UbuCon Korea 2023

## Sponsorship prospectus

2023.ubuntu-kr.org



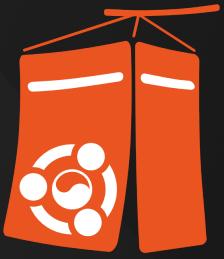
### Ubuntu for Developer Productivity

9th September, 2023  
Microsoft Korea (13F)

 Ubuntu Korea Community



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# About UbuCon Korea 2023



## UbuCon and Ubuntu Summit

Today, there are two major annual events for Ubuntu, the most popular Linux distribution for desktops and servers, the IoT, cloud, AI/ML, and more, and for the Ubuntu community, which includes contributors and users of various Ubuntu projects around the world.

The Ubuntu Summit, an annual event that brings together people from the global Ubuntu community to share various projects and practices in the Ubuntu ecosystem. The Ubuntu Conference (UbuCon), an annual event that focuses more on local Ubuntu communities and sharing Ubuntu practices and know-how from local community.

The main difference between the two events is that Canonical, the creator of Ubuntu, is largely involved with organizing the Ubuntu Summit, while UbuCon is a community-driven event that is almost entirely organized by the community. These UbuCons are held in different regions within a continent or country, and today there are UbuCon @ SCALE, UbuCon Europe, UbuCon Latin America, and UbuCon Asia.

UbuCon Asia was first organized in 2021 with the initiative of the Ubuntu Korea community, along with several other Ubuntu communities in the Asia region. Following the success of the 2021 event, which was attended by around 300 people, we successfully organized our first in-person/virtual hybrid event in Seoul in 2022.

Following the success of UbuCon Asia 2022, we would like to invite you to join us for UbuCon Korea, an annual event for Ubuntu users and contributors in Korea, this year with the main theme "Ubuntu for Developer Productivity".

## Event overview

- **Event name:** UbuCon Korea 2023
- **Theme:** Ubuntu for Developer Productivity
- **Dates and venue:** 9th September 2023, Microsoft Korea(The K Twin Tower - Building A 13F)
- **Scale:** Approx 130 to 150 participants scale (Including speakers and staff)
- **Organized by:** Ubuntu Korea Community (Ubuntu Korean LoCo)
- **Tickets**
  - Attendee (Paid)
  - Individual patrons/Business ticket (Paid)
  - Online participation - Live streaming available (Free, No registration required)

# About Ubuntu Korea Community



## About the community

Started in 2005, the Ubuntu Korea Community is a place for Korean Ubuntu users and contributors, and is also an official Ubuntu local community verified by the Ubuntu Community Council. To expand the popularity of Ubuntu and related open sources in Korea, the community operates forums for Ubuntu-related Q&A, translates various Ubuntu packages into Korean, runs a Korean Ubuntu wiki, and works on documentation. We also hold various offline events such as general meetings, regular seminars, workshops, group study activities, and UbuCon for offline exchanges among community members.

## Activities to expand Ubuntu adoption and improve usability

Our online forum, which has been with the community since its beginning, is still live and has recently been revamped with Discourse to make it more user-friendly. Multilingual support for the various packages available in Ubuntu is maintained by local communities in each country. Our community also has a translation team, which continues to contribute to Korean support for Ubuntu. When necessary, we translate documents of interest to many people, such as Ubuntu release notes, into Korean, making it easier for people who are not familiar with English to access information about Ubuntu.

## Host a variety of in-person events

In addition to online-based activities such as running online forums and contributing to Ubuntu projects. We periodically organize offline events for community members to meet and interact. These events include regular general meetings (within three months after closing finances each year), regular seminars, hands-on workshop events, group study activities, and the annual UbuCon, a large-scale event that brings together Ubuntu users and contributors from various fields.

## Engaging with international communities

We continue to interact with various overseas Ubuntu and open source communities, including Ubuntu Japan, Ubuntu Taiwan, Ubuntu Malaysia, Ubuntu Indonesia, Debian Japan, FOSS Nepal, and FOSSASIA, and we also participate in UbuCon Asia, the premier event for Ubuntu community exchange in Asia, where we share our activities with each community.

The image block contains three photographs. The first is a screenshot of the Ubuntu Korea forum's homepage, showing a navigation bar with links like '커뮤니티', '모든 카테고리', '모든 글', '카테고리', '최신', and '주요'. Below is a list of posts: '공지 사항' (369 posts), '자유 게시판' (25.1만 posts), '커뮤니티 블로그' (3 posts), and '구인구직/정보' (66 posts). The second is a group photo of approximately 20 people at the UbuCon Korea 2023 booth. The third is a large group photo of over 100 people at the UbuCon Asia 2022 stage.

# Review previous editions



## ubuCon ASIA 2021

### UbuCon Asia 2021

The first UbuCon Asia, held on September 25-26, 2021, was an online event led by the Korean community and co-organized with Ubuntu and other open source community members from 10 Asian regions. The event consisted of 33 sessions, including keynotes, talks, workshops, and lightning talks, and was successfully held with over 300 participants registered.

Sponsors included Canonical, Microsoft APAC, Cloudmate, National IT Industry Promotion Agency, WhaTab Labs, and eventyay. And 9 communities in Asia joined as community partners, helping to spread the word about the event.

[See event report](#)



### UbuCon Asia 2022

The 2nd edition of UbuCon Asai was held on November 26-27, 2022 at Nuritkum Square in Seoul, and was the first in-person event. The program consisted of a total of 25 sessions on various topics including Cloud and Infrastructure, Community, desktop, WSL, Kernel, Embedded, and IoT. About 160 people attended the event, which also included a conference dinner and a one-day group tour for overseas participants.

For speakers from overseas and non-capital areas of Korea, we provided airline tickets, accommodation, and visa invitations under the name of the Ubuntu Korea community, as needed, so that they could attend the event without any inconvenience.

The number of sponsors doubled compared to 2021, and included Canonical, National IT Industry Promotion Agency, Seoul Tourism Organization, Invesume, ONLYOFFICE, Elastic, NAVER Cloud, Cloudmate, NHN Cloud, Inflab, WhaTap Labs, Microsoft Korea, and GroMetric. 7 communities also joined as community partners, helping to attract and promote the event

[See event report](#)



# About the venue and timetable



## The Venue -Microsoft Korea(The K Twin Tower - Building A 13F)

Microsoft Korea is located on the 13th floor of Building A of The K Twin Tower, near Gwanghwamun Station. It has a conference room with a total capacity of 110 people, a registration desk, and a lounge area that can be used for networking, booths, and catering. The conference room has automatic partitions, so it can be used as a single room for the keynote, and then partitioned off to run the lecture and workshop programs simultaneously.



## Timetable (Draft)

Room1	Room2
<b>10:00 - 12:00</b> Sprint/Attendee check-in	<b>10:00 - 12:00</b> Sprint/Attendee check-in
<b>12:00 - 13:00</b> Lunch break/Attendee check-in	
<b>13:00</b> Opening (20min)	
<b>13:20</b> Keynote (30min) and 10min break	
<b>14:00</b> Talk (30min)	<b>14:00 - 15:20</b> Workshop (80min) and 10min break
<b>14:30</b> Talk (20min) and 10min break	
<b>15:00</b> Talk (30min)	
<b>15:30</b> Talk (20min) and 10min break	<b>15:30 - 16:50</b> Workshop (80min) and 10min break
<b>16:00</b> Talk (30min)	
<b>16:30</b> Talk (20min) and 10min break	
<b>17:00</b> Lightning Talks (20분)	
<b>17:20</b> Closing (20min)	
<b>17:40 - 18:00</b> Venue clean-up	

# What sponsorship means and its benefits



## Become a sponsor

As a non-profit event, UbuCon Korea is organized by a volunteer organizing committee without financial compensation and relies on sponsorships and individual patrons to make the event happen.

Through this event, we hope to bring together a wide range of people, including those who are interested in Ubuntu, those who use it in the field, and those who contribute to the project, as well as collaborate with other open source communities to strengthen our network and reach a wider audience. Securing sufficient funding is crucial to achieving this goal.

By joining the event as a sponsor, you'll not only help us achieve our goals, but you'll also show your sincere support for the Ubuntu community. With our sponsorship packages, you'll be able to enhance your branding, promote your company or service to our audience, and engage with attendees to potentially recruit new developers or engineers.

## Benefits for sponsors

- Meet developers and engineers who might want to join your team
  - About 60% of last year's attendees were in IT roles, including software engineers, DevOps engineers, web developers, and systems engineers.
- Empower your branding with attendees.
  - Your logo will be exposed on banners, websites, videos, and more.
- Interact with the Ubuntu community face-to-face
  - UbuCon Korea is the most attended Ubuntu community event of the year.
  - You can also engage more closely with attendees through sponsored sessions and booths.

# Sponsorship packages



Class	Diamond	Gold	Silver	Bronze	Supporter
<b>Slots</b>	1	1	2	4	$\infty$
<b>Amount* (KRW)</b>	7,000,000	4,000,000	2,000,000	1,000,000	600,000
<b>Logo exposure (Basic)</b>	O	O	O	O	O
<b>Logo exposure (Streams, Conference room)</b>	O	O	X	X	X
<b>Logo exposure (Badges and Swags)</b>	O	O	X	X	X
<b>Tickets</b>	Free 5 tickets	Free 4 tickets	Free 3 tickets	Free 2 tickets	10% off for 5 tickets
<b>Sponsor session</b>	Keynote and 1 Session**	1 Talk	Lightning talk (5min)	X	X
<b>Sponsor booth</b>	1.8m width	1.8m width	X	X	X
<b>Marketing (Basic)</b>	O	O	O	O	O
<b>Marketing (Email)</b>	Name+URL +Logo	Name+URL +Logo	Name+URL	Name+URL	Mention name only
<b>Marketing (Engagement)</b>	O	O	O	O	X
<b>Swag giveaway</b>	O	O	O	O	O

\*VAT 10% is not included in this price.

\*\*You can choose between a Workshop or a Talk

# Sponsorship package details

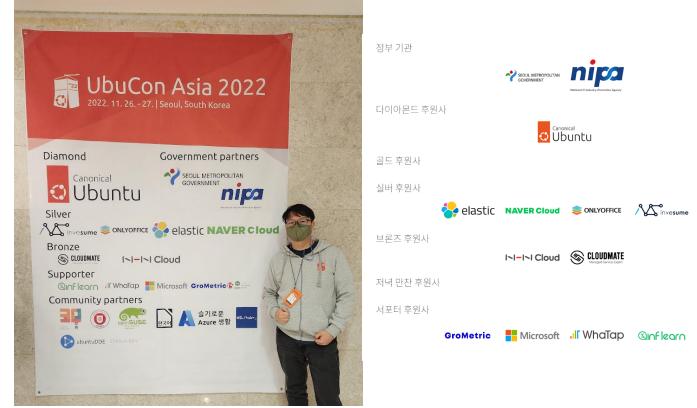


## Logo exposure (Basic)

Your logo will be exposed on our website, a large photo wall that will be installed on the lounge, and intro part of each session recordings.

## Logo exposure (Streams, Conference room)

Your logo will be also exposed on banner areas of streams when sessions are ongoing, and banners inside the conference room which will be installed next to the stage.



## Logo exposure (Badges and Swags)

Your logo will be also exposed on badges and swags (such as T-shirts) that all participants will get. Badges are the most frequent and effective way to expose your logo, as they are worn by participants at all times during the event, and swags allow for logo exposure even after the event.

## Tickets

As a token of our appreciation, we'll provide free or discounted tickets based on your sponsorship level. You'll be able to attend the event with your sponsored ticket and easily interact with attendees.

## Sponsor session

- A great opportunity to showcase your experience with Ubuntu and related open source technologies, case studies, and the culture of working in their teams.
- Session content must be related to Ubuntu or related open source technologies and adhere to the Code of Conduct. UbuCon is not a place to sell products, so excessive promotion of products is also prohibited.
- Sponsored sessions will be labeled as such on the website and in other media.



## Sponsor booth

Sponsor booths at the event are a great way to showcase your organization and engage directly with attendees. Activities such as booth events and mini-sessions are also possible to promote your company or organization's products, services, and activities.

# Sponsorship package details



## Marketing (Basic)

- Before and after the event, we'll promote your sponsorship through a variety of community outreach and participant-targeted channels.
  - Your sponsorship will be mentioned during opening and closing with your logo exposed
  - Post sponsor introductions and thank you post through the community's social media channels
  - Dedicate sponsor information page on our website

Ubuntu Korea Community @UbuntuKrOrg - 2022년 11월 22일 ...  
우리에게 익숙한 #리눅스 배포판인 #Ubuntu 를 개발하고 배포하는 회사  
@Canonical @ubuntu 를 올해 @UbuConAsia 행사의 #다이아몬드 후원사로 소개합니다! #UbuConAsia 행사장에 캐노니컬 부스가 설치될 예정이니, 궁금하신 분들은 꼭 참석해서 방문 해 보세요!

다이아몬드 후원사  
Canonical Ubuntu  
#우부콘 아시아 2022  
2022.ubucon.asia  
Ubuntu | 우부콘 아시아 2022  
Canonical은 대부분의 퍼블릭 클라우드 워크로드를 위한 OS이자 스마트 게이트웨이, 자율 주행 자동차 및 Advanced robot 등 새롭게 떠오르는 분야를 위...

0 2 2 1 1

## Marketing (Email)

A reminder email sent to attendees 1-3 days before the event starts, with a brief introduction or mention of the sponsor. Depending on your sponsorship level, your visibility in the body of the email will vary.

## Marketing (Engagement)

- We help sponsors interact with participants even after the event ends. If you don't request otherwise when registering as a sponsor, we can send a single email to participants with the text you requested.
- At the time of sponsor registration, You may also choose to receive a list of participants who have given their consent to disclose their personal information to third parties instead of sending emails by us.
  - The items to be provided are the participant's name, affiliation, title (or profession), and email address. The information to be included in the privacy policy disclosed by the organizing committee through the website (who will receive the personal information, location (address), person in charge and contact information, purpose of use, and method of destruction upon expiration of the retention period) must be provided.
  - The retention period of the personal information received will be until September 9, 2024 (1 year) and will be described in the organizer's privacy policy.

## Swag giveaway

If you'd like, you can give out sponsor swag (stickers, t-shirts, eco-bags, mugs, etc.) to participants. You can send a small amount for a raffle, or you can send enough for all participants. We'll let you know how to do this separately.



# How to become a sponsor



## Choose your sponsorship package

Please select your preferred sponsorship package from the ones listed above and submit the sponsorship application form. Once confirmed, we will proceed with the registration process if a slot is available. If you would like to adjust the details of your package, or if you would like to make an in-kind contribution, such as swags, equipment, or services needed to run the event, you can do so in consultation with the organizing committee. For in-kind sponsorships, we will provide benefits based on the value in cash.

## Issue required documents for registration

1. Quotation - In case you need to submit a purchase order (PO) in your company and get approval.
2. Sponsorship agreement - Complete the event sponsorship agreement as required by the sponsor. Can be omitted if not required by the sponsor.
3. Tax Invoice(or Invoice) - After completion of the contract, or if the contract is omitted, we will issue a tax invoice under the name of "Ubuntu Korea Community" after completion of the sponsor's internal approval process. If you are an overseas corporation, an invoice will be issued through our fiscal host instead.

## Make payment

After the tax invoice (or invoice) is issued, please deposit the sponsorship fee including 10% VAT to the bank account provided, and the sponsor registration will be completed after confirmation. If a contract has been signed, the deadline will be as specified in the contract. If a contract has skipped, the deadline will be 2 weeks from the date of the tax invoice (or invoice) issued. If you need to extend the deadline, it can be extended by agreement. The deposit must be completed no later than 3 weeks before the start of the event.

## Once registration is complete...

Once you have registered as a sponsor, your logo will be displayed on the website and you will be informed about access to benefits such as sponsored sessions. Your sponsorship will be used to cover the costs of installing venue facilities, catering, badges and swags such as stickers and T-shirts, catering for participants, travel grants speakers/volunteers/organizing committee members from non-capital areas, travel grants for selected participants who apply for the grants, and rental of video streaming and recording equipment. Any funds left over after use will be utilized for community management costs, such as tax agent fees.

## Comply with Ubuntu Code of Conduct

At all events organized by the Ubuntu Korean Community, we ask all participants to follow the "Ubuntu Code of Conduct" in order to create a safe environment where all participants are treated with respect. This also applies to sponsors, without exception. Please read the full text of the Code of Conduct and abide by it.

<https://ubuntu.com/community/ethos/code-of-conduct>

Thank you for consider sponsoring  
UbuCon Korea 2023



For more questions about sponsorships,  
Please contact us with this email address  
[sponsorship@ubuntu-kr.org](mailto:sponsorship@ubuntu-kr.org)

