



# Sponsorship Prospectus

Jogja | 30 Sept - 2 Oct 2016

openSUSE.<sup>®</sup>  
Asia Summit 2016





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Jogja | 30 Sept - 1 Oct 2016

openSUSE.<sup>®</sup>  
Asia Summit 2016



# Event Overview

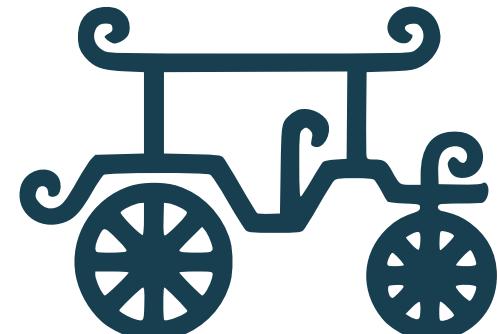


openSUSE Asia Summit are 2 day events, hosted in different city each year. This summit talking about openSUSE and open source related. Event will break into public conference, workshop/class parallel and hackfest.

It is a great opportunity for openSUSE contributor and users from all over Asia and the world in general to meet and talk face to face. In addition, we have chance to learn free and open technologies, to share experiences with each other, and most of all, have fun at the Summit, and, in beautiful tropical scene of Yogyakarta region.

In previous years openSUSE.Asia Summit has been held in Beijing, China in 2014 and National Taipei University of Education ,Taipei / Taiwan, Republic Of China 2015.

openSUSE.Asia Summit 2015 attracted more than 300, users, developers, business professionals, media, students and government officials, including 32 speakers from all over the world.



# Why Sponsor?

openSUSE Summit 2016 is the biggest international conference in this year at Indonesia. This Summit will provide a **unique opportunity** for stakeholders to **discuss openSUSE and Free and Open Source Software related** solutions, programming, promotion and challenges for openSUSE, but also other Asian free software communities face while growing. Besides being a community event, the summit is set up to function as a **gateway for companies interested in Asian markets**.

We are offering sponsorship partnership for the event.

As a sponsor, you are offered:

- Matchmaking opportunities with local enterprises, which will be invited to a business session;
- Marketing opportunities featured in conference materials and presented in media announcements;
- Networking with highly capable developers and welltrained students.

We are expecting about **500 participants** with delegates from **Asia and around the world**. This summit will offers sponsors the chance to tap into **fast growing local markets, discover new business opportunities, and increase awareness for their products** among early adopters and technology multipliers



# Event Information

## Venue:

**Sunan Kalijaga State Islamic University in Yogyakarta**

**Integrated Laboratory**

**Day 1 | Sept 30 2016**

Hackfest

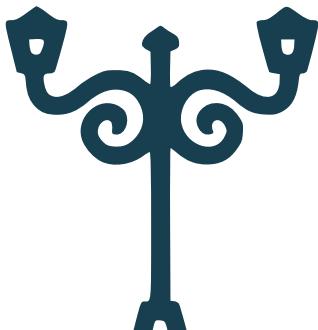
**Convention Hall**

**Day 2, Oct 1st 2016**

Opening  
Public Conference  
Class  
Exibitions  
PhotoBoth

**Day 3, Oct 2nd 2016**

Public Conference  
Class Pararell  
Workshop  
Closing



## **Local Committee**

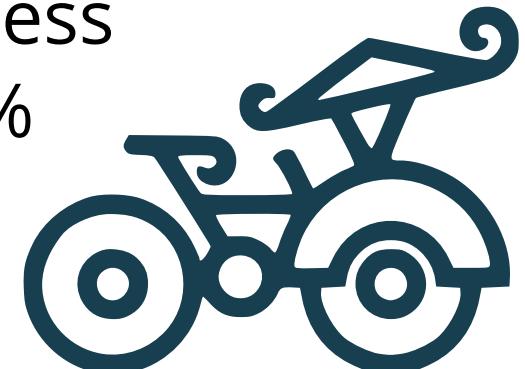
Adnan Kurniawan, openSUSE ID  
Ahmad Haris, BlankOn Project  
Andi Sugandi, openSUSE ID  
Estu Fardani, GLiB  
Masim Vavai Sugianto, openSUSE ID  
M. Edwin Zakaria, openSUSE ID  
Sendy Aditya Suryana, KSL KUSUKA  
Siska Restu, GNOME ID  
Utian Ayuba, GLiB  
Yan Arief, openSUSE ID



# Attendee Demographics



\* Source: Combined data from all Indonesian FOSS Summit event in 2015



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# Sponsorship Package Overview



	PLATINUM	GOLD	SILVER	BRONZE
<b>Exhibit Size:</b> The Technology Showcase is the hub of the event, providing excellent mindshare for sponsors.	10x10	8x6	6x6	6x6
<b>Speaking Opportunity:</b> Sponsor to work directly with Committee on signoff for content of session.	Keynote	Brand Awareness	Lightning Talk	
<b>Onsite Signage Recognition</b>	●	●		
<b>Sponsor Designation in Press Releases:</b> Recognition as xxx sponsor in body of release.	●	●	●	
<b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens.	●	●	●	●
<b>Private Conference Room:</b> Exclusive use of meeting room throughout conference.	●	Shared	Shared	
<b>Recognition on Event Website:</b> Prominent logo display on all website pages.	●	●	●	●
<b>Recognition on Event Signage:</b> Logo on conference signage.	●	●	●	●
<b>Access to Event Press/Analyst List:</b> Contact List shared two weeks prior to event for your own outreach	●	●	●	
<b>Assistance with Press Bookings at Event</b> Helping you get the most out of an on-site announcement.	●			
<b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or customers	12	9	6	2
<b>Sponsorship Cost</b>	\$10,000	\$8,000	\$6,000	\$4,000

# ADDITIONAL MARKETING OPPORTUNITIES



## Attendee T-Shirt \$2,000

Fun shirt for all attendee include your logo on sleeve of shirt



## Lunch Box \$2,000

Your logo will be placed on lunch box for all attendees.



## Goody Bag \$1,000

Unique bag medium size for all attendee include your logo on sleeve of bag.



## Water Bottle \$750

Your logo will be placed on branded distributed to all attendees creating long lasting visibility and an eco-friendly option

These enhanced marketing opportunities are available in addition to your sponsorship package.



## Happy Hour Sponsor \$2,500

Spark conversation about your brand during our Happy Hour. Your company can host this evening with exclusive branding on all food or snack and drink stations and prominently placed signage



## Printed Ads Sponsor \$2,000

Supporting the event on printing publication such as banners, backdrops, photo booth, poster, xbanner



# Sponsorship Bundles & Custom Packages

Interested in sponsorship or creating a custom sponsor package? We offer bundled sponsorship package discount and are happy to work with you to create a customized package to meet your organization's individual needs.



**openSUSE®**  
Asia Summit 2016  
Yogyakarta, Indonesia

Thank You and See You Soon!

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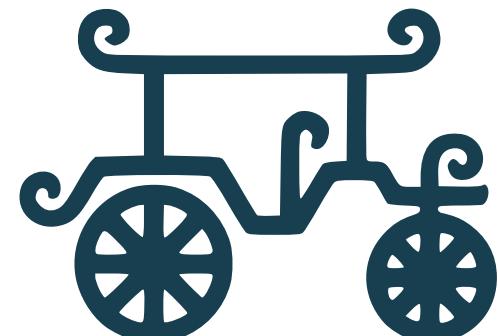


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**Convention Hall**

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Opening  
Public Conference  
Class  
Exhibitions  
PhotoBoth

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Class Pararell  
Exhibitions  
Workshop  
Closing

## **Local Committee**

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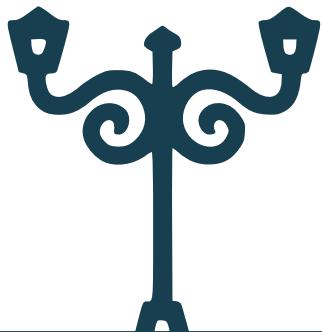
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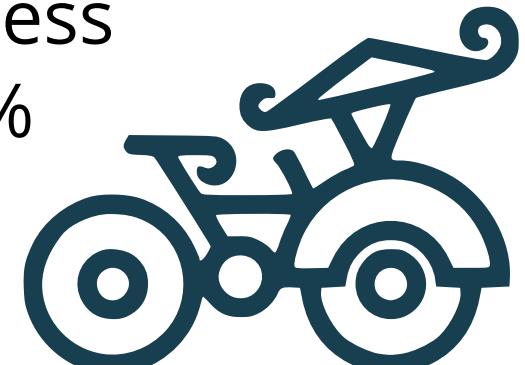
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<b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens.	●	●	●	-
<b>Private Conference Room:</b> Exclusive use of meeting room throught conference.	●	Shared	Shared	-
<b>Recognition on Event Website:</b> Prominent logo display on all website pages.	●	●	●	●
<b>Recognition on Event Signage:</b> Logo on conference signage.	●	●	●	●
<b>Access to Event Press/Analyst List:</b> Contact List shared two weeks prior to event for your own outreach	●	●	●	-
<b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or costumers	12	9	6	2
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# Platinum Sponsorship Benefits

## SPONSORSHIP FEE

\$10,000

Contact us at  
[estu@jogja.linux.or.id](mailto:estu@jogja.linux.or.id)  
to secure your sponsorship  
today.

## Sales, Marketing & Recruiting

10X10 EXHIBIT BOOTH IN TECHNOLOGY SHOWCASE  
Providing excellent mindshare for sponsors.

ACCESS TO EVENT PRESS/ANALYST LIST CONTACT LIST  
shared two weeks prior to event for your own outreach.

## PRIVATE CONFERENCE ROOM

Exclusive Use of a meeting room throughout conference

## Thought Leadership

### KEYNOTE SPEAKING OPPORTUNITY

Sponsor to work directly with Committee on signoff for content of session

## Brand Awareness

### RECOGNITION ON EVENT SIGNAGE

Logo on conference signage & website.

### SPONSOR DESIGNATION IN PRESS RELEASES

Recognition as Platinum Sponsor.

### KEYNOTE STAGE BRANDING

Logo prominently displayed on stage screens.

## Community Support

### RECOGNITION ON EVENT WEBSITE

Prominent Logo Display on all website pages.

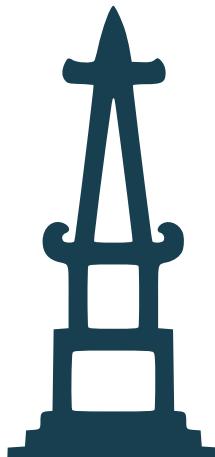
### ONSITE RECOGNITION

During Opening Keynote.

## Access & Education

### (12) CONFERENCE ATTENDEE PASSES

Full Access Passes to the entire conference for your staff or customers.



# Gold Sponsorship Benefits

## SPONSORSHIP FEE

\$8,000

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## Sales, Marketing & Recruiting

8X6 EXHIBIT BOOTH IN TECHNOLOGY SHOWCASE  
Providing excellent mindshare for sponsors.

ACCESS TO EVENT PRESS/ANALYST LIST CONTACT LIST  
shared two weeks prior to event for your own outreach.

SHARE CONFERENCE ROOM  
Exclusive Use of a meeting room throughout conference

## Thought Leadership

BRAND PRESENTATION  
SPEAKING OPPORTUNITY  
Sponsor to work directly with committee on signoff for content of session.

## Brand Awareness

RECOGNITION ON EVENT SIGNAGE  
Logo on conference signage & website.

SPONSOR DESIGNATION IN PRESS RELEASES  
Recognition as Gold Sponsor.

KEYNOTE STAGE BRANDING  
Logo prominently displayed on stage screens.

## Community Support

RECOGNITION ON EVENT WEBSITE  
Prominent Logo Display on all website pages.

ONSITE RECOGNITION  
During Opening Keynote.

## Access & Education

(9) CONFERENCE ATTENDEE PASSES  
Full Access Passes to the entire conference for your staff or customers.



# Silver Sponsorship Benefits

## SPONSORSHIP FEE

\$6,000

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## Thought Leadership

### LIGHTING TALK SPEAKING OPPORTUNITY

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## Community Support

### RECOGNITION ON EVENT WEBSITE

Prominent Logo Display on all website pages.

### ONSITE RECOGNITION During Opening Keynote.

## Brand Awareness

### RECOGNITION ON EVENT SIGNAGE

Logo on conference signage & website.

### SPONSOR DESIGNATION IN PRESS RELEASES

Recognition as Gold Sponsor.

### KEYNOTE STAGE BRANDING

Logo prominently displayed on stage screens.

## Access & Education

### (5) CONFERENCE ATTENDEE PASSES

Full Access Passes to the entire conference for your staff or customers.

## Sales, Marketing & Recruiting

### 6X6 EXHIBIT BOOTH IN TECHNOLOGY SHOWCASE

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### ACCESS TO EVENT PRESS/ ANALYST LIST CONTACT LIST

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### SHARE CONFERENCE ROOM

Exclusive Use of a meeting room throughout conference



# Bronze Sponsorship Benefits

## SPONSORSHIP FEE

\$4,000

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today.

## Brand Awareness

### RECOGNITION ON EVENT

#### SIGNAGE

Logo on conference signage  
& website.

## Community Support

### RECOGNITION ON EVENT

#### WEBSITE

Prominent Logo Display  
on all website pages.

## Sales, Marketing & Recruiting

### 6X4 EXHIBIT BOOTH IN TECHNOLOGY SHOWCASE

Providing excellent  
mindshare for sponsors.

## Access & Education

### (2) CONFERENCE ATTENDEE PASSES

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# ADDITIONAL MARKETING OPPORTUNITIES



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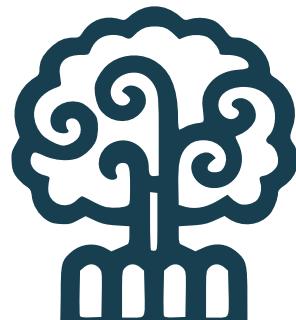
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**openSUSE®**  
Asia Summit 2016  
Yogyakarta, Indonesia

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Please make the payment to the following detail:  
Account holder's name: Estu Fardani  
Bank Central Asia (SWIFT Code: CENAIDJA)  
Account number: 5055 00 1381



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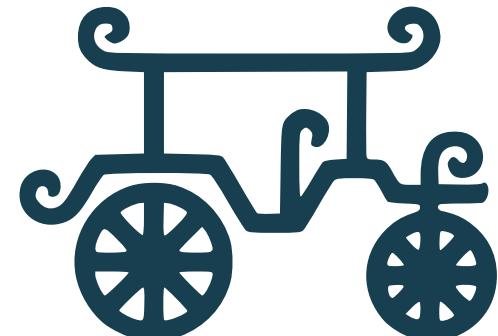


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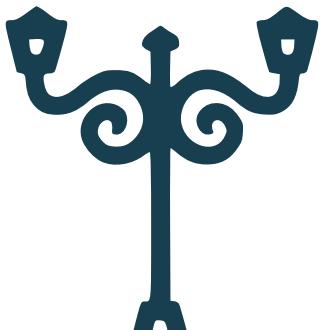
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**Day 2, Oct 1st 2016**

Opening  
Public Conference  
Class  
Exhibitions  
Photobooth

**Day 3, Oct 2nd 2016**

Public Conference  
Parallel Class  
Exhibitions  
Workshop  
Closing



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Utian Ayuba, GLiB

Yan Arief, openSUSE ID



# Attendee Demographics

## Jobs Rule

Student &  
Academic  
40%



IT Professional  
& Business  
40%

Government  
20%



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<b>Recognition on Event Website:</b> Prominent logo display on all website pages.	●	●	●	●
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<b>Access to Event Press/Analyst List:</b> Contact List shared two weeks prior to event for your own outreach	●	●	●	-
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## Sales, Marketing & Recruiting

### 10X10 EXHIBIT BOOTH IN TECHNOLOGY SHOWCASE

Providing excellent mindshare for sponsors.

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shared two weeks prior to event for your own outreach.

### PRIVATE CONFERENCE ROOM

Exclusive Use of a meeting room throughout conference

## Thought Leadership

### KEYNOTE SPEAKING OPPORTUNITY

Sponsor to work directly with Committee on signoff for content of session

## Brand Awareness

### RECOGNITION ON EVENT SIGNAGE

Logo on conference signage & website.

### SPONSOR DESIGNATION IN PRESS RELEASES

Recognition as Platinum Sponsor.

### KEYNOTE STAGE BRANDING

Logo prominently displayed on stage screens.

## Community Support

### RECOGNITION ON EVENT WEBSITE

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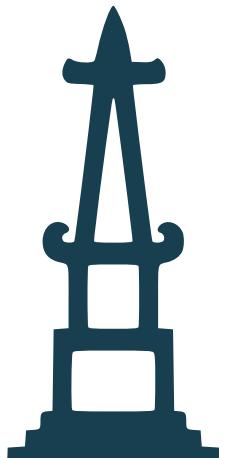
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During Opening Keynote.

## Access & Education

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SHARE CONFERENCE ROOM  
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## Thought Leadership

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## Brand Awareness

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## Thought Leadership

LIGHTING TALK  
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## Community Support

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WEBSITE  
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ONSITE RECOGNITION  
During Opening Keynote.

## Brand Awareness

RECOGNITION ON EVENT  
SIGNAGE  
Logo on conference signage  
& website.

SPONSOR DESIGNATION  
IN PRESS RELEASES  
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Sponsor.

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SHARE CONFERENCE  
ROOM  
Exclusive Use of a meeting  
room throughout conference



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\$4,000

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## Brand Awareness

### RECOGNITION ON EVENT SIGNAGE

Logo on conference signage & website.

## Community Support

### RECOGNITION ON EVENT WEBSITE

Prominent Logo Display on all website pages.

## Sales, Marketing & Recruiting

### 6X4 EXHIBIT BOOTH IN TECHNOLOGY SHOWCASE

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## Happy Hour Sponsor \$1,500

Spark conversation about your brand during our Happy Hour. Your company can host this evening with exclusive branding on all food or snack and drink stations and prominently placed signage



## Printed Ads Sponsor \$1,000

Supporting the event on printing publication such as banners, backdrops, photo booth, poster, xbanner



## Sponsorship Bundles & Custom Packages

Interested in sponsorship or creating a custom sponsor package? We offer bundled sponsorship package discount and are happy to work with you to create a customized package to meet your organization's individual needs.

**openSUSE®**  
Asia Summit 2016  
Yogyakarta, Indonesia

Thank You and See You Soon!

Contact Estu at  
[estu@jogja.linux.or.id](mailto:estu@jogja.linux.or.id)  
to secure your sponsorship today.

Please make the payment to the following detail:  
Account holder's name: Estu Fardani  
Bank Central Asia (SWIFT Code: CENAIDJA)  
Account number: 5055 00 1381

# Event Overview

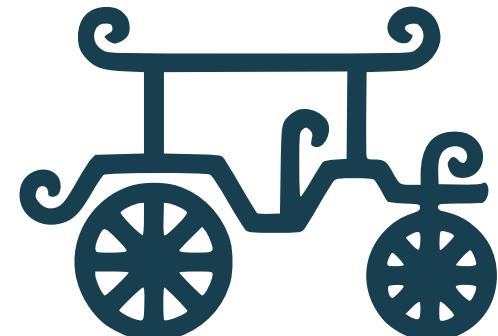


openSUSE Asia Summit are 2 days event, hosted in different city each year talking about openSUSE and opensource related topics. The event categorized into public conference, workshop/call parallel and hackfest. Attendees will get latest information from board foundation, contributor, user, learn best practices, testimony, show latest project and progress, also learn how to implement openSUSE in many ways.

It is a great opportunity for openSUSE contributor and users from all over Asia and the world in general to meet and talk face to face. In addition, we have chance to learn free and open technologies, to share experiences with each other, and most of all, have fun at the Summit, and, in beautiful tropical scene of Yogyakarta region.

In previous years openSUSE.Asia Summit has been held in Beijing, China in 2014 and National Taipei University of Education,Taipei / Taiwan, Republic Of China 2015.

openSUSE.Asia Summit 2015 attracted more than 300, users, developers, business professionals, media, students and government officials, including 32 speakers from all over the world.



# Why Sponsor?

openSUSE Summit 2016 is the biggest international conference in this year at Indonesia. This Summit will provide a **unique opportunity** for stakeholders to **discuss openSUSE and Free and Open Source Software related** solutions, programming, promotion and challenges for openSUSE, but also other Asian free software communities face while growing. Besides being a community event, the summit is set up to function as a **gateway for companies interested in Asian markets**.

We are offering sponsorship partnership for the event.

As a sponsor, you are offered:

- Matchmaking opportunities with local enterprises, which will be invited to a business session;
- Marketing opportunities featured in conference materials and presented in media announcements;
- Networking with highly capable developers and welltrained students.

We are expecting about **500 participants** with delegates from **Asia and around the world**. This summit will offers sponsors the chance to tap into **fast growing local markets, discover new business opportunities, and increase awareness for their products** among early adopters and technology multipliers



# Event Information

## Venue:

**Sunan Kalijaga State Islamic University in Yogyakarta**

**Integrated Laboratory**

**Day 1, Sept 30th 2016**

Hackfest

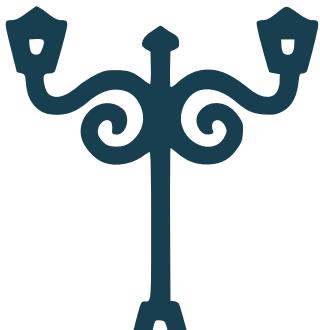
**Convention Hall**

**Day 2, Oct 1st 2016**

Opening  
Public Conference  
Class  
Exhibitions  
Photobooth

**Day 3, Oct 2nd 2016**

Public Conference  
Parallel Class  
Exhibitions  
Workshop  
Closing



## Local Committee

Adnan Kurniawan, openSUSE ID

Ahmad Haris, BlankOn Project

Andi Sugandi, openSUSE ID

Estu Fardani, GLiB

Masim Vavai Sugianto, openSUSE ID

M. Edwin Zakaria, openSUSE ID

Sendy Aditya Suryana, KSL KUSUKA

Siska Restu, GNOME ID

Utian Ayuba, GLiB

Yan Arief, openSUSE ID



# Attendee Demographics

## Jobs Rule

Student &  
Academic  
40%



Government  
20%

IT Professional  
& Business  
40%



\* Source: Combined data from all Indonesian FOSS Summit event in 2015

Interested to sponsorship? Contact us at [estu@jogja.linux.or.id](mailto:estu@jogja.linux.or.id)

# Sponsorship Package Overview



	PLATINUM	GOLD	SILVER	BRONZE
<b>Exhibit Size:</b> The Technology Showcase is the hub of the event, providing excellent mindshare for sponsors.	10x10	8x6	6x6	6x6
<b>Speaking Opportunity:</b> Sponsor to work directly with Committee on signoff for content of session.	Keynote	Brand Awareness	Lightning Talk	-
<b>Onsite Signage Recognition</b>	●	●	-	-
<b>Sponsor Designation in Press Releases:</b> Recognition as xxx sponsor in body of release.	●	●	●	-
<b>Keynote Stage Branding:</b> Logo prominently displayed on stage screens.	●	●	●	-
<b>Private Conference Room:</b> Exclusive use of meeting room throughout conference.	●	Shared	Shared	-
<b>Recognition on Event Website:</b> Prominent logo display on all website pages.	●	●	●	●
<b>Recognition on Event Signage:</b> Logo on conference signage.	●	●	●	●
<b>Access to Event Press/Analyst List:</b> Contact List shared two weeks prior to event for your own outreach	●	●	●	-
<b>Conference Attendee Passes:</b> Full access passes to the entire conference for your staff or customers	12	9	6	2
<b>Sponsorship Cost</b>	\$10,000	\$8,000	\$6,000	\$4,000

# Platinum Sponsorship Benefits

## SPONSORSHIP FEE

\$10,000

Contact us at  
[estu@jogja.linux.or.id](mailto:estu@jogja.linux.or.id)  
to secure your sponsorship  
today.

## Sales, Marketing & Recruiting

### 10X10 EXHIBIT BOOTH IN TECHNOLOGY SHOWCASE

Providing excellent mindshare for sponsors.

### ACCESS TO EVENT PRESS/ANALYST LIST CONTACT LIST

shared two weeks prior to event for your own outreach.

### PRIVATE CONFERENCE ROOM

Exclusive Use of a meeting room throughout conference

## Thought Leadership

### KEYNOTE SPEAKING OPPORTUNITY

Sponsor to work directly with Committee on signoff for content of session

## Brand Awareness

### RECOGNITION ON EVENT SIGNAGE

Logo on conference signage & website.

### SPONSOR DESIGNATION IN PRESS RELEASES

Recognition as Platinum Sponsor.

### KEYNOTE STAGE BRANDING

Logo prominently displayed on stage screens.

## Community Support

### RECOGNITION ON EVENT WEBSITE

Prominent Logo Display on all website pages.

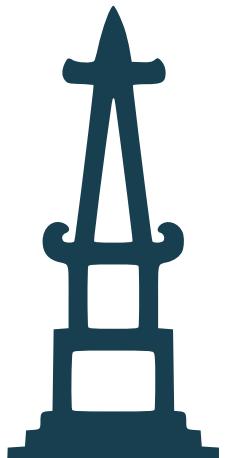
### ONSITE RECOGNITION

During Opening Keynote.

## Access & Education

### (12) CONFERENCE ATTENDEE PASSES

Full Access Passes to the entire conference for your staff or customers.



# Gold Sponsorship Benefits

## SPONSORSHIP FEE

\$8,000

Contact us at  
estu@jogja.linux.or.id  
to secure your sponsorship  
today.

## Sales, Marketing & Recruiting

8X6 EXHIBIT BOOTH IN TECHNOLOGY SHOWCASE  
Providing excellent mindshare for sponsors.

ACCESS TO EVENT PRESS/ANALYST LIST CONTACT LIST  
shared two weeks prior to event for your own outreach.

SHARE CONFERENCE ROOM  
Exclusive Use of a meeting room throughout conference

## Thought Leadership

### BRAND PRESENTATION SPEAKING OPPORTUNITY

Sponsor to work directly with committee on signoff for content of session.

## Brand Awareness

### RECOGNITION ON EVENT SIGNAGE

Logo on conference signage & website.

### SPONSOR DESIGNATION IN PRESS RELEASES

Recognition as Gold Sponsor.

### KEYNOTE STAGE BRANDING

Logo prominently displayed on stage screens.

## Community Support

### RECOGNITION ON EVENT WEBSITE

Prominent Logo Display on all website pages.

### ONSITE RECOGNITION

During Opening Keynote.

## Access & Education

### (9) CONFERENCE ATTENDEE PASSES

Full Access Passes to the entire conference for your staff or customers.



# Silver Sponsorship Benefits

## SPONSORSHIP FEE

\$6,000

Contact us at  
estu@jogja.linux.or.id  
to secure your sponsorship  
today.

## Thought Leadership

LIGHTING TALK  
SPEAKING OPPORTUNITY  
Sponsor to work directly with  
committee on signoff for  
content of session.

## Community Support

RECOGNITION ON EVENT  
WEBSITE  
Prominent Logo Display  
on all website pages.

ONSITE RECOGNITION  
During Opening Keynote.

## Brand Awareness

RECOGNITION ON EVENT  
SIGNAGE  
Logo on conference signage  
& website.

SPONSOR DESIGNATION  
IN PRESS RELEASES  
Recognition as Gold  
Sponsor.

KEYNOTE STAGE BRANDING  
Logo prominently displayed on  
stage screens.

## Access & Education

(5) CONFERENCE  
ATTENDEE PASSES  
Full Access Passes to the  
entire conference for your  
staff or customers.

## Sales, Marketing & Recruiting

6X6 EXHIBIT BOOTH IN  
TECHNOLOGY SHOWCASE  
Providing excellent  
mindshare for sponsors.

ACCESS TO EVENT PRESS/  
ANALYST LIST CONTACT LIST  
shared two weeks prior to  
event for your own outreach.

SHARE CONFERENCE  
ROOM  
Exclusive Use of a meeting  
room throughout conference



# Bronze Sponsorship Benefits

## SPONSORSHIP FEE

\$4,000

Contact us at  
estu@jogja.linux.or.id  
to secure your sponsorship  
today.

## Brand Awareness

### RECOGNITION ON EVENT SIGNAGE

Logo on conference signage & website.

## Community Support

### RECOGNITION ON EVENT WEBSITE

Prominent Logo Display on all website pages.

## Sales, Marketing & Recruiting

### 6X4 EXHIBIT BOOTH IN TECHNOLOGY SHOWCASE

Providing excellent mindshare for sponsors.

## Access & Education

### (2) CONFERENCE ATTENDEE PASSES

Full Access Passes to the entire conference for your staff or customers.



# ADDITIONAL MARKETING OPPORTUNITIES



## Attendee T-Shirt \$2,000

Fun shirt for all attendee include your logo on sleeve of shirt



## Lunch Box \$2,000

Your logo will be placed on lunch box for all attendees.



## Goody Bag \$1,000

Unique bag medium size for all attendee include your logo on sleeve of bag.



## Water Bottle \$750

Your logo will be placed on branded distributed to all attendees creating long lasting visibility and an eco-friendly option

These enhanced marketing opportunities are available in addition to your sponsorship package.



## Happy Hour Sponsor \$1,500

Spark conversation about your brand during our Happy Hour. Your company can host this evening with exclusive branding on all food or snack and drink stations and prominently placed signage



## Printed Ads Sponsor \$1,000

Supporting the event on printing publication such as banners, backdrops, photo booth, poster, xbanner



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to secure your sponsorship today.

Please make the payment to the following detail:  
Account holder's name: Yan Arief Purwanto  
Bank Central Asia (SWIFT Code: CENAIDJA)  
Account number: 445 088 9143