



# UbuCon Asia 2022

November 26-27 | Nuritkum Square, Seoul, South Korea  
**Sponsorship Prospectus**





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# About UbuCon & UbuCon Asia 2022

**UbuCon** (Ubuntu Conference) are non-profit events organized by Ubuntu Communities across the world. The events bring together hundreds of Ubuntu users, developers, contributors to share their stories, experiences, discuss on **Ubuntu, a popular modern linux distribution** and its related free and open source technologies on server, desktop, cloud, IoT and much more.

**UbuCon Asia** is one of regional UbuCon events that especially focuses on **Asia region** organized by Ubuntu Communities and other free and open source communities across Asia.

After successful UbuCon Asia 2021 which was the first and virtual UbuCon Asia, This year, We would like to invite you to join **the first In-person & online hybrid UbuCon Asia in Seoul, South Korea from November 26 to 27.**



# Overview

<b>Event name</b>	UbuCon Asia 2022
<b>Theme</b>	Ubuntu(on desktop, server, cloud, IoT, localization and more) and related free and open source technologies
<b>Dates &amp; Venue</b>	November 26th~27th(Weekend), 10:00~18:00(UTC+9) Nuritkum Square, Seoul, South Korea
<b>Event scale</b>	Approximately <b>350~380</b> in-person participants (including speakers, partners, volunteers and organizers)
<b>Host</b>	UbuCon Asia 2022 organizing team: Consisted with people from 8 different countries and 9 different communities including Ubuntu Korea and more.
<b>Contents &amp; Sessions</b>	<ul style="list-style-type: none"><li>Session types: Talks (Lectures), BoFs(Birds of Feathers), Lightning talks, Workshops</li><li>3 rooms simultaneously</li></ul>
<b>Tickets</b>	<b>Attendee ticket</b> (Paid), <b>Conference Dinner</b> (Sold separately) <b>Donation/Business</b> (Paid) <b>Online</b> (Free)



# The Organizing team



Youngbin Han  
Ubuntu Korea



Junhyeon Bae  
Ubuntu Korea



Giyeon Bang  
C++ Korea



Jongmin Kim



Gyuseok Jung  
Ubuntu Korea



Joowon Jung  
Ubuntu Korea



Minseong Cho



Sangkon Han  
Ubuntu Korea



# The Organizing team



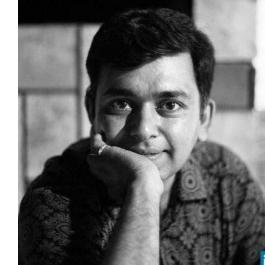
**Hong Phuc Dang**  
FOSSASIA



**Masafumi Ohta**  
Raspberry Pi Japan



**Burgess Chang**  
KDE Network China



**Ravi Bhattarai**  
FOSS Nepal



**Muhd Syazwan  
Md Khusaini**  
Ubuntu Malaysia



**Khairul Aizat  
Kamarudzzaman**  
Ubuntu Malaysia



**Rudra B. Saraswat**  
Ubuntu Unity



**Robbi Nespu**  
Debian Malaysia



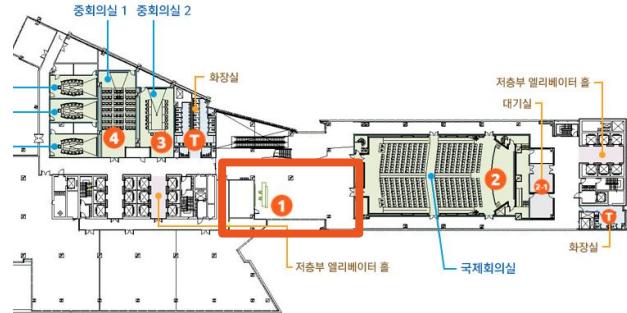
# The Venue - Nuritkum Square, Business Tower 3~4F





# Lobby

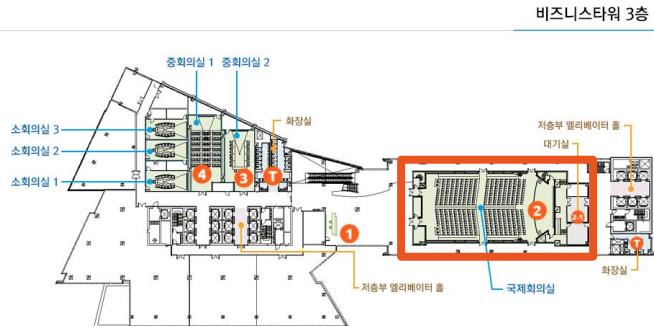
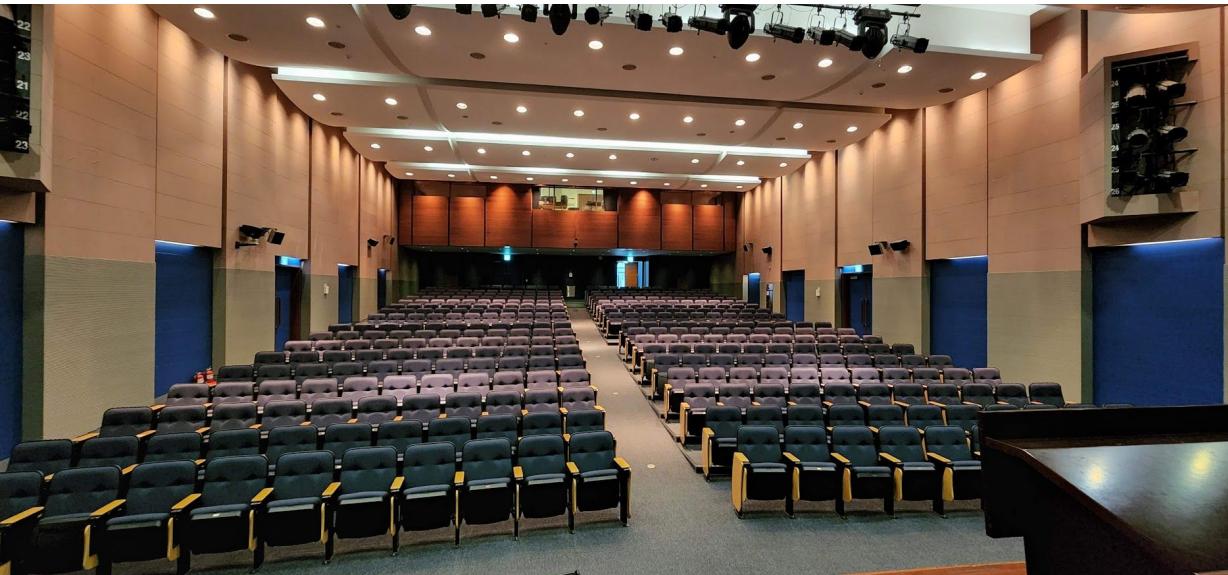
- Located at Business Tower 3F
- Will be used for Reception and Sponsor booth





# International Conference Room

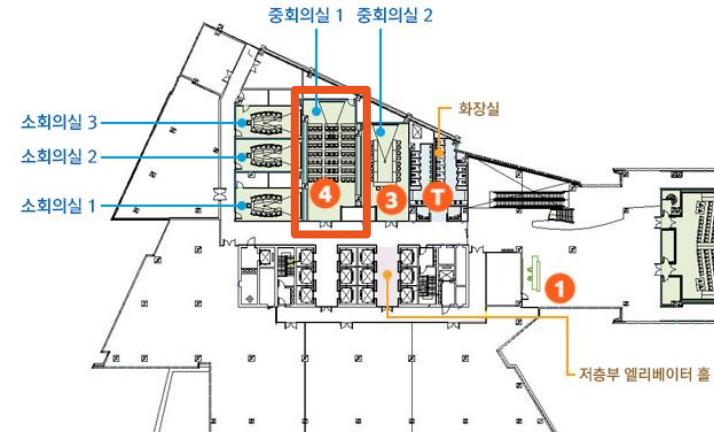
- Located at Business Tower 3F
- Will be used for Keynote and Talks
- Simultaneous Interpretation between English & Korean will be provided for sessions in this room





# Midsize Conference Room 1

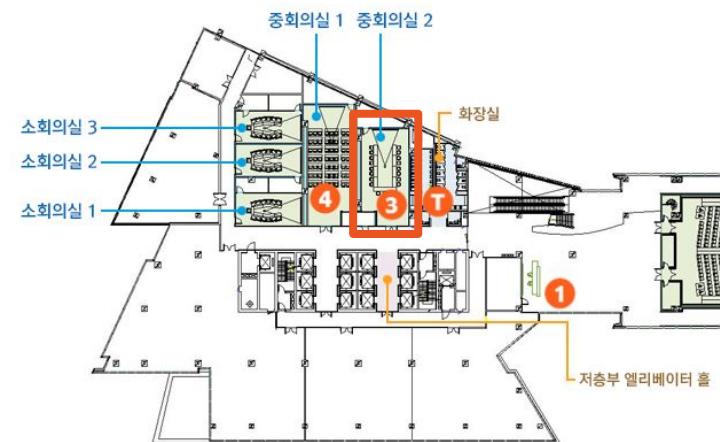
- Located at Business Tower 3F
- Will be used for Rest area





# Midsize Conference Room 2

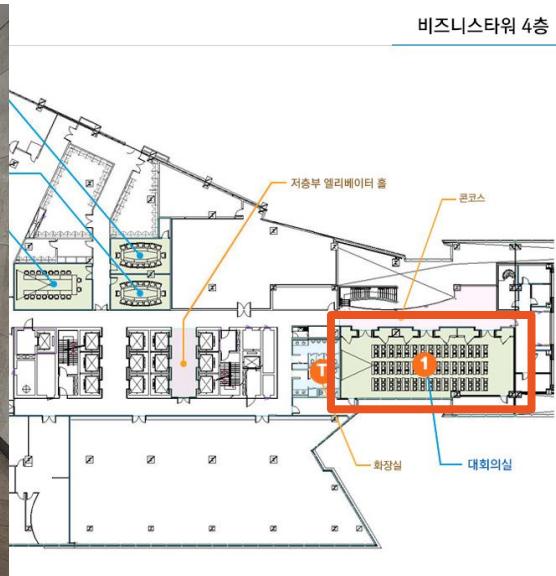
- Located at Business Tower 3F
- Will be used for Talks and BoFs (Birds of Feathers)





# Large Conference Room

- Located at Business Tower 4F
- Will be used for Talks and Workshops





# Program details - Types of sessions

- **Talks (Lectures)**
  - Regular lecture session with specific topic.
  - 20 min (Short), 45min (Standard), 75min (Deep-dive) including Q&A time.
- **Lightning talks**
  - Give a 5 minutes pitch to audiences with specific topic.
- **Workshops**
  - Interactive session where participants can learn Ubuntu related skills in action.
  - 90 minutes including Q&A time.
- **BoFs (Birds of Feather)**
  - Informal discussion session on a certain topic without a pre-planned agenda.
  - 45 minutes for each session.



# Program details - Session topics

- Desktop
  - GNOME, KDE, GTK, QT, Flutter, Enterprise Desktop Deployments, Active Directory, Ubuntu flavours
- Cloud and Infrastructure
  - Public cloud, On premise, Linux Containers(Docker, LXC, LXD), Container Orchestration(Kubernetes, Micrsk8s), DevOps, Juju, Openstack, KVM, QEMU and more
- Windows Subsystem for Linux(WSL)
  - Ubuntu WSL & Windows Interoperability, WSL on Windows Server, Developing for Linux using WSL
- Localizations, Internationalizations, and Accessibility
- IoT, Embedded, Robotics, Appliances
  - Ubuntu Core, Raspberry Pi, ROS, Snaps on IoT
- Packaging: Debian packaging(\*.deb), Snap packaging, Launchpad PPA, Launchpad Build Recipes, Flatpak, and more
- Documentations, QA and Bug triage
- Security, Compliance and Kernel: AppArmor, SELinux, Livepatch, FIPS, Open source license and more
- Data and AI: Ubuntu for Data Science, Data Engineering, AI and ML workloads
- Content and Design: Video and Image editing, Graphic design, 3D Graphics with open source on Ubuntu
- Community, Diversity, Local Outreach and Social Context
- Other different topics



# Program details - Timetable (draft)

KST		Day 1 Nov 26 SAT				Day 2 Nov 27 SUN						
		Main hall	Workshop	BoF	Booth	Main hall	Workshop	BoF	Booth			
AM 9:00		Preparation				Preparation						
AM 9:30		Check-in				Check-in						
AM 10:00		Opening speech (Main hall)				Lecture (Deep dive)	Lecture	Lecture (Deep dive)	Booth activities			
AM 10:30		Keynote (Main hall)										
AM 11:00		Lecture	Lecture	BoF	Booth activities	Lecture	Workshop	BoF	Booth activities			
AM 11:30		Lunch										
PM 12:00		Lunch				Lunch						
PM 12:30		Lunch				Lunch						
PM 1:00		Lunch				Lunch						
PM 1:30		Lunch				Lunch						
PM 2:00		Buffer	Workshop	Buffer	Booth event	Buffer	Workshop	Buffer	Booth event			
PM 2:30		Lecture		BoF	Booth activities	Lecture		BoF	Booth activities			
PM 3:00		Booth activities				Lecture	Preparation	BoF	Booth activities			
PM 3:30		Lecture	Preparation	BoF		Lecture		BoF				
PM 4:00		Booth activities				Lecture	Workshop	BoF	Booth activities			
PM 4:30		Lecture	Workshop	BoF		Lecture		BoF				
PM 5:00		Booth activities				Closing speech	Cleanup					
PM 5:30		Lightning talks				Clean up	Cleanup					
PM 6:00		Conference dinner - Move to next place										



# Become a sponsor

UbuCon Asia is run on a **non-profit** basis, It is **organized solely by group of volunteers without any financial compensation**. Thus, UbuCon Asia **depends on sponsors and donations**.

Through this event, We bring together a large number of people from Ubuntu community across the world. And outreach local free and open source communities to strength the network and engage with more diverse people. **Having sufficient funding is crucial to achieve this.**

Sponsoring this event **isn't just a way to help us achieve our goals but also a good way to show your sincere support on Ubuntu community**. Also, Our sponsorship package offerings can help your company to **empower branding within international audiences, promote your company or services**, interact our participants and potentially **recruit new developers or engineers** for your company.



# Benefits for sponsors

1. Meet developers and engineers who might join your team
  - 62% of participants last year were people who work on IT field such as: Software Engineer, DevOps Engineer, Web Developer, System Engineer and more.
2. Empower your branding across the world
  - Diverse attendees from 21 countries participated last year.
  - Your logo will be exposed on various places. Including website, videos, banners and more.
3. Interact with Ubuntu community in-person
  - One of the first in-person and online hybrid UbuCon event after the pandemic.
  - You can interact with participants closely with sponsor sessions and booth.



# Sponsorship packages

**Note:** VAT(10%), Transaction fees are not included on the price.

## Diamond

**15,000,000 KRW | 1 Slot**  
Approx 10,845 USD

## Gold

**10,000,000 KRW | 2 Slots**  
Approx 7,230 USD

## Silver

**8,000,000 KRW | 8 Slots**  
Approx 5,784 USD

### Logo exposure

- Website, Streams(During session & breaktime), Video recordings(Opening & during session), Main/Sub banners, Nametags, Swags

### Sponsor sessions

- Keynote + 1 Workshop or 1 Talk(45min)

### Tickets

- 3 Attendee tickets
- 4 Booth only tickets

### Sponsor booth (3m wide)

### Marketing

- Mention on opening/closing speech
- Thank you post on website & social media
- Custom email with URL to participants
- Dedicated sponsor page on website
- Play 3 min promo video twice

### Logo exposure

- Website, Streams(During session & breaktime), Video recordings(Opening & during session), Main/Sub banners, Nametags or Swags

### Sponsor sessions

- 1 Workshop or 1 Talk(45min)

### Tickets

- 2 Attendee tickets
- 4 Booth only tickets

### Sponsor booth (3m wide)

### Marketing

- Mention on opening/closing speech
- Thank you post on website & social media
- Custom email with URL to participants
- Dedicated sponsor page on website
- Play 1 min promo video twice

### Logo exposure

- Website, Streams(During breaktime), Video recordings(Opening), Main banners

### Sponsor sessions

- 20 min 1 Short Talk (Add-on)

### Tickets

- 1 Attendee ticket
- 2 Booth only tickets

### Sponsor booth (1.5m wide)

### Marketing

- Mention on opening/closing speech
- Thank you post on website & social media
- Custom email with URL to participants
- Dedicated sponsor page on website
- Play 1 min promo video once



# Sponsorship packages

**Note:** VAT(10%), Transaction fees are not included on the price.

Bronze

**4,000,000 KRW | 8 Slots**  
Approx 2,892 USD

Supporter

**2,000,000 KRW | 12 Slots**  
Approx 1,446 USD

Dinner

**6,000,000 KRW | 1 Slot**  
Approx 4,338 USD

## Logo exposure

- Website, Streams(During breaktime), Video recordings(Opening), Main banners

## Sponsor sessions

- 5 min Lightning Talk (Add-on)

## Tickets

- 10% discount for 2 attendee tickets

## Marketing

- Mention on opening/closing speech
- Thank you post on website & social media
- Custom email with URL to participants
- Dedicated sponsor page on website

## Logo exposure

- Website, Streams(During breaktime), Video recordings(Opening), Main banners

## Marketing

- Mention on opening/closing speech
- Thank you post on website & social media
- Dedicated sponsor page on website

## Logo exposure

- Website, Streams(During breaktime), Video recordings(Opening), Main banners

## Sponsor sessions

- 5 min talk at conference dinner

## Tickets

- 2 Attendee tickets

## Marketing

- Mention on opening/closing speech
- Thank you post on website & social media
- Custom email with URL to participants
- Dedicated sponsor page on website
- Play 1 min promo video once



# Sponsorship package details: Logo exposure

Your company logo will be exposed on various places online and on-site.

Silver

Bronze

Supporter

Dinner

Basic offerings: Website, Streams(During breaktime), Video recordings(Opening), Main banners

Gold

Basic offerings + Streams(During session), Video recordings(During session), Sub banners, Nametags or Swags

Diamond

Basic offerings + Streams(During session), Video recordings(During session), Sub banners, Nametags, Swags



# Sponsorship package details: Sponsor session

A great chance to share your company's experience and case studies on Ubuntu and related open source technologies or working culture of your team.

Note that session content must be related with Ubuntu or its related open source technologies and comply with our Code of Conducts. Excessive product promotion is also prohibited since UbuCon is not a place for selling products.

Sponsor sessions will be marked on our website and our media.

Diamond

Keynote + 1 Workshop or 1 Talk(45min)

Silver

20 min 1 Short Talk

**Add-on, 400,000 KRW, 2 slots**  
(Approx 290 USD)

Gold

1 Workshop or 1 Talk(45min)

Bronze

5 min 1 Lightning Talk

**Add-on, 100,000 KRW, 2 slots**  
(Approx 72 USD)

Dinner

5 min Talk at Conference Dinner



# Sponsorship package details: Tickets

Free tickets or discounted ticket will be provided for sponsors so that sponsors can interact with participants easily and can also enjoy our event.

- Attendee tickets: Full conference tickets with conference dinner for free.
- Booth only tickets: Free tickets for booth staffs. Can only enter sponsor booth and lobby area.
- Discounted tickets: 10% discounted attendee tickets that includes conference dinner

Diamond

3 Attendee tickets, 4 Booth only tickets

Gold

2 Attendee tickets, 4 Booth only tickets

Silver

1 Attendee tickets  
2 Booth only tickets

Bronze

2 Discounted tickets

Dinner

2 Attendee tickets



# Sponsorship package details: Sponsor booth



Interact with participants closely in-person.  
Organize booth events and other activities  
and promote your company or services.

Diamond

Gold

3m wide 2.4m height booth

See example booth figure on left for reference



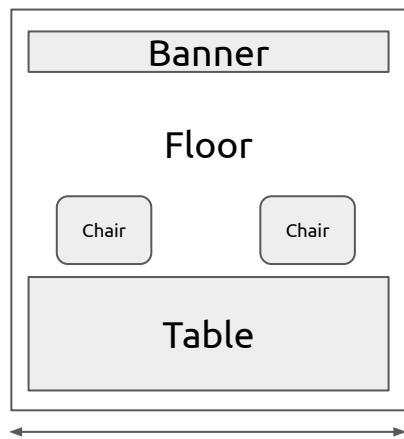
# Sponsorship package details: Sponsor booth

Interact with participants closely in-person. Organize booth events and other activities and promote your company or services.

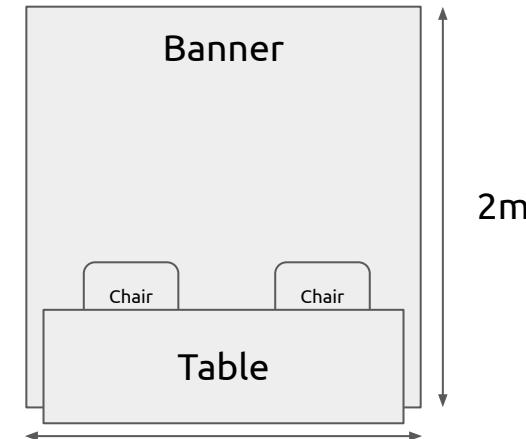


Silver

1.5m width booth with rollup banner



1.5m



1.5m

1.9m

2m



# Sponsorship package details: Marketing

Supporter

## Basic offerings

- Mention on opening/closing speech
- Thank you post on website & social media
- Dedicated sponsor page on website

Bronze

## Basic offerings and...

- Custom email with URL to participants

Silver

Dinner

## Basic offerings and...

- Custom email with URL to participants
- Play 1 min promo video once

Diamond

## Basic offerings and...

- Custom email with URL to participants
- Play 3 min promo video twice

Gold

## Basic offerings and...

- Custom email with URL to participants
- Play 1 min promo video twice



# Additional sponsorship opportunities

In case, You want to sponsor our event, but the packages described in this prospectus doesn't fit your needs or you want to sponsor something else.

Don't hesitate to contact sponsorship team to discuss about additional sponsorship opportunities. We can work together to find the right package for your company or organization.

Based on what you provide through sponsorship, We may provide similar benefits described in this prospectus.



# Steps to become a sponsor

1. Review this sponsorship prospectus and find sponsorship package that fits budget of your company or organization.
2. Contact our sponsorship team to check whether slot for the package you want is available. Fill in the form and submit.
3. If the slot is available, sponsorship team will connect you to our fiscal host agency. Please make sponsorship contract and make payment with our fiscal host.
4. Once we confirm that you have made contract and paid sponsorship amount through our fiscal host, We will confirm your sponsor registration.



# Review last year's event

## ubuCon ASIA 2021



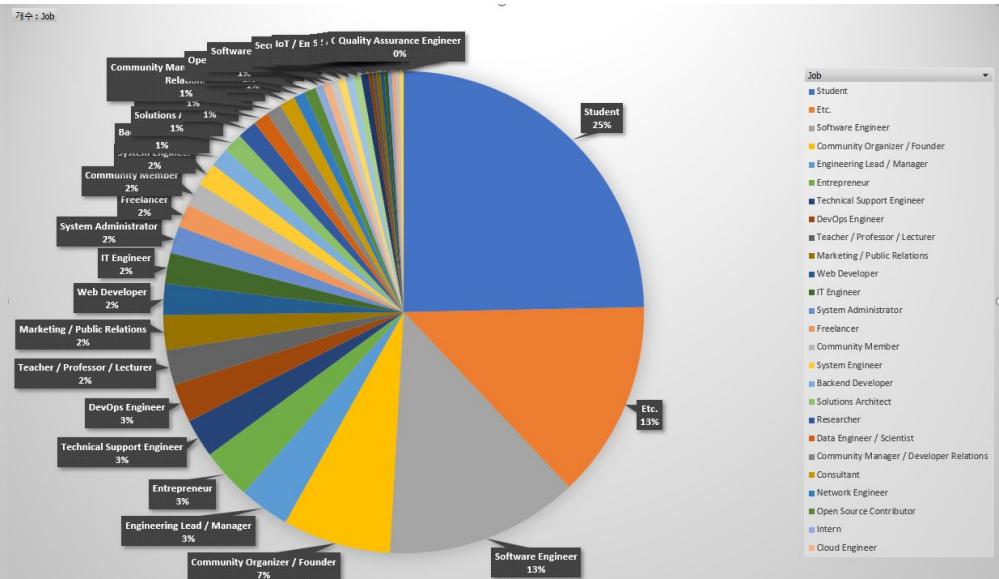
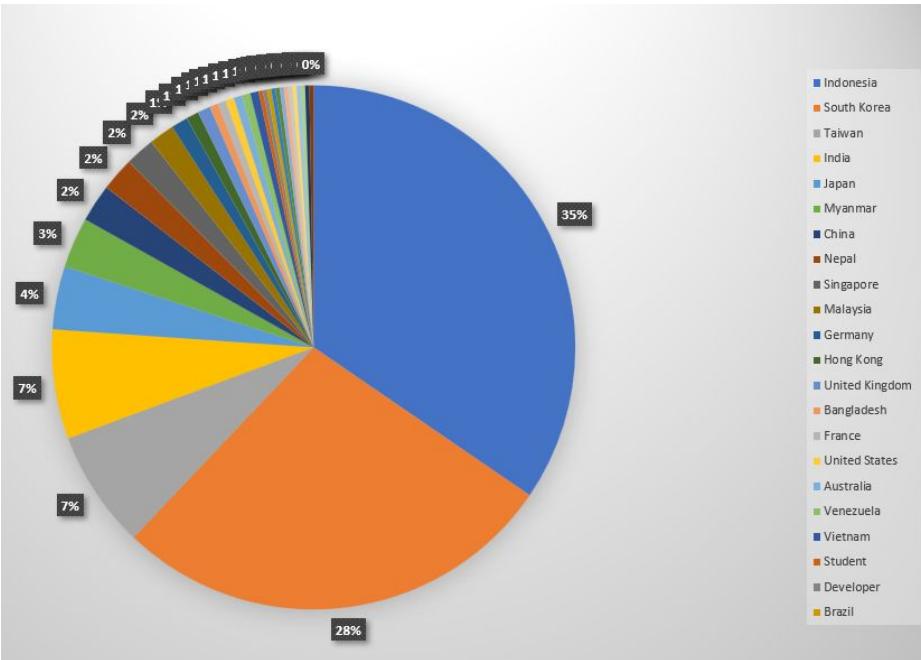
### UbuCon Asia 2021 - Virtual event @ Eventyay & Gather Town

- Total 33 Sessions
  - 3 Workshops, 1 Panels
  - 5 Lightning talks, 24 Talks
- 385 Registrations from 21 countries
- 6 Sponsors, 8 Partner Communities
- Organized by 12 communities from 10 regions across Asia
- Event report

<https://2021.ubucon.asia/news/2021-12-01-ubucon-asia-2021-final-report>



# Review last year's event - Demographics





## Review last year's event - Previous sponsors



Canonical  
**Ubuntu**



**Microsoft**



**CLOUDMATE**  
Managed Service Expert

**nipa**

National IT Industry Promotion Agency

.lll WhaTap

eventyay



# Code of Conduct

To provide safe environment for participants where everyone is respected, We ask all participant to follow Code of conducts.

At UbuCon Asia, We adopt "UbuCon Asia Code of Conduct" and "Ubuntu Code of Conduct"

Both Code of Conducts are also applies to sponsors. Please make sure to read carefully and follow.

- Ubucon Asia Code of Conduct:  
<https://github.com/ubucon-asia/CodeOfConduct/blob/main/UbuconAsiaCodeOfConduct.md>
- Ubuntu Code of Conduct: <https://launchpad.net/codeofconduct/2.0>



# Contact informations

- Sponsorship team [sponsorship@ubucon.asia](mailto:sponsorship@ubucon.asia)
  - To become one of our sponsors.
- Content team [content@ubucon.asia](mailto:content@ubucon.asia)
  - For questions on sponsor sessions.
- General team [contact@ubucon.asia](mailto:contact@ubucon.asia)
  - For general inquiries on the event.
- Website <https://2022.ubucon.asia>
  - Learn more about the event on our website.



# Thank you!

Hope we can see you on UbuCon Asia 2022  
as one of our sponsors!

