

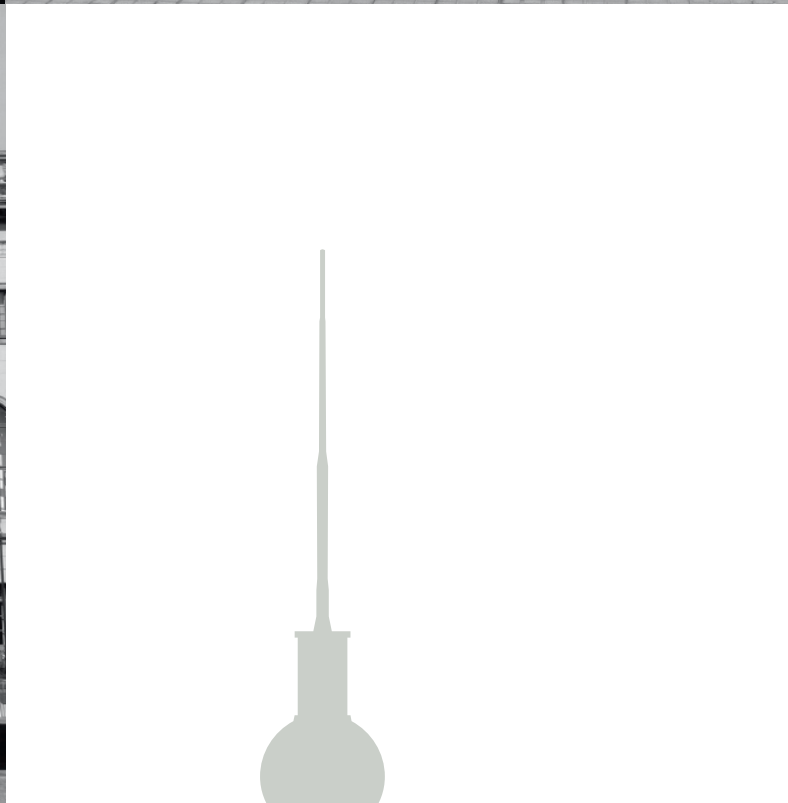


Desktop summit

Humboldt University
Berlin, Germany
6-12 August 2011

Sponsors Brochure





Welcome to the second Desktop Summit

The Desktop Summit is a co-located event which features the yearly contributor conferences of the GNOME and KDE communities, GUADEC and Akademy. The conference will take place from 6-12 August 2011 in Berlin, Germany. The event will feature joint keynotes, talks and social events as well workshops and coding sessions. The Desktop Summit is organised by the GNOME Foundation and KDE e.V.

GNOME and KDE have been cooperating in order to make choices and application development easier for end users, distributors and ISVs. An increased amount of technology is shared between the desktop, making cross-desktop application integration easier. By holding their annual developer flagship events in the same location, KDE and GNOME foster collaboration and discussion between their developer communities.

The first Desktop Summit in 2009 was a huge success: 852 free software advocates from 46 countries gathered together to discuss and enhance the free desktop experience at the Gran Canaria Desktop Summit. The event accomplished its goal of increasing cooperation between GNOME and KDE to improve the Free Desktop experience.

The aim of the Desktop Summit 2011 is to intensify this momentum and further advance collaboration between the KDE, GNOME and the rest of the Free Desktop and mobile open source community. It presents a unique opportunity for main actors to work together and improve the free and open source desktop for all.

Join us to make this event a success!

The Venue

Humboldt-Universität zu Berlin is one of the leading research institutions enjoying an excellent international reputation. The eleven faculties of the "universitas litterarum" cover the whole range of academic subjects including the classical humanities and arts, economics, jurisprudence, the natural sciences and medicine. Founded in 1810 in line with Wilhelm von Humboldt's concept, it is now known as the mother of modern universities. Its over 384 professors are aware of their social responsibility, regarding teaching and research as inseparable. A cosmopolitan attitude, reform spirit, an innovative approach to teaching and learning and support for young academics and researchers are typical features of this university.



Photo by Humboldt-Universität zu Berlin

Become a sponsor

GUADEC and Akademy are known for being the place to go to discuss developing open source desktop technologies. The two events co-located in a Desktop Summit expect to attract more than 1000 key people: software developers, press members, business people and government staff from around the world.

Akademy and GUADEC have both had very high rates of return for annual attendees. Users of GNOME and KDE desktops come for a first hand glimpse of the latest features as well as a peek into the future. Business and government representatives attend the conferences to discuss deploying the software and evaluate open source software platforms. Developers of GNOME and KDE and 3rd party applications that use GNOME and KDE technologies come together and exchange ideas about the latest technologies.

Your benefits as a sponsor of the Desktop Summit:

- Meet key contributors. You get an unique opportunity to meet the key contributors, upstream maintainers and users of the world's two leading desktop technology platforms from all around the world.
- Influence future product direction. The Desktop Summit is the event where you get to hear the projects' plans for the next year and your chance to discuss and influence those plans.
- Meet partners, competitors and users. You have the chance to tap into a wide range of computing and information technology markets simultaneously.
- Company promotion. A sponsorship provides you with important promotional possibilities such as visible advertising, prominent talks, and international press coverage.
- Advance desktop and mobile open source technologies. You support the development of new applications as the Desktop Summit will also host hacking labs and coding sessions.
- Support open source software. You will be recognized not only as a sponsor of the event, but also a supporter of free and open source software, the GNOME and KDE projects, and of the ideals on which they are founded.

Some of our past sponsors

- | | | |
|------------------------|----------------------|---------------------------|
| • Nokia | • Imendio | • Linux Magazine |
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| • The Linux Foundation | • SuperSonic Imagine | |
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About GNOME and GUADEC

GNOME (pronounced GUH -NOME) is an international project working to create a free and open, easy to use computer desktop environment. GNOME's focus is ease of use, stability and first-class internationalisation and accessibility support. GNOME is Free and Open Source Software and provides all of the common tools computer users expect of a modern computing environment, such as e-mail, groupware, web browsing, file management, multimedia, and games. Furthermore, GNOME provides a flexible and powerful platform for software developers, both on the desktop and in mobile applications.

GUADEC is the annual GNOME Users' And Developers' European Conference, the largest get together of GNOME users, developers, foundation leaders, individuals, governments and business representatives in the world. The primary goals of GUADEC are:

- to set the direction of the project in the coming year
- to attract developers and contributors to the project
- to provide a place for developers and contributors to meet
- to help corporate partners be involved in the project
- and to showcase our latest technologies.



About KDE and Akademy

KDE is an international community that creates Free Software for desktop and portable computing. Among KDE's products are innovative workspaces for Linux and UNIX platforms, the KDE Platform for rapid development and a comprehensive range of applications. KDE offers hundreds of software titles in many categories including communication and groupware, office productivity, web applications, multimedia, entertainment, education, graphics and software development.

KDE software is translated into more than 60 languages and is built with ease of use and modern accessibility principles in mind. Applications built on KDE Platform 4 run natively on Linux, BSD, Solaris, Windows and Mac OS X.

Akademy is the annual world summit of the KDE community, and features talks on the present and future of KDE and its software, as well as coding sessions and workshops. Akademy is one of the must-go-to-events in the Free Software events calendar. It is the event where cross-project collaboration takes place to form a common platform for Free operating systems. Attendees of Akademy include industry players, core KDE, Free Desktop and Linux platform developers, communicators, artists, government officials and educators.



Sponsorship Packages

	Platinum 45,000 EUR	Gold 20,000 EUR	Silver 10,000 EUR	Bronze 5,000 EUR	Supporter 1,000 EUR
Table in the exhibit space	✗	✗	✗	✗	
Your banner in the reception area	✗	✗	✗		
Your banner in two conference rooms	✗	✗			
Your banner in the hacking lab	✗				
Company logo on conference badge	✗				
Company logo on front page of Desktop Summit webpage	✗	✗	✗		
Company logo on the badge insert by the schedule		✗	✗		
Opportunity for joint press release with GNOME Foundation/ KDE e.V./ Desktop Summit team	✗	✗	✗	✗	
Logo and short company description (max. 100 words) on event webpage "Our sponsors"	✗	✗	✗	✗	✗
Networking dinner/breakfast with boards, local city administration /businesses	✗	✗	✗	✗	✗

Additional 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)					
Free advertisement on golem.de, a German language tech news website					

Custom Packages

If you find that none of the listed sponsorship packages fits your company's or organisation's needs or budget it is always possible to put a customised package together.

Media

We welcome news publishers, online or paper, to become media partners by giving suitable coverage during the registration period which points participants to the registration page, and giving coverage during and after the conference.

Media partners will have their company logo displayed on the website sponsor page and in the conference program. Copies of your paper or magazine can be distributed to attendees.

Contact information

If you would like more information or want to discuss sponsorship opportunities, please contact us: ds-sponsoring@desktopsummit.org

Terms and conditions

1. The Desktop Summit 2011 is being organised by KDE e.V. and the GNOME Foundation. The Desktop Summit organisers are a team comprised of members of both organisations.
2. Sponsorship application is handled on a “first come - first served” basis. Sponsors should be committed to Free Software deployment and improvement. Sponsors are supportive of the Desktop Summit organisers' mission. The Desktop Summit organisers retain the right to reject any sponsor that it deems inappropriate.
3. After written acceptance by the Desktop Summit organisers, the sponsor must provide the signed agreement, sponsorship funds, logo image (in the form as required by the Desktop Summit organisers) and other details required (eg. sponsor's name, trademarks etc) to the Desktop Summit organisers, within 30 days of receiving the invoice.
4. Sponsorship pledges cannot be processed without payment. All pledges must be in US Dollars (\$) or Euros (€). All payments must be made to either KDE e.V. or the GNOME Foundation with the preference being that payment in Dollars go to the GNOME Foundation and payment in Euros go to KDE e.V.
5. Sponsors 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 organisation except as approved in writing by the Desktop Summit organisers.
6. The Desktop Summit organisers will not be liable for damage or loss to sponsors' properties due to fire, theft, accident, or any other cause, whether the result of negligence or otherwise or case of force majeure.
7. Sponsorship is not limited to financial support, but can also be in the form of material provisions eg. hardware/software etc. Should your organisation be interested in sponsoring in an arrangement not listed in this brochure, please feel free to contact us to discuss your preferences.
8. For sponsorship packages that includes the use of signage, please note that signage space may be limited. The conference organisers will inform each sponsor the maximum size or number of signs allowed.
9. Banners should be provided by the sponsor itself at least 4 weeks in advance of the event.
10. In order to limit costs to the Desktop Summit organisers, the conference organisers may limit the number of colors used to print sponsor logos.
11. To minimise detritus, the Desktop Summit organisers might replace some inserts and adverts by electronic versions. The sponsors will be notified in advance to be able to provide material best suited to the medium used.
12. Use of sponsor's name and logo: the sponsor hereby grants to Desktop Summit organisers the right and permission to use its name and/or logo for promotion of the event.
13. Any remaining funds from sponsorship money will be donated to the GNOME Foundation and to the KDE e.V., to be split at their discretion.

Sponsorship Application Form, Desktop Summit, Berlin, Germany, 6 to 12 August 2011

- | | |
|---|----------|
| <input type="checkbox"/> Platinum | € 45,000 |
| <input type="checkbox"/> Gold | € 20,000 |
| <input type="checkbox"/> Silver | € 10,000 |
| <input type="checkbox"/> Bronze | € 5,000 |
| <input type="checkbox"/> Supporter | € 1,000 |
| <input type="checkbox"/> Custom (as agreed) | € _____ |

Extras: _____

Details (as agreed): _____

Amount: _____ Total: _____

Invoicing details: _____

Company name: _____

Contact (full name): _____

Position/Title: _____

Email: _____ Phone: _____

Company address: _____

City: _____ Postal code: _____

Country: _____

Authorised signature: _____ Date: _____

Please review the terms and conditions of sponsorship available on the previous page of the sponsorship brochure before completing this form.

Please fax the completed form to +49 30 2023 73059, send by post to KDE e.V., Linienstr. 141, 10115 Berlin, Germany or email a scan to ds-sponsoring@desktopsummit.org