

Presentation and Sponsorship Opportunities



Addressing the delivery challenge of open source software.

The Annual Conference of the OW2 Community
September 21 – 22, Mozilla Space, Paris.



OW2con'16

Code to Product

Founded in 2007, OW2 ranks among the top 5 independent open source organizations in the world.

With its contributions to initiatives focused on Open Source Cloudware, Big Data, the Future Internet, Accessibility and in collaborative projects such as AppHub, CHOReVOLUTION and OCClware. OW2 is at the forefront of collaborative open source innovation.

From a business perspective, we know that code is just a fraction of the software value chain. To become an actual product, code needs documentation, packaging, training, and a whole range of marketing, technical, financial and legal support.

Only companies leveraging the open source business model really invest in productizing their software. For the rest of us, the gap between creating code and actually delivering a product to market is a challenge. OW2con'16 will address what we call the Delivery Challenge, which we help our projects address through our marketplace and market readiness program.

Welcome to OW2con'16!



OW2con'16 Highlights

The event covers a wide range of hot topics, including open source cloud and middleware technologies, Business Intelligence, and Big Data, security, privacy and mobility. New theme this year: Accessibility. It will also provide ample opportunities to connect with the open cloud community and to socialize with open source professionals from all over the world.

OW2con'16 brings visibility to OW2 members, their technologies, their initiatives and collaborative projects. OW2con'16 is all about technology, business and community.

21-22 September, 2016
Save the date!

- Open source **Market Readiness** roundtable
- **Accessibility** initiative session
- **Video Capture** and **Live Streaming** of main sessions
- OW2 Project **Awards**
- OW2 Infrastructure Software **Project Spotlights**
- **OSCAR** OW2's new market readiness program
- OW2 Project **Success Stories**
- Collaborative projects Demos: AppHub, and CHOReVOLUTION
- **And the now legendary OW2 Free Beer Party!**

NEW

NEW

NEW

NEW



Overview of OW2con'16



OW2con offers two days of high level technical presentations and a unique opportunity to meet with peers and network with the international open source community at large.

The program is structured so as to allow for greater networking opportunities and more in-depth concurrent sessions.

Sept. 21

Opening Session
Lessons from the OSS Value Chain

Code to Product Rountable

Free Lunch Party and Demo Sessions

Beyond OW2: Guest Speaker

OW2 project spotlight
& Cloud Success Stories

Beyond OW2: Guest Speaker

Software Quality and Market Readiness

OW2con Project Awards

OW2 Free Beer Party

Sept. 22

Beyond OW2: Guest Speaker

New Member Session

OW2 project spotlight
& Application Platforms

Free Lunch Party and Demo Sessions

Beyond OW2: Guest Speaker

Accessibility Initiative Session

Technology Council Update

Privacy and Security Initiative Session

OW2 Board and Management Office
Q&A and Conference Closing

“Opportunities for discussions, good speakers.”

“Good overview of the consortium activities, good presentations, good opportunity to get together (...) and have further discussions.”

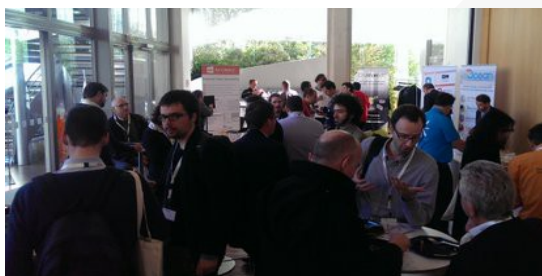
Praise for OW2con*

“I think that OW2con makes the difference in the European scenario of open source, and this conference really shows the facts and the potentials of OW2.”

“I couldn't find anything wrong (maybe am I a OW2con Enthusiast? :-))“

“Excellent presentations and very qualified presenters.”

“The international presence, the presentations that were mostly business and not simply technological oriented.”



“I liked the reception and sharing spirit that reigned there as well as the dynamism of the participants. A great tool for sharing of open source projects.”

“The content of the conference is very good.”

“Nice atmosphere“

“It is great to participate in the cloud computing session, which let me know the state of the art of the relevant work. I will be glad to see similar sessions focusing on some hot topic in the next annual conference.”

“(…) the good lunches, the great free beer party, the sessions, the live conference on dailymotion, the Awards!”

“Organization is very good, there were many experts from industry to share their works on Cloud.”



“Video capture was great.”

“- Excellent "melting pot" event (many different people there). - Very interesting conferences. - Very good availability of OW2 staff..“

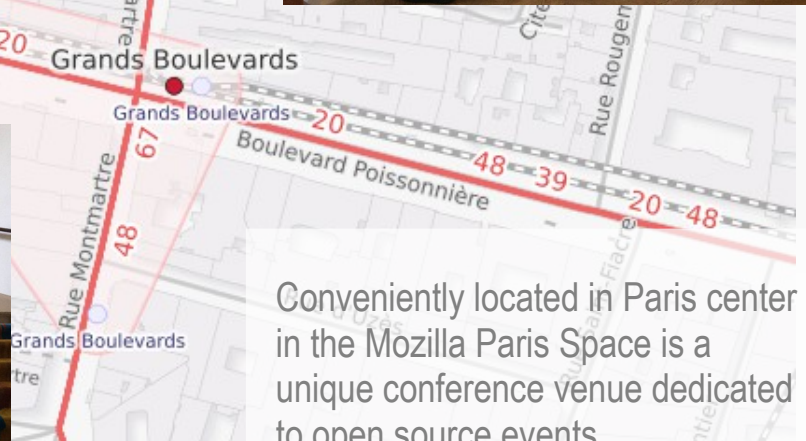
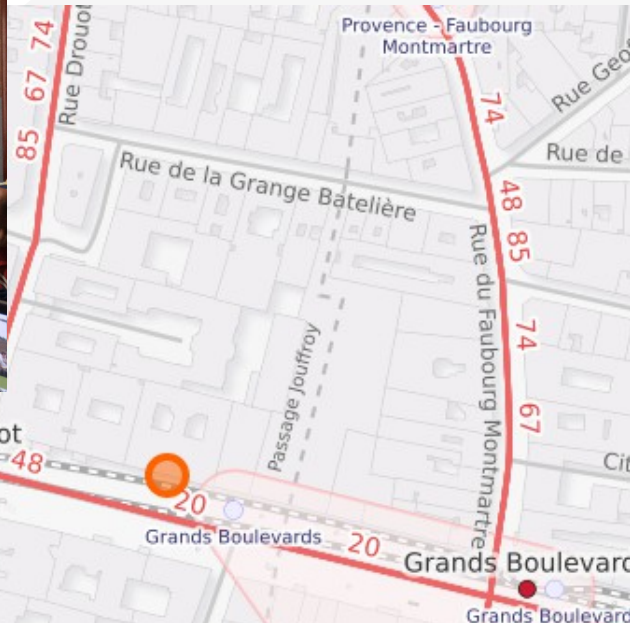
“This year I was able to see people I knew and meet interesting new people with whom I'll be working with in the future.”

*Source: OW2con satisfaction survey



OW2con'16 Venue

OW2con'16 is kindly hosted by the Mozilla Foundation at the Mozilla Paris Space
16 Bis Boulevard Montmartre, Paris 75009



Conveniently located in Paris center
in the Mozilla Paris Space is a
unique conference venue dedicated
to open source events.

Become a Sponsor of OW2con'16!

The OW2 Annual Conference offers a unique opportunity to address a high-level business and technical audience.

- Develop your brand within the OW2 global open source community and ecosystem
- Position your organization as a high-profile technology leader
- Stand out as an active member and support OW2's commitment to an open and interoperable cloud
- Communicate with quality professionals involved in the development and implementation of open source infrastructure software

Platinum Sponsor

Keynote presentation, OW2con free lunch sponsorship, demo pod → €8K

Gold Sponsor

Keynote presentation, totem/roll-up display → €4K

Silver Sponsor

One presentation and totem/roll-up display → €2K

Bronze Sponsor totem/roll-up display → €1K

Additional Benefits:

- ✓ Sponsorship recognition on the event poster
- ✓ Your logo in the event rooms
- ✓ Your own demo pod in the coffee break area
- ✓ Your logo on the conference web site and on the conference program
- ✓ Your poster displayed during the Opening Session
- ✓ Your logo and presentation on the event web pages
- ✓ Your brochure in the attendee kit
- ✓ Your logo and presentation on the event brochure
- ✓ The name of your organization in the OW2con Press Releases





Additional Marketing Opportunities*

Customized sponsorship for enhance visibility and influence

• Ask us for customized sponsorship packages!

OW2con Free Lunch sponsorship <i>(two sponsorships available)</i> Feed the geeks! Highest visibility: lunch sponsorship to be acknowledged during opening address and on printed programme, signage in lunch area. Pick up the tab!	4,000 €
OW2con Free Beer Party <i>(only one sponsorship available)</i> As the sole sponsor of the now legendary OW2 Free Beer Party, your <i>welcome speech</i> is sure to make a great impression!	2,000 €
Conference Bag <i>(only one sponsorship available)</i> Turn every Conference attendee into branding partners for your company with this handy conference bag.	1,500 €
Conference Tshirt <i>(only one sponsorship available)</i> Your logo on the OW2con Tshirt. A classic! Highly popular in the open source community, conference Tshirts are worn both at work and at home.	1,500 €
Conference Note Book <i>(only one sponsorship available)</i> Make a lasting impression by placing your logo on the cover and on every page of the OW2con notebook. Insert a flyer ad for even more visibility.	800 €
Refreshment Break <i>(two sponsorships available)</i> Sole sponsor of a refreshment break. Includes your company name and/or logo on signs highly visible on the break buffet tables.	750 €
OW2con VIP Stylus Pen <i>(only one sponsorship available)</i> Let all attendees, potential partners, customers and employees take note of your brand. This high-quality screen-stylus pen is sure to be used long after the event.	600 €

*Additional marketing opportunities are available for Conference Sponsorship Package subscribers only

BETWEEN
OW2 Consortium
c/o Conseil & Management
112-114 Boulevard Haussmann
75008 Paris, France
Represented by Cédric Thomas, OW2 CEO

AND
The Sponsor

Legal Entity Name:

Representative full name:

Position:

Address:

Phone:

Email:

OW2con'16 Sponsorship Application Form

Please check all sponsorship options that apply

Please check
all applicable boxes

Platinum Sponsorship Package	€ 8,000	<input type="checkbox"/>
Gold Sponsorship Package	€ 4,000	<input type="checkbox"/>
Silver Sponsorship Package	€ 2,000	<input type="checkbox"/>
Bronze Sponsorship Package	€ 1,000	<input type="checkbox"/>
OW2con Free Lunch Sponsorship	€ 4,000	<input type="checkbox"/>
OW2con Free Beer Party	€ 2,000	<input type="checkbox"/>
Conference Bag	€ 1,500	<input type="checkbox"/>
Conference Tshirt	€ 1,500	<input type="checkbox"/>
Conference Note Book	€ 800	<input type="checkbox"/>
Refreshment Break	€ 750	<input type="checkbox"/>
VIP Stylus Pen	€ 600	<input type="checkbox"/>

Total: €

Date:/...../2016

Print Name:

Sponsor signature

Please complete and return this application form duly signed, to OW2 by email at management-office@ow2.org or by post to: OW2 Consortium, c/o Conseil & Management, 112-114 Bd Haussmann, 75008 Paris, France

Contact persons:
Catherine Nuel – catherine.nuel@ow2.org –
Phone : (+33) 6 77 79 59 15
In China: George LU – george.lu@ow2.org –
Phone : (+86) 1350 540 5520



OW2con'16, 21-22 September, 2016, Paris

OW2 con'16

Join your peers for a unique insight
in open source business opportunities

