

OW2con'17

New Challenges of Mainstream Open Source Software

June 26-27, 2017, Paris.

Presentation and Sponsorship Opportunities



The Annual Conference of the OW2 Community

OW2con'17 Special OW2 10th Anniversary!

Founded in 2007, OW2 ranks among the top 5 independent open source organizations in the world. Leading initiatives focused on Security, the Future Internet, Big Data, and Accessibility and contributing in collaborative R&D projects such as CHOReVOLUTION, OCClware, CROSSMINER and STAMP, OW2 is at the forefront of collaborative open source innovation.

New Challenges of Mainstream Open Source Software

Open source software (OSS) going mainstream brings a whole range of new challenges to the open source ecosystem. Increasingly, OSS has to prove its worth to conventional business managers who are far from free software advocates. In the SaaS model free access to source code is not as important as data protection. In the IoT world, software becomes dependent on usage-specific hardware and standards and its sharing power is eroded. These are some of the new challenges underpinning this year's annual conference theme.



The event covers a wide range of hot topics, including privacy and security, accessibility, open cloud, IoT and mobility, enterprise application platforms, software quality and market readiness, business models and project governance.

It will also provide ample opportunities to connect with the community and to socialize with open source professionals from all over the world.

OW2con'17 is all about technology, business and community.

OW2con'17 Highlights

26-27 June, 2017

Save the date!

- Open source **Market Readiness** roundtable **NEW**
- **Accessibility** and **Security** initiative sessions
- **Video Capture** and **Broadcast** of all presentations
- OW2 **Best Project Awards**
- OW2 **Project Spotlights**
- OW2 **Market Readiness Levels** disclosure **NEW**
- OW2 Project **Success Stories**
- Collaborative projects Demos: **CHOReVOLUTION**, **CROSSMINER**, **OCCIware** and **STAMP**
- **And the Special 10th anniversary party!**



OW2con'17 Promotion Actions: Be There!

OW2con'17 is the high-intensity global gathering of the OW2 community and IT professionals dedicated to open source software for enterprise information systems, cloud computing, big data, privacy and security, and accessibility.

OW2con sponsors enhance their visibility and reputation within an ecosystem of highly qualified open source developers and decision makers.

Two email blasts

- Mid-May
- Mid-June

Two Newsletters

- May 5th
- June 1st

Social Network communication

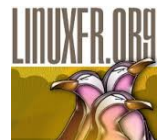
Two press releases

- Mid-May
- Mid-June

On-site visuals



LeMAGIT



Overview of OW2con'17

OW2con'17 offers two days of useful and insightful project presentations, demonstrations, roundtables, keynote presentations, plus free lunch and, this year, a special 10th anniversary celebration dinner party! OW2con'17 is a unique opportunity to meet with peers and network with the international open source community.

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

June 26

Opening Session
Celebrating 10 years of OW2
Round Table

Beyond OW2: Guest Speakers

Free Lunch Party and Demo Sessions

Challenges of Mainstream Open Source
Use Case Presentations
Round Table

OW2 Spotlight
Projects & Members

OW2con Project Awards

OW2 10th Anniversary Party

June 27

Beyond OW2: Guest Speaker

Accessibility Initiative Session

Market Readiness Assessment
Tools and Methods

Free Lunch Party and Demo Sessions

Beyond OW2: Guest Speaker

Software Engineering, Quality and Testing

Technology Council Update

OW2 Spotlight
Projects & Members

OW2 Board and Management Office
Q&A and Conference Closing

Praise for OW2con*

"Opportunities for discussions, good speakers."

"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."

"Nice atmosphere"

"This is the most interesting event to discover the upcoming European stars for open source products"

"Video capture was great."

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

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

"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."

"Excellent presentations and very qualified presenters."

"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."

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

"(...) the good lunches, the great free beer party, the sessions, the live conference on dailymotion, the Awards!"

"It was very well organized and a good group of people attending, plenty of food for thought."

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

"The content of the conference is very good."



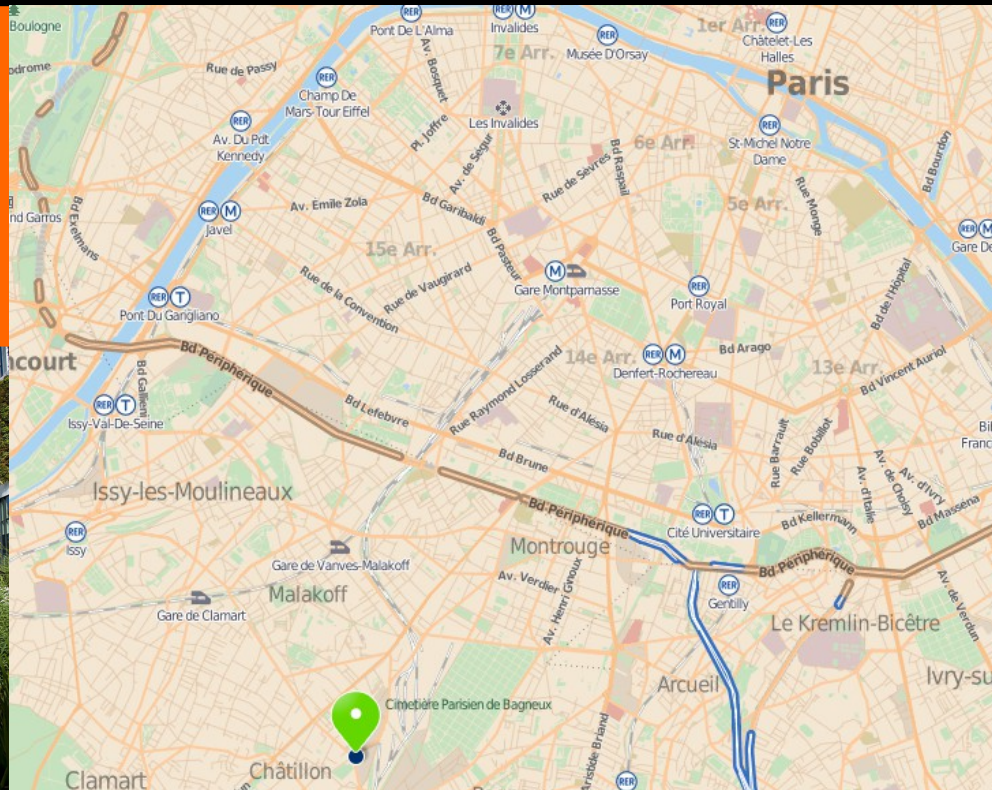
*Source: OW2con satisfaction survey

The Conference Venue

OW2con'17 is kindly hosted by Orange at its brand new Orange Gardens Innovation Center.

Venue

44 Avenue de la République,
92320 Châtillon



A shuttle service will be provided between the metro station and the conference venue.

Be a Sponsor of OW2con'17!

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 supporter of OW2's commitment to open source and interoperability.*
- *Communicate with high-level professionals involved in the development and usage 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

Logo 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

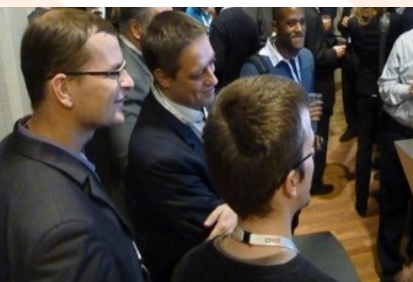


Additional Marketing Opportunities *

Customized sponsorship for enhanced 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!	4,500 €
OW2con 10th Anniversary Party <i>(only one sponsorship available)</i> As the sole sponsor of the special 10-year anniversary party, your <i>welcome speech</i> is sure to make a great impression!	2,500 €
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.	850 €
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.	850 €
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

One More Opportunity: the OW2 10-Years Anniversary Party!

Ask us for this special sponsorship packages!

The 10-years anniversary party will be held on June 26 evening and hosted by "Les Petits Bains", the famous art center located on the Seine. Le Petit Bain floating boat hosts numerous cultural events (arts workshops, concerts...). It's architecture looks like a fluorescent green barge topped by a cubist wooden tree house.

Les Petits Bains
7 Port de la Gare
75013 Paris (Gare d'Austerlitz - Bibliothèque nationale de France F. Mitterrand)
Metro : Quai de la gare.



Sponsor the OW2 10th anniversary party!

A special celebratory cocktail and dinner on the River Seine...

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'17 Sponsorship Application Form

Please check all sponsorship options that apply

Please check
all applicable boxes

Platinum Sponsorship Package

€ 8,000 ☐

Gold Sponsorship Package

€ 4,000 ☐

Silver Sponsorship Package

€ 2,000 ☐

Bronze Sponsorship Package

€ 1,000 ☐

OW2con Free Lunch Sponsorship

€ 4,500 ☐

OW2con 10th Anniversary Party

€ 2,500 ☐

Conference Bag

€ 1,500 ☐

Conference Tshirt

€ 1,500 ☐

Conference Note Book

€ 850 ☐

Refreshment Break

€ 850 ☐

VIP Stylus Pen

€ 600 ☐

Date:/...../2017

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.nue@ow2.org –
Phone : (+33) 6 77 79 59 15

Total: €

OW2con'17

