

China open source week  
October 11-17, 2011  
Beijing – Nanjing



Presentation and Sponsor Package



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# The Rise of Open Source

Because the value of infrastructure software increases with usage (also known as “network effects”), a large open single source is more efficient than many smaller proprietary sources. Moreover, as middleware becomes generic, product differentiation in this market tends to become less and less strategic. The rise of open source software is consistent with such trends, as is the emergence of an innovative supply of open source infrastructure software for cloud computing.

Open source software offers companies exceptional benefits. The most successful companies on the Internet use open source as a way to cut costs while boosting productivity and fostering innovation.



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# The China Open Source Week

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The ambition of the **China Open Source Week** is to extend the reach of open source beyond the scope of universities and to build **awareness for open source as a business model**. It also demonstrates open source as a sustainable and balanced way to develop, use and distribute software, rather than simply a means to (legally) download code.



## ***Save the dates!***

- **Managers:** Tuesday Oct 12  
**OW2 Corporate Networking Meeting**
- **Companies:** Wednesday Oct 12  
**IT Partnership Forum**
- **Academics:** Thursday and Friday Oct 13-14  
**OSSC and Scilab/ OW2 Programming Contest**
- **Communities:** Saturday Oct. 15  
**Open Source Communities Meetup**
- **Nanjing Region:** Monday Oct 17  
**International Open Source Workshop**

*OW2 and Scilab are launching the **China Open Source Week** as a platform to promote open source in China. We are pleased to invite **other communities to join in the event.***

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# China Open Source Week Overview

## Managers' day

Tuesday  
Oct 11

### OW2 Corporate Networking Meeting

#### What

A one-day business event dedicated to high-level executive discussions and networking on open source as a business driver.

Sessions will cover:

- Open source for a business purpose case studies
- Quality and Trustworthiness in open source
- Open Source Cloudware Initiative (OSCi)

#### Where

Beijing  
Hosted by Beihang University

## Companies' day

Wednesday  
Oct 12

### IT Partnership Forum

#### What

Business meetups of international and Beijing-area enterprises and organizations.

#### Where

Beijing  
Changfeng Alliance  
Zhongguancun Software Development Incubator Zone  
Hosted by Changfeng Alliance

## Academics' days

Thursday and Friday  
Oct 13 and 14

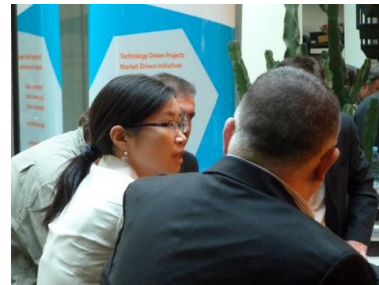
### OSSC and Scilab/OW2 Programming Contest

#### What

Open Source Scientific Computing conference (OSSC2011) and the Scilab/OW2 Programming Contest Award conference.

#### Where

Beijing  
Hosted by University of Science & Technology Beijing



## Communities' day

Saturday  
Oct 15

### Open Source Communities Meetup

#### What

Open Source Community events with international and Chinese communities and organizations including:

- Eclipse Foundation\*
- Apache Foundation\*
- OpenOffice.org\*

#### Where

Beijing  
Hosted by Beihang University

\* To be confirmed

## Region's day

Monday  
Oct 17

### International Open Source Workshop in Nanjing

#### What

An open source workshop focusing on the open source enterprises and organizations located in the Yangtze River Delta economic region.

#### Where

Nanjing  
Hosted by NUAA

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# Praise for the Corporate Networking Meeting

“I enjoyed the mixture of Chinese and international speakers. The sessions were very informative and I made some useful contacts.”

**Cedric Carbone, CTO, Talend**

“The OW2 Corporate Meeting is a meeting about technology but with a business perspective.”

**Wei Wang, Technology Center for Software Engineering, ISCAS**



“I go to lots of conferences, this one was very special because the content was very dense and yet the atmosphere so informal. It was a very positive experience.”

**Peter Junge, OpenOffice Community Manager**

**“Great meeting, great people. Congratulations OW2. Let me know when you do it again.”**

**Charles Souillard, CTO, BonitaSoft**

“I liked the diversity of the presentations that were business-oriented, not simply technological, and the stimulating discussions.”

**Hailong Sun, BeiHang University**

“The open discussions at the end of each session were really inspiring, I have rarely seen such open interaction between the speakers and the audience.”

**Alexandre Lefebvre, France Telecom**

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# Be a Sponsor



- Develop your brand and relationship with the fast growing Chinese open source community and ecosystem
- Develop and increase your presence amongst the global cloud computing community
- International sponsors have a unique opportunity for exposure in China's thriving engineering community and commercial software industry

## Cross-Event Sponsorship Package

**€1,000 (only!)**

*Plus additional marketing opportunities → Gold Sponsor status!*

Reap the benefits of high-level exposure during a full week of events in three locations

### Your Benefits:

- ✓ Sponsorship recognition and display of your logo at all event venues:  
Changfeng Alliance, BeiHang University, USTB and Nanjing University
- ✓ Your own demo pod at one or several events
- ✓ Your logo on each workshop program
- ✓ Your logo and presentation on both Chinese and English event websites
- ✓ Your brochure in the different attendee kits
- ✓ Your logo and presentation on the Open Source Week brochure
- ✓ The name of your organization in the event Press Releases

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# Additional Marketing Opportunities\*

*Your access to customized sponsoring*

**Ask us about our Gold Sponsorship programme.**

→ I'm interested.  
Please tell me how to be a Gold Sponsor.

<p><b>Gala dinner</b> (date to be confirmed)</p> <p>As the sole sponsor, you will partner with us in inviting attendees and your logo will be visible on all Gala Dinner signage. Your <i>welcome speech</i> will make a great impression!</p>	1,000 €
<p><b>Conference bag</b> (all events)</p> <p>Turn every Award Conference and Business Meeting attendee into branding partners for your company with this convenient conference bag.</p>	800 €
<p><b>Conference note book</b> (all events)</p> <p>Make a lasting impression by placing your logo on the cover and on every page of the OW2 Programming Contest notebook. Insert a flyer ad for even more visibility.</p>	750 €
<p><b>VIP pen</b> (all events)</p> <p>Let all attendees, potential partners, customers and employees take note of your brand. This high-quality pen is sure to be used long after the event.</p>	650 €
<p><b>Refreshment breaks</b> (IT Partnership, Corporate Networking Meeting and Community Meetups)</p> <p>Sole sponsorship of a refreshment break for business meeting participants. Includes your company name and/or logo on signs visible on the break buffet tables.</p>	500 €
<p><b>Please ask us for customized sponsorship packages</b></p>	

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\*Available for the Cross-Event Sponsorship Package subscribers only



*BETWEEN*  
**OW2 Consortium**  
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 112-114 Boulevard Haussmann  
 75008 Paris, France  
 Represented by Cédric Thomas, OW2 CEO

# China Open Source Week Sponsorship Application

*AND*  
**The Sponsor**

Legal Entity Name: \_\_\_\_\_

Representative full name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Ask us about our Gold Sponsorship programme.**

→ I'm interested. Please tell me how to be a Gold Sponsor.

**Please select your sponsorship contribution**

Please check appropriate boxes

<b>Open Source Week Sponsorship Package</b>	<b>€ 1,000</b>	<input type="checkbox"/>
<b>Gala dinner</b>	<b>€ 1,000</b>	<input type="checkbox"/>
<b>Conference bag</b>	<b>€ 800</b>	<input type="checkbox"/>
<b>Conference note book</b>	<b>€ 750</b>	<input type="checkbox"/>
<b>VIP pen</b>	<b>€ 650</b>	<input type="checkbox"/>
<b>Refreshment breaks</b>	<b>€ 500</b>	<input type="checkbox"/>

**Total: €**

Date: ...../...../2011

Print Name: .....

Sponsor signature

Please print and return this application form duly signed, to OW2 by fax to: + 33-177 725 763 or by post to:  
 OW2 Consortium, c/o Conseil & Management,  
 112-114 Bd Haussmann, 75008 Paris, France

Contact persons:  
 China: Cherry Bian – cherry.bian AT ow2.org – Phone : (+86) 531 81753299  
 Other countries: Catherine Nuel – catherine.nuel AT ow2.org – Phone : (+33) 6 77 79 59 15

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# PENSOURCE WEEK

*Supported by:*

CANONICAL



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The logo for Open Source Week features a stylized orange 'O' with a flame-like top, followed by the words 'PENSOURCE' and 'WEEK' in blue and orange respectively.

# OPEN SOURCE WEEK



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

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