

## Open Source for Open Clouds

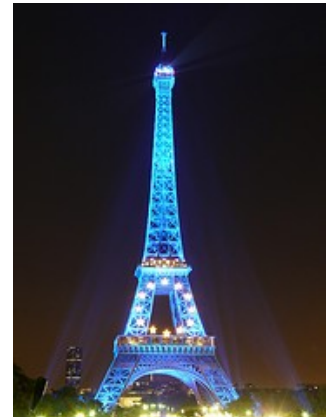
### Sponsoring Opportunities

Interoperability  
Application Server  
Enterprise Service Bus  
Cloud computing  
Business Intelligence  
Mobility  
SOA and Web services  
Grid  
Portal and webOS  
Workflow and BPM  
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Wiki  
Component models  
OSGi  
Frameworks  
Java  
Security

Supported by a group of heavyweight global IT stakeholders from the industry, public administrations and research institutes, OW2 is fast becoming a major player in open source infrastructure software.

The *OW2 Annual Conference* is a global conference offering two days of high level technical tutorials and presentations, and providing a unique opportunity for professionals to discover, learn and exchange on open source middleware, applications and state-of-the-art cloudware technologies.

Highlights of the event include the Open Cloud Summit featuring speakers for OpenStack, OpenNebula and the OW2 Open Source Cloudware Initiative, a visionary keynote by OW2 technology godfather Jean-Bernard Stefani and the Software Quality Action Track (SQuAT) session.



### Why Sponsor the OW2 Annual Conference

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

## Why attend the OW2 Annual Conference

A unique opportunity to learn more about open source cloud projects that will shape the computing landscape over the next ten years.

- ➔ Meet and network with peers and key decision makers in the open source software environment
- ➔ See the potential of open source in cloud computing, and throughout the whole information system stack.



## Who should attend

As an international high-technology conference, the event will bring together attendees and speakers from Europe, USA, China, India and Brazil and feature two days of high-profile technical sessions. Software architects, developers, as well as managers and decision-makers in the open source field will learn from experts, share their experiences and network with peers.

*November 24-25*  
**La Cantine**

*Venue:* The conference will take place in the well-known "La Cantine", the friendly cafe-like Parisian co-working space dedicated to the digital economy.



## Program Overview

### Day One

Opening		Tutorial
Open Cloud Summit		
<i>Free Pizza Lunch Break</i>		
OW2 Cloud Projects Session	OW2 Cloud Projects Session	Tutorial
<i>Free Beer Party</i>		

### Day Two

Keynote Address		Tutorial
SQuAT Session	Joint Projects Session	
OW2 software in action	Business Intelligence Session	Tutorial
	OW2 Collaborative Projects	
Closing and debriefing		

**About OW2:** Supported by a group of heavyweight worldwide IT actors, coming from industry, public administrations and research institutes, OW2 is becoming a major player in open source software. Founded in January 2007 OW2 is an independent industry community dedicated to developing open source code middleware and to fostering a vibrant community and business ecosystem. The OW2 Consortium hosts some one hundred technology Projects, including Acceleo, ASM, Bonita, eXo Platform, Funambol, JOnAS, Lomboz, Orbeon Forms, PetALS, SpagoBI and XWiki. Several of these projects are combined into market-driven Initiatives, such as the Business Intelligence (BI) and the Open Source Cloudware (OSCi) Initiatives, which facilitate their implementations into business solutions by systems integrators, OEMs and end-users. A typical global open-source organization, OW2 aims to bring together grassroots communities across all continents through Local Chapters. More at [www.ow2.org](http://www.ow2.org)

# Unique Annual Conference Sponsorship Package at €1,000

Plus additional marketing opportunities

## Your benefits

- ✓ Sponsorship recognition on the event poster and 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 totem 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 Conference Press Releases
- ✓ A demo pod available in coffee and lunch breaks areas

The Single Sponsorship Package is only 1,000 €

## Exclusive additional marketing opportunities

<b>Free Beer party</b> Sponsor the free beer party for unlimited recognition and goodwill from the conference attendees after a busy day.	€ 1,000
<b>Conference Tshirt</b> No open source conference without the conference Tshirt! Do not miss the opportunity to print your logo on the most popular of conference souvenirs.	€ 1,000
<b>Conference bag</b> Turn all conference attendees into branding partners for your organization with this useful conference bag.	€ 800
<b>Conference note book</b> Make a lasting impression by placing your logo on the cover and on every page of the OW2 Annual Conference notebook. Insert a flyer ad for even more visibility.	€ 750
<b>Coffee Break</b> Think how grateful conference attendees will be at these strategic moments of the day. What a unique opportunity to make a successful impression! (€500 per day)	€ 500
<b>Please ask us for customized sponsorship packages</b>	

# OW2 2010 Annual Conference Sponsorship Application form

*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:

Email:

Adress:

Phone:

Fax:

**Please select your sponsorship contribution**

Please check appropriate boxes

<b>Annual Conference Single Sponsorship Package</b>	<b>€ 1,000</b>	<input type="checkbox"/>
<b>Free Beer Party</b>	<b>€ 1,000</b>	<input type="checkbox"/>
<b>Conference Tshirt</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>Coffee Break</b>	<b>€ 500</b>	<input type="checkbox"/>

**Total: €**

Date: ...../...../2010

Print Name: .....

Sponsor signature:

This application form must be returned, 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:**

- **Catherine Nuel – catherine.nuel AT ow2.org – Phone : (+33) 6 77 79 59 15**