

# OW2 Annual Conference

OW2 Annual Conference  
23-24 November, 2011  
Orange Labs "Innovation Gardens"  
Paris, France

## *Presentation and Sponsorship Opportunities*



# OW2con, Third Edition

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Founded in 2007, OW2 has now achieved recognition as one of the top-4 independent open source organizations in the world.

OW2 has launched the largest community-driven effort to develop open source software for cloud computing.

OW2 SQuAT (Software Quality Assurance and Trustworthiness) is a unique program designed to demonstrate the quality of OW2 open source projects.

**OW2con, the third edition of the OW2 Annual Conference, is both a technical and a social event. It is the international annual gathering of the OW2 community and all those with an interest in state-of-the-art independent open source software engineering and cloud computing technologies.**



# OW2con 2011 Highlights

**OW2con** focuses on open source middleware and cloudware technologies and generic applications. Key sessions will feature the OW2 Open Source Cloudware Initiative, the SQuAT OW2 quality program, and leading OW2 projects.

All sessions, including technical and business presentations, will be in English.

*23-24 November, 2011*

***Save the date!***

- Leading open source **middleware**
- Open source **cloud computing** and the Open Source Cloudware initiative
- Open source **quality** SQuAT (Software Quality Assurance and Trustworthiness)
- Open source **case studies**
- Open source **collaborative projects**



# OW2con Overview



*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.*

**Day 1**      **Opening Session  
Invited Keynotes**

**Free Pizza Party and Demo Session**

**SQuAT Session**  
Software Quality Assurance  
and Trustworthiness

**OW2 Middleware in Action**

**TBD**

**Free Beer Party and Demo Session**

**Day 2**      **Invited Keynote**

**Open Source Cloud Summit**  
Open Source Cloudware Initiative

**BI Initiative Session**

**Open Source  
Innovation Catalyst**  
ICT Labs, IRILL

**Lunch Break and Demo Session**

**Open Source Cloud Summit**  
Beyond OW2 – Invited talks

**OW2 Collaborative Projects**

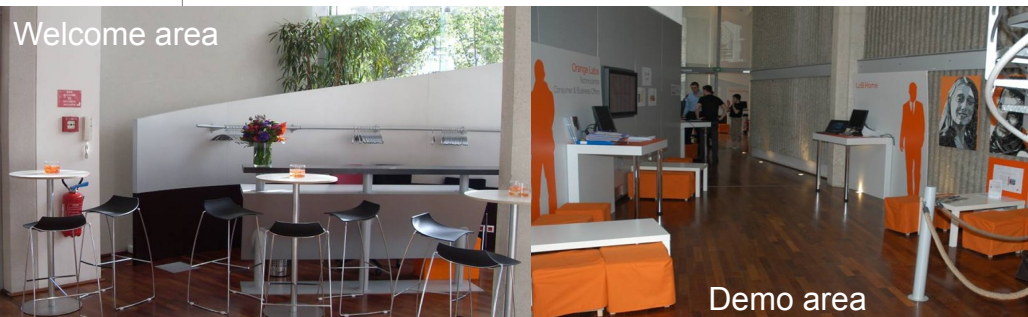
**Meeting of the OW2  
Technology Council**

# OW2con Venue



orange™

France Telecom will host OW2con 2011 in its prestigious **Orange Labs' Innovation Gardens**.



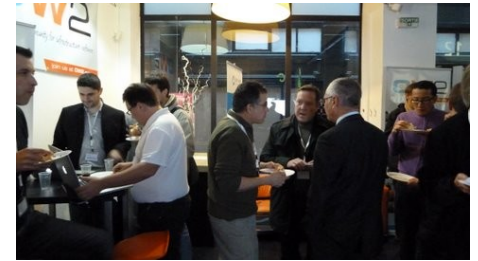
Conveniently located in Paris-Issy les Moulineaux, **Orange Labs' Innovation Gardens** is a unique conference centre dedicated to fostering and sharing innovative technologies.

# Praise for the OW2 Annual Conference\*

“Opportunities for discussions, good speakers.”

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

“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.”

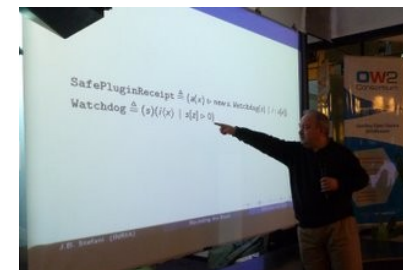
“The content of the conference is very good.”

“Video capture was great.”

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

“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.”

“Nice atmosphere”



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

\*Source: OW2con 2010 satisfaction survey

# Sponsor OW2con!



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

## Conference Sponsorship Package

**€1,000 (only!)**

*Plus additional marketing opportunities  
Plus ask for our Gold Sponsor status!*

### Your 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\*

*Your access to customized sponsoring for increased visibility and influence*

**Sponsor the China Open Source Week as well and become a Gold Sponsor. Ask us about our Gold Sponsorship programme.**

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

<b>OW2con Free Beer Party</b> <i>(only one sponsorship available)</i> As the sole sponsor of the now legendary OW2 Free Beer Party, your <i>welcome speech</i> will make a great impression!	2,000 €
<b>Conference bag</b> <i>(only one sponsorship available)</i> Turn every Conference attendee into branding partners for your company with this convenient conference bag.	1,500 €
<b>Conference Tshirt</b> <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 €
<b>Conference note book</b> <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 €
<b>OW2con pen</b> <i>(only one sponsorship available)</i> 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.	500 €
<b>Refreshment break</b> <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 €
<b>Please ask us for customized sponsorship packages</b>	

\*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

# OW2con Sponsorship Application

AND  
The Sponsor

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

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

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

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

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

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

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

 **Add China Open Source Week sponsorship and become a Gold Sponsor.**

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

**Please check all sponsorship options that apply**

Please check appropriate boxes

Conference Sponsorship Package	€ 1,000	<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"/>
VIP pen	€ 500	<input type="checkbox"/>
Refreshment break	€ 750	<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:

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– Phone : (+86) 531 81753299

# OW2 Annual Conference

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

