



# COSW'12 China Open Source Week

October 15-20, 2012  
Beijing – Nanjing – Wuxi



## Presentation and Sponsor Package



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**COSW'12**, the China Open Source Week 2012, is a open source event like no other in China.

At **COSW'12** open source users, activists, academics, executives, professionals, luminaries and vendors merge their horizons into a unique experience.

**COSW'12** is all about sharing information, building networks, discovering technology and developing new opportunities.

Come and see what the future holds for you. Be involved in **COSW'12!**

## A Unique Open Source Experience

- Come and *discover*
- Come and *share*
- Come and *get inspired*



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# COSW'12 The China Open Source Week

China Open Source Week is designed to **extend the reach of open source** beyond the scope of universities and to build **awareness for open source as a business model**. The event 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!*

- **Academics:** Monday and Tuesday Oct 15-16  
**Scilab/ OW2 Programming Contest** in Nanjing
- **Wuxi Region:** Wednesday Oct 17, International Open Source Workshop
- **Executives:** Friday Oct 19  
**OW2 Corporate Networking Meeting**
- **Communities:** Saturday Oct. 20  
**Open Source Communities Meetup**



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# China Open Source Week Overview

## Academics' days

Monday and Tuesday  
Oct 15 and 16

### Scilab/OW2 Programming Contest

#### What

The Scilab/OW2 Programming Contest Award ceremony and students projects presentations.

#### Where

Nanjing  
Hosted by Nanjing University of  
Aerospace and Astronautics

## Wuxi day

Wednesday  
Oct 17

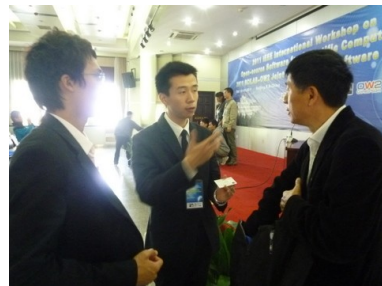
### International Wuxi Open Source Workshop

#### What

An open source workshop focusing on the open source enterprises and organizations located in the Wuxi economic region.

#### Where

ipark, Wuxi New District  
Hosted by Wuxi New District  
Management Committee &  
China Open Source Base



## Executives' day

Friday  
Oct 19

### 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

## Communities' day

Saturday  
Oct 20

### 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



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# The Largest Open Source Community Event in China

In 2011 OW2 and Scilab  
launched the **China Open  
Source Week** as a platform  
to promote open source in  
China. Now more than ever,  
**COSW'12** is an open event  
and other communities are  
encouraged to join in.



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# Award Conference of the Joint OW2-Scilab Programming Contest

**Access to some of the  
best up-and-coming  
talents in the Chinese  
High Technology  
Academic community.**

Co-organized by Scilab and OW2 the programming contest aims at promoting teamwork and the ability of college students in science and technology to study and use Scilab and OW2 open source projects.



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A good team is half the battle.  
Another half is continual coding and  
releasing.

**Sun Dou, Winner, Beihang University**

Join the contest, share your code  
and knowledge, and make friends  
all over the world!

**Li Meng, Winner, Peking University**

# 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

## Platinum Sponsor

Choice of keynote presentation, dedicated community workshop and demo pod → €3K

## Gold Sponsor

One choice of presentation and demo pod → €2K

**Silver Sponsor** Demo pod → €1K

Moreover, all sponsorship levels share these benefit:

- ✓ Sponsorship recognition and display of your logo at all event venues
- ✓ 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 A La Carte Marketing Opportunities

*Your access to customized sponsoring*



<p><b>Gala dinner</b> (date to be confirmed) 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>VIP pen</b> (all events) 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) 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>	

● *Ask us about  
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sponsorship  
packages*

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Ask us about customized sponsorship packages

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

# China Open Source Week *Sponsor Application Form*

*AND*  
**The Sponsor**

Legal Entity Name:

Representative full name:

Position:

Email:

Address:

Phone:

Fax:

Please select your sponsorship contribution

Please check appropriate boxes

**Platinum Sponsorship Package**

€ 3,000

**Gold Sponsorship Package**

€ 2,000

**Silver Sponsorship Package**

€ 1,000

**Gala dinner**

€ 1,000

**VIP pen**

€ 650

**Refreshment or lunch break**

€ 500

**Total:** €

Date: ...../...../ 2012

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

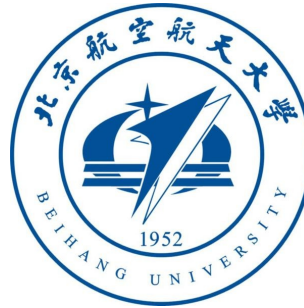
Other countries: Catherine Nuel – catherine.nuel AT ow2.org – Phone : (+33) 6 77 79 59 15

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

and best practices !

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