

## ***Open Source: Open for Business***

*OW2 Corporate Networking Meeting*

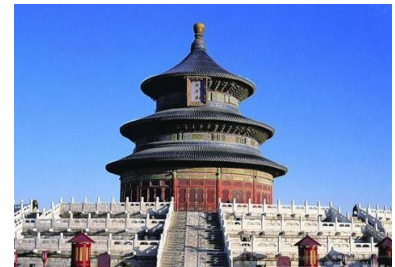
Interoperability  
Application Server  
Enterprise Service Bus  
Cloud computing  
Business Intelligence  
Mobility  
SOA and Web services  
Grid  
Portal and webOS  
Workflow and BPM  
Data Integration  
Transaction monitor  
Application testing  
Orchestration  
Virtualization  
Wiki  
Component models  
OSGi  
Frameworks  
Java  
Security

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.

Open source gives power to the users. It has become an essential component of innovative and competitive information systems.

This year, as a unique complement to the OW2 programming contest, a corporate networking event is organized for sponsors and their guests with the theme: *Open Source, Open for Business*.

The OW2 Corporate Networking Meeting is open by invitation and will include participants from China, Europe and North America. A unique networking opportunity with open source in the background.



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



## Why attend the OW2 Corporate Networking Meeting

- Meet and network with peers and key decision makers in the Chinese open source environment
- Discover the potential of open source and share experience, perspectives and develop opportunities in China
- See the potential of open source in cloud computing, and throughout the whole information system stack.



### Agenda

8:30	Breakfast and networking
9:30	Opening speech
9:45	Open Source Business Drivers
10:15	Coffee break, demos and networking
11:00	Case Study Workshop
12:30	Lunch
14:15	Software Quality Workshop
15:45	Coffee break, demos and networking
16:30	Cloud Computing Workshop
18:00	Concluding session
18:30	Cocktail and Gala dinner

### **Be a Sponsor!**

#### *OW2 Corporate Networking Meeting*

Develop your brand and relationship with the OW2 open source community and ecosystem.

Develop and increase your presence in the global open source middleware and cloudware community.

International sponsors have a unique opportunity for exposure in China's thriving engineering community and commercial software industry.

### Who should attend

- Managers overseeing the integration and implementation of open source software
- Software business development managers
- Open source software stakeholders
- Scholars interested in innovative IT training, research and development



September 21, 2010

### **BeiHang University**

XueYuan Road No.37, HaiDian District, BeiJing,China

#### **The event is supported by:**

BeiHang University

France Telecom  
Bull  
INRIA  
Changfeng  
China Software Testing Center

# Unique Corporate Sponsorship Package at €1,000

Plus additional marketing opportunities

## Your benefits

- ✓ Sponsorship recognition and display of your logo in the event rooms
- ✓ Your own demo pod in the Corporate Networking Meeting coffee break area
- ✓ Your logo and presentation on both Chinese and English event web pages
- ✓ Your brochure in the Corporate Networking Meeting attendee kit
- ✓ Your logo and presentation on the Contest brochure
- ✓ The name of your organization in the Contest Press Releases

The Corporate Sponsorship Package is only 1,000 €

Please note OW2 and the OW2 China Local Chapter are organizing two events in the same week: a Programming Contest for students and the Corporate Networking Meeting for executives. We are offering a single sponsoring package at the nominal cost of €1000 only providing visibility in both events.

## Exclusive additional marketing opportunities

<b>Gala dinner</b> (Corporate Networking Meeting) 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!	€ 1,000
<b>After-dinner party</b> (Corporate Networking Meeting) Enhance your visibility and influence in a social network of your own while your guests unwind after a great day.	€ 850
<b>Conference bag</b> (Corporate Networking Meeting and Award Conference) Turn all Award Conference and Corporate Networking Meeting attendee into branding partners for your company with this useful conference bag.	€ 800
<b>Conference note book</b> (Corporate Networking Meeting and Award Conference) 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.	€ 750
<b>Breakfast</b> (Corporate Networking Meeting) Think how grateful Corporate Networking Meeting attendees will be at this strategic moment of the day. What a unique opportunity to make a successful first impression!	€ 650
<b>Refreshment breaks</b> (Corporate Networking Meeting) 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.	€ 500
<b>Please ask us for customized sponsorship packages</b>	

# OW2 Corporate Networking and Programming Contest 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:

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Representative full name

Position:

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Email:

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Adress:

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Phone:

Fax:

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**Please select your sponsorship contribution**

Please check appropriate boxes

<b>Corporate Sponsorship Package</b>	<b>€ 1,000</b>	<input type="checkbox"/>
<b>Gala dinner</b> (Corporate Networking Meeting)	<b>€ 1,000</b>	<input type="checkbox"/>
<b>After-dinner party</b> (Corporate Networking Meeting and Award Conference)	<b>€ 850</b>	<input type="checkbox"/>
<b>Conference bag</b> (Corporate Networking Meeting and Award Conference)	<b>€ 800</b>	<input type="checkbox"/>
<b>Conference note book</b> (Corporate Networking Meeting and Award Conf.)	<b>€ 750</b>	<input type="checkbox"/>
<b>Breakfast</b> (Corporate Networking Meeting)	<b>€ 650</b>	<input type="checkbox"/>
<b>Refreshment breaks</b> (Corporate Networking Meeting)	<b>€ 500</b>	<input type="checkbox"/>

**Total: €**

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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:**

- **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