

## OW2 PROGRAMMING CONTEST 2010

### *Sponsorship Prospectus*

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

Once again in 2010, OW2 and Scilab are organizing a joint open source programming contest. The purpose of the competition is to develop awareness for the OW2 code base among students and technicians, and to provide an opportunity for contestants to demonstrate their talent in computer programming. What's more, the contest aims at promoting teamwork and the ability of college students in science and technology to study and use OW2 open source projects. Based on principles of "freedom, sharing and creativity", and aiming at improving international communication and cooperation, the competition is overseen by IT professionals and academics from Europe and China.

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



#### **Schedule**

**March 1<sup>st</sup>** Contest Launch

**May 31<sup>th</sup>** Deadline for registration

**Aug 25<sup>th</sup>** Deadline for code submission

**Sep. 15<sup>th</sup>** Contest results announced

**Sep. 24-26** Award conference Ningxia University

#### ***Open Source open for Business*** *Corporate Networking Meeting*

The 2010 Programming Contest will be complemented by a business-oriented networking event in Beijing: "Open Source, Open for Business". A unique opportunity to develop international relationship on this strategic trend. Save the date!

**Sep. 23 OW2 Networking event in Beijing**

# Why sponsor the OW2 Programming Contest

Sponsoring the OW2 programming contest offers a great opportunity for visibility and exposure to the global open source community at competitive and affordable rates.

Reach far and wide with your brand presence: 500 universities' 3000 departments in China plus 50 universities and academia organizations throughout Europe and North and South America

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

Develop and increase your presence amongst the global open source middleware community

Access to some of the best up-and-coming talent in the Chinese academic High Technology community



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

Chinese sponsors will gain exposure across the global open source software engineering community

**What value does your organization place on enhancing its image, prestige and position with over 500 universities?**

**Become a corporate sponsor! Sign-up today!**

## OW2 programming Contest Award Conference

The OW2 Programming Contest 2010 Award Conference will be held in Ningxia University on Sep. 24-26, 2010.



Ningxia University is located in the Xixia District of Yinchuan City. Surrounded by lush lawns and wide lakes, with its magnificent buildings and comprehensive facilities, it provides a beautiful setting for students.



Ningxia University, established in 1958, has experienced almost half a century's development. Ningxia University emphasizes its educational philosophy of "cultivating talents in combination with the spirit of humanities and science", and placing the individual as its highest priority.

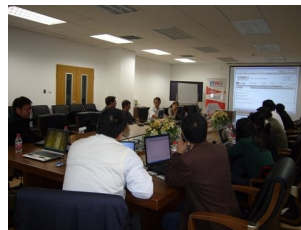
With its wide range of subjects, Ningxia University, enjoys the highest academic prestige in Western China



### ***"Open Source, Open for for Business"***

A special corporate networking event by invitation only.

Along with the programming contest award conference, OW2 will host a corporate event in Beijing. This meeting will be open to the public by invitation and will include participants from China, Europe and North America. A unique networking opportunity with open source in the background.



# Unique Corporate Sponsorship Package at €1000

Plus additional marketing opportunities

## Your benefits

- ✓ Your logo on the OW2 competition poster placed prominently in 3000 academic departments across 500 Chinese universities
- ✓ Your logo and introduction on both Chinese and English Contest websites
- ✓ Your logo and introduction on the Contest brochure.
- ✓ Your logo on the Contest program
- ✓ Your totem displayed at the Award Conference and Business Meeting
- ✓ The name of your organization in Contest Press Releases
- ✓ Sponsorship recognition and display of your totem at the Business Meeting

The Corporate Sponsorship Package is only 1 000 €

## Exclusive additional marketing opportunities

|  |         |
|--|---------|
| <b>Gala dinner</b> (Networking Event)<br>As the sole sponsor, you will partner with us in inviting attendees and your Networking logo will be visible on all Gala Dinner signage. Your <i>welcome speech</i> will make a great impression. | 1 000 € |
| <b>Conference bag</b> (Networking Event and Award Conference)<br>Turn every Award Conference and Business Meeting attendee into branding partners for your company with this convenient conference bag.                                    | 800 €   |
| <b>Conference note book</b> (Networking Event and Award Conference)<br>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>VIP pen</b> (Networking Event and Award Conference)<br>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.                           | 650 €   |
| <b>Refreshment breaks</b> (Networking Event )<br>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 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:

Representative full name

Position:

Email:

Adress:

Phone:

Fax:

## Please select your sponsorship contribution

Please checks appropriate boxes

|   |                |                          |
|---|----------------|--------------------------|
| <b>Corporate Sponsorship Package</b>                                | <b>1,000 €</b> | <input type="checkbox"/> |
| <b>Gala dinner</b> (Networking Event)                               | <b>1,000 €</b> | <input type="checkbox"/> |
| <b>Conference bag</b> (Networking Event and Award Conference)       | <b>800 €</b>   | <input type="checkbox"/> |
| <b>Conference note book</b> (Networking Event and Award Conference) | <b>750 €</b>   | <input type="checkbox"/> |
| <b>VIP pen</b> (Networking Event and Award Conference)              | <b>650 €</b>   | <input type="checkbox"/> |
| <b>Refreshment breaks</b> (Networking Event)                        | <b>500 €</b>   | <input type="checkbox"/> |

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

Print Name: .....

Sponsor signature:

This application form must be returned, duly signed, to OW2 by post mail: Cédric Thomas - OW2 Consortium, c/o Conseil & Management, 112-114 Bd Haussmann, 75008 Paris, France or by fax to: + 33-177 725 763

### Contact person:

- **Catherine Nuel – Catherine.nuel AT ow2.org- Phone : (+33) 6 77 79 59 15 (for Europe)**
- **Cherry Bian - cherry.bian AT ow2.org – Phone : (+86) 531 81753299 (for China).**