

Free and Open Source Software for Geospatial Conference 2009

<http://2009.foss4g.org>



SPONSORSHIP & EXHIBITION PROSPECTUS

20 – 23 October 2009

Sydney Convention & Exhibition Centre

33°53'S
151°10'E

Presented by:



sponsorship & exhibition prospectus

Letter of Invitation from Conference Chair

The local organising committee are delighted to invite you to participate as a valued sponsor or exhibitor at the FOSS4G 2009 Conference to be held at the Sydney Convention and Exhibition Centre from the 20 – 23 October 2009 in Sydney Australia.

The annual Free and Open Source Software for Geospatial (FOSS4G) Conference brings together the people who create, use, and support open source spatial software. No other event brings together members of the open source development, open data creation, and open standards promotion communities like FOSS4G.

The Conference will be hosted by the Open Source Geospatial Foundation's (OSGeo) Australian/New Zealand chapter. FOSS4G's 2009 theme of 'User Driven' aims to highlight the Spatial industry's movement toward Open Standards and Open Source, show off the best Open Source tools being developed, and address the practicalities involved in deploying these technologies. The 2009 Conference will be the fourth OSGeo Conference, each year the number of delegates has been growing so we highly anticipate that this momentum will be strongly evident for the 2009 Conference in Sydney.

We are certain the sponsorship and exhibition packages that are now available will provide your organisation with unparalleled opportunities at all levels for local, national and international exposure whilst strengthening your brand within the Open Source Geospatial Software Industry.

Your organisation's alignment with the comprehensive program is the perfect opportunity to deliver a clear message of your commitment to the industry.

We strongly encourage you to consider the packages on offer at the FOSS4G 2009 Conference.

We look forward to welcoming you to Sydney 2009.

Cameron Shorter
FOSS4G 2009 Conference Chair



Sponsorship at a Glance

Sponsorship Package	Number available	Cost AU\$ <i>(incl GST)</i>
Premier Sponsor (Name badges)	1	\$50,000
Platinum Sponsor (Luncheon)	3	\$32,000
Gold Sponsor	Unlimited	\$15,000
Silver Sponsor	Unlimited	\$6,000
Bronze Sponsor	Unlimited	\$1,000
Conference Dinner Sponsor	1	\$4,000
Charging Station Sponsor	1	\$4,000
Satchel Sponsor	1	\$4,000
Climate Challenge Integration Plugfest (CCIP) Sponsor	8	\$4,000
Program Book Sponsor	1	\$4,000
Session Sponsor		\$2,000
Code Sprint Sponsor	1	\$2,000
Tutorial Sponsor		\$2,000
Writing Pens Sponsor	1	\$2,000
Writing Pads Sponsor	1	\$2,000
Satchel Insert		\$500
Program Book Advertising		From \$300
Exhibition	32	From \$2500

introduction

Conference Aims and Objectives

The aim of FOSS4G 2009 is to bring together and showcase the projects, products and ideas from the Open Source Geospatial Software Industry. The Conference has been tracking the changing Geospatial Industry.

- Firstly the 2009 Conference will cater for the traditional Geographic Information Systems (GIS) industry that is built around the needs of Governments, large enterprises and local and internal NGO'S.
- Secondly the Conference will cater for projects, products and protocols that provide location based services to the mass consumer market such as navigation using mobile phones social networking applications with a geographic component.

Conference Program

A comprehensive and stimulating technical Conference Program is currently being developed to cover a wide range of topics relevant to the FOSS4G 2009 Conference.

Please visit <http://2009.foss4g.org/> for regular program updates.

Delegate Profile

The Organising Committee anticipates that over 500 delegates from 40 countries will be in attendance at the FOSS4G 2009 Conference.

FOSS4G is attended by a very wide range of geospatial professionals:

- Geospatial technical opinion leaders
- Developers of geospatial softwares (exploring new tools and techniques for building spatial applications)
- Managers interested in how open source is being put to practical use around the world
- Companies looking to connect with open source communities and align their development with open source trends
- Users of geospatial softwares seeking a more collaborative relationship with their tools and the people who make them

535 attendees from over 40 countries in Lausanne, Switzerland, in 2006

721 attendees from over 40 countries in Victoria, Canada, in 2007

550 attendees from over 40 countries in Cape Town, South Africa, in 2008

Why you should participate...

The FOSS4G 2009 Conference will provide an unparalleled opportunity for you to target opinion leaders, developers, managers, companies looking to connect, and geospatial users.

No other Conference can provide your organisation with marketing opportunities including local, national and international exposure that is certain to extend well beyond the Conference itself.

Sponsorship Benefits include:

- Obtaining direct access to potential clients during and after the event
- Opportunities to engage a premium audience of key industry stakeholders and potential clients
- A demonstrated strength of your corporate brand, products and services
- Network and build relationships
- Promote your products and services
- Share information at a global level
- Gain exposure to international knowledge and professional development
- Target market comes to you!

Important Dates for Early Exposure

Registration opens for Conference & Workshops: April 2009

Abstract cut off date: June 2009

Early registration cut off date: July 2009

introduction

Organising Committee

Local Committee

- Cameron Shorter, LISAsoft, Sydney (**Chair**)
- Tim Bowden, Mapforge
- Shoaib Burq, Geoscience Australia
- Bruce Bannerman, Department of Primary Industries, Victoria
- Ben Searle, Office of Spatial Data Management
- Markus Lupp, lat/lon
- Simon Hope: ESRI Australia, Melbourne, Victoria
- Harley Prowse, Geographic Business Solutions Ltd, Auckland, New Zealand
- Dave Patton: Consultant, and the Degree Confluence Project, Victoria, BC, Canada (Treasurer)
- Jody Garnett LISAsoft, Sydney

OSGeo Representatives

- Jeff McKenna, OSGeo Conference Committee Chair
- Paul Ramsey, OSGeo Board Representative
- Tyler Mitchell, OSGeo Executive Director

The Venue

Sydney is known for its harbour lifestyle, fantastic beaches and good weather - all contributing to a relaxed environment that permeates the city and its visitors. The Conference will be held at the Sydney Convention and Exhibition Centre. This large purpose-built facility is nestled on the shores of Darling Harbour has magnificent views of the city and is only a short walk to several attractions.

Sponsorship Summary

The Conference is a unique marketing opportunity, and we are confident your involvement either as a sponsor or within the exhibition will provide your company with exceptional industry rewards.

We want to help you achieve your objectives and service your customer groups. The Conference Managers have a team ready to assist you to deliver creative ways in which to integrate your marketing strategies into your sponsorship and exhibition investments to promote long-term brand loyalty.

Contact the Conference Managers now to further discuss how we can assist you to maximise your involvement.

Conference Managers

Tour Hosts Pty Limited has been appointed as the official PCO (Professional Conference Organiser). Tour Hosts brings over 32 years experience in the management and promotion of Conferences, exhibitions and special events. The company has an excellent track record and looks forward to maximising the benefits of your sponsorship and exhibition presence at FOSS4G 2009.

Sponsorship & Exhibition Sales Executive FOSS4G Conference 2009 c/- Tour Hosts Pty Ltd

Address: GPO Box 128
SYDNEY NSW 2001
AUSTRALIA

Tel: 61 2 9265 0700

Fax: 61 2 9267 5443

Email: foss4g2009@tourhosts.com.au

Website: <http://2009.foss4g.org/>

All information and ideas contained in this document are confidential to Tour Hosts Pty Limited ABN 28 000 386 676. Exploitation or use of any of the materials or ideas contained in this document, without the prior written consent of Tour Hosts Pty Limited, may result in legal action being taken against those parties in breach of the confidentiality in which this document has been prepared, written and submitted.

Marketing and Public Relations

A detailed and comprehensive marketing strategy has been put in place combining direct mail, internet marketing, media exposure, public relations and promotional activities.

We welcome you to contact our Sponsorship and Exhibition Department to discover the many additional ways that we can maximise the return on your investment.

sponsorship packages

Premier Sponsor

AU\$50,000

Maximum of one

We view our Premier Sponsor as our partner in the successful execution of the Conference and will work alongside you to provide opportunities to promote your organisation through the prelude and during the Conference.

This is a unique marketing opportunity and we are confident your participation in this prestigious event at this level will provide your company with exceptional commercial rewards.

As the Premier Sponsor of this Conference, your company will benefit from the highest level of exposure and representation with the following entitlements:

- Recognition as the Premier Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Premier Sponsor (with organisation logo) on the home and sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgment as the Premier Sponsor on the official sponsorship acknowledgement board onsite
- Verbal acknowledgement as Premier Sponsor during the Opening Session
- Company signage (to be supplied by Sponsor) may be displayed in the Plenary Room for the duration of the Conference (maximum size 2m high x 1m wide)
- Conference gift may be given to all delegates on behalf of Principal Sponsor (sponsor to provide)
- Full delegate list including full name, organisation and email address supplied prior to Conference**
- Full page advertising space (colour) on the back cover of the Conference Program Book (artwork to be supplied by sponsor)
- Logo and 200 word profile in the Conference Program Book
- Four (4) Conference delegate registrations
- One (1) complimentary 3 x 3m exhibition booth located in a prominent position within the Exhibition area
- One (1) Exhibitor Registration
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegates' satchels (sponsor to supply material)
- Display of organisation logo on the inside cover of the Conference Program Book
- Use of the Conference logo until end of October 2009

In addition to the package outlined above, the Premier Sponsor will receive the following additional exposure:

Name badges

To gain access to the Conference all delegates are required to wear the official Conference name badge. This is an opportunity to have your company logo printed on all name badges alongside the Conference logo (mono) and gain great exposure throughout the Conference.

**Exposure in Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

*** This list will be provided prior to the Conference. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*

sponsorship packages

Platinum Sponsor

AU\$32,000

Maximum of three

As one of the Platinum Sponsors, your organisation will enjoy an excellent level of exposure. We view the Platinum Sponsors as our partners in the successful execution of the Conference and will work alongside you to provide opportunities to promote your company.

As a Platinum Sponsor, your organisation will receive considerable exposure and recognition through the following benefits:

- Recognition as a Platinum Sponsor (with organisation logo) on all printed Conference material*
- Recognition as a Platinum Sponsor (with organisation logo) on the home and sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgment as a Platinum Sponsor on the official sponsorship acknowledgement board onsite
- Verbal acknowledgement as a Platinum Sponsor during the Opening Ceremony
- Full delegate list including full name, organisation and email address supplied prior to Conference**
- Full page advertising space (mono) in the Conference Program Book (artwork to be supplied by sponsor)
- Logo and 150 word profile in the Conference Program Book
- Three (3) Conference delegate registrations
- One (1) complimentary 3 x 2m exhibition booth space located in a prominent position within the Exhibition area
- One (1) Exhibitor Registration
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegates' satchels (sponsor to supply material)
- Display of organisation logo on the inside cover of the Conference Program Book
- Use of the Conference logo until end of October 2009.

In addition to the above entitlements each Platinum Sponsor will have the opportunity to increase their exposure by sponsoring one daily luncheon break.

Entitlements include:

- Company corporate literature may be displayed on the refreshment stations during the sponsored break(sponsor to supply)
- The sponsor may provide a freestanding banner which will be positioned in the luncheon break area during the sponsored break (maximum size 2m high x 1m wide)
- Small table signs featuring the company logo displayed on the refreshment stations during the sponsored break
- Verbal acknowledgement by Conference chairperson at the sessions directly before and after the sponsored break

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sponsorship packages

Gold Sponsor

AU\$15,000

Unlimited

As one of the Gold Sponsors, your organisation will enjoy an excellent level of exposure. Your organisation will receive considerable exposure and recognition through the following benefits:

- Recognition as a Gold Sponsor (with organisation logo) on all printed Conference material*
- Recognition as a Gold Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgment as a Gold Sponsor on the official sponsorship acknowledgement board onsite
- Acknowledged as a Gold Sponsor during the Opening Ceremony
- Two (2) Conference delegate registrations
- Full delegate list including full name, organisation and email address supplied prior to Conference**
- Half page advertising space (mono) in the Conference Program Book (artwork to be supplied by sponsor)
- Logo and 100 word profile in the Conference Program Book
- Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (sponsor to supply material)
- Display of organisation logo on the inside cover of the Conference Program Book
- Use of the Conference logo until end of October 2009

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sponsorship packages

Silver Sponsor

AU\$6,000

Unlimited

As a Silver Sponsor, your organisation will enjoy a strong alignment with the Conference through the many opportunities for branding and exposure, prior to, during and after the Conference.

As a Silver Sponsor of this Conference, your company will receive considerable exposure and recognition through the following benefits:

- Recognition as a Silver Sponsor (with organisation logo) on all printed Conference material*
- Recognition as a Silver Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgment as a Silver Sponsor on the official sponsorship acknowledgement board onsite
- Logo and 50 word profile in the Conference Program Book
- Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (sponsor to supply material)
- Display of organisation logo on the inside cover of the Conference Program Book
- Use of the Conference logo until end of October 2009

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Bronze Sponsor

AU\$1,000

Unlimited

As a Bronze Sponsor of this Conference, your company will receive exposure and recognition through the following benefits:

- Recognition as Bronze Sponsor (with organisation logo) on all printed Conference material*
- Recognition as a Bronze Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgment as Bronze Sponsor on the official sponsorship acknowledgement board onsite
- Display of organisation logo on the inside cover of the Conference Program Book
- Use of the Conference logo until end of October 2009

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sponsorship packages

Conference Dinner Sponsor

AU\$4,000

Maximum of one

Impress all delegates, VIPs, speakers, exhibitors, and accompanying persons with your hospitality at the social function of the Conference. The Conference Dinner is an excellent opportunity to make a strong, initial impact and lasting impression on all delegates. The Conference Dinner will be held on Thursday 22 October 2009 and is an essential networking opportunity for all attendees.

Please note this is an optional event for delegates.

Entitlements:

- Recognition as the Conference Dinner Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Conference Dinner Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgment as the Conference Dinner Sponsor on the official sponsorship acknowledgement board onsite
- The sponsor may provide a freestanding banner which will be positioned in a prominent location at the Conference Dinner (maximum size 2m high x 1m wide)
- Company logo displayed on the table signs at the Conference Dinner
- Company logo will be printed on all Conference Dinner tickets
- One (1) complimentary ticket to attend the Conference Dinner
- Opportunity to provide corporate merchandise on tables at Conference Dinner (sponsor to provide merchandise)
- Display of organisation logo on the inside cover of the Conference Program Book
- Use of the Conference logo until end of October 2009

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sponsorship packages

Charging Station Sponsor

AU\$4,000

Maximum of one

Delegates will be able to use the charging station to plug in their laptops as well as connect to the internet (for those laptops without wireless capabilities) within the Exhibition area.

Entitlements:

- Recognition as the Charging Station Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Charging Station Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgment as the Charging Station Sponsor on the official sponsorship acknowledgement board onsite
- Company corporate literature may be displayed at the Charging Station (sponsor to supply)
- Small table signs featuring the company name and logo displayed at the Charging Station
- The sponsor may provide a freestanding banner which will be positioned at the Charging Station (maximum size 2m high x 1m wide)
- Display of organisation logo on the inside cover of the Conference Program Book
- Use of the Conference logo until end of October 2009

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Conference Satchel Sponsor

AU\$4,000

Maximum of one

Your company logo will feature on one side of the Conference satchel bag, which contains the official Conference material distributed to all the delegates, speakers, exhibitors and VIP guests, providing direct and constant exposure throughout and after the Conference.

Entitlements:

- Recognition as the Conference Satchel Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Conference Satchel Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgment as the Conference Satchel Sponsor on the official sponsorship acknowledgement board onsite
- Sponsor logo printed on the Conference satchel along side the Conference logo
- Company brochure (maximum 4 x A4 pages) to be inserted in all delegates' satchels (sponsor to supply material)
- Display of organisation logo on the inside cover of the Conference Program Book
- Use of the Conference logo until end of October 2009

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sponsorship packages

Climate Challenge Integration Plugfest (CCIP)

AU\$4,000

Maximum of eight

The Climate Challenge Integration Plugfest (CCIP) demonstrates standards based interoperability between geospatial applications based on a Climate Change scenario. It consists of a server with multiple virtual machines, each installed with geospatial applications offering standards based web services. All web services will demonstrate a common dataset, and will be accessed by a range of geospatial client applications installed on client computers.

The CCIP is designed to be easily rolled out at conferences, testbeds and other events around the world, and will be launched at the FOSS4G 2009 Conference. FOSS4G presentations, tutorials and workshops will be encouraged to use CCIP infrastructure and scenarios from where appropriate.

Exhibitors will install their OGC standards based software into a virtual machine on the CCIP server, or link into the CCIP server from client computers around the conference.

All sponsored applications, configured to support the CCIP scenario, will be incorporated into a scenario presentation from the OGC, and exhibitors will be able to demonstrate their applications integrating with other applications during the conference.

Each exhibitor will be displayed on an architecture diagram of the entire CCIP, indicating where their application fits in the architecture, and what components it interacts with.

Entitlements:

- Recognition as CCIP Sponsor (with organisation logo) on all printed Conference material*
- Recognition as CCIP Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgment as CCIP Sponsor on the official sponsorship acknowledgement board onsite
- Acknowledgment as CCIP Sponsor in the welcome address of the opening session onsite
- Display of organisations logo on CCIP signage
- Display of organisation logo on the inside cover of the Conference Program Book
- Use of the Conference logo until end of October 2009

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sponsorship packages

Conference Program Book Sponsor

AU\$4,000

Maximum of one

All delegates will receive a Conference Program Book which will include information covering the Sessions, Workshops, Technical and Social Program. This publication will be a valuable reference tool used by delegates during and after the Conference.

The sponsoring company will receive the following entitlements and benefits:

- Recognition as the Conference Program Book Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Conference Program Book Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgment as the Conference Program Book Sponsor on the official sponsorship acknowledgement board onsite
- Company logo printed on the cover of the Conference Program Book alongside the Conference logo.
- Full page colour advertising space in the Conference Program Book (artwork to be supplied by the sponsor)
- Display of organisation logo on the inside cover of the Conference Program Book
- Use of the Conference logo until end of October 2009

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Session Sponsor

AU\$2,000

A major highlight of the Conference Program is sessions presented by renowned international and national speakers. Due to the popularity of these sessions your company should not miss the opportunity to gain premium and concentrated levels of exposure.

Entitlements:

- Recognition as a Session Sponsor (with organisation logo) on all printed Conference material*
- Recognition as a Session Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgment as a Session Sponsor on the official sponsorship acknowledgement board onsite
- Your organisation logo will be displayed on the projection screen in the session room prior to and at the conclusion of the sponsored session
- Opportunity to place one free standing banner within the session room during the sponsored session (maximum size 2m high x 1m wide)
- Two (two) complimentary passes for nominated guests to attend the sponsored session (these passes are for the sponsored session only, attendance to other sessions is not included)
- Display of organisation logo on the inside cover of the Conference Program Book
- Use of the Conference logo until end of October 2009

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sponsorship packages

Code Sprint Sponsor

AU\$2,000

Maximum of one

The code sprint remains a consistent part of FOSS4G, providing an opportunity for open source project developers to come together and tackle targeted issues head on. The event attracts the key project contributors and as such provides an opportunity to expose your brand to this influential audience.

- Recognition as the Code Sprint Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Code Sprint Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgment as the Code Sprint Sponsor on the official sponsorship acknowledgement board onsite
- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the code sprint venue (maximum size 2m high x 1m wide)
- Display of organisation logo on the inside cover of the Conference Program Book
- Use of the Conference logo until end of October 2009

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Tutorial Sponsor

AU\$2,000

Sponsoring a tutorial at FOSS4G 2009 Conference conveys a clear message to delegates of your commitment to the industry. Tutorials at FOSS4G provide regular attendees the opportunity to explore one topic in detail, often in a hands on setting.

Entitlements:

- Recognition as a Tutorial Sponsor (with organisation logo) on all printed Conference material*
- Recognition as a Tutorial Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgment as a Tutorial Sponsor on the official sponsorship acknowledgement board onsite
- Display of organisation logo on the inside cover of the Conference Program Book
- Use of the Conference logo until end of October 2009

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sponsorship packages

Writing Pens Sponsor

AU\$2,000

Maximum of one

This is an opportunity to provide each delegate with your branded writing pens in the Conference Satchel, providing your organisation with exposure that exceeds the duration of the Conference.

Please note this is an in-kind sponsorship package therefore writing pens are to be supplied by the sponsor.

Entitlements:

- Recognition as the Writing Pens Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Writing Pens Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgment as the Writing Pens Sponsor on the official sponsorship acknowledgement board onsite
- Writing pens provided by the sponsor will be included in all delegate satchels
- Display of organisation logo on the inside cover of the Conference Program Book
- Use of the Conference logo until end of October 2009

**Exposure in Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure please confirm your participation by the earliest date possible.*

Writing Pads Sponsor

AU\$2,000

Maximum of one

This is an opportunity to provide each delegate with your branded writing pads in the Conference Satchel, providing your organisation with exposure that exceeds the duration of the Conference.

Please note this is an in-kind sponsorship package therefore writing pads are to be supplied by the sponsor.

Entitlements:

- Recognition as the Writing Pads Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Writing Pads Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page
- Acknowledgment as the Writing Pads Sponsor on the official sponsorship acknowledgement board onsite
- Writing pads provided by the sponsor will be included in all delegate satchels
- Display of organisation logo on the inside cover of the Conference Program Book
- Use of the Conference logo until end of October 2009

**Exposure in Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure please confirm your participation by the earliest date possible.*

Promotional Opportunities

These cost-effective advertising opportunities will communicate your corporate message direct to your target audience.

Satchel Insert – print material **AU\$500**

Your company may provide promotional material which will be inserted in the Conference delegate satchels.

Size: companies may provide a DL size brochure, an A4 flyer or A4 size booklet of no more than four single pages in length.

Delivery address details and instructions together with quantities required will be provided one month prior to the Conference.

Advertising – Conference Program Book

The Conference Program Book will be a valuable reference tool for delegates during and after the Conference.

Full page (mono) \$500 *Bookings close: 21 August 2009*

Half page (mono) \$300 *Bookings close: 21 August 2009*



Exhibition hall view

sponsorship packages summary

Summary

We want to help you achieve your business objectives and reach your target market.

The packages listed in this document may be tailored to your specific marketing needs as well as new ideas incorporated into the available options.

If you would like to suggest other ways in which your company would like to be involved with the Conference, please do not hesitate to contact the Conference Sponsorship & Exhibition Sales Executive.

For enquiries contact:

Sponsorship & Exhibition Sales Executive
FOSS4G 2009 Conference
c/- Tour Hosts Pty Limited

Address: GPO Box 128
 SYDNEY NSW 2001
 AUSTRALIA

Tel: 61 2 9265 0700

Fax: 61 2 9267 5443

Email: foss4g2009@tourhosts.com.au

Website: <http://2009.foss4g.org/>



Tour Hosts
Sponsorship & Exhibition

Sponsorship Guidelines

Sponsorship monies will facilitate the successful planning and promotion of the Conference in addition to subsidising the cost of management, communication, invited speakers, program and publications. Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the Conference.

Event Logo

The Conference logo is available for sponsors to use in their own promotions, however all use must follow the strict guidelines as set out by the Conference Managers and is subject to approval. All artwork and printing must be sighted and approved by the Organising Committee prior to production.

Sponsors Schedule

A schedule will be provided to all sponsors prior to the event. The schedule will include details specifically relating to each individual sponsor's package and their individual entitlements.

Hospitality

It would be appreciated if companies organising separate social functions for participating delegates could ensure their events are not held at the same time as scheduled Conference social functions. Event dates will be available to sponsors before the Conference to assist sponsors in their own marketing and social planning. Should you need assistance in planning your social function, please do not hesitate to contact the Conference Managers who will be able to assist you in all areas of event management.

Exposure in Conference publications

* Exposure in Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.

Delegate List

** Only the Major Sponsors will receive a copy of the Delegate List. This list will be provided at prior to the Conference. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.

exhibition

Exhibition Area

The Exhibition area for FOSS4G 2009 will provide organisations with the opportunity to showcase their products and services associated with free and open source software. The Exhibition has been designed to provide the best possible promotional opportunities to participating organisations, with refreshment breaks being served in the area, the Exhibition will create an unparalleled opportunity to promote your products and services to delegates.

Space is limited so to secure your booking and avoid disappointment contact the Conference Managers as soon as possible.

Benefits of Participating:

- Build new and strengthen existing relationships
- Meet the decision makers and do business face to face
- Raise your company profile and position your company as a leader within the field
- Showcase your products and services to up to 500 delegates in your target market
- Organisations will receive a high level of visibility through the official website and Conference marketing materials. Many other opportunities will be available leading up to the event
- All refreshment breaks and lunches will be served in and around the Exhibition areas in order to maximise "booth traffic" including exhibit hours structured around the program

Exhibition Stand Details:

Shell Scheme Stand Package 3m x 3m	A\$3,500 (includes 10% GST)
Shell Scheme Stand Package 3m x 2m	A\$3,000 (includes 10% GST)
Shell Scheme Stand Package 3m x 1m	A\$2,500 (includes 10% GST)

Each Shell Scheme stand package includes the following:

- White panels 2.4m high
- Company name on fascia board
- Two (2) x 120w spotlights
- One (1) x 4amp power point

All participating companies will receive:

- A comprehensive Exhibition Manual which will be available 3 months prior to the Conference
- Company name will feature on the List of Exhibitors which will appear on the Sponsors and Exhibitors section of the Conference website
- Recognition as an Exhibitor (with company name) in the Program Book together with a 25 word 'company profile'

Additional furniture, including computer hire, may be arranged through the Conference Managers, at an additional charge.



Diagram of a single or double 3m x 3m shell scheme booth package

exhibition

Complimentary Exhibitor Registrations

One (1) Exhibitor Pass will be issued per booth and will entitle each holder to:

- Access to the Exhibition area
- Lunch, Morning and Afternoon Refreshment Breaks
- Conference Satchel including all Conference documentation

Additional Exhibitor Passes

Additional passes are available for purchase from the Conference Managers at \$350 per person and will provide the following:

- Lunch, Morning and Afternoon Refreshment Breaks

Attendance to sessions is **not** included in the Exhibitor registrations or additional passes. Staff wishing to attend sessions, must register as a Conference Delegate and pay the appropriate registration fee. Please refer to the website for more information.

To Register for your Pass

Exhibitors will be provided with a link to an online registration form in order to apply for their complimentary and additional staff passes.

Preliminary Exhibition Timetable

Day	Time	Activity
Tuesday 20 October 2009	1300 – 1800	Exhibitor move-in and set-up
Wednesday 21 October	0830 – 1730	Exhibition Open
Thursday 22 October	0830 – 1730	Exhibition Open
Friday 23 October	0830 – 1430 1430 – 1600	Exhibition open Exhibitor move-out

Note: this is a preliminary schedule and is subject to change.

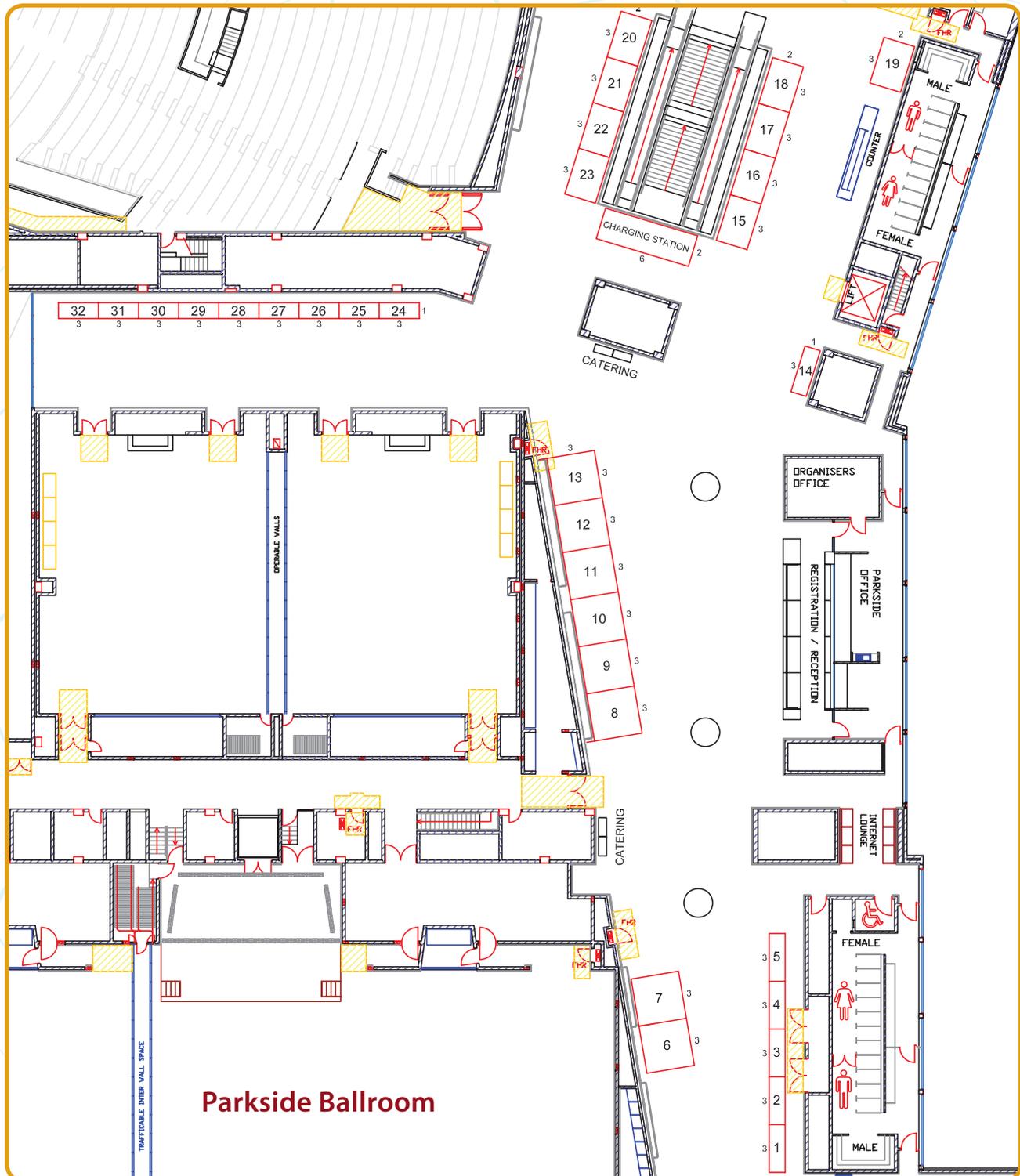
Public and Product Liability Insurance

It is a requirement of the Conference Managers and the venue that all exhibitors have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of A\$10,000,000 or above. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand. Exhibitors are required to submit their public liability insurance certificate along with their booking form. To assist you in locating your certificate within your organisation – it can often be found with the accounts / finance departments and is also often referred to as 'Broadform'.

To confirm your participation in the Exhibition Area, complete the attached Sponsorship and Exhibition Booking form and return to the Conference Managers. A confirmation letter and tax invoice will be provided to confirm your booking.

sponsorship & exhibition prospectus

Exhibition Floor Plan



To book your selected sponsorship package and/or Exhibition booth(s) please complete the next two pages and return with your deposit to the following address:

**FOSS4G 2009 Conference Organisers
Sponsorship & Exhibition Sales Executive
c/- Tour Hosts Pty Limited**

Address: GPO Box 128 SYDNEY NSW 2001, AUSTRALIA
Tel: 61 2 9265 0700
Fax: 61 2 9267 5443
Email: foss4g2009@tourhosts.com.au



Sponsorship & Exhibition Booking Form

A. SPONSORSHIP PACKAGE REQUEST

COST A\$

1	<input type="text"/>	<input type="text"/>
2	<input type="text"/>	<input type="text"/>

B. EXHIBITION BOOTH REQUESTED

Please reserve the following booth type (please tick):

3m x 3m (9sqm) booth	A\$3500	<input type="checkbox"/>
3m x 2m (6sqm) booth	A\$3000	<input type="checkbox"/>
3m x 1m (3sqm) booth	A\$2500	<input type="checkbox"/>

Booth Position (refer to floor plan)

1st choice:	<input type="text"/>
2nd choice:	<input type="text"/>
3rd choice:	<input type="text"/>
Number of booths required:	<input type="text"/>

AMOUNT PAYABLE (A & B)	A\$	<input type="text"/>
50% deposit payable 30 days from date of invoice (<i>incl. GST</i>)		
(<i>Balance due: 17 July 2009</i>)	A\$	<input type="text"/>

Organisation name (for marketing purposes):	<input type="text"/>			
Organisation name (for invoicing purposes):	<input type="text"/>			
Address:	<input type="text"/>	City:	<input type="text"/>	
State:	<input type="text"/>	Post Code:	<input type="text"/>	
		Country:	<input type="text"/>	
Authorised by:	<input type="text"/>	Signature:	<input type="text"/>	
		Date:	<input type="text" value="DD/MM/YYYY"/>	
Sponsor / Exhibitor Contact:	<input type="text"/>		Position:	<input type="text"/>
Tel:	<input type="text"/>	Fax:	<input type="text"/>	
Email:	<input type="text"/>	Website:	<input type="text"/>	

PAYMENT DETAILS (please tick)

We wish to pay via company cheque. Note all cheques must be made payable to: FOSS4G Conference 2009, and must be drawn on an Australian bank, and should be forwarded to the Conference Managers at the above address.

We wish to pay via EFT. Bank details will be provided by the Conference Managers with your tax invoice

MasterCard VISA AMERICAN EXPRESS DINERS

Credit Card Number	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Expiry Date	<input type="text" value="DD/MM/YYYY"/>				
Name on Card	<input type="text"/>				Cardholder Signature	<input type="text"/>					
					Amount to charge AU\$	<input type="text"/>					

Please note the balance amount is due on 17 July 2009. Please indicate if you authorised the balance amount to be deducted from the card above on 17 July 2009.

payment conditions

Sponsorship Booking & Payment Conditions

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Conference and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The Conference reserves the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST
2. Sponsorship will be allocated only on receipt of signed Sponsorship Booking Form. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by **17 July 2009**. Applications received after **17 July 2009** must include full payment.
3. **All monies are payable in Australian dollars.** Cheques should be made payable to the **FOSS4G Conference 2009** and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the Conference Managers prior to the event. No company will be listed as a Sponsor in any Conference material until full payment and a booking form have been received by the Conference Managers.
5. **Cancellation Policy:** In the event of cancellation, a service fee of 50% of the total fees applies for cancellations prior to **20 April**. No refunds will be made for cancellations after this date. After sponsorship has been confirmed and accepted, a reduction in sponsorship is considered a cancellation and will be governed by the above cancellation policy.
6. All invoices will be issued in Australian Dollars.
7. No Sponsor shall assign, sublet or apportion the whole or any part of their sponsorship package except upon prior written consent of the Conference Managers.
8. Sponsorship monies will facilitate towards the successful planning and promotion of the Conference in addition to subsidising the cost of management, communication, invited speakers, program and publications. Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the Conference.
9. Privacy Statement – **YES I consent** to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by Tour Hosts Pty Limited.

NO, I do not consent.

Yes, I have read and agree to the conditions of sale above

Authorised by:

Date:

Exhibition Booking & Payment Conditions

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Conference Managers and all prices in this document are inclusive of the GST. GST is calculated at date of publication. The Conference reserves the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST
2. Exhibition space will be allocated only on receipt of signed Booking Forms. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by **17 July 2009**. Applications received after **17 July 2009** must include full payment.
3. **All monies are payable in Australian dollars.** Cheques should be made payable to the **FOSS4G Conference 2009** and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the Conference Managers prior to the event. No exhibitor will be allowed to neither begin move-in operations nor be listed as an exhibitor in the on-site publications until full payment and a booking form have been received by the Conference Managers.
5. Public and Liability insurance to a minimum of AU\$10,000,000 must be taken out by each exhibitor at their own expense. A copy of the company's public liability certificate must be submitted to the Conference Managers at the time of submitting their lodging booking form or by no later than **17 July 2009**.
6. **Cancellation Policy:** In the event of cancellation, a service fee of AU\$1,000.00 applies (per booth booking) to cancellations on or before **20 April**. No refunds will be made for cancellations after this date. After space has been confirmed and accepted, a reduction in space is considered a cancellation and will be governed by the above cancellation policy. Reduction in space can result in relocation of exhibit space at the discretion of the Conference Managers. Any space not claimed and occupied before 9.00am on 21 October 2009 will be reassigned without refund.
7. All invoices will be issued in Australian Dollars.
8. The Conference Managers reserve the right to rearrange the floor plan and / or relocate any exhibit without notice. The Conference Managers will not discount or refund for any facilities not used or required.
9. No exhibitor shall assign, sublet or apportion the whole or any part of their booked space except upon prior written consent of the Conference Managers.
10. Privacy Statement – **YES I consent** to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by Tour Hosts Pty Limited.

NO, I do not consent.

Yes, I have read and agree to the conditions of sale above

Authorised by:

Date: