

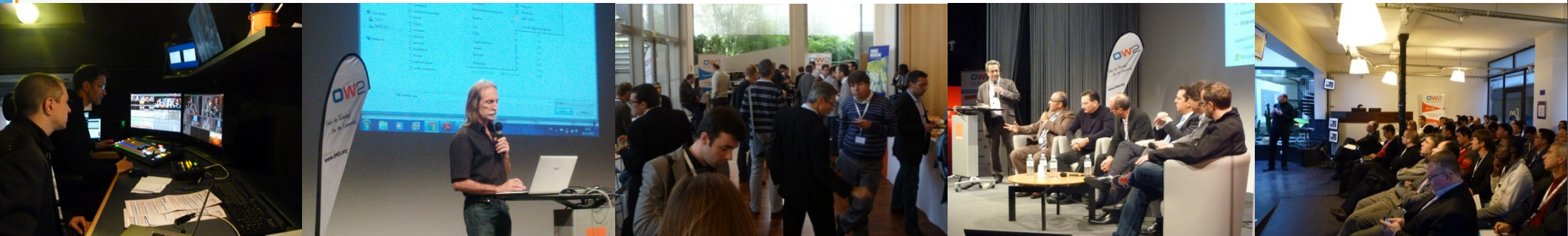
OW2 Annual Conference

12-14 November, 2013

Orange Labs' Innovation Gardens
Paris, France



Presentation and Sponsorship Opportunities



Open Source Innovation: The Way Forward

Founded in 2007, OW2 ranks among the top 5 independent open source organizations in the world.

Contributing to initiatives focused on Open Source Cloudware and the Future Internet and in collaborative projects such as CompatibleOne, CONTRAIL, CHOReOS, OCEAN, RISCOSS, OpenCloudware and Xlcloud, OW2 is at the forefront of open source innovation in cloud computing.

The central theme of OW2con'13 is a testimonial to open source as a seamless mechanism for collaborative innovation in software. No cumbersome IP negotiations, no costly contracts, the rules of engagement are defined by the license attached to the code. Leveraging open source to accelerate collaborative innovation is definitely the way forward, as demonstrated by OW2 through its ongoing involvement in complex collaborative projects and support for innovative cloud computing projects

OW2con'13 is the fifth Annual Conference of the OW2 community and all those with an interest in state-of-the-art independent open source software engineering and cloud computing technologies. And, once again, it is both a technical and a social event.

Welcome to OW2con'13!



OW2con'13 Highlights

This year's conference programme will allow more time for panel discussions, thereby opening up speakers profiles to include professional end-users, other communities and IT specialists.

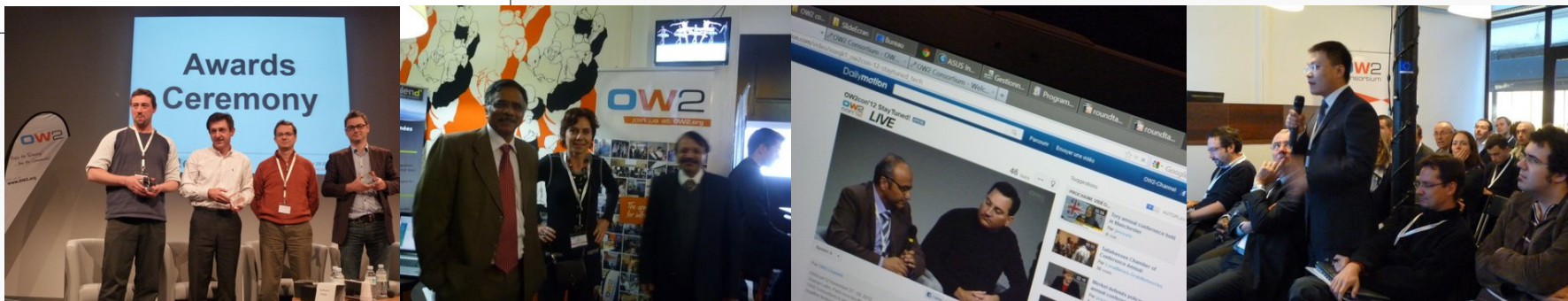
The event will cover a wide range of hot topics, including middleware technologies, Business Intelligence, Big Data, security, mobility and open cloud computing. It will also provide ample opportunities to socialize with open source professionals in an informal atmosphere at a landmark venue.

OW2con'13 brings visibility to OW2 members, their technologies, their initiatives and collaborative projects.

12-14 November, 2013

Save the date!

- **Workshop and Convention Day:** CHOReOS, RISCOSS, OpenCloudware, OCEAN **NEW**
- **Video Capture and Live Streaming** of all sessions
- OW2 Project **Awards**
- OW2 Project **Spotlights**
- Open Source **Cloud Computing**
- **Quality** in Open Source
- OW2 Project **Success Stories**
- Special workshop on the **Future Internet** **NEW**
- **And the now legendary OW2 Free Beer Party!**



OW2con'13 Programme*

Overview



OW2con offers three days of high level technical presentations and a unique opportunity to meet with peers and network with the international open source community at large.

November 12 Workshops and Conventions

**OW2 Board
of Directors**

**RISCOSS
Project
Convention**

Lunch Break

Open Source
Cloudware initiative
(OSCi)
Convention
OpenCloudware
and **OCEAN**
Projects

CHOReOS
Project and
Future Internet
Initiative
(FIssi)
Workshop

**Technology Council
Meeting**

November 13 Conference

**Opening Session
Invited Keynotes**

OW2 Project Success Stories

**Panel: Benefits and Challenges of Integrating
Open Source Components.**

Free Lunch Party and Demo Session

OW2 Project Spotlight

**Project Award Ceremony
and... Free Beer Party!**

Sponsor Demos

Sponsor Demos

November 14 Conference

Invited Keynotes

Panel: Hybrid Clouds, Best of Both Worlds?

Open Source Software Quality

Data on Clouds

Sponsor Demos

Sponsor Demos

Closing Session

* Provisional Programme



OW2con'13, 12-14 November, 2013, Orange Labs' Innovation Gardens, Paris



OW2con'13 Venue

Orange will host OW2con'13
in the prestigious
Orange Labs' Innovation Gardens

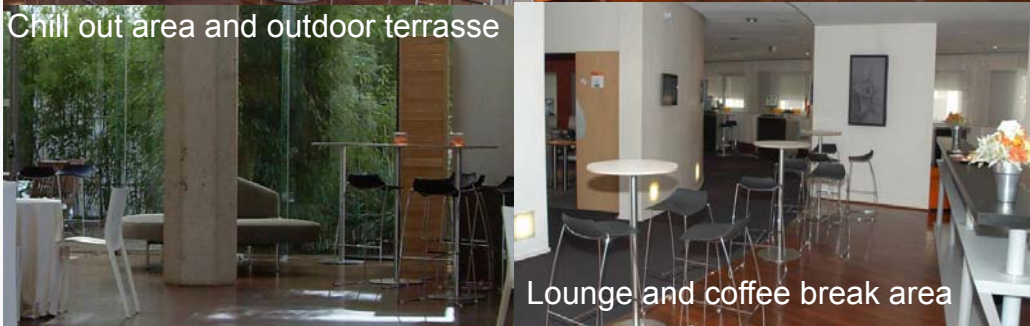


Welcome area



Demo area

Chill out area and outdoor terrasse



Lounge and coffee break area

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 OW2con*

“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.”



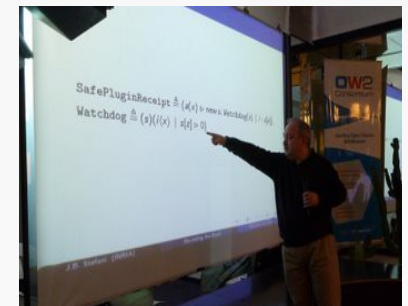
“Video capture was great.”

“- 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 on Cloud.”



*Source: OW2con 2010 to 2012 satisfaction surveys

Sponsor OW2con'13!



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

Platinum Sponsor

Keynote presentation, OW2con free lunch sponsorship included plus demo pod → €6K

Gold Sponsor

Keynote presentation and demo pod → €4K

Silver Sponsor

One presentation and demo pod → €2K

Bronze Sponsor Demo pod → €1K

Additional 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*

Customized sponsorship for enhance visibility and influence

Ask us for customized sponsorship packages!

OW2con Free Lunch sponsorship <i>(two sponsorships available)</i> Feed the geeks! Highest visibility: lunch sponsorship to be acknowledged during opening address and on printed programme, signage in lunch area. Pick up the tab!	4,500 € SOLD
OW2con Free Beer Party <i>(only one sponsorship available)</i> As the sole sponsor of the now legendary OW2 Free Beer Party, your <i>welcome speech</i> is sure to make a great impression!	2,500 € SOLD
Conference Bag <i>(only one sponsorship available)</i> Turn every Conference attendee into branding partners for your company with this handy conference bag.	1,500 €
Conference Tshirt <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 € SOLD
Conference Note Book <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 €
Refreshment Break <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 € SOLD
OW2con Pen <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 €

*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

AND
The Sponsor

OW2con'13 Sponsorship Application

Legal Entity Name:

Representative full name:

Position:

Email:

Address:

Phone:

Fax:

Please check all sponsorship options that apply

Please check
all applicable boxes

Platinum Sponsorship Package	€ 8,000	☐
Gold Sponsorship Package	€ 4,000	☐
Silver Sponsorship Package	€ 2,000	☐
Bronze Sponsorship Package	€ 1,000	☐
OW2con Free Lunch Sponsorship	€ 4,000	☐
OW2con Free Beer Party	€ 2,000	☐
Conference Bag	€ 1,500	☐
Conference Tshirt	€ 1,500	☐
Conference Note Book	€ 800	☐
Refreshment Break	€ 750	☐
VIP Pen	€ 500	☐

Total: €

Date:/...../2013

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) 1350 540 5520



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

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