



Sponsorship opportunities



Akademy 2012

Estonia, Tallinn

The Estonian Information Technology College



30 June to 6 July 2012
Sponsorship opportunities

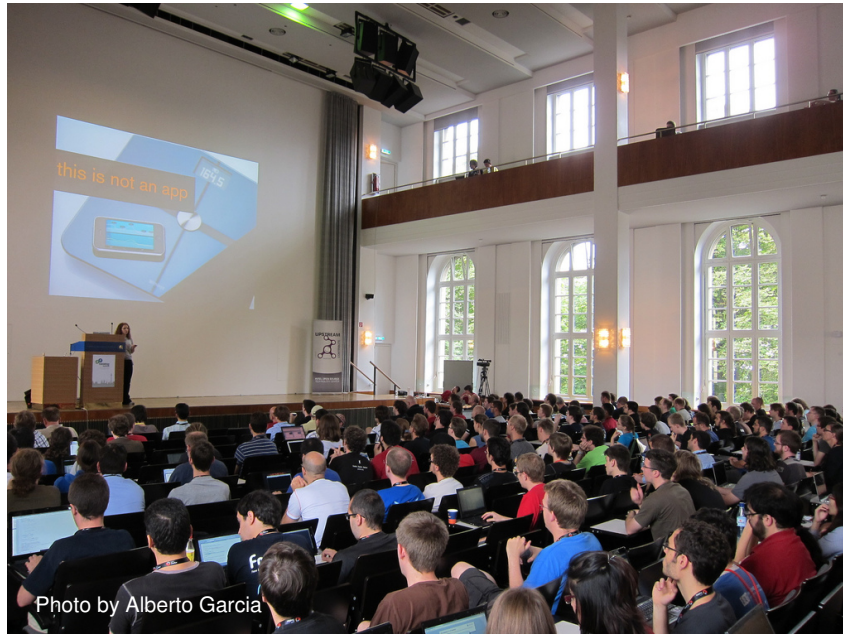


Akademy

is the annual world summit of KDE, one of the largest Free Software communities in the world. Akademy features a 2-day conference with presentations on the latest KDE developments, followed by 5 days of coding sessions and workshops. Attendees include key desktop and platform technical contributors, free and open source industry leaders, government officials, and educators.

Akademy is a must-attend event on the annual Free Software calendar. It is one of the best opportunities for cross-project collaboration and common development in the area of Free Software user interface technologies. In addition,

Akademy plays a central role in building and sustaining the KDE community. It is a special occasion for many KDE contributors, giving them the opportunity to meet face-to-face with people they have been working with virtually. Akademy provides quality time for discussing KDE-related issues and working together intensively on innovative user interface projects, be it for desktop, tablet or mobile devices. More information at akademy.kde.org.



KDE

is an international community that creates and maintains Free Software for desktop and portable computing. KDE's products include a modern user interface systems for Linux and UNIX platforms and hundreds of software titles in categories such as web applications, office productivity tools, multimedia, entertainment, education, graphics, groupware and software development. The Development Platform provides tools and libraries for developing and maintaining KDE applications.

KDE software is translated into more than 100 languages and is designed to support modern accessibility principles. KDE's full-featured applications run natively on Linux, BSD, Solaris, Windows and Mac OS X. Please visit kde.org.



Akademy 2012 will be held in Tallinn—the capital of Estonia—from 30 June to 6 July. Tallinn has a population of about 400,000 and is located on the southern coast of the Gulf of Finland. It has a beautiful medieval old town, and is the European Capital of Culture for 2011.

With its vibrant technology scene, Tallinn is home to the Tehnopol Science and Business Park with 150 companies, a start-up incubator and two institutions of higher learning—The Tallinn University of Technology and the Estonian Information Technology College. The latter will host Akademy 2012. The Estonian Information Technology College is a private non-profit institution with more than 800 students. It was established in 2000 and is owned by the Estonian Information Technology Foundation.



Photo by Rene Jakobson



photo by tourism.tallinn.ee



Sponsor Academy 2012

We expect over 400 qualified attendees—Free Software developers, members of the press, business people, government staff and educators from around the world. By sponsoring this event, you will receive substantial exposure not only in Europe, but throughout the Free Software world.

The event will feature presentations on a range of important fields of interest within the ICT industry, including desktop development, application development, wireless, mobile and embedded device interfaces, multimedia, digital art, and Internet and web technology. The KDE Community has a history of innovations in each of these fields. As a sponsor, you have the opportunity to participate in this creative environment and be visible to the participants.

Akademy is not only a productive place to discuss technology. It also offers a chance for networking and creating friendships. The social events are possible entirely thanks to our sponsors. At these social events, people form relationships that sustain virtual teams and a successful, vibrant KDE community throughout the year. Academy is an event where many bright people meet in an open and creative atmosphere, work hard, solve immediate challenges and come up with new ideas and solutions for the future. Sponsors are critical to the success of Academy.

Meet KDE key contributors, upstream and downstream maintainers, and users of one of the world's foremost User Interface technology platforms. Sponsors often recruit or gain mindshare from top technical talent.

Meet other leading players. Besides the KDE community, many other Free Software projects and companies send delegates to Academy.

Get inspired. Academy provides an excellent environment for collecting feedback on new products, and for brainstorming new ideas.

Influence future product plans. At Academy, the KDE project sets direction for the upcoming months. Be among the first to hear of those plans, and discuss and influence them.

Be visible. A sponsorship gives you valuable promotional possibilities such as visible advertising, prominent talks, and international press coverage.

Encourage Free Software technologies. You support the development of new applications taking place in Academy hackfests and intensive coding sessions.

Support Free Software. You will be recognized and enjoy publicity as a sponsor of the event. As importantly, you will also be supporting Free and Open Source Software, the KDE project, and the ideals that it is based on.

Be part of the KDE Community. KDE is one of the largest Free and Open Source Software communities in the world. It is dynamic, fun-loving, cooperative, committed, creative and hard working. For people associated with KDE, it is the ultimate expression of community. You will have direct access to the magic sauce that makes KDE so effective.

Join us to make this event a success!



Sponsorship Levels

Benefit	Platinum € 20,000	Gold € 10,000	Silver € 5,000	Bronze € 2,000	Supporter € 1,000
Table in exhibition space	X	X	X	X	
Your banner in reception area	X	X	X		
Your banner in two conference rooms	X	X			
Your banner in the hacking lab	X				
Company logo on front of conference badge	X				
Company logo on badge insert with conference schedule		X	X		
Company logo on front page of conference website	X	X	X		
Opportunity for joint press release about sponsoring the conference	X	X	X	X	
Logo and company description in sponsors' area on website	150 words maximum	100 words maximum	75 words maximum	50 words maximum	50 words maximum
Opportunity to distribute promotional material at conference info desk	X	X	X	X	
Logo in "Thank you" ad in Linux Magazine International	X	X	X	X	
Networking breakfast or dinner with KDE Board	X	X	X	X	X
Sponsor presentation slot (3 minute lightning talk)	X	X	X	X	X

Additional opportunities (can be part of a package or negotiated separately)

Sponsor of official conference reception (at own cost)	X				
Sponsor of party or day trip (at own cost)		X			
Coffee break sponsor					

If none of the listed sponsorship packages fit your company's or organization's needs or budget, it is possible to design a custom sponsorship package. For example, you may be interested in sponsoring a lunch break or the official day trip.

Media

We welcome news publishers—online or paper—to become media partners by giving suitable coverage which points participants to the registration page, for online updates during Akademy or coverage after the Conference. Media partners will have their company or journal logos displayed on the website sponsors page and in the conference program. Copies of your paper or magazine can be distributed to attendees. At the event itself, there will be a press room and a press team available to cater to the needs of visiting journalists.



Terms and Conditions

1. Akademy is organized by KDE e.V. and managed by the KDE e.V. Business Manager, also known as the Akademy Organizer.
2. Sponsorship application and acceptance are managed at the discretion of the KDE e.V. Board in collaboration with the Akademy organizing team. Sponsors are expected to be committed to Free Software deployment and improvement, and supportive of the Akademy mission. The Akademy organizers retain the right to reject any sponsor application.
3. After written acceptance by the Akademy Organizer, the sponsor must provide the signed agreement, sponsorship funds, logo image (in the form as required by the Akademy Organizer) and other required details (e.g. Sponsor's legal name, trademarks etc.) to the Akademy Organizer within 30 days of receiving the invoice.
4. Sponsorship pledges will not be processed without payment.
5. Sponsors may not sublet, assign or apportion any part of the item(s) sponsored nor represent, advertise or distribute literature or materials for products or services of any other firm or organization except as approved in writing by the Akademy Organizer.
6. The Akademy Organizer will not be liable for any damage or loss to sponsors' properties by fire, theft, accident, or any other cause, whether result of negligence or otherwise, or in the case of force majeure.
7. For sponsorship packages that include the use of signage, please note that signage space may be limited. The conference organizer will inform each sponsor of the maximum size or number of signs allowed.
8. Banners, signage and promotional materials should be provided by the sponsor in advance of the event by the date notified by the organizer. These materials will not be provided by the Akademy Organizer.
9. To minimize waste, the Akademy Organizer might replace some printed inserts and advertisements with electronic versions. Sponsors will be notified in advance to be able to provide material best suited to the medium used.
10. The sponsor grants to the Akademy Organizer the right and permission to use its name and/or logo for promotion of the event.
11. Any remaining funds from sponsorship money will be donated to KDE e.V.
12. In case the event cannot be held for any reason, this contract is terminated and the donation will be returned after subtracting any direct costs already made (like materials printed or transport costs to return sponsors' materials).



Sponsorship Application

Akademy 2012 · Tallinn, Estonia · 30 June – 6 July 2012

BASE PACKAGE:

Platinum € 20,000

Gold € 10,000

Silver € 5,000

Bronze € 2,000

Supporter € 1,000

Custom €
(as agreed)

EXTRAS:

Details
(as agreed)

Custom €

TOTAL: €

INVOICING DETAILS:

Company Name:

Company Address:

Contact (full name):

Position/Title:

Address:

Email:

Phone:

Authorized signature: _____

Date:

Please review the Terms and Conditions of Sponsorship on the previous page before completing this form.

**Fax your completed form to +49 30 2023 73059 or send to:
KDE e.V., Linienstrasse 141, 10115 Berlin, Germany.**