



Call for Sponsorship, COSCUP 2015

August 15 and 16, 2015

Academia Sinica

<http://coscup.org/>

Contact <sponsorship@coscup.org>

About COSCUP

COSCUP (Conference for Open Source Coders, Users and Promoters) is the largest open source conference in Taiwan, organized by Taiwan's open source communities, and is in its tenth year since 2006. The mission of COSCUP is to create a friendly environment of abundant information for anyone to make new friends, learn new techniques, exchange views, and spark inspiration.

The participating communities include HackingThursday, KaLUG, MozTW, Python-TW, TOSSUG, and Ubuntu-TW. The conference has attracted over a thousand participants and speakers from Taiwan, Hong Kong, China, the U.S., and India, sponsored by companies both locally and internationally. It is a great venue for sponsors, communities, developers, system administrators, promoters, and users to share ideas and techniques.

COSCUP 2015 will be held on August 15 and 16 in the Humanities and Social Sciences Building and the Center of Academic Activities in Academia Sinica simultaneously. This year's attendance is expected to be up to 1,800 people in the two conference halls. For last year's COSCUP Programme, please visit : <http://coscup.org/2014/zh-tw/program/>

Each year's COSCUP topics continue to develop and become mainstream issues the next year. The main topic for this year is **Open Culture**. We invite you to present your products and ideas at COSCUP 2015 for visibility in your target market.

With our sponsorship program, you will be able to promote your products and technologies, recruit talents, interact with the market and clients, and establish collaboration with other companies. The conference will be a valuable opportunity for you to connect to open source software developers, system administrators, and users.



Past Achievements

The 2014 conference was attended by 1,637 people. Registration was full within 10 seconds after it opened. The post-conference survey for COSCUP 2014 revealed a 98% approval rate. Attendees expressed willingness to recommend COSCUP to friends and colleagues as well as willingness to attend again. This showed that COSCUP is both a popular and much-anticipated conference with keen participants and a cost-effective event for companies

aiming at IT-related markets.

Among the attendees in 2014, two thirds were industry professionals and one third were students. In addition, more than half of the attendees were at the conference for the first time. This makes the recruitment of both young crew and experienced engineers more efficient. In terms of brand promotion, as high as 93% of attendees stated that they thought more positively about the sponsors of COSCUP than before.

COSCUP 2014 was sponsored by 37 companies and was covered by 6 magazines and online media outlets. For a list of sponsors for last year's COSCUP, please visit

<http://coscup.org/2014/zh-tw/sponsors/>



In all its history, COSCUP have been organized by a group of nearly a hundred volunteers. COSCUP 2014 hosted 104 talks by numerous speakers as well as workshops for deeper discussions on specific issues, including the Firefox OS app co-developed by Mozilla, information safety, responsive design, and the Python programming language. Past COSCUP conferences were the focus of much online discussion and was covered by media both foreign and domestic, including United Daily News, Central Daily News, Engadget, Inside, and Linux Pilot. For media coverage, please visit <http://wiki.coscup.org/mediabuzz-2013>.



Sponsorship Programs

1. Programs Schemes



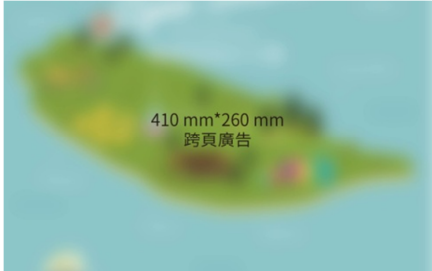
Cash sponsorship	USD\$1,250 ~ \$6,250
Privileges	<p>—Brand logo and links on the web pages of the COSCUP website.</p> <p>—Introduction of company in Chinese (350 characters, including punctuation capitalization) and English (1000 words, half-size letter contains spaces) in the sponsor section of the COSCUP website.</p>


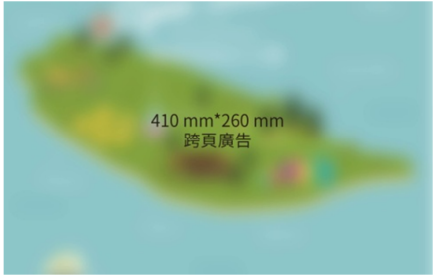
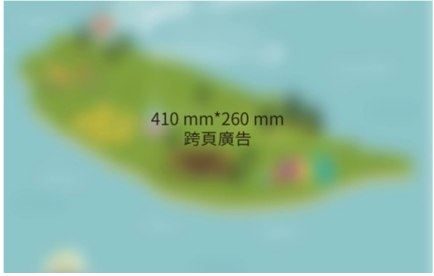
Optional purchase of exhibitor booths and conference agenda are available. Privileges are not available to a lower level of sponsorship, but are available to a higher level. For instance, A Gold Level sponsor can purchase Silver Level Privileges but not Diamond Level privileges.

Level	Diamond	Gold	Silver	Bronze
Cash sponsorship	USD\$ 4,690	USD\$ 3,750	USD\$ 2,200	USD\$ 1,250
Privileges (A):				
Privilege (A1): COSCUP 2015 Passes	16	8	4	2
Privilege (A2): Conference speaker gala special passes (One pass allows one companion.)	2	1	None	None
Privilege (A3): COSCUP website exposure (*1)	Diamond Level layout	Gold Level layout	Silver Level layout	Bronze Level layout
Privilege (A4): Conference Programme advertising (Choices of position are granted in order of payment received.)	One of C3, C4, C5, or C6	One-page color advertisement (C2 format)	Half-page color advertisement (C1 format)	Half-page color advertisement (C1 format)
Optional privileges				



(B):				
Additional purchase (B1): Diamond Level booth (3 sets available) Dimensions: 3.6*0.6*0.7 M (L*W*H)	One set max NT\$ 1,250	None	None	None
Additional purchase (B2): Keynote speech (Length: 50 minutes. Live broadcast to the other conference hall.) (2 sets available) (Topic of speech has to be related to the conference agenda.)	One set max USD\$ 1,570	None	None	None
Additional purchase (B3): Gold Level booth (12 sets available) Dimensions: 1.8*0.6*0.7 M (L*W*H)	None	One set max USD\$ 6,25	None	None
Additional purchase (B4): Technical presentation (Length: 30 minutes) (23 sets available) (Topic of presentation has to be related to the conference agenda.)	Two sets max USD\$ 490	One set max USD\$ 490	None	None

All-New –Addition Choice Combo (C):

Choice Item	Price (USD\$)	Unit	Amount available	Remarks
(C1) Manual : Bar-shape color advertisement 	\$320	Section	20	(60mm*230mm, 3mm bleed) Layout according to determined by the order in which payments are made.
(C2) Manual: One-page color advertisement 	\$625	1Section	10	(205mm*260mm, 3mm bleed) Behind keynote introduction. Layout according to determined by the order in which payments are made.
(C3) Manual: Spread color advertisement (Center staple) 	\$950	Section	3	(410mm*260mm,3mm bleed) Layout according to determined by the order in which payments are made.
(C4) Manual: Back cover color advertisement (p. 80)	\$1,250	Section	1	(205mm*260mm,3mm bleed) Diamond Level has priority of choice.

 <p>205 mm*260 mm 封底廣告</p> <p>COS/15 CUP 新加坡航空</p> <p>封面</p> <p>COS/15 CUP</p>				
<p>(C5) Manual: Spread color advertisement inside front cover (p. 2 and 3)</p>  <p>410 mm*260 mm 跨頁廣告</p>	\$1,250	Section	1	(410mm*260mm,3mm bleed)
<p>(C6) Manual: Spread color advertisement inside back cover (p. 78 and 79)</p>  <p>410 mm*260 mm 跨頁廣告</p>	\$1,250	Section	1	(410mm*260mm,3mm bleed)

Choice Item	Price (USD\$)	Unit	Amount available	Remarks
(C6) Conference speaker gala passes	\$65	Person	20	One companion or one pass - admitting 2.
(C7) First-day single-section refreshment sponsorship(with brand advertising)	\$480	Section	3	A4 table sign with logo. Refreshments to be prepared by organizer. Additional refreshments from sponsor are welcome.
(C7-S) First-day conference-wide refreshment sponsorship (with brand advertising)	\$800	Conference -wide (2 sections)	6	A4 table sign with logo. Refreshments to be prepared by organizer. Additional refreshments from sponsor are welcome.
(C8) Second-day single-section refreshment sponsorship (with brand advertising)	\$250	Section	3	A4 table sign with logo. Refreshments to be prepared by organizer. Additional refreshments from sponsor are welcome.
(C9) Exclusive co-branding in conference poster for photo-taking	\$1,570	company	1	3m*4m wall Hand-held logo board (approx. A4 size) Logo on wall
(C10) Promotional material and souvenir in gift bag	\$160	Set of 3	10	Promotional material and/or souvenir, 3 items in total. One flyer and one magazine count as one item each. Must be under A4 size. Content of material to be provided by sponsor.

				Size of gift bag can accommodate a stack of copy paper.
(C11) Conference bag 	\$3,125 ~ \$7,850	1 section	1800	30cm*20cm*8cm fabric bag. Monochrome, one-side printing with co-branding logo. To be design by organizer. Diamond Level co-branding: USD\$3,125 Gold Level co-branding: USD\$4,375 Silver Level co-branding: USD\$5,950 Bronze Level co-branding: USd\$7,850
(C12) Exclusive neck strap co-branding (2,000 straps) (Specs: 2 cm wide. Two clips. Monochrome, one-side printing with co-branding logos alternating as pattern.)  (1 set)	USD\$ 1,875 to USD\$ 7,500	1	1	Diamond Level co-branding: USD\$1,875 Gold Level co-branding: USD\$3,125 Silver Level co-branding: USD\$5,625 Bronze Level co-branding: USd\$7,500

(*1) Content of COSCUP website:

(1) Sidebars of COSCUP home page, other web pages, COSCUP Blog. Mobile website for COSCUP. One of the above will be assigned based on sponsorship level. No repeating.

(2) Logo size: 178x72 px. It is recommended that sponsors use a white background. Place the logo in the center then enlarge it until it reaches the limits.

(*2) Within the limitations of the location, one booth will be approximately a 1.8*0.6*0.7 M (L*W*H*) table. A double booth will be twice the size. For actual booth dimensions, please refer to the booth specifications to be released in June.

(*3) Souvenirs refer to the souvenirs prepared by sponsors that are not part of exclusive sponsorships. The gift bags containing all souvenirs will be handed to participants at check-in. The organizer will notify sponsors in terms of the arrangements of souvenirs and booths. Typical souvenirs include retractable internet cables, luggage tags, key chains, card holders, and wallets. Souvenirs must not violate common decency and must be reviewed by the organizer.

(4*) The organizer welcomes discussion about candidates and issues that will promote sponsor image.

(*5) Diagrams of advertisement layouts.



The priority of same-level sponsors on the website and printed materials will be determined by the order in which payments are made.

Note: The organizer **shall not** provide participant information to any sponsor. During the conference, the organizer shall allow sponsors to advertise, offer souvenirs, recruit employees, and collect participant information given consent from the participant.



2. Additional Feedback for Sponsors

COSCUP wishes to thank all sponsors for their enthusiastic participation. There is additional feedback opportunity for sponsors to invite the levels of sponsors shown below to participate in our Speakers Dinner . The hope is to get sponsors and speakers to exchange ideas with one another in the lighthearted, cozy atmosphere of an elegant dining room in order to:

- 2.1. Inspire new ideas and creativity**
- 2.2. Identify unexpected collaborative projects**
- 2.3. Recruit expert-level talent to join their company to boost performance**
- 2.4. Outline the future outlook of open software, and**
- 2.5. Engage in open technical discussions and networking exchanges regarding hardware and software.**

Diamond Sponsors: two participants in Speakers Dinner .

Gold Sponsors: one participant in Speakers Dinner .



Contact COSCUP Organizer

For more information, please visit the COSCUP website at <http://coscup.org>. For COSCUP blog posts and photos, please use keyword “COSCUP” in any search engine or photo hosting services.

For further sponsorship information, please email sponsorship@coscup.org. Thank you.