

OpenStack Day Taiwan 2016

# Sponsorship Prospectus

Taipei International Conference Center

Taipei Taiwan | July 12, 2016



OpenStack Day Taiwan 2016 Event Committee



# RESERVING SPONSORSHIPS

**A link to the OpenStack Day Taiwan 2016 (7/12) Sponsorship Prospectus & Agreement will be posted to the website: <http://openstack.ithome.com.tw> in February 1, and the application will not be accepted via email: [openstack@mail.ithome.com.tw](mailto:openstack@mail.ithome.com.tw) until 09:00 UTC / 02:00 am PDT (17:00 Taiwan time – UTC+8) March 16, 2016.**

- Those who applies to be sponsor by March 31, 2016 will be invited to the Early Bird Sponsors' meeting on April 7 to choice the location of their booth.
- June 14, 2016 is the final day that signed sponsorship agreements will be accepted, and June 21 is the last Sponsors' meeting to choice the location of their booth.
- All sponsorships will be confirmed on a first-come, first-serve basis determined by the receiving time of the Application email. The companies that do not secure their first choice sponsorship level for it sold out already will be given the opportunity to re-sign applications and obtain other level sponsorship slots in the order they submitted the original applications.

**Please note** - all \$ prices in this document are listed in US Dollars excluding tax (5%)

## IN THIS PROSPECTUS

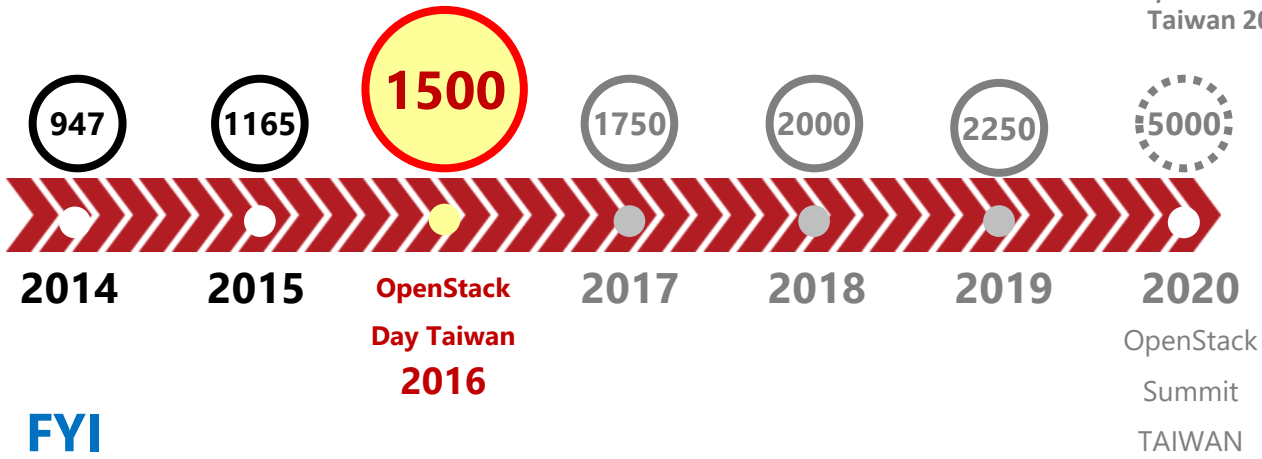
**THE PROSPECTUS CONTAINS A LOT OF INFORMATION.**

**PLEASE READ IT CAREFULLY AND COMPLETELY!**





OpenStack Days  
Taiwan 2016



## FYI

The OpenStack Day Taiwan 2016 will be 8 hours comprised of:

- Keynote presentations from notable OpenStack users and industry leaders
- Breakout sessions covering OpenStack case studies, enterprise and telco strategies, cloud operations, application development, community building, getting started and more
- The Main Conference Session and Booths will run 09:00~17:00.

## Review the OpenStack Day Taiwan 2015

August 11<sup>th</sup>, 2015

### OpenStack Day Taiwan 2015

TICC, Taipei International  
Convention Center

Companies represented by attendees	492
Attendance	1,165 <sub>p</sub>
Registration	1,692 <sub>p</sub>
Att. rate	68.9%

	General	Booth	Venue	Registration	Speeches
<b>Excellent</b>	45.4%	38.0%	43.5%	43.5%	42.6%
<b>Good</b>	54.3%	60.7%	54.1%	52.4%	55.6%
Fair	0.2%	1.3%	2.4%	3.7%	1.7%
Poor	-	-	-	0.4%	-





OpenStack Days  
Taiwan















# Location

## TICC, Taipei International Convention Center



No.1, Sec. 5, Xinyi Rd., Xinyi Dist., Taipei City 110, Taiwan (R.O.C.)

台北市信義區信義路五段1號

The Taipei International Convention Center (TICC) is a spectacular tribute to the emergence of Taipei as a world-class business destination. Purpose-built to meet all the requirements of international conference organizers with state-of-the-art facilities and an uncompromisingly high standard of service, it has everything needed to make any congress, conference, or meeting a success.

40 mins by Taxi (50KM)

TPE

Taiwan Taoyuan  
International Airport

Sun Yat-Sen Memorial Hall  
國父紀念館

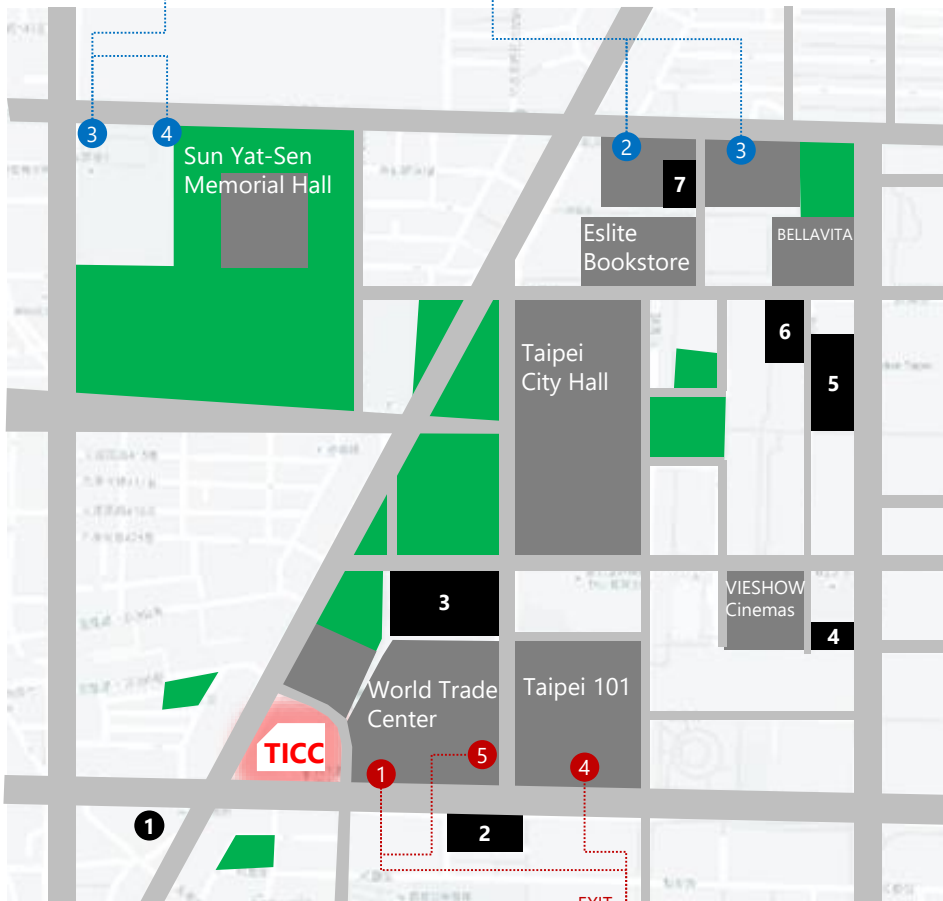
Taipei City Hall  
市政府

Yongchun  
永春

MRT

EXIT

EXIT



Xinyi Anhe  
信義安和

World Trade Center | Taipei 101  
世貿 | 台北101

Xiangshan  
象山

MRT

### Accommodation

- ★★★★  
**AT Boutique Hotel**
- ★★★★  
**Sparkle Hotel**
- ★★★★★  
**GRAND HYATT TAIPEI**
- ★★★★  
**HOME Hotel Xinyi**
- ★★★★★  
**La Méridien Taipei**
- ★★★★  
**Humble House Taipei**
- ★★★★★  
**W Hotel Taipei**

### More Accommodation

### Attractions

### Night Markets

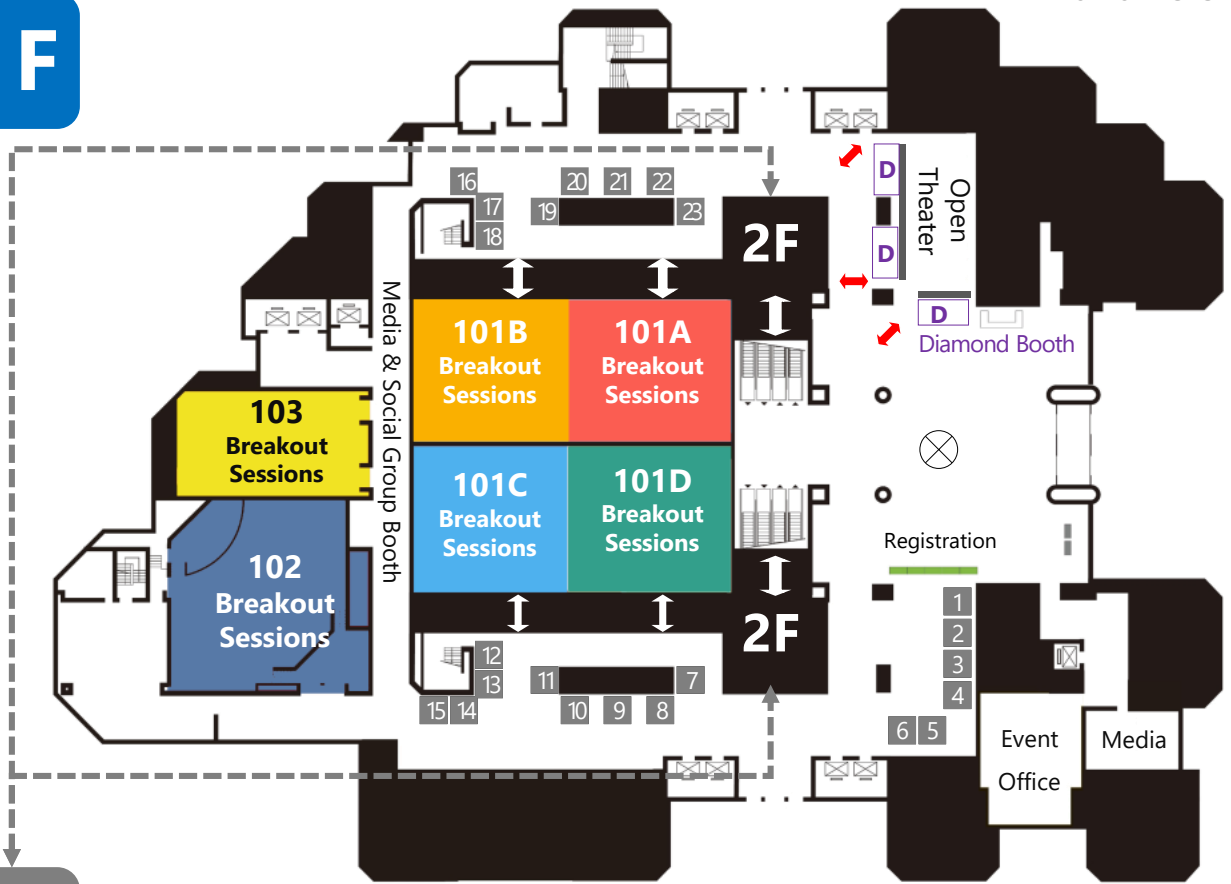
### Dining

### Shopping



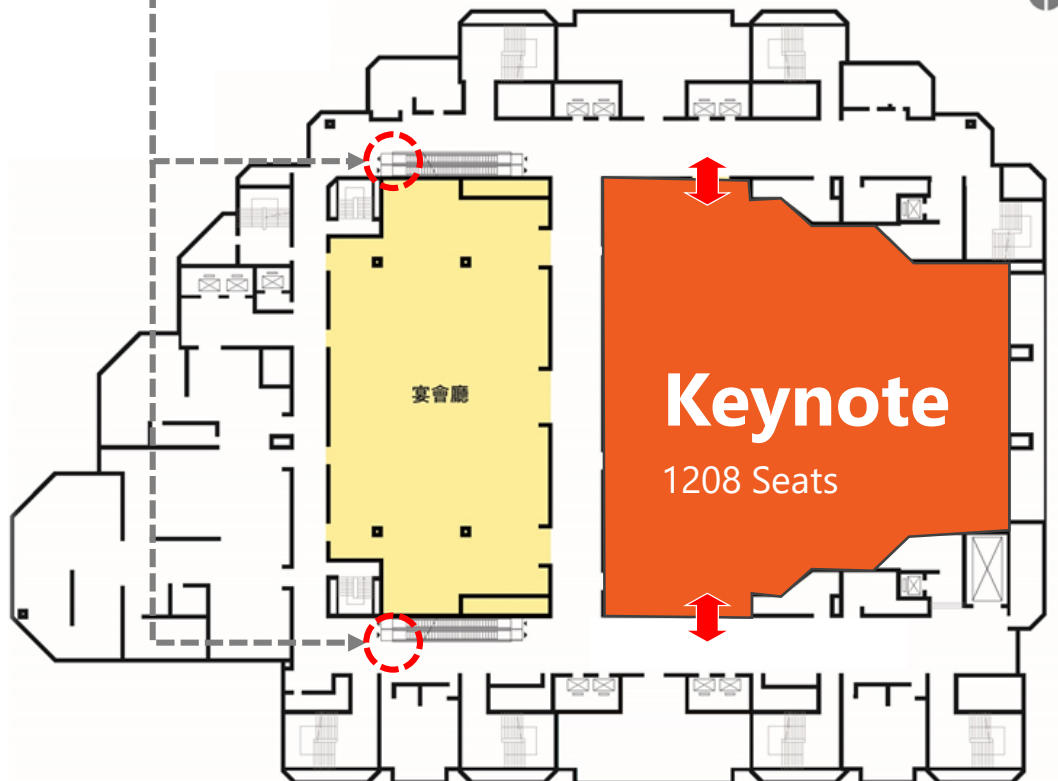
# Floor Plan

1F



2F

3F

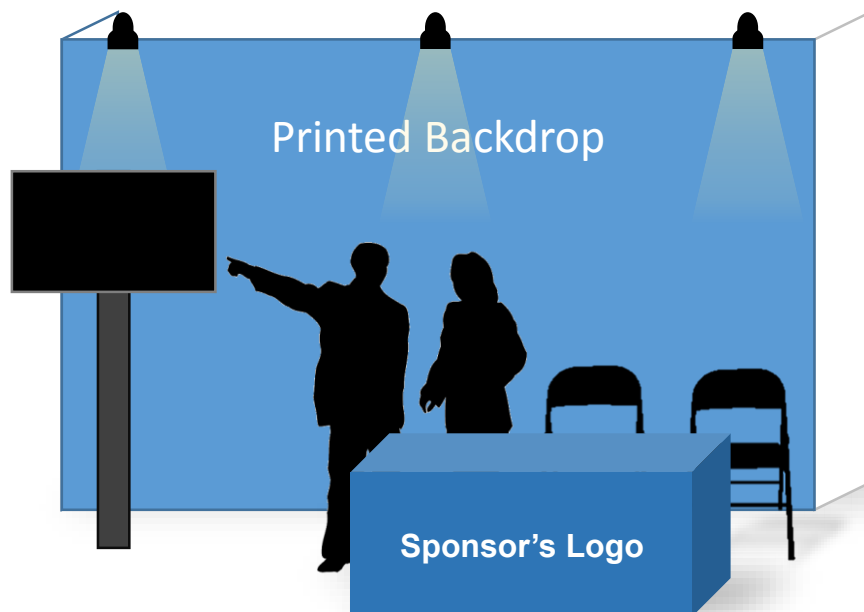






OpenStack Days  
Taiwan 2016

# Diamond Sponsor Booth



## PACKAGE PRICE

**US \$12,500**

**(3 AVAILABLE)**

### Turnkey Booth:

All items included with sponsorship package

### PROMOTION

- Diamond sponsor logo designation on the OpenStack Day Taiwan 2016 website, advertisements, pre- and post-event
- ½ pages advertorials on iThome Magazine to express your company (wrote by the event team)
- Opportunity to submit a 150-word paragraph for inclusion in an OpenStack Day preview email sent to all registered attendees

### ON OpenStack Day Taiwan 2016

- One 30-minute presentation on the main stage during the morning keynote sessions. The presentation will include video recorded
- One 10-minute stage show time during break time
- One 4 Meters Wide x 2.5 Meters Deep turnkey booth space next to the Open Theater

### ONE TURNKEY BOOTH NEXT TO THE OPEN THEATER

- One turnkey booth space next to the Open Theater
  - 4 Wide x 2 Deep x 2.5 high (meters) turnkey booth
  - Printed 4 Wide x 2.5 High (meters) backdrop designed by the sponsor will be printed by the event team
  - 42 Inch (107 Centimeter) HD capable LCD monitor with stand
  - 1.8 Meter table with customized logo tablecloth and 2 chairs
  - 3 amps of power
  - 110V Plugs x3
  - Wireless internet (Shared)
  - Lunchbox x5

### NOTED:

- Sponsors are not permitted to ship in their own custom booth backdrop or walls until the decoration plan being reviewed and approved by the event team and TICC
- The sponsors can not demand a refund for not using the turnkey booth that's provided
- Additional booth displays (racks, counters, etc) and furniture that is shipped in cannot exceed these measurements (inclusive of packaging/crate): 1.7 meters wide x 2.3 m deep x 2.4 m high with maximum weight load of 1,600 kg. The venue elevators cannot accommodate items that are any larger
- Additional guidelines will be included in the sponsor manual that you will receive after confirming your sponsorship

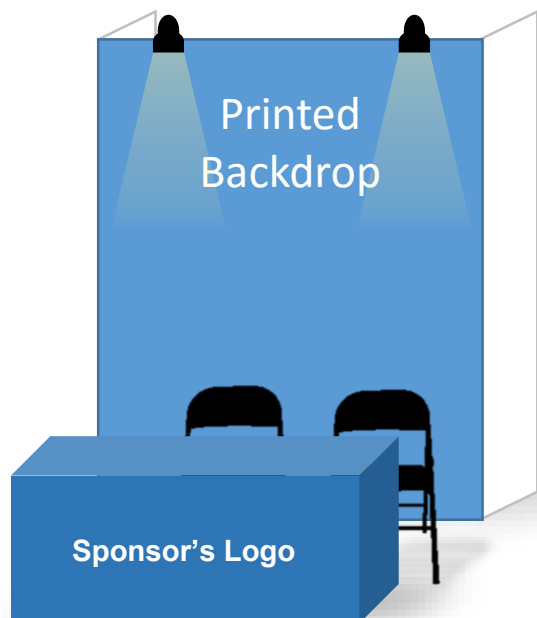
### Attendee List

- All attendee list marked visited your speech or/and booth record (only those who has authorized to provide.)



OpenStack Days  
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# Platinum Sponsor Booth



## PACKAGE PRICE

**US \$6,900**

**(6 AVAILABLE)**

### Turnkey Booth:

All items included with sponsorship package

### PROMOTION

- Platinum sponsor logo designation on the OpenStack Day Taiwan 2016 website, advertisements, pre- and post-event
- ½ pages advertorials on iThome Magazine to express your company (wrote by the event team)

### ON OpenStack Day Taiwan 2016

- One 40-minute presentation on the breakout session classroom in the morning. The presentation will include video recorded
- **ONE TURNKEY BOOTH INCLUDES:**
  - 2 Wide x 2 Deep x 2.5 high (meters) turnkey booth
  - Printed 2 Wide x 2.5 High (meters) backdrop designed by the sponsor will be printed by the event team
  - 1.8 Meter table with customized logo tablecloth and 2 chairs
  - 2 amps of power
  - 110V Plugs x3
  - Wireless internet (Shared)
  - Lunchbox x3

### NOTED:

- Sponsors are not permitted to ship in their own custom booth backdrop or walls until the decoration plan being reviewed and approved by the event team and TICC
- The sponsors can not demand a refund for not using the turnkey booth that's provided
- Additional booth displays (racks, counters, etc) and furniture that is shipped in cannot exceed these measurements (inclusive of packaging/crate): 1.7 meters wide x 2.3 m deep x 2.4 m high with maximum weight load of 1,600 kg. The venue elevators cannot accommodate items that are any larger
- Additional guidelines will be included in the sponsor manual that you will receive after confirming your sponsorship

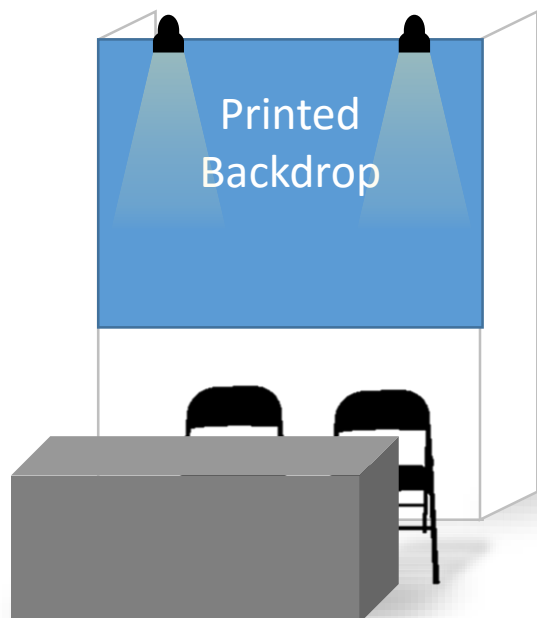
### Attendee List

- Those who visited your speech or/and booth record (only those who has authorized to provide.)





# Gold Sponsor Booth



## PACKAGE PRICE

**US \$5,700** (3 AVAILABLE)

**US \$5,000** (3 AVAILABLE)

**US \$4,000** (3 AVAILABLE)

**US \$3,300** (3 AVAILABLE)

### Turnkey Booth:

All items included with sponsorship package

### PROMOTION

- Gold sponsor logo designation on the OpenStack Day Taiwan 2016 website, advertisements, pre- and post-event
- ¼ pages advertorials on iThome Magazine to express your company (wrote by the event team)

### ON OpenStack Day Taiwan 2016

- One 40-minute presentation on the breakout session classroom in the afternoon. The presentation will include video recorded
  - ◆ 13:30-14:10 \$5,700 (3 AVAILABLE)
  - ◆ 14:20-15:00 \$5,000 (3 AVAILABLE)
  - ◆ 15:30-16:10 \$4,000 (3 AVAILABLE)
  - ◆ 16:20-17:00 \$3,300 (3 AVAILABLE)
- **ONE TURNKEY BOOTH INCLUDES:**
  - 2 Wide x 2 Deep x 2.5 high (meters) turnkey booth
  - Printed 2 Wide x 1.5 High (meters) backdrop designed by the sponsor will be printed by the event team
  - 1.8 Meter table with default tablecloth and 2 chairs
  - 2 amps of power
  - 110V Plugs x3
  - Wireless internet (Shared)
  - Lunchbox x3

### NOTED:

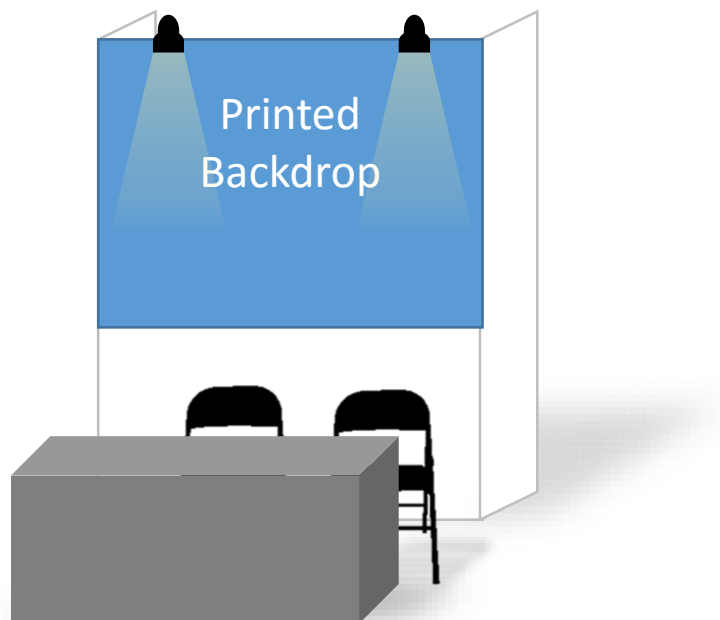
- Sponsors are not permitted to ship in their own custom booth backdrop or walls until the decoration plan being reviewed and approved by the event team and TICC
- The sponsors can not demand a refund for not using the turnkey booth that's provided
- Additional booth displays (racks, counters, etc) and furniture that is shipped in cannot exceed these measurements (inclusive of packaging/crate): 1.7 meters wide x 2.3 m deep x 2.4 m high with maximum weight load of 1,600 kg. The venue elevators cannot accommodate items that are any larger
- Additional guidelines will be included in the sponsor manual that you will receive after confirming your sponsorship

### Attendee List

- Those who visited your speech or/and booth record (only those who has authorized to provide.)



# Silver Sponsor Booth



## PACKAGE PRICE

**US \$1,900** (5 AVAILABLE)

### Turnkey Booth:

All items included with sponsorship package

### PROMOTION

- Silver sponsor logo designation on the OpenStack Day Taiwan 2016 website, advertisements, pre- and post-event

### ON OpenStack Day Taiwan 2016

- **ONE TURNKEY BOOTH INCLUDES:**
  - 2 Wide x 2 Deep x 2.5 high (meters) turnkey booth
  - Printed 2 Wide x 1 High (meters) hanging banner designed by the sponsor will be printed by the event team
  - 1.8 Meter table with default tablecloth and 2 chairs
  - 110V Plugs x3
  - Wireless internet (Shared)
  - Lunchbox x2

### NOTED:

- Sponsors are not permitted to ship in their own custom booth backdrop or walls until the decoration plan being reviewed and approved by the event team and TICC
- The sponsors can not demand a refund for not using the turnkey booth that's provided
- Additional booth displays (racks, counters, etc) and furniture that is shipped in cannot exceed these measurements (inclusive of packaging/crate): 1.7 meters wide x 2.3 m deep x 2.4 m high with maximum weight load of 1,600 kg. The venue elevators cannot accommodate items that are any larger
- Additional guidelines will be included in the sponsor manual that you will receive after confirming your sponsorship

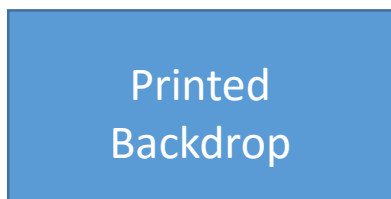
### Attendee List

- Those who visited your booth record (only those who has authorized to provide.)





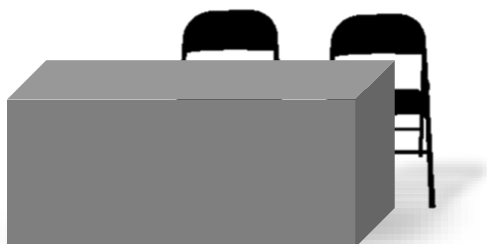
# Media SPONSOR



## PACKAGE PRICE

Advertisement value equal to

**US \$3,000** (3 AVAILABLE)



### PROMOTION

- Media sponsor logo designation on the OpenStack Day Taiwan 2016 website, pre- and post-event

### ON OpenStack Day Taiwan 2016

- **ONE BOOTH INCLUDES:**
- 1.8 Meter table with default tablecloth and 2 chairs
- Printed 2 Wide x 1 High (meters) hanging banner designed by the sponsor will be printed by the event team
- 1.8 Meter table with default tablecloth and 2 chairs
- 110V Plugs x3
- Wireless internet (Shared)
- Lunchbox x2

### BOOTH RESTRICTIONS

- Sponsors are not permitted to ship in their own custom booth backdrop or walls until the decoration plan being reviewed and approved by the event team and TICC
- The sponsors can not demand a refund for not using the turnkey booth that's provided
- Additional booth displays (racks, counters, etc) and furniture that is shipped in cannot exceed these measurements (inclusive of packaging/crate): 1.7 meters wide x 2.3 m deep x 2.4 m high with maximum weight load of 1,600 kg. The venue elevators cannot accommodate items that are any larger
- Additional guidelines will be included in the sponsor manual that you will receive after confirming your sponsorship

### Attendee List

- The attendee list of those who visited your booth (only those who has authorized to provide.)



# Sponsorships AT-A-GLANCE

	<b>Diamond</b> only 3	<b>Platinum</b> only 6	<b>Gold</b> only 3/ each price	<b>Silver</b> only 5	<b>Media</b> only 3
<b>Price in USD</b>	<b>US \$12,500</b>	<b>US \$6,900</b>	<b>US \$5,700</b> <b>US \$5,000</b> <b>US \$4,000</b> <b>US \$3,300</b>	<b>US \$1,900</b>	Advertisement value equal to <b>US \$3,000</b>
<b>Physical Presence</b>	4M W x 2.5M D Turnkey booth	2M W x 2.5M D Turnkey booth	2M W x 2.5M D Turnkey booth	2M W x 2.5M D Turnkey booth	2M W x 1.5M D exhibit space with chairs
<b>Speaking Presence</b>	One 30-minute Keynote presentation	One 40-minute breakout session in the morning	One 40-minute breakout session in the morning		
<b>Logo Placement</b>	Website & Event Signage	Website & Event Signage	Website & Event Signage	Website & Event Signage	Website & Event Signage
<b>Inclusion in Email Blast</b>	150 Word Paragraph				
<b>Lunchbox</b>	5	4	3	2	2
<b>Attendee List</b> <i>only those who has authorized to provide</i>	All attendee list marked visited your speech or/and booth record	The attendee list of those who visited your speech or/and booth	The attendee list of those who visited your speech or/and booth	The attendee list of those who visited your booth	The attendee list of those who visited your booth

**Please note** - all \$ prices in this document are listed in US Dollars excluding tax (5%)





# Agenda

09:00~10:30	<b>Call for Keynote *3 @ TICC 3F</b>						
10:30~11:00	<b>Diamond \$12,500</b>						
11:00~11:30	<b>Diamond \$12,500</b>						
11:30~11:50	Break (90 mins) -----						
Tracks	<b>Breakout Sessions</b>						Open Theater
11:50~12:30	<b>Platinum \$6,900</b>	<b>Platinum \$6,900</b>	<b>Platinum \$6,900</b>	<b>Platinum \$6,900</b>	<b>Platinum \$6,900</b>	<b>Platinum \$6,900</b>	<b>User Group</b> -----
12:30~13:30	Break (60 mins) -----						
13:30~14:10	<b>Gold \$5,700</b>	<b>Gold \$5,700</b>	<b>Gold \$5,700</b>	Call for Speakers	Call for Speakers	Call for Speakers	<b>Contribution</b> -----
14:10~14:20	Break (10 mins) -----Diamond Sponsor's stage show time→						
14:20~15:00	<b>Gold \$5,000</b>	<b>Gold \$5,000</b>	<b>Gold \$5,000</b>	Call for Speakers	Call for Speakers	Call for Speakers	<b>Master F2F</b> ----- <b>Lounge</b>
15:00~15:30	Break (30 mins) -----Diamond Sponsor's stage show time→						
15:30~16:10	<b>Gold \$4,000</b>	<b>Gold \$4,000</b>	<b>Gold \$4,000</b>	Call for Speakers	Call for Speakers	Call for Speakers	<b>Side Events</b> -----
16:10~16:20	Break (10 mins) -----Diamond Sponsor's stage show time→						
16:20~17:00	<b>Gold \$3,300</b>	<b>Gold \$3,300</b>	<b>Gold \$3,300</b>	Call for Speakers	Call for Speakers	Call for Speakers	

The breakout sessions will be located in one of the followed rooms according to sessions' rating by registrations:

- **101A**                      120 seats                      • **101D**                      120 seats
- **101B**                      152 seats                      • **102**                        200 seats
- **101C**                      152 seats                      • **103**                        120 seats

<b>Silver</b>	<b>Media</b>
Booth only	Booth only
US \$1,900	Advertisement value equal to <b>US \$3,000</b>



# Sponsor Application

Company	Contact
Invoice Title	Invoice No.
Address	Tel.

- Rules
- a) To maintain the quality of this event, anything irrelevant to the theme and contraband are forbidden. If the host proves such things happened, the vendor's credentials will be canceled, and has liability to pay compensation. (including the booth decoration)
  - b) Withdraw ahead of time or delay opening is not allowed during show time.
  - c) Besides this, please obey the description in the proposal and organizer's decision.
  - d) The application will not be accepted via email: [openstack@mail.ithome.com.tw](mailto:openstack@mail.ithome.com.tw) until 09:00 UTC / 02:00 am PDT (17:00 Taiwan time – UTC+8) February 16, 2016**

## Sponsorship

If I did not secure my first choice sponsorship level for it sold out already I agree to apply the sponsorship level package as below:

- Diamond**      **US \$,000**
- Platinum**    **US \$,000**
- Gold**             **US \$170,000**
- Gold**             **US \$150,000**
- Gold**             **US \$120,000**
- Gold**             **US \$100,000**
- Silver**            **US \$60,000**

- Diamond**      **US \$,000**
- Platinum**    **US \$,000**
- Gold**             **US \$170,000**
- Gold**             **US \$150,000**
- Gold**             **US \$120,000**
- Gold**             **US \$100,000**
- Silver**            **US \$60,000**

**Media Sponsorship:**  
Advertisement value equal to US \$3,000

Warranty : We know and promise to obey the rules of 「OpenStack Taiwan Day 2016」. If we violate the rules, we agree to terminate the show immediately and accept the punishment by the host.

To: OpenStack Day Taiwan 2016 event committee

Company Stamp :

Sponsor Signature :

Month \_\_\_\_\_ Date \_\_\_\_\_ Year 2016





OpenStack Days  
Taiwan 2016

# Check for updates at:

[openstack.ithome.com](http://openstack.ithome.com)

