



2020 OpenStack/ Open Infrastructure Day(s)  
Policy and Guidelines Agreement

**Event Name:** \_\_\_\_\_  
(e.g. Open Infrastructure Days UK, OpenStack Days Japan, OpenInfra Days Nordics)

**Event Theme:** \_\_\_\_\_

**Event Location** (City, State/Country): \_\_\_\_\_

**Event Date(s):** \_\_\_\_\_

**Face to Face or Virtual:** \_\_\_\_\_

**Website URL:** \_\_\_\_\_

**Event Organizers**

We are the main organizers and points of contact for the OpenStack or Open Infrastructure Days Community event. We (please enter the names below) understand and agree to the following OSF event policies and guidelines as described in this document.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_

**Event Guidelines and Branding**

- Please review the [OpenStack/Open Infrastructure Days website](#). This page contains important information about hosting an OpenStack/OpenInfra Day event.
- The purpose of this event must be to educate and inform, NOT to sell vendor products or vendor services.
- If you are planning to partner with any other organizations or foundations, please provide the names of these organizations here: (e.g. CNCF, OCP, Linux Foundation, etc.)

\_\_\_\_\_  
\_\_\_\_\_

- The intent of the event is NOT to generate a profit. Sponsorships are allowed, but only to cover hard costs of producing the event. Any profit generated from the event is expected to be invested in future OpenStack and Open Infrastructure community events or activities.
- OpenStack or OpenInfra Days Branding: For legal and trademark reasons, the event must be brand properly. All event promotions must say: OpenStack Days or OpenInfra Days XXX,

where the XXX is the location of your event. Any exceptions to this must be reviewed and approved by the OSF.

- Please review and adhere to the branding guidelines described at <http://openstack.org/brand/>. If you have any questions, please direct all brand and logo usage questions to [logo@openstack.org](mailto:logo@openstack.org).
- You are required to use the OpenStack or OpenInfra Days specific branding assets and logos, for all event graphics and signage, social materials and web properties.
- Create an Advisory Board: In order to demonstrate that this is an open community event, you are required to create an advisory board that consists of at least 4 people from 4 different companies or organizations. This Advisory Board must be posted on the event website
- Press Release policy: If you are planning to issue a press release about your community event, the OSF requires review and approval. Please submit your press release at least 5 business days before the target release date review and approval. Please submit your press release review request to your OSF support person and [marketing@openstack.org](mailto:marketing@openstack.org).

### Event Guidelines

- The following guidelines are required in order to be considered an official OpenStack Day or OpenInfra Day event:
  - It must be at least a one-day event
  - A minimum of 100 attendees
  - In order to keep with the “open community” aspect of running an OpenStack Days or OpenInfra Day events, we require a minimum of three sponsor companies to committed to participate in the organization of this event
  - These sponsors must confirm their participation by signing this agreement before any event promotion or planning can begin
  - Special exceptions can apply, but this must be approved by the OpenStack Foundation in advance
- Please provide the following sponsor information when submitting this agreement
  - Sponsor Company #1**
    - Company Name:
    - Contact Name:
    - Contact Email:
  - Sponsor Company #2**
    - Company Name:
    - Contact Name:
    - Contact Email:
  - Sponsor Company #3**
    - Company Name:
    - Contact Name:

Contact Email:

- Equal opportunity for sponsorships is required and to demonstrate this, we recommend creating and publishing a sponsorship prospectus to be distributed and posted on the event website at least 3 months before the event.

### OpenStack Foundation Privacy Policy

- In accordance with the OpenStack Foundation's Privacy Policy, any attendee information may not be used for commercial or marketing purposes unless specifically approved by the attendee when registering. Please refer to and review the [OpenStack Foundation's Privacy Policy Statement](#) for guidance.
- You are required to add the following OSF privacy policy statement to your registration page: *"Personal information gathered by the OpenStack Foundation is handled in accordance with the Foundation's Privacy Policy and is used for internal purposes only. The Foundation's Privacy Policy statement is available for review at <http://www.openstack.org/privacy>"*
- If the attendee agrees to share their information this means that it is acceptable for the OSF to contact them regarding any OSF-related community-building activities.
- The attendee information may NOT be distributed to sponsors. It is up to each sponsor to collect attendee names at the event.
- The attendee information will not be shared with third parties

### Event Website

- Create your initial website and provide the URL on this document and to your OSF support person at least 4 months prior to the event date. This may require a domain name registration and fee. Please contact your OSF support person if you have any questions.
- Once the url has been provided, the OSF support person will add your event to the OpenStack Foundation event webpage
- The event website should at least contain the following elements
  - Official OpenStack or OpenInfra Days logo
  - Date and location of the event
  - Sponsorship opportunities
  - Call for Presentations
  - Event Schedule
  - Registration link
  - Initial sponsors, which includes the OSF
  - Event Advisory team

### Call for Presentations

- In order to demonstrate that the event is an open community event, it is required that you open an official CFP at least 3 months before the event
- The advisory team must create a fair evaluation and selection process
- It is acceptable to invite special guest /keynote speakers

### Attendee Registration

- The attendee list may NOT be used for commercial or marketing purposes, only community-building activities, such as sharing event updates or scheduling future meetups. The list will not

be shared with third parties who are not directly involved in organizing the event. Please review [OpenStack's Privacy Policy](#) Statement.

- Attendees may be charged a registration fee, but the amount must be minimal; less than \$100 USD is recommended. Consider offering special pricing such as early bird registration, student discount, diversity discounts and scholarship promotional pricing.
- In order for the Foundation to gather consistent demographic information, we are asking that you add the following 2 questions to your registration page. Please be sure to include this information and any other survey information to the Foundation when you send in the post event information.

**Which content focus areas are you most interested in?** (please check all that apply)

- AI/Machine Learning
- CI/CD
- Container and security
- Edge Computing
- Private & Public Cloud
- All of the above
- Other, please specify

**What is your current organizational role at your company?** (please check one)

- Business Development / Sales / Marketing
- CEO / Executive Leadership
- CIO / CTO / IT Manager
- Cloud Application Developer
- Cloud Architect
- Engineer
- OpenStack User / Operator
- Operations / SysAdmin
- Product Management
- Product Strategy
- Upstream Developer
- Student
- Other, please specify

### **OSF Sponsorship and Contribution**

- If all of the above requirements are met, you are eligible to receive a contribution from the OpenStack Foundation to apply to your event costs. The amount of the contribution will be decided on a case-by-case basis and will be sent after your website has officially been launched and has been approved by your OSF staff support person.
- Please be sure to add the OSF as an Advisory Board member to your website.
- It is the event organizer's responsibility to send an invoice to your support person and [events@openstack.org](mailto:events@openstack.org) at least 30 days before the event.
- This invoice requires approval and will be paid within 30-45 days after receipt.
- These funds must be applied to the hard costs of your event (e.g. hotel deposit, venue deposit, catering deposit, etc.)
- A sample invoice template is available in the OpenStack/OpenInfra Days toolkit located on the OpenStack/Open Infrastructure Days website if needed.
- The OSF will help to promote your event via OSF marketing newsletters, social media and various local and/or regional announcements.
- The OSF will provide a foundation staff person to support you throughout the event process
- You are required to provide post-event information:

- Complete attendee registration list (some exceptions may apply based on regional privacy regulations)
- Attendee demographics
- Attendee survey information
- Link to any photos and any videos created

**The below signatures indicate that you have read and agree to the policies and guidelines outlined in this agreement.**

Signature: \_\_\_\_\_  
Printed Name: \_\_\_\_\_  
Company \_\_\_\_\_  
Email: \_\_\_\_\_  
Date: \_\_\_\_\_

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