



OSCON 2012 SPONSORSHIP PROSPECTUS

Dear OpenStack Community,

OSCON is a meaningful conference for OpenStack, because it's where the project first launched in 2010 and where we celebrated the one-year birthday in 2011. Also new this year will be the first "OpenStack Day," Tuesday, July 17.

We would like to offer you the opportunity to exhibit at the official, custom-built OpenStack Pavilion during OSCON this year, July 16-20, in Portland, Oregon. Showcase your organization as part of the OpenStack community and reach thousands of developers, programmers, and data professionals who will participate in OSCON this year. If you are already an exhibitor at OSCON and would like to participate, perhaps our Supporter Package will better suit your organization. Below you will find information for the two different sponsor levels—the Exhibitor Package (limited to 8 sponsors) and Supporter Package.

Please confirm your participation and submit your high resolution logo by **June 11**. Sponsorships will be honored on a first come, first serve basis. Please send signed agreement to sponsors@openstack.org.

Regardless of whether you choose to sponsor the event, we look forward to seeing you at OSCON 2012!

Thank you,
Lauren Sell
lauren@openstack.org
713.398.8700

OpenStack OSCON Pavilion Exhibitor Package:
Package Price \$6,000 (8 exhibit spaces available)

- One-meter rectangular exhibition counter branded with your company logo in the OpenStack 20x20 pavilion, which will include:
 - Company logo-branded graphic panel on counter front (sponsor action: need to supply high-res logo for O'Reilly to produce graphic panel -- see attached image for example of one-meter counter and graphic)
 - 1-barstool, 1-hardwired internet connection, 1-500 watt electrical connection (sponsor action: need to bring your own power strip or rent one from on-site crew), locking doors behind counter to store collateral/etc, carpet, daily cleaning
 - Counter specs: 48" tall, 21" wide, 1 meter long
- Company branding at official OpenStack evening event, Wednesday 9-11 pm, location and details TBD
- Company branding on pop-up banners in the OpenStack Pavilion
- Mention of sponsorship in pre-event email to all OSCON attendees
- Access to pre-registered press list
- 1 four-day OSCON conference pass (includes access to Tuesday content and OpenStack Day)
- 1 booth staff pass
- Unlimited Expo Hall ONLY passes

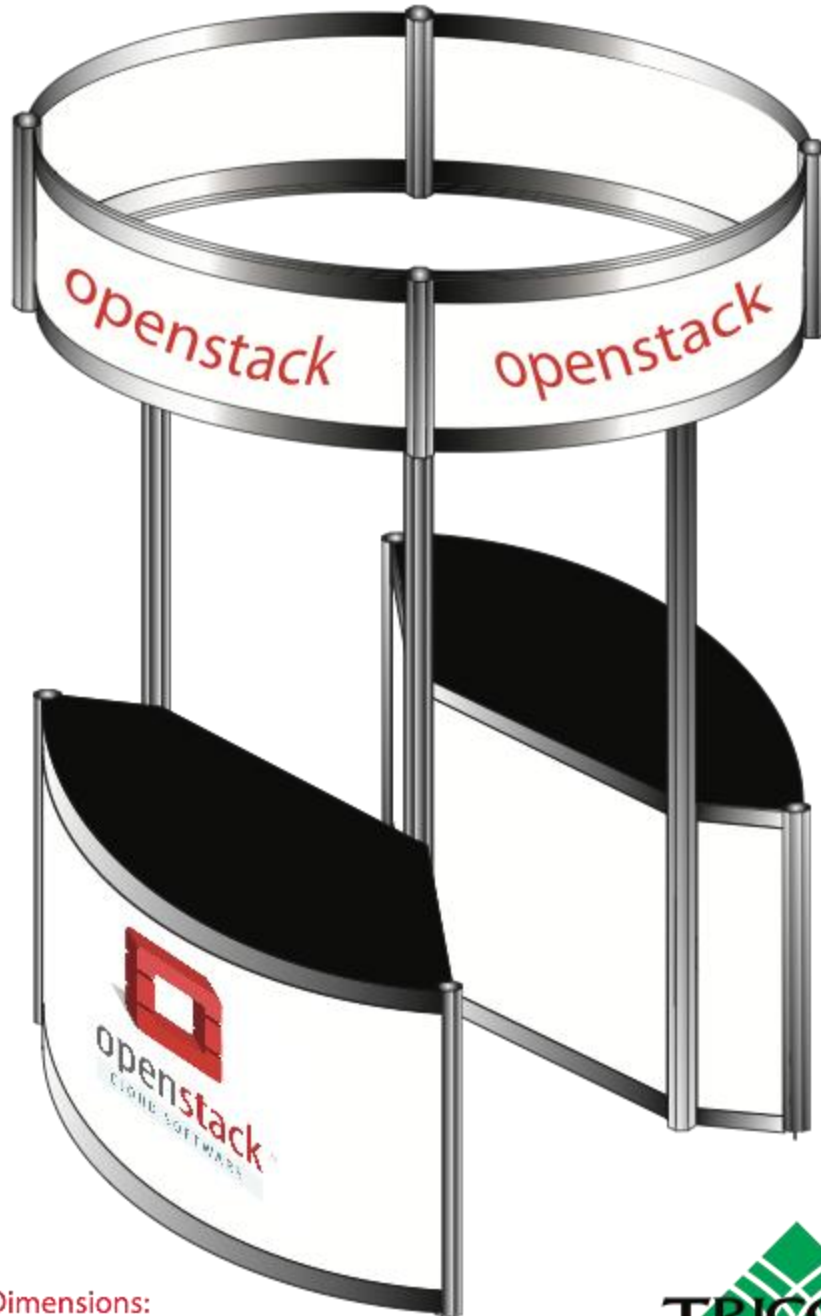
OpenStack OSCON Supporter Package:
Package Price \$2,000

- Company branding at official OpenStack evening event, Wednesday 9-11 pm, location and details TBD
- Company branding on pop-up banners in the OpenStack Pavilion
- Mention of sponsorship in pre-event email to all OSCON attendees
- Access to pre-registered press list
- Unlimited Expo Hall ONLY passes

Expo Hall Hours:

Tuesday 5:00pm-6:00pm Opening Reception
Wednesday 10:00am-4:30pm
5:40pm-7:00pm Booth Crawl
Thursday 10:00am-5:00pm

OSCON 2012 OpenStack Pavilion

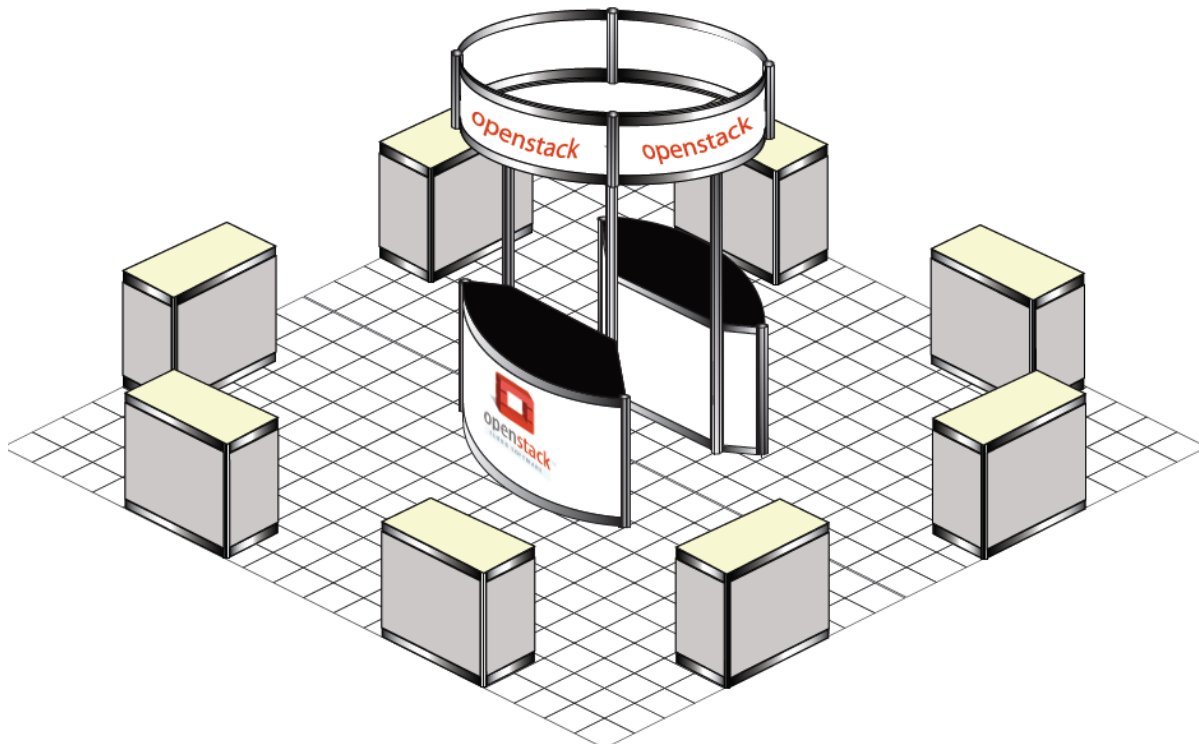
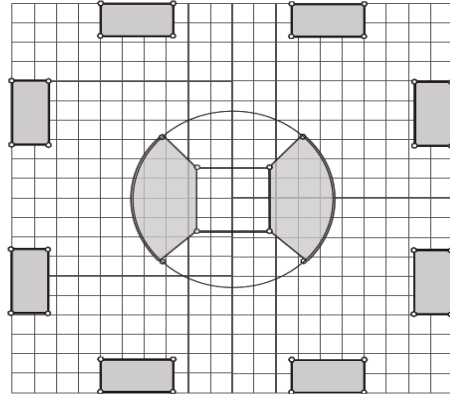


Graphic Panel Dimensions:
Headers: 85.75"W x 11.75"H
Counters: 60.5"W x 36.625"H

TRICORD
TRADESHOW SERVICES
738 Neeson Road, Marina CA 93933
Phone: (831) 883-8600 Fax: (831) 883-8686

OSCON 2012 OpenStack Pavilion

Top View



OSCON 2012 - Open Stack Pavilion
One Meter Counter



Graphic panel dimensions: 38.25"W x 36.625"H

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