



# **aKademy 2007**

**30th June - 7th July 2007  
Glasgow, Scotland**

# **Sponsorship Opportunities**

# About KDE

KDE is one of the largest and most active projects in the Free Software world. For over ten years KDE has delivered a powerful and easy-to-use graphical desktop environment and applications for Linux and other UNIX systems. Behind KDE there is a vibrant community of software developers, translators, artists, usability experts and committed users, a community that continually proves that Free Software can be of world-class quality. Recent successes for KDE includes a rollout to the Munich government soon to reach 18,000 desktop users. A scheme by the Brazilian government to sell low cost computers means hundreds of thousands of new KDE desktops being sold each month. KDE technology is also used in third party projects including Apple's Safari web browser and Nokia's Series 60 mobile phones.

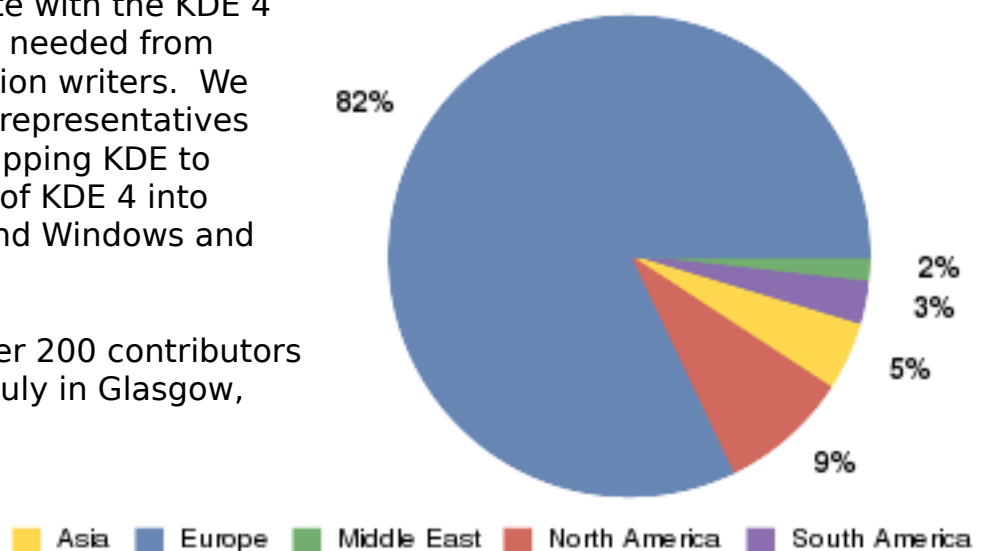
# About aKademy

aKademy is the name of the yearly KDE world summit. This conference is a unique opportunity for many KDE contributors to meet each other in person. At aKademy, they can share quality time discussing various KDE related issues, working together on KDE, and last but not least, strengthening the community. aKademy plays a central role in community building. It offers contributors the opportunity to meet face to face with the people that they work with on a daily basis, and adds essential 'bandwidth' to the normally electronic communication channels that are used in a Free Software project such as KDE. aKademy occupies an important place in the yearly Free Software Calendar since it is here that cross-project collaboration takes place to form a common platform for the Linux desktop.

At aKademy 2006 we defined the scope of KDE 4, the next generation of the KDE desktop which will be available by next summer. The aim of the developers at aKademy 2007 will be to ensure the KDE 4 platform achieves its ambition of creating the best user experience. By bringing together the Human Computer Interaction experts in the fields of usability, accessibility and artwork with the core library developers, we can ensure that a slick, friendly and innovative desktop is created. This conference will be used to bring all of KDE's contributors up to date with the KDE 4 platform, including changes needed from translators and documentation writers. We will be hoping to meet with representatives from all the distributions shipping KDE to ensure the best integration of KDE 4 into GNU/Linux, other UNIXes, and Windows and OS X.

The KDE project expects over 200 contributors to visit aKademy 2007 this July in Glasgow, Scotland.

## aKademy Attendees 2006



# Why Sponsor aKademy?

The KDE project is inviting sponsors to help make aKademy 2007 a success. Considerable effort and financial resources are necessary to run aKademy. Helping valuable contributors attend the conference, making arrangements for the location itself, accommodation and other logistical problems need to be solved in order to maximise productivity of the community. By sponsoring aKademy you are giving invaluable practical help to one of the most important Free Software community conferences.

The attendees of aKademy include industry players, core desktop and Linux platform developers, government officials, education officers and press reporters. Delegates come to discuss their latest ideas for technical desktop innovation, improve user experience and ensure higher quality software. With commercial use of Linux platforms on the rise, including rollouts of KDE to thousands of desktops, a sponsorship for aKademy is a visible sign of support to hundreds of developers, users and decision makers who will be visiting our conference and website.

An important reason to consider sponsoring aKademy 2007 is that the release of KDE 4 is a major Free Software event, and by being associated with KDE around the release, sponsors stand to gain more publicity through KDE than at any other point in the last 5 years.

aKademy is also a key networking opportunity. A sponsorship provides you with important promotional opportunities including prominent talks and visible advertising areas for your logo & company information. We also aim to make aKademy an enjoyable time for attendees and our sponsorship packages include hosting the much appreciated conference dinners and social events providing further networking opportunities.



As an international conference sponsors are given coverage not just in Europe but are seen by our many delegates from North and Latin America and Asia. By sponsoring aKademy you will be seen as a supporter of KDE, the KDE developer community and a key member of the growing KDE and Free Software business community.

The main conference lasts for two days, but aKademy continues with a week long coding session. During the week specialist topic days and informal Birds of a Feather sessions are held. Topics in past years have included printing, accessibility and OpenDocument Format. Guest speakers and experts in the field are often asked to attend the specialist days. We are currently looking for topics for specialist days at aKademy 2007.

# Sponsorship Packages

## Base Packages

	Platinum (€25000)	Gold (€15000)	Silver (€5000)	Bronze (€1000)
Sponsor of Conference Reception	●			
Booth space in conference entrance hall	●	●		
Sponsor's banner hung in conference hall	●	●		
Logo on banner hung in hack lab			●	
Opportunity for joint press release with KDE for aKademy	●	●		
Opportunity to distribute materials in conference room	●	●		
Logo/Company name on conference lanyard	●			
Logo on conference badge		●		
Logo on front page of conference website	Large	Medium	Small	
Logo and organisation description on sponsors page of website, with link to you	Largest Logo, 100 words	Large logo, 100 words	Medium logo, 75 words	Small logo, 50 words
Full colour advert in conference programme	2 page	1 page	1/2 page	1/4 page
Attendee pack insert	●	●	●	●

## Additional Opportunities

To supplement the base packages we have a range of extra options that may be added to them.

We have social events that may be sponsored, including evening receptions, dinners and the official day trip. In particular we hope to be able to have a day trip where the KDE contributors can have a chance to meet away from computers, this has been greatly valued in past conferences.

Other options are the aKademy Awards prizes and extra useful items to go in the attendee bags.

## Custom Package

If you find that none of the listed sponsorship packages fit your company's or organisation's needs or budget it is always possible to put a customised package together. You may in particular be interested in sponsoring one of the social events such as a dinner or the official day trip.

## Media

We welcome news publishers, online or paper, to become media partners by giving suitable coverage during the registration period which points participants to the registration page, giving coverage after the conference, or for online publishers updates during the conference.

Media partners will have their company or journal logo displayed on the website sponsors page and in the conference programme. Copies of your paper or magazine can be included with the attendee bags.

## More Information

If you would like more information or to discuss sponsorship please contact us:  
[akademy-sponsoring@kde.org](mailto:akademy-sponsoring@kde.org)

# Terms and Conditions

1. The KDE e.V. is the official aKademy organiser.
2. Sponsorship application is handled on a "first-come, first-served" basis. Sponsors should be committed to Free Software deployment and improvement. Sponsors are supportive of the aKademy organiser's mission. The aKademy organiser retains the right to reject any sponsor that it deems inappropriate.
3. Sponsorship pledges cannot be processed without payment.
4. Sponsors may not sublet, assign or apportion any part of the item(s) sponsored nor represent, advertise or distribute literature or materials for the products or services of any other firm or organisation except as approved in writing by the aKademy organiser.
5. The aKademy organiser will not be liable for damage or loss to sponsors' properties by fire, theft, accident, or any other cause, whether the result of negligence or otherwise, or in the case of force majeure.
6. Sponsorship is not limited to financial support, but can also be in the form of material provisions for example, hardware/software etc. Should your organisation be interested in sponsoring by an arrangement not listed in this brochure, please feel free to contact us to discuss your preferences. You can contact [akademy-sponsoring@kde.org](mailto:akademy-sponsoring@kde.org)
7. For sponsorship packages that include the use of banners, please note that banner space may be limited. The conference organiser will inform each sponsor of the maximum size and number of banners allowed.
8. In order to limit costs to the aKademy organiser, the conference organisers may limit the number of colours used to print sponsor logos.

# Sponsorship Application Form

aKademy 2007: Glasgow, Scotland, 30th June - 7th July 2007

## Base Package:

- |  |        |
|--|--------|
| <input type="checkbox"/> Platinum              | €25000 |
| <input type="checkbox"/> Gold                  | €15000 |
| <input type="checkbox"/> Silver                | €5000  |
| <input type="checkbox"/> Bronze                | €1000  |
| <input type="checkbox"/> Custom<br>(as agreed) | €      |
- 

## Extras:

Details:  
(as agreed)

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Amount:

€

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## Total:

€

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## Details:

Company Name:

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Contact Full Name

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Position / Title:

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Email:

Phone:

Address:

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City:

Province / State:

Zip / Post Code:

Country:

Authorised Signature:

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Date:

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

Fax the completed form to: +44 141 548 4523 or send by post to: aKademy, Computer & Information Sciences, University of Strathclyde, Glasgow, G1 1XH, Scotland

