

ubuCon ASIA 2021

2021.ubucon.asia | September 25th~26th

Sponsorship Brochure

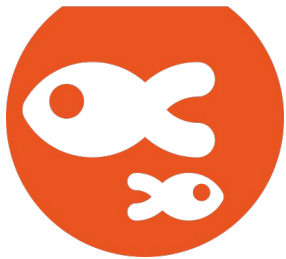


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About UbuCon & UbuCon Asia

UbuCon (Ubuntu Conference) is an event organized by Ubuntu Communities across the world.

The focus of the event is **Ubuntu**, a modern, open source operating system on Linux for the enterprise server, desktop, cloud, IoT and more. and other free and open source technologies.

UbuCon Asia is one of regional UbuCon events that especially focuses on Asia region organized by Ubuntu Communities and other free and open source communities across Asia.

This fall, **the first UbuCon Asia event** will be organized as **fully virtual event** in **September 2021**. We're preparing 2 days of talks, conferences, panel sessions, workshops and social events for all participants.

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Event Overview

Event name	UbuCon Asia 2021
Theme	Ubuntu(on desktop, server, cloud, IoT, localization and more) and related free and open source technologies
Dates & Venue	September 25th~26th(Weekend), 13:00~20:00(UTC+9) on eventyay.com platform
Host communities	<ul style="list-style-type: none">• 7 Ubuntu Local Communities• 5 other free and open source communities• Total 12 free and open source communities from 10 regions across Asia
Contents & Sessions	<ul style="list-style-type: none">• Session types: Regular session, Workshop, Panel session, Lightning talks• Maximum 4 session rooms simultaneously
Fee	Free

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Organizers

Youngbin Han
Ubuntu KR
Coordination, Tech/Video,
Sponsorship

Gunyoung Yoon
Ubuntu KR
Coordination, Content

Jeremy Cheng
Ubuntu HK
Coordination, Sponsorship

Hong Phuc Dang
FOSSASIA
Coordination, Marketing,
Tech/Video

Sartika Lestari
Openstack Indonesia
Marketing, Content

Liam Zheng
Ubuntu CN
Sponsorship

Fumihito Yoshida
Ubuntu JP
Tech/Video

Matthew Lien
Ubuntu TW
Content

RJ Hsiao
Ubuntu TW
Content

Gyuseok Jung
Ubuntu KR
Tech/Video

Aron Xu
Ubuntu CN
Content

Jun Nogata
Ubuntu JP, Debian JP
Marketing

Ravi Bhattarai
FOSS Nepal Community
Marketing, Sponsorship

Rhoit Man Amatya
FOSS Nepal Community
Tech/Video

Sagun Dhakwa
FOSS Nepal Community
Content

Koala Yeung
Ubuntu HK

**Khairul Aizat
Kamarudzzaman**
Ubuntu MY
Tech/Video

Robbi Nespu
Ubuntu MY, Debian MY
Marketing

And +14 more organizers
wiki.ubuntu.com/UbuconAsia/2021/Organizers

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Host Communities

Ubuntu Local Communities

Korea

ubuntu-kr.org

Japan

ubuntulinux.jp

Taiwan

ubuntu-tw.org

China

forum.ubuntu.org.cn

Hong Kong

wiki.ubuntu.com/HongKongTeam

Malaysia

wiki.ubuntu.com/MalaysianTeam

Myanmar*

ubuntu-mm.org

Other Free and Open source Communities

Gnome
Indonesia

gnome.id

OpenStack
Indonesia

openstack.id

FOSS Nepal
Community

foss-np.github.io

FOSSASIA

fossasia.org

Debian
Malaysia

wiki.debian.org/LocalGroups/Debian-Malaysia

*Due to their country level situation, they are volunteering only when they have some chance to participate

The virtual event venue: Eventyay

UbuCon Asia will take place online using **Eventyay**, an open source event management system.

Eventyay offers a wide range of **features that facilitate online interaction and communication** including **video integration** with BigBlueButton and Jitsi, chat channel and virtual booth.

Additionally it also provides **event management tools** such as call for speakers, scheduling, registration, custom attendee form, ticket sales, promotion code, sponsors branding, speaker position arrangement and more.

Many Global and Virtual events such as FOSSASIA Summit 2021 **already took place with huge success** using **Eventyay**. With Eventyay, **diverse people around the world** will be able to **join and exchange easily**. And it will lead **the first UbuCon Asia to a successful event**.

Event program details - Sessions and Slots

- Maximum 4 session rooms simultaneously
- Talks (30 or 45 minutes including Q&A time.)
 - English session: Live or Pre-recorded
 - Local language session: Only Pre-recorded (session video will be streamed with English subtitles)
- Panels (55 minutes)
 - At least two panelists who discuss a topic and provide insights
- Workshops (1 or 2 hours)
 - Interactive workshops where participants can actively engage in
- Lightning talks (5 minutes)
 - Present ideas or project or share something interesting.

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Event program details - Topics

We encourage people to submit proposals with following topics but not limited to:

- Desktop
- Server, infrastructure, Cloud
- Windows Subsystem for Linux
- Localization, Fonts, Input method
- Internet of Things, Embedded
- Security
- Community, Social context
- Case studies

Become a sponsor

As a **non-profit** and **community organized** event, Even if it's fully virtual, **We need sponsors to make the first UbuCon Asia happen.**

By becoming one of our sponsors, you are directly **contributing** to **research and development of Ubuntu and Open Source Software**, and also **making Open Source Community more active and sustainable.**

With hundreds of Ubuntu users, developers and enthusiast **across Asia** participating the event, It's a great chance to **empower** your company's **branding that leads the industry** within **international audiences**, promote as employer and interact with attendees to **hire new people** for your company.

Sponsor benefits

- Logo on Website, session videos and swags
- Marketing opportunities
 - Marketing email sent to attendees
 - Promotion through our social media
 - Localized promotion through marketing channels of local communities
- Sponsored session slots with sponsor's own branding.
 - Talk session(30 minutes)
 - Workshop (1~2 hours)
- Virtual booth to engage with attendees
 - Virtual booth page with logo, short video and slide to introduce your company to attendees.
 - Gather.town booth space to interact with attendees.

Sponsorship packages

Class Amount* Qty	Diamond 8000 USD 1	Gold 4000 USD 3	Silver 2000 USD 6	Bronze 1000 USD Unlimited	Supporter 300 USD Unlimited
Logo placement	Website + Videos + T-Shirts	Website + Videos	Website + Videos	Website	Website
Mention on marketing channels	4	3	2	1	1
Email recognition to all attendees	Yes + URL	Yes + URL	Yes	Yes	Yes
Sponsor session	Keynote(45min max) & Workshop(2h max)	Talk(30min) or Workshop(1h)	Lightning talk(5min)	No	No
Virtual booth (Gather town)	Large * 4	Large * 2	Large * 1	Small * 1	No

*No VAT required. FOSSASIA(NPO registered in Singapore) will receive package amount.

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Gather.town Virtual booth space

- A Virtual 2D metaverse space that make virtual interactions more human.
- Available for **Diamond, Gold, Silver and Bronze sponsors**
- Pressing “x” key near booth shows **webpage for sponsor information.**
- Booth **size vary by** sponsorship **class**
- Gather.town space will be opened during event days.
- Sponsor can customize booth by placing custom objects.
- People can't walk through booth table and booth wall.
- 1 unit padding on left, right and 2 unit padding on bottom of the booth
- Option: Booth area can be private area if sponsor want.
 - Public area by default

Gather.town Virtual booth space

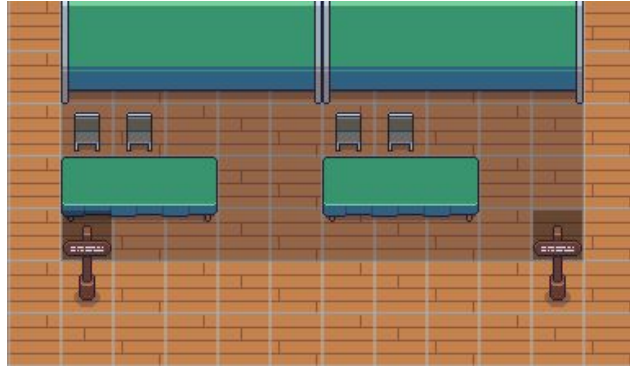


Diamond sponsor booth spec

- **Large** booth * 4
- Booth size: **22 * 7 Units**

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Gather.town Virtual booth space



Gold sponsor booth spec

- **Large** booth * 2
- Booth size: **12 * 7 Units**

Gather.town Virtual booth space



Silver sponsor booth spec

- **Large** booth * 1
- Booth size: **7 * 7 Units**



Bronze sponsor booth spec

- **Small** booth * 1
- Booth size: **5 * 7 Units**

Non-cash sponsorship packages

- **Local video studio sponsorship**
 - Provide local team video recording studio and equipments for recording session videos.
- **Video internalization sponsorship**
 - Help us creating closed caption and its English translation for pre-recorded session videos with local language.
 - Creating subtitles and translating it will mostly done by our volunteers and some automation tools. But still there will be many works to do for our volunteers.
- **Infrastructure sponsorship**
 - Provide infrastructures for running fully virtual event.
 - e.g. Video call, Ticketing system, Domain, Credit for Cloud infra, etc.
- **Swag sponsorship**
 - Free swag for attendees (for people in your region or across the world)
 - You should handle swag shipping by yourselves.

Non-cash sponsorship packages

Type	Local video studio sponsorship	Video internalization sponsorship	Infrastructure sponsorship	Swag sponsorship
Logo	Logo on web and corresponding session videos		On web only	On Web and the swags you will provide
Mention on marketing channels	Will be mentioned to thank for providing corresponding sponsorship			
Virtual booth (Gather town)	Available upon request if you choose 2 or more packages. Booth size vary by the what you provided.			

Additional sponsorship opportunities

In case, You want to sponsor our event, but the packages described in this brochure doesn't fit your needs or you want to sponsor something else.

Don't hesitate to contact sponsorship team to discuss about additional sponsorship opportunities. We can work together to find the right package for your company or organization.

Based on what you provide through sponsorship, We may provide similar benefits described in this brochure.

Join us today!

Sponsorship inquiries

Sponsorship team

sponsorship@ubucon.asia

Website

2021.ubucon.asia

- eventyay.com/e/75ac7f83
- fb.me/ubuconasia
- twitter.com/ubuconasia
- github.com/ubucon-asia
- youtube.com/channel/UCdy5ggH4LKgUyr0WIH9DPwQ

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