

SPONSORSHIP PROSPECTUS

foss-north and foss-gbg



Executive Summary

foss-north aims to be the leading Open Source conference in Scandinavia. Drawing on local talent as well as international guests, we aim to provide a meeting space for communities. By bringing people together, we believe that we can help building a stronger region.

The conference is planned to be:

- One day conference with world-class speakers
- Highlight current hot topics and trends in the FOSS community
- Showcase the latest technology coming from R&D labs
- Provide technical content and analysis

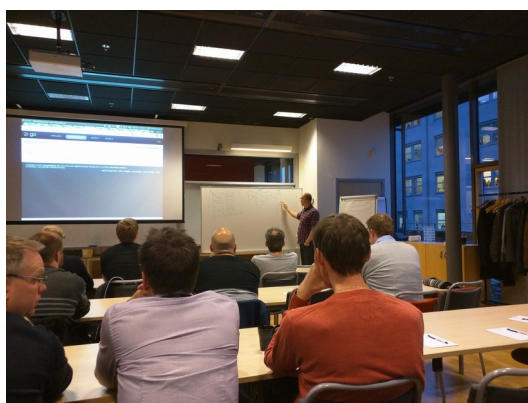
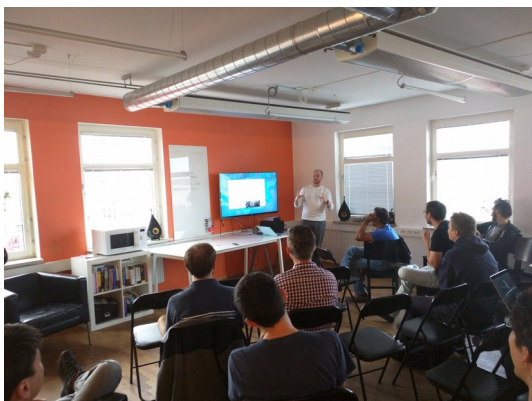
Our background is in technology, but also from arranging events under the foss-gbg banner. To expand this to a nordic conference, we are looking for sponsors.

Introduction

We are a group working to connect the open communities in Gothenburg area under the name foss-gbg. Our mission is to create meeting spaces between different open technology communities such as open source software, open hardware, maker culture, open data and more. To meet this goal, we act as a platform that host open arrangements where different parts of the open world can showcase their projects and way of working for other parts of the community.

We have built the starting point for this community of communities in the Gothenburg area and are now looking to expand this into a conference targeting the Nordic region under the name foss-north. To enable this leap, we are looking for sponsorship.

We believe that we can provide you, as a sponsor, with exposure to some of the best open source technologists in the area, to be associated as a supporter of open technology and a great venue for your staff to take part in great seminars and learn new skills.



Some photos from earlier foss-gbg events hosted at Lindholmen, Ekelundsgatan and GU/Chalmers.

Background

The organization behind this effort are running the foss-gbg events. We attract 15-35 every month for technical seminars and have been able to attract interesting speakers covering a variety of subjects.

Our audience finds us through our website, <http://foss-gbg.se>. The site has been operational since July 2015 and attracts between 150 and 300 visitors monthly already. We also use a mailinglist, which has been available since the fall 2013. It has almost 100 subscribers.

Audience

The audience at the events this far has been highly knowledgeable technologists. This has made many seminars turned into discussions rather than lectures. This is something that attracts our speakers.

The audience is diverse when it comes to age, gender and background. Our participants range from students to professionals, to retired professionals. We've had both male and female participants. Our guests are exchange students, professionals from all over the world as well as local professionals.

The core group of our audience reflects the composition of the local industry. This means that female participants are underrepresented. This is something that we want to address.

Speakers

We've attracted a broad range of speakers over the years. These come both from the local community, as well as from a broader international background. Some examples:

- **Joachim Strömbergerson**, security expert based locally. Spoke of The Cryptech Open HSM Project and demonstrated an Open Source Novena laptop motherboard.
- **Göran Frykberg**, runs a 3D printer business locally. Spoke of 3D printer technology and how this will revolutionize production.
- **Christian Hergert**, RedHat employee developing the Builder development environment. Demonstrated Builder and spoke about use-cases and future plans.
- **Daniel Stenberg**, works at Mozilla from his Stockholm office. Spoke about embedded Linux and real-time properties of the Linux kernel.
- **Magnus Therning**, with a background in the Xen project. Spoke about virtualization and hypervisors.
- **Olof Kindgren**, local Open Hardware developer and one of the founders of the FOSSi Foundation. Spoke about open hardware and OpenRISC and his community engagement.

History

The background to foss-gbg, is foss-sthlm, founded in December 2009 by Daniel Stenberg and Claes Jakobsson. They've hosted 2-4 meetings per year since then.

In 2013 foss-gbg was started by Jeremiah Foster, Mikael Söderberg and Johan Thelin. The very first speaker was Daniel Stenberg. This was not only because Daniel is a great speaker with an interesting story to tell, but also to build a link between the two organizations.

The foss-gbg meetings have ranged from quarterly to monthly over the years, but since the summer of 2015, the target has been to do monthly meetings. The most current meeting calendar is available from <http://foss-gbg.se/kalender>.

We've had speakers covering various topics such as open IP blocks for FPGAs, 3D printers, various open source software projects, open source licenses.

Crew

The current crew behind foss-gbg and foss-north form a strong team where the sum is larger than the parts.

- **Jeremiah Foster**, is an Open Source Technologist for Pelagicore AB. Currently working in the GENIVI Alliance as a Community Manager, Jeremiah speaks on Open Source in automotive at various conferences and has been involved in Gothenburg's FOSS community for ten years.
- **Kristofer Hansson-Aspman**, has worked with open source software and software development for many years, but is also a part of the retro gaming movement and has arranged the annual event Retrospelemissan in Gothenburg, attracting 3800 visitors in 2015.
- **Mikael Söderberg**, as the founder of Pelagicore, a company aiming to introduce open source into the automotive industry, Mikael has worked tirelessly to build industry acceptance for open source through business activity as well as active participation in organizations such as GENIVI and Linux Foundation.
- **Johan Thelin**, has a background in electronics, embedded Linux and Qt, but has grown fond of public speaking and arranging meeting spaces. He has been a driving force between both Innovation Göteborg, which was run during 2008, as well as foss-gbg, but also appeared as a speaker at foss-sthlm, Qt Developer Days, Qt Days Italy, Open Source Days in Copenhagen and various other events.

Target for 2016

The target for 2016 is to grow foss-gbg into a Nordic conference, foss-north. To facilitate this, we have formed an ekonomisk förening to be able to handle money in a more formal manner. The overall goal is to deliver great events, but also to build a bank to be able to deliver high quality events in the future.

Detailed plan for foss-north

We plan foss-north to be a one day conference hosted at Lindholmen, Gothenburg, on May 26.

We have confirmed Daniel Stenberg as one of our speakers. His work with Rockbox, curl and HTTP/2 makes him an attractive speaker.

Our targets for the event are:

- 100 visitors.
- At least two high profile speakers.
- A mix of local speakers and international speakers.

Detailed plan for foss-gbg

For foss-gbg, our targets are:

- At least six meetings (planned here <http://foss-gbg.se/kalender>)
- An average of >25 visitors.
- Using at least 3 different venues.
- Co-arrangements with at least one other community, e.g. got-lambda or gothpy.

Growth Potential

We feel that our mission to bring open communities together is an important one and we see a lot of potential for growing our activities with foss-gbg and foss-north.

The obvious path is to extend foss-gbg with more and longer meetings and to extend foss-north into a multi-track conference spanning multiple days. However, we also see the following potential ways to expand our activities and helping our mission:

- Extend the foss-sthlm and foss-gbg concepts to other cities, e.g. foss-oslo, foss-lund, foss-cph.
- Extend foss-north with a training day, offering high quality training to participants.
- Extend foss-gbg with focus on the maker movement, doing workshops and hacking events.
- Co-arrange events with other communities to attract international organizations to host events in Gothenburg.

Sponsorship

We seek sponsorship to be able to fulfill our mission and help building bridges between communities. As we are active in many areas, we seek sponsors to be able to expand our activities beyond foss-gbg and foss-north. However, our main focus during 2016 is to build foss-north while maintaining the momentum gained in foss-gbg.

foss-north

The foss-north event is a one day conference as will be presented as such. It will have sponsors of multiple levels that are given high visibility during the event and during the year of 2016.

Sponsors will be given the option to get exposure through a number of channels:

- In the conference information provided all conference guests.
- On the website for the event.
- During the keynote introduction.
- In the conference mini-fair held in the reception area.

The table below summarizes the details for the available sponsor tiers.

	Base	Silver	Gold
Cost	10kkr	25kkr	50kkr
Availability	unlimited	6	2
Logo w/ link on homepage	x	x	x
Logo in handout	x	x	x
Logo in keynote	x	x	x
Mention in keynote			x
Own contents in in conference information		Up to 400 words and one picture.	Up to 1000 words and two pictures.
Room for roll-up, small table and power in conference lobby		x	x
Number of free tickets	2	5	10

foss-gbg

The foss-gbg events occur monthly somewhere in Gothenburg. Each foss-gbg event requires an event sponsor providing a venue.

As an event sponsor, a meeting room with office equipment (projector, etc) and >20 seats is required. It is common that event sponsors provide food such as a sandwich and drinks, e.g. coffee, soft drinks and water.

It is important that the venue can handle guests after office hours. The meetings usually last between 17:00 – 20:00 on a weekday.

As the foss-gbg events are free for the audience, this is a great opportunity to provide an event for your staff. It is also an opportunity for the sponsor to get introduced to the community members. The event sponsor is given the opportunity to do a short presentation at the start of the meeting.

Event sponsors are listed on the <http://foss-gbg.se> website one year from the event and on the event page, which is available indefinitely in our meeting archive.

General sponsoring

We also accept general sponsorship from organizations that share and support our mission goals. This helps financing our running costs for infrastructure, but also gives us the ability to help bring higher quality events to the region in the future.

All sponsors contributing at least 10kkr will have their logo shown on the foss-gbg web page during one year from the sponsoring.



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