

# 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 speakers, we aim to provide a meeting space for technical communities. By bringing people together, we believe that we can help building a stronger region. The very first foss-north event was held in 2016 and sold out quickly. We hope to be able to double the size of the event and gaining even more momentum for the community in 2017.

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 and foss-north banners. To continue establishing foss-north and the region as a nordic conference, we are looking for sponsors.

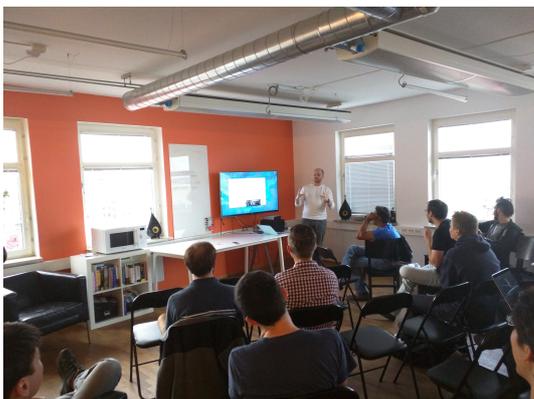
# Introduction

We are a group working to connect the technical and open communities in the Gothenburg area under the name foss-gbg. Last year we expanded on our mission to create foss-north, an open source conference targeting all of northern Europe.

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 hosts open arrangements where different parts of the open world can showcase their projects and way of working for other parts of the community.

As last year's foss-north event was standing room only, we have decided to double the size of the conference for this year. 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 foss-north are running the foss-gbg events. We attract 30 to 60 attendees nearly every month for technical seminars and have been able to attract interesting speakers covering a variety of subjects. For foss-north 2016 we attracted over 100 guests and ten speakers.

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 over 100 subscribers.

## Audience

The audience at the events this far has been highly knowledgeable technologists. This has made many seminars turn 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.
- **Mirko Böhm**, active in the Open Invention Network, CEO and founding partner of Endocode and board member of KDE e.V.
- **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.
- **Alexandra Leisse**, user experience designer at Ardoq, active in Rails Girls Oslo.
- **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>.

In 2016 the first foss-north event was held. It attracted over 100 guests and ten speakers for a full day conference. Our aim is to make this event the leading technical open source conference in the north.

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

## 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 Retrospeleveckan 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.

# Outcome of 2016

The foss-north event of 2016 was the first large scale conference organized by the foss-gbg team. At the same time, we were able to maintain the momentum of foss-gbg and further develop that event as well. We feel grateful and humbled by the response and want to expand to meet what we perceive is a need for high quality technical discussion in our region.

We would like to take the opportunity to thank all who made this possible: visitors, speakers, and sponsors. Without your contributions, this would not be possible.

## foss-gbg

During 2016 we arranged 5 foss-gbg events. We utilized four different venues and cross marketed one of the events together with the FSCONS X event. In total we had seven speakers and covered a great range of topics.

Looking at the visitor numbers, we have to split it into before foss-north and after. Before foss-north, three events were arranged that were attended by an average of 21 visitors. After foss-north, two events were arranged with an average of 45 visitors. To put these figures into perspective, the average number of visitors during 2015 was 23.

## foss-north

We are very happy with the speakers that we were able to attract and the size of the audience who attended the event. The result beat all our expectations and we met almost all our goals.

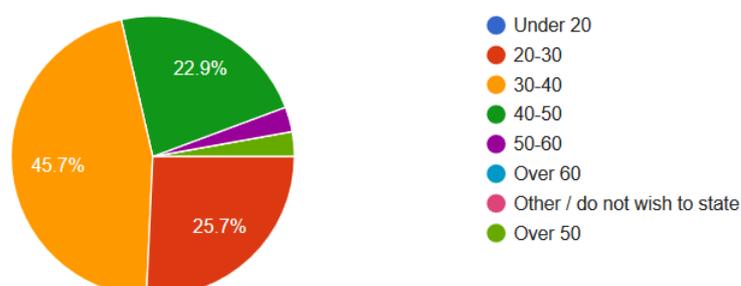
The event was followed by a questionnaire. 35 out of 110 visitors choose to respond to the questions, giving us a picture of how the event was received.

The average general impression of the event was 4.3 on a scale from 1-5, where five is best, and 94% of the visitors are likely or very likely to return next year.

Looking at the geographical distribution of the audience, 66% are from Gothenburg and the vast majority are from Sweden. But we attracted visitors from all over Sweden as well as some international guests.

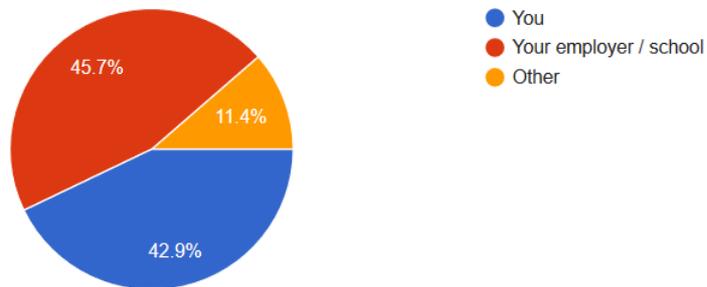
The age distribution shows visitors of a wide range of ages with >90% in the span 20-50 years.

What is your age? (35 responses)



The only disappointing figure is that none of the respondents to the questionnaire are female and we estimate that the female portion of the audience was about 5%. This is a figure that we want to improve in the future.

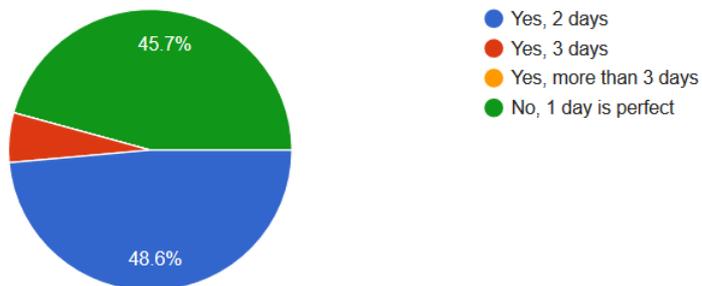
#### Who paid for your ticket? (35 responses)



Looking at the community involvement of the audience, more than 90% are users of open source and >50% are contributors. Most use open source both at home and at work and slightly more are contributing to open source as part of their work than hobbyist contributors. This is also reflected in the diagram below, showing how funded the visit to foss-north. As can be seen, the distribution between professional visitors and hobbyist visitors is even.

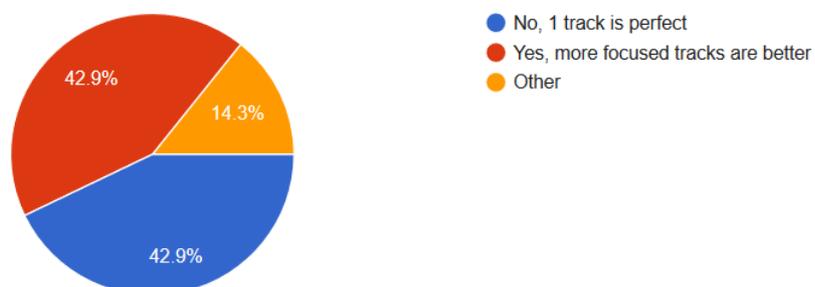
Looking at the figures for how the audience wants the event to grow, the distribution between those who prefer a one day event and a two day event is very even (shown below).

#### Would you like a multi-day event? (35 responses)



The same can be said for the distribution between those who wish for a single track event compared to those who want a multi-track event.

#### Would you like a multi-track event? (35 responses)



## Target for 2017

The target for 2017 is to double the size of foss-north while maintaining the foss-gbg events for the local community. This is driven through an ekonomisk förening handling the money needed for this venture. 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 2017

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

We have already confirmed **Lydia Pintscher**, **Lennart Poettering** and **Jos Poortvliet** as speakers. These three represents large free and open source projects such as wikimedia, systemd and nextcloud and will help attract a high quality audience.

Our targets for the event are:

- 200 visitors.
- At least two high profile speakers.
- Video recordings of all talks made available on-line after the event.
- A mix of local speakers and international speakers.

## Detailed plan for foss-gbg

For foss-gbg, our targets are:

- At least 4 meetings (planned here <http://foss-gbg.se/kalender>)
- At least 6 different speakers.
- An average of >30 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.
- 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.

# 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.

## foss-north

The foss-north event is a one day conference. The sponsors are split into different tiers that are given different grades of high visibility during the event and during the year of 2017.

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.

	<b>Base</b>	<b>Silver</b>	<b>Gold</b>
Cost	10kkkr	20kkkr	40kkkr
Availability	unlimited	unlimited	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
Number of free tickets	3	5	10

In addition to the sponsor tiers above, we have room for a a limited number (6) of exhibitors. This allows up to put a roll-up and a small table outside the main room of the conference. These are are available to our sponsors for the additional cost of 5000 SEK. The slots are assigned in order of application within each sponsoring tier, but higher sponsor tiers have priority.

## foss-gbg

The foss-gbg events occur monthly in different locations 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 >40 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 sponsorship

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.



foss-gbg och foss-north arrangeras av  
Free Open Source Software North Conferences ek.för.  
Org.nr 769631-2821  
kontakt: [info@foss-gbg.se](mailto:info@foss-gbg.se)