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# Open Source Think Tank Sponsorship September 28 & 29 Paris, France

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Olliance Group and DLA Piper would like to thank you for considering sponsorship of the 2010 Open Source Think Tank in Paris, France September 28 and 29.

### **Open Source Think Tank Summary**

Now in its 5<sup>th</sup> year, the Open Source Think Tank, hosted by Olliance Group and DLA Piper, is the leading *invitation-only* commercially focused open source brainstorm and networking conference of its kind in the world. At this year's Spring 2010 event held in April in Napa, CA, over 130 CEOs, CIO/CTOs, VCs, attorneys and industry luminaries representing top Fortune 100 companies and the leading open source companies and organizations gathered together to discuss the state-of-the-industry of commercial open source. The highlight of the Spring event was the business case presented by the State of California. Sponsors included Microsoft, Oracle, Adobe, Black Duck Software, Ingres, VMWare/SpringSource, Geeknet, KnowledgeTree, OTRS and SugarCRM.

### **NEW Sponsorship Offerings this Year**

This year Olliance is adding a number of exciting new elements to the think tank sponsor packages.

- Additional sessions exclusively for Platinum sponsors to engage with potential partners and customers
- Social media program focused on awareness building 90 days prior to the event and 30 days afterwards
- Webinar – Olliance Group/DLA will host a webinar with some of the CIOs and other luminaries in attendance at the event. The webinar will be targeted at global enterprise CIOs and will provide an unbiased perspective on the opportunities and challenges offered by open source. Sponsors will be prominently featured on the webinar marketing material and advertising.

*"The Open Source Think Tank is a core event for us to sponsor. It offers a very focused branding and lead generation opportunity to highly qualified and targeted audience of customers and partners, with direct access and visibility to an audience of CIOs, CTOs, open source executives, and the analyst and investment community."*

*Nick Halsey, VP Marketing and Product Management, Jaspersoft*

### **Spring 2010 Event Summary**

- 130 leading CEOs, CIO/CTOs, Attorneys, VCs and open source luminaries
- 100% of attendees polled in a post-event survey said they found the conference worthwhile and would attend next year
- Every event-related blog was positive
- Press exposure consisted of 50 leading online media/news outlets

- Press exposure to 440,000 subscribers of Bloomberg, ILX, Reuters, Telerate, Factset plus other distribution points including Reuters, AP et al
- The white paper “Open Source Think Tank Executive Summary” is a leading, and widely distributed business-oriented open source trend document in the industry

## Marketing and Public Relations Opportunities

In order to maintain the exclusive and visionary nature of this event (and increase sponsor visibility) corporate sponsorships are kept to a minimum and each sponsorship offers many key opportunities for visibility, branding and PR. Sponsors get focused exposure to a select group of commercial open source thought leaders from most of the major global technology vendors and visibility to CIOs and other key industry influencers through the many PR activities. Marketing activities for this event consist of the following:

- Overall
  - Listing on the event website accessed by attendees an average of five times
  - Prominent listing on event invitations sent to a targeted list of 6,000 qualified attendees four times
  - Partner Conference – Open World Forum Marketing ([openworldforum.org](http://openworldforum.org)) - Added visibility to key European executives and more than 2500 participants through our partnership with Open World Forum, held the two days subsequent to the Think Tank
    - Sponsors will be recognized in the joint Open Source Think Tank-Open World Forum marketing campaigns
    - Sponsors will be recognized during the Open World Forum event itself (2500+ attendees last year) during a keynote presentation and other activities
    - Sponsors can invite executives, partners and customers to the Open World Forum event and the Executive Reception
  - Opportunity to supply attendee gifts
  - Sponsorship of event activities based on sponsor level
  - Outbound/Inbound links to/from vendor sites
  - Inbound links from bloggers and news sources covering the Think Tank
  - Vendor news links on the Think Tank web site
- Pre-event
  - Press release announcing the sponsors
  - Press release announcing applications for attendance are open
  - Interview of the sponsor for the event blog
  - Sponsorship announcements and multiple reminders to the Think Tank Facebook and LinkedIn sites and partner social media sites
- Post-event

- Press release referencing the white paper
- Whitepaper distribution to list of 10,000 qualified leads
- Branding around the CIO webinar

### ***Sponsorship Levels for the Paris Think Tank***

- There are three levels of sponsorship available, Platinum, Gold and Silver. All sponsors get an invitation to attend Open World Forum's executive reception in the old Paris town hall.

**Platinum** - \$30,000 – see Addendum for additional Platinum Sponsorship opportunity

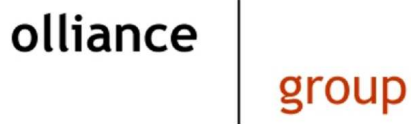
- Sponsor of the reception and banquet– (sponsorship includes an opportunity for addressing the audience)
- Signage at registration (highlighted as Platinum sponsorship)
- Three (3) free attendees and 50% discount on up to two (2) additional attendees
- Recognition as a platinum sponsor on all print event items
- Option to invite up to three additional attendees to the gala dinner (customers, partners, other executives)

**Gold** - \$20,000

- Sponsor pre-event reception
- Signage at registration (highlighted as Gold sponsorship)
- Two (2) free attendees and 50% discount on up to two (2) additional attendees
- Recognition as a gold sponsor on all print event items
- Special table recognition at the Gala dinner
- Option to invite two additional attendees to the Gala dinner (customers, partners, other executives)

**Silver** - \$10,000 - this level of sponsorship is available to VCs and venture-backed startups

- Signage at registration (highlighted as Silver sponsorship)
- One (1) free attendee and 50% discount on up to two (2) additional attendees
- Recognition as a silver sponsor on all print event items
- Option to bring one additional attendee to the Gala dinner (customers, partners, other executives)



**Open Source Think Tank 2010**  
Paris, France September 28 & 29  
**Sponsorship Opportunity**

**For further details please contact:**

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## Platinum Partner Sponsorship Opportunity

Platinum Sponsors of this year's Paris Think Tank will have the opportunity to lead a partnership and/or customer focused activity of their choosing within the following structure. Additionally, for the partner-specific events, the sponsors are welcome to include other attendees affiliated with their company. Sponsors will have access to the attendee list prior to the event and can communicate with them directly. Additionally, these sponsors' activities will be prominently featured on event marketing material. Partners will have access to a conference seating and designated locations for one-to-one meetings.

### Sessions to be held the morning and afternoon of September 27

Platinum sponsors will have a two hour workshop session available to them to engage with partners or customers, suggested topics/sessions:

- Introduction to partnering with....
- Training session for existing partners
- Product demos for customers/partners
- One-on-one partner/customer sessions

Olliance will support this session through additional marketing activities including event website content, email campaigns and personal invitations.

An additional fee of \$6,000 is required for this sponsorship.

**DRAFT AGENDA**

**September 27**

2pm – 5pm Platinum Sponsor Activities

6 – 8pm – Pre-Event Casual Reception – This is invitation-only for sponsors, customers and industry luminaries and is limited to 40 people.

**September 28 – Day 1**

8am – 10am – Registration

10am – 5pm – Sessions

6:30 – 8:30pm – Opening Night Reception

**September 29 – Day 2**

9am – 4:30pm - Sessions

6:30pm – 7:30pm – Open World Forum Executive Reception

8pm – 10pm – Gala Dinner

**September 30 & October 1 – Open World Forum**