



fudcon

FEDORA USERS AND
DEVELOPERS CONFERENCE

PROSPECTUS AND SPONSORSHIP INFORMATION

2012

Introduction to FUDCon

We are pleased to inform you, by way of this document, of our preparations for the 2012 FUDCon conference in North America. We hope you will take the time to learn more about FUDCon, and consider helping us in our efforts.

What is FUDCon?

FUDCon is the Fedora Users and Developers Conference, our premier event held in four different regions of the world, once per year in each region. FUDCon is always free to attend and open to the public.

The FUDCon conference attracts contributors, developers and users to help grow the Fedora Project community and its associated open source projects. FUDCon combines sessions, talks, workshops, and hack-fests in which contributors work on specific initiatives. Topics include infrastructure, feature development, community building, general management and governance, marketing, testing and QA, packaging, among others. A significant number of participants come to FUDCon from the local community, including students and local free software enthusiasts. The event is valuable for all skill levels including enthusiasts, end users and, of course, software developers and system administrators.

The purpose is to enable collaboration FUDCon flexible while providing growth and value of the Fedora Project. By providing educational sessions, users grow, while the hack-fests and workshops focused on growing the base of the Fedora Project and community.

Venue for FUDCon North America 2012

One of the hallmarks of the FUDCon conference is that it is a community-lead and community-planned conference. Each year, we invite community members to form teams and submit bids to have the FUDCon event take place in their local area.

FUDCon North America 2012 will be held in beautiful Blacksburg, Virginia from January 13th through 15th, 2012. Blacksburg is home to the campus of Virginia Tech, a well-known land grant university in southwestern Virginia. Previous FUDCon events in North America have taken place in Boston, Raleigh, Toronto, and Tempe.

We need your help!

In order to make the FUDCon event as successful as possible, we reach out to other organizations and companies to help with the logistics of FUDCon. Please note that we are **not** asking for a direct financial donation to our project. Instead, we invite you to look at some of our expenses listed below, and directly pay for one or more of the items on the list. This makes our accounting easier, as the Fedora Project does not have a simple way of accepting funds. This also give you as the sponsor a more direct role in the conference. Instead of simply sponsoring the conference and having your logo appear on the conference brochure, you are able to reach out to attendees and say “We paid for your lunch” or “We sponsored the t-shirts”. Our experience has been that this brings greater results for both the sponsors and the FUDCon organizers. Of course, we'd still be happy to put your logo and sponsorship information on our conference website and in our conference brochure.

All sponsorship suggestions below are detailed as 'approximate', as the exact cost will vary depending on the items chosen and the number of participants. We expect between 200 and 300 attendees in this FUDCon event. You can also choose to limit the number of participants receiving an item. For example, it would be perfectly OK to say “We'll sponsor lunch on day 2 for the first 120 people to register for the event.”

Sponsorship Pricing

| Sponsorship | Description | Pricing |
|-----------------------------|---|------------------|
| Day 1/2/3 Lunch Sponsorship | Provide and pay for lunch for all registered attendees | Approx \$750/day |
| T-Shirt Sponsorship | Provide t-shirts for the attendees | Approx \$1250 |
| FUDPub Sponsorship | Sponsor the traditional FUDPub social event after a long day at FUDCon | Approx \$2,500 |
| Attendee Sponsorship | Many attendees need funding to help offset their travel and hotel costs. As this is a participatory conference, everyone helps. | From \$250 |

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|----------------------|---|--------------|
| General Sponsor | Provide a simple sponsorship with things like printing of signs and booklets, refreshments such as coffee and soda and light snacks, etc. | From \$500 |
| Wireless Sponsorship | Pay for the wireless internet access at FUDCon. | Approx \$500 |

Contact information

If at any point you have any questions about sponsorships for FUDCon North America 2012, please feel free to contact the sponsorship manager via email at jbillia@fedoraproject.org. You can also reach Jared Smith, the Fedora Project Leader, at jsmith@fedoraproject.org.

Thank you again for your support of FUDCon.