

Technology For a Free World

**LINUX BANGALORE 2004**



**The Annual Conference  
of the  
Free and Open Source Community**

**Request For Sponsorship**

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*Facilitated by the  
Bangalore Linux Users Group*



## Executive Summary

Linux Bangalore/2004 is the fourth in the series of immensely successful "Linux Bangalore" conferences that started in 2001. Every year the conferences have been more innovative than the previous ones and LB/2004 definitely promises to keep up this trend.

The primary audience for this event is the wide community of developers, system administrators, users, managers and decision makers. More than 3000 delegates are expected to attend the conference. The sessions, talks and tutorials are planned to be delivered in manner that helps the delegates learn about technologies, techniques and methods that are more "hands on" and cannot be easily gleaned through manuals, books and/or the internet. Linux Bangalore/2004 aims at delivering "Something Extra" to the delegates.

This document introduces the event, and presents sponsorship opportunities available.

## From The Conference Chairman



Linux Bangalore/2004 is the fourth in this remarkably successful series of Free & Open Source Software conferences to be held in India.

When we organised the first one, back in 2001, it was meant to be a logical follow-up to the FOSS community's participation in various IT events, such as Bangalore IT.COM, where we participated under the motto "Seeing is Believing".

We were *very* concerned back then. We knew what a big task we had taken on, and executing something that big - especially given that this was a non-commercial, community driven event.

After the stupendous success of LB/2001 we had even more reason to worry - how on earth were we ever going to follow up on such a big act?

Year after year, and much to our surprise and delight, we have been able to follow up very nicely indeed - each year's Linux Bangalore conference has been bigger and better than the one before it, with more speakers, more delegates, more "big names", more community participation, more features, more fun, more learning, more everything. And we grew from a small regional enthusiast event to become one of Asia's largest professional technology conferences, with participation not only from India but from across the world.

This has been possible for several excellent reasons - the support of sponsors, the hard work of the volunteers and managers, the enthusiasm of the delegates, the excellence of the speakers, and of course our sponsors.

This year, we are doing the biggest Linux Bangalore conference yet, widening our scope from FOSS users and developers to include Enterprise FOSS users and developer businesses.

With over 3000 delegates and 50 Indian & International speakers expected to attend the conference, LB/2004 presents a wonderful opportunity to establish your presence in the Indian FOSS community.

Please go through this brochure, and if you have any queries, please do not hesitate to get in touch with us.

Sponsorship is what makes Linux Bangalore happen, and we thank you in advance for your participation.

### Atul Chitnis

Conference Chairman  
Linux Bangalore/2004  
<http://linux-bangalore.org>



## Linux Bangalore Conferences India's Premier Free And Open Source Event



*"The most unfortunate thing is that India still seems to believe in proprietary solutions.*

*Further spread of IT which is influencing the daily life of individuals would have a devastating effect on the lives of society due to any small shift in the business practice involving these proprietary solutions.*

*It is precisely for these reasons open source software need to be built which would be cost effective for the entire society.*

*In India, open source code software will have to come and stay in a big way for the benefit of our billion people."*

**Dr.A.P.J.Abdul Kalam, President of India**



## Conference Profile

Linux Bangalore/2004 brings together professionals and enthusiasts from across India, Asia and the rest of the world for a three day conference on Free & Open Source (FOSS) technologies.

The event features talks, discussions, workshops, round-table meetings and demonstrations by national and international speakers, and covers a diverse spectrum of FOSS technologies, ranging from Kernel-programming and Embedded systems to Desktop Environments and Localisation to Databases and Web Applications to Gaming and Multimedia, to community and User Group Development.

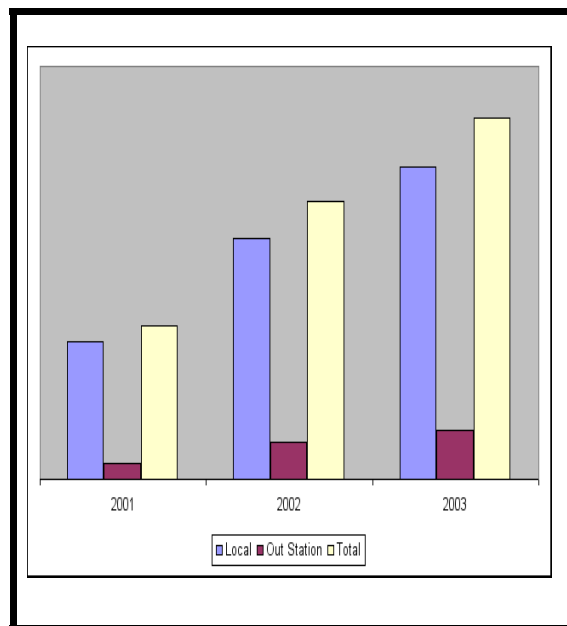
*What differentiates this event is that it is driven by the Free & Open Source community itself, not commercial entities.*

We ensure that it delivers quality information and education about FOSS technologies to thousands of participants every year. The first conference was an enthusiastic effort by like minded people in the year 2001, which got huge response from the community as well as the industry making it grow leaps and bounds every year and as more professional event.

The number of attendees keeps increasing every year as people from around the world come to Linux Bangalore as speakers and attendees. Linux Bangalore/2003 had some of the international celebrities in FOSS world speaking and enthraling the audiences. The speaker list read like Who's who of the Open source world with names like Harald Welte, Bdale Garbee, Jeremy Zawodny, Rasmus Lerdorf to name a few.

Sponsors and exhibitors of previous conferences have always gone back pleased, making Linux Bangalore conferences a land mark event in FOSS community.

Feedback from sponsors, exhibitors, speakers and attendees after the conference has always encouraged us to work harder and make subsequent conferences even bigger.



Total Number of Registrations at LB/2003	2553	
<b>Locals/Non-Locals</b>		
Locals(Bangaloreans)	1945	76.18%
Non-Locals	608	23.82%
<b>Areas of Interest</b>		
Development:	2119	83.00%
System Administration:	1629	63.81%
Users:	1503	58.87%
Business and Corporate:	922	36.11%
Emerging Technologies:	1990	77.95%
Govt. and Education:	750	29.38%
Community Topics:	767	30.04%
<b>Occupation</b>		
Computer related (Developer/Software)	962	37.68%
Student	617	24.17%
Computer related (Sysadmin/Networks/Hardware)	288	11.28%
Engineering	146	5.72%
Research and development	119	4.66%
Education/training	101	3.96%
Executive/senior management	74	2.90%
Computer related (Internet)	43	1.68%
Consulting	38	1.49%
Unemployed/Between Jobs	35	1.37%
Customer service/support	33	1.29%
Government/Military	18	0.71%
Accounting/Finance	13	0.51%
Sales/marketing/advertising	13	0.51%
Self-employed/owner	13	0.51%
Other	12	0.47%
Computer related (Sales)	7	0.27%
Professional (medical, legal, etc.)	6	0.24%
Manufacturing/production/operations	6	0.24%
General administrative/supervisory	5	0.20%
Homemaker	2	0.08%
Retired	1	0.04%



## INDUSTRY TRACKS

Industry Leaders Hewlett Packard, Novell, IBM, Infosys, Wipro and others presented sessions in dedicated Industry tracks which were sought after sessions with maximum attendance. Linux Bangalore/2003 had 7 tracks, 98 talks in 5 concurrent sessions and a Technology Showcase Exposition.

Audience and press provided excellent feedback on several talks. Here are some reports about the event that appeared in the media:

### **Linux-Bangalore 2001**

#### **ZDnet**

*It is being billed as one of the most ambitious GNU/Linux events of its kind, and it's being staged in Bangalore, the South Indian city considered the 'Silicon Valley' of this country.*

### **Linux- Bangalore 2002**

#### **The Hindu**

#### **December 3-5: India's largest gathering of Open Source faithfuls,**

``[Linux Bangalore/ 2002]" saw heavy participation by global industry giants, Hewlett Packard, Intel and IBM. And in a move that some younger, Cinema-savvy delegates characterised as ``Sleeping With The Enemy", Microsoft executive, Tarun Anand, made a key presentation on how Windows and Linux could co-exist on the desktop — by suggesting implementation of Microsoft's ``.Net" tools in Linux.



## Linux Bangalore/2004

### THE LINUX BANGALORE/2004 CONFERENCE

<b>DATE</b>	:	December 1, 2 and 3, 2004
<b>THEME</b>	:	Technology for a free world
<b>VENUE</b>	:	J N Tata Auditorium, IISc., Bangalore
<b>ATTENDEES</b>	:	Estimated at over 3000

The conference for year 2004 will begin on Wednesday, December 1<sup>st</sup>, 2004 at the JN Tata Auditorium, Bangalore.

Several concurrent sessions will be held on all the three days featuring speakers from around the world and experts in their own fields.

#### **Highlights**

The focus of this year's conference is towards the development and implementation of Free and Open Source Software (FOSS) technologies. The conference will feature three focused tracks - Technical, Business and Enterprise track.

Linux Bangalore/2004 is also poised to serve as a forum for discussing and examining the latest in FOSS technologies.

Linux Bangalore/2004 will also feature

- BOF sessions, Panel Discussions
- Sessions about Open Source Technology Visions & Directions
- Technology Showcase - showcasing the latest trends and products

## Technical Tracks

### Kernel Programming

The Linux kernel is one of the fastest growing FOSS today. With Linux becoming the de facto standard for all types of applications ranging from servers to desktops to embedded devices, a thorough understanding of the Linux kernel becomes necessary for developers of many such systems.

The Kernel Programming track will be centered around topics related to the Linux kernel. Talks will be presented by well known kernel developers from India and abroad.

This track is designed for kernel developers - both at the basic and the core levels. An understanding of the basics of the Linux kernel will be required.

### Sample Topics

- Kernel Development
  - Filesystems
  - Locking
  - SMP
- Writing device drivers
  - Device driver design
  - Modules in Linux
  - The Linux kernel interface to device drivers
- Core networking in Linux
  - Protocol stacks
  - Secure networking and tunneling
  - IPv6 networking
- Firewalls
  - Firewall internals
  - Netfilter/iptables



## Desktop Applications

The interest in the Linux Desktop has grown significantly over the past year. Many organisations have begun to take notice of these improvements to the Linux Desktop - right from the kernel to the application level - and have openly extended their support to its evolution. With hundreds of applications being ported to Linux and many more being developed from scratch, the development of the Free and Open Source Software (FOSS) desktop will be next big wave in FOSS computing.

With Linux being identified as one of the low-cost viable computing solutions for a developing nation like India, the Linux Localisation initiative is gaining momentum. The Linux Localisation initiative, which is targetting Linux desktops in Indian Languages, has made great progress in providing Linux desktops available in almost 10 Indian languages.

The Desktop Applications track at LB/2004 will focus on topics related to developing FOSS applications for the desktop and on running Linux machines in Indian languages. This track is designed for developers of FOSS desktops and the applications that run on them. The speakers at the Desktop Applications track will be from the developer communities of some of the popular desktop environments.

## Sample Topics

- FOSS Desktop Environment Development
- GTK/Gnome application development
- Developing application in KDE
- XFCE Development Platform
- Desktop application development tools
- FOSS Desktop Applications
  
- Office Application Development
- Multimedia Application Development
- Developing Games
- FOSS Localisation
  
- Indian language support
- The localised FOSS desktop
- Developing localised applications
- Mono - Bringing .Net to the FOSS world



## Web-based Applications

This track addresses the development and implementation of web services and web based applications using FOSS.

FOSS platforms using LAMP are **the** most often preferred platform for implementing web services and web applications.

LAMP is an acronym for a set of free software programs commonly used together to run dynamic Web sites. While the term used to mean "Linux, Apache, MySQL and PHP" in the past, this generic term now refers web-services built using any combination of FOSS systems, including Linux, FreeBSD/OpenBSD, Apache, Python, Perl, PHP, PostgreSQL, MySQL, etc.

This track aimed at the developers will address the various intricacies of development and solutions based on any of these technologies. A basic knowledge of web based application and the Internet is assumed for the audience.

## Sample Topics

- Intermediate to advance level topics in any of the web programming languages, the following will be preferred, being the most commonly used.
- PHP
- Perl
- Python
- FOSS Databases topics relating to
  - MySQL
  - Postgresql
  - SQLite
- Web-server (Apache)
  - Fine tuning and optimising server performance



## Embedded Development

A combination of the Linux kernel and GNU tools is fast becoming the default choice for embedded device development. The flexibility of the Linux kernel, support for a large number of platforms (specially ARM & MIPS), availability of code, tools and support are the factors that have always helped this cause.

With the release of the Linux kernel 2.6, this combination became stronger because of features like uCLinux, soft real time support, kernel pre-emption, high-resolution-timers, deterministic algorithms, low latencies etc. Also with the release of the GNU Compiler Collection 3.4.1, the GNU tool-set adds a lot of new functionalities targeted at the embedded market.

To leverage this incredible combination, it is important that the developer has a thorough understanding of the kernel as well as the associated tools and environments.

The embedded linux track will include talks that address these aspects of Linux and GNU tools. The talks will be delivered by experts from the embedded Linux world.

The track is targeted at embedded systems developers and will be planned in such a way that they can use this knowledge gained, productively at work.

## Sample Topics

- Embedded Linux kernel
  - Linux on embedded h/w platforms like MIPS, ARM, PPC etc.
  - uCLinux - micro controller Linux
    - flat memory management and issues
    - design considerations.
  - porting Linux to un-supported hardware
  - embedded linux features like deterministic schedulers, kernel debugging, achieving low latencies, real-time system design & performance, high-resolution- timers, posix threads (NPTL), kernel-health monitoring etc.
  - scaling the Linux kernel to tiny devices.
  - Device drivers
  - Accessing memory devices
- GNU Tools for embedded systems
  - Cross platform compilers and tools (GCC 3.4.x)
  - GLibC
    - other flavours like uCLibc, dietlibc etc.



- Embedded Linux environments.
  - Linux distributions targeted at Embedded Linux. (embedded knoppix)
  - Busybox, tiny-login, ash
  - Embedded file-system environments.
  - Design issues : Memory constraints, platform architecture etc.
- Licensing issues
  - Licensing issues at using the above for commercial products and hardware.



## Enterprise Applications

### Linux Enterprise Application Servers: The Enterprise Awaits

With the advent of an Application Market place Linux is poised to grab much of the share with its Open Source Standards. Linux is turning out to be default platform for housing Enterprise Application infrastructure with its lowest TCO, Higher ROI and Lower Risk factor in migrating present infrastructure.

With Apache's Geronimo App Server (stable) yet to be released by this year end this market is sure to be highly competitive one.

The Enterprise Applications Track is targeted at audiences involved in the development and implementation of enterprise wide FOSS-based applications.

### Sample Topics:

- Linux Application Servers - an Overview
- End To End Application Development, Deployment (Eclipse, Ant, JBOSS (or Geronimo), Linux OS)
- Enterprise Application Development using Agile methods (XP, Agile methods)
- Open Source Application Testing (JUnit, [HttpUnit](#), tools hosted at [OpenSTA.org](#), [OpenSourceTesting.org](#), JMeter etc.)
- Opensource Enterprise Content Management system (Apache Lenya, Jboss Nukes, OpenCMS, [InfoGlue](#) others)
- Opensource Enterprise JSR 168 Specs Portal Servers (Exo-Platform, Apache Jetspeed, Liferay)
- Jboss 4.0 (AOP based [AppServer](#))
- Hibernate (OR mapper) new [OpenSource](#) Enterprise [BackBone](#) with EJB v3.0



## FOSS Community Tracks

### FOSS Projects

The core of the Free and open Source software (FOSS) world is the myriad of software projects started and run by people across the world.

The Open Source style of development (sometimes referred to as the "Chaotic or Bazaar-style Development Model") brings up many new aspects to the development process.

This track will address these aspects, to help people get involved with FOSS projects.

### Sample Topics

- Starting a FOSS Project
- Case studies of successful FOSS Projects
- FOSS Projects: Care and Feeding
- FOSS project sponsorship
  - At Corporate Level
  - At College Level

### FOSS User Groups

Free and Open Source Software (FOSS) User Groups are what make the whole FOSS thing happen. These groups represent the first line of support to many people getting involved in the use of FOSS technologies and applications, and are also responsible for grassroot-level advocacy.

How does one do it right? How does one start and successfully run an User Group?

This track will allow user groups from across India and the world meet and exchange ideas, experiences, tips and tricks.

### Sample Topics

- Starting and running a FOSS User Group
- How to hold successful User Group Meetings
- User Groups: Issues faced and resolved
- Islands to a Nation: User groups interacting with each other



## Business Tracks

### Enterprise FOSS solutions

This track will deal with the Enterprise adoption and deployment aspect of Free and Open Source Software.

The track will highlight how various organisations in India have begun adopting FOSS in their IT infrastructure, and will also examine the growth of FOSS demand by both organisations, as well as by their customers.

The first half of this full day track will feature invited industry luminaries talking about their experiences in the adoption of FOSS in their organisations, for their customers, etc.

The second half will feature selected FOSS solution vendors presenting specific technology solutions, how they are deployed, who is using them, what the benefits have been, etc.

This whole-day track, will take place off-site at a business-class venue on the **29<sup>th</sup> of November, 2004**, and will be publicised along with the main conference, as well as individually.



## The Business of FOSS

Free and Open Source Software (FOSS), such as Linux, has been changing the way the technology world operates. It has re-written the rules of the game, and created a whole range of new business opportunities.

Many people believe that the only business opportunity is the sale of Linux CDs or offering support services for OSS. This is far from the truth - there are many tried, tested and successful business opportunities involving OSS out there, and this seminar intends to brief its audiences about them.

This track is designed for CEOs, CIOs, CTOs and Project Managers of software firms that intend to develop product or service lines involving FOSS software and methodologies. An understanding of their core business is essential, however no technical knowledge is assumed.

A number of FOSS luminaries from India and abroad will be participating in this track, and will interact with participants on the best way to go about deploying FOSS solutions, legal and business aspects, etc.

### Sample topics

- What is Free and Open Source Software?
- What are the business opportunities for OSS?
- Myths and Truths about FOSS business
- How can you generate revenues?
- What are the business models available?
- What are the issues involved?
- Licensing related issues
- Corporate issues
- Development issues
- Where are the markets?
- Who is investing in FOSS software today?
- The Corporate World and FOSS
- Governments and FOSS

This whole-day track, will take place off-site at a business-class venue on the **30<sup>th</sup> of November, 2004**, and will be publicised along with the main conference, as well as individually.

## Target Audience

The primary audience for the Technical tracks are the community of developers, system administrators, users and managers/decision makers.

The Business track is targeted at development firms, project managers, decision makers and people involved in the commercial development of software involving Free and Open Source Software.

The primary audience for the Enterprise track is CEOs, CIO/CTOs, CFOs, decision makers and other key management personnel of firms utilising Free & Open Source software in their operations.

### **At Linux Bangalore/2004, You can expect to see**

- Business & Technology Decision Makers, CxOs, Directors, Executives, Consultants, IT Managers
- Solution Providers, Independent Software vendors
- Industry / Research & Education leaders & visionaries
- Software Architects, designers, developers
- S/W integrators & service providers
- New audience segments from the embedded software community
- Press & Media
- Government



## Publicity

The event will be publicised using newspaper ads, interviews, pre-event writeups and a press conference. We have successfully used these channels over the past few years, and have received cooperation from a number of publications and even TV Channels.

We will also be doing direct mailers to organisations as well as educational institutions, inviting participation. This will be especially relevant to the business tracks, which will be “marketed” separately from the main event. The enterprise track will also see invited industry people speaking about their FOSS experiences.

Publicity across the community:

There are several other means that we adopt to publicise this event across the community. Here are some that have been effective for us over the years in drawing participation.

**Inviting LUGs:** Linux User Groups across the country and the globe are specifically invited to participate in this event. The local contact points are contacted by email and via the community network as well.

**Mails to related mailing lists:** Mails announcing the conference and inviting participation are sent out to related lists.

**The Linux-Bangalore.org web site:** This web site is a heavily viewed site due to the contents of the talks of the previous conferences. Pointers to the current conference are provided here and therefore have a high viewership.

**Banner & Poster Campaign:** Posters are mailed to corporates for display in their organisations. Similarly, posters are sent to academic institutions for display. Banners are displayed at select points in the city to attract participation (and sponsorship as well)

**Other related forums:** Information about the conference is sent to other industry forums (such as the Computer Society of India (CSI), The Manufacturers Association of Information Technology (MAIT), The IPv6 Forum India and their members.



## Linux Bangalore/2004 Sponsorship Opportunity Details

Our sponsors and exhibitors know that Linux Bangalore events attract the most knowledgeable and influential audiences from the FOSS world. By reaching them you gain the opportunity to influence the technology decisions made by organisations at various levels

Specifically, here is what you get as benefits from being a sponsor of Linux Bangalore/2004.

- Access to an audience of prospects and customers who have control and influence over major technology decisions and purchases
- The opportunity to reach new prospects and generate high quality leads
- The ability to explore new markets and potential partners by exhibiting in emerging geographies
- Increased brand awareness across the global developer community
- A high-profile venue in which to launch new products or make major technology announcements
- Access influential Journalists and Press

### Sponsors gain exposure through:

- Linux Bangalore/2004 Web sites
- Co-marketing
- Press announcements
- Ad campaign
- Give aways in delegate kits

Act now to take full advantage of LB/2004's comprehensive marketing opportunities for Sponsors.

Contact us at [sponsorships@linux-bangalore.org](mailto:sponsorships@linux-bangalore.org)



## **Platinum Sponsorship:**

### **PRE-EVENT:**

#### **Promotional Features**

- Corporate logo on Linux Bangalore site linked to your website
- Linux Bangalore/2004 Web banners and headlines for placement on Sponsor's Web site
- Corporate logo on all publicity material

#### **Press Features**

- Sponsors mention in advance Linux Bangalore/2004 press release/ media alert
- Placement of Sponsor logo on all the Linux Bangalore/2004 advertisements released

### **ON-SITE:**

- 750 Seater hall named after Platinum Sponsor
- Twenty (20) full complimentary conference passes
- Corporate logo on the on-site display banners
- The opportunity to include two inserts in the conference bag handouts
- Corporate logo on delegate, speakers and managers T shirt (one sleeve)
- Opportunity to display Banners during the event (6x3ft - 2 Nos. in the 750 seater hall and 4x2ft - 2 Nos. in the 500 seater hall)
- Sponsor's logo and 150 English words company description in the onsite guide book (subject to decision deadline)
- One (1) full-page advertisement in the Souvenir (subject to print deadlines)

#### **Exhibit Floor – Technology Showcase**

- 3 Stalls on location on exhibit floor at a premium position

**Sponsorship amount - Rs.600,000 (US\$12,750)**



### Gold Sponsorship:

#### PRE-EVENT:

##### Promotional Features

- Corporate logo on Linux Bangalore site linked to your website
- Linux Bangalore/2004 Web banners and headlines for placement on Sponsor's Web site
- Corporate logo on all publicity material

##### Press Features

- Sponsors mention in advance Linux Bangalore/2004 press release/ media alert
- Placement of Sponsor logo on all the Linux Bangalore/2004 advertisements released

#### ON-SITE:

- 500 Seater hall named after Gold Sponsor
- Ten (10) full complimentary conference passes
- Corporate logo on the on-site display banners
- The opportunity to include **one** insert in the conference bag handouts
- Corporate logo on delegate, speakers and managers T shirt (one sleeve)
- Opportunity to display Banners during the event (6x3ft - **1 Nos.** in the 750 seater hall and 4x2ft – **1 Nos.** in the 500 seater hall)
- Sponsor's logo and 150 English words company description in the onsite guide book (subject to decision deadline)
- One (1) full-page advertisement in the Souvenir (subject to print deadlines)

#### Exhibit Floor – Technology Showcase

- 2 Stalls on location on exhibit floor at a premium position

**Sponsorship amount - Rs.400,000 (US\$8,500)**



### **Track Sponsorship:**

#### **PRE-EVENT:**

##### **Promotional Features**

- Corporate logo on Linux Bangalore site linked to your website
- Linux Bangalore/2004 Web banners and headlines for placement on Sponsor's Web site
- Corporate logo on all publicity material

#### **ON-SITE:**

- Visibility during track in the hall where track is being held.
- Five (05) full complimentary conference passes
- Corporate logo on the on-site display banners
- Opportunity to distribute promotional Material Track Hall
- Corporate logo on delegate, speakers and managers T shirt (one sleeve)
- Opportunity to exhibit your Banners in the track hall (4x2ft - 2 Nos.)
- Sponsor's logo in the Souvenir (subject to decision deadline)

**Sponsorship amount - Rs.200,000 (US\$4,250)**



### **Support Sponsorship:**

#### **Travel and Accommodation Sponsor**

Well known speakers from different parts of the world will be presenting at LB/2004. This sponsorship provides the opportunity to sponsor the travel and accommodation of speakers outside India.

A number of International and National speakers of have been invited and some of the leading speakers have already sent in their willingness to speak at Linux Bangalore/2004.

#### **PRE-EVENT:**

- Corporate logo on Linux Bangalore site linked to your website
- Linux Bangalore/2004 Web banners and headlines for placement on Sponsor's Web site
- Corporate logo on all publicity material

#### **ON-SITE:**

- Five (5) complimentary conference registrations
- Opportunity to display one banner (4x2ft) at the venue
- Corporate logo on the on-site display banners
- Sponsor's logo in the Souvenir (subject to decision deadline)
- Proportional branding on speaker kits



### **Infrastructure Sponsors**

Linux Bangalore/2004 will provide the following opportunities for sponsoring the networking infrastructure at the conference.

The infrastructure sponsors will have to set-up and break down the equipment and cover usage costs, provide connectivity, wiring and appropriate insurance for usage of the equipment at the conference.

#### **Internet Sponsor -**

The venue would need Internet access, and the provider of this sponsorship will be given the coverage as Internet sponsor.

#### **Benefits:**

- Company logo on all pages of the Linux Bangalore/2004 web site, with a hyper link to your site
- Proportional Branding on pre-event publicity and delegate kits.
- Opportunity to display one banner (4x2ft - 2 Nos.) at the venue
- (Five) 5 complimentary conference registrations

#### **Network Sponsor -**

The sponsor will provide a wireless local area network at the venue. Internet connectivity at all nodes of the network will be configured.

#### **Benefits:**

- Company logo on all pages of the Linux Bangalore/2004 web site, with a hyper link to your site
- Proportional Branding on pre-event publicity and delegate kits.
- Opportunity to display one banner (4x2ft - 2 Nos.) at the venue
- 5 complimentary conference registrations

**If you need to reach the world of FOSS, this is the place to be in December 2004**



**NOTES:**

1. The halls will be referred by the name of the sponsor on all publicity materials (viz. schedules, hall boards, etc)
2. Proportional Branding on pre-event publicity, all halls/stage backdrops and delegate kits for Platinum and Gold sponsors.
3. Proportional Branding on pre-event publicity, the hall/stage backdrops during the course of the track for Track Sponsors.
4. Track sponsor banners will be on display in the hall where the particular track is being held, for the duration of the track.
5. Proportional Branding on pre-event publicity and delegate kits for supporting sponsors.
6. The size of the corporate logos of the sponsors will be proportional to the sponsorship.
7. Event Managers decision on placement and size of sponsor's corporate logos on publicity material, and placement of banners at the venue will be final.
8. For international sponsors, the current conversion rate is US\$1=INR45 (approx.)



## CONTACT

If this program is of interest to your company, we urge and welcome you to join us by sponsoring Linux Bangalore/2004. Please contact us at the address below.

Please reply back with a letter indicating an amount that you would be comfortable with and the item(s) that you would like to sponsor.

If you are interested in providing any other form of sponsorship, not mentioned in this document, do let us know. We would welcome your involvement in making Linux Bangalore/2004 a great success."

For further information about the conference, please tour the Linux Bangalore website or contact the conference chairs using the information on the main page.

If you have any questions about the Sponsorship or Advertising program, please feel free to call/e-mail to discuss the matter further.

**Conference Secretariat:**

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