TEACH-IN PROSPECTUS

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Prospectus Summary

The creation of the FOSS4G (Free and Open Source Software for Geospatial) conferences has been a resounding success in terms of spreading the word around the globe. Demand for these OSGeo (Open Source Geospatial Foundation) conferences has increased dramatically, especially with the recent success of the 2006 and 2007 events. With the upcoming FOSS4G conferences located in distant areas of the globe (South Africa in 2008 and Australia in 2009) there is a clearly a need for a North American event in the near future.

This document outlines plans for a new event: ***OSGeo Teach-in 2009***, in the early spring of 2009, to be held in the San Francisco Bay Area region of the United States. This event would focus on the **popular workshop aspect** of the conference, with 2 days of hands-on workshops and 1 day for other types of sessions (such as Birds of a Feather, or code sprints).

Focusing on workshops will reduce conflict with the existing FOSS4G events, and still allow North Americans the opportunity to learn about using open source geospatial from various project developers.

Clever Elephant Solutions and Gateway Geomatics will take responsibility for mounting ***OSGeo Teach-in 2009***, handling all the organizational and marketing work and taking on **all financial risk** associated with the event. However, we believe association with the OSGeo brand will be good for the event and good for OSGeo, and will return the larger of $10,000 or 10% of earnings to OSGeo after the event in exchange for co-marketing with OSGeo. Co-marketing will consist of use of the the name "OSGeo Teach-in", use of the OSGeo mark in various publications, and public support from OSGeo officers and staff for the event.

We believe a quality teaching event requires quality teachers, and that quality teachers deserve financial compensation for the substantial time required to prepare good content. Our plan for the ***OSGeo Teach-in 2009*** includes $3,000 honoraria for workshop teachers, as well as budget to cover travel and accommodation costs for teachers.

In addition to the workshops, we have added a free-form day at the end of our plan, to allow a more unstructured interaction between participants and the teachers. The unstructured day will be free of charge to all attendees and content will be selected democratically, using a wiki-style system for people to sketch ideas for sessions and vote on what they are interested in seeing.

Event Summary

Location: San Francisco Bay Area   **Attendance**: 160-240

Schedule: Day 1, twelve four-hour workshops,
Day 2, twelve four-hour workshops, event dinner,
Day 3, free-form day

Pricing: Workshops: $1,200
Free-form day: $0

Event Description

OSGeo Teach-in 2009 will be **the** source for hands-on training for open source geospatial software for North Americans in 2009.

The event will be held during the early spring months of 2009, in the San Francisco Bay Area of the United States. Teach-in will bring together approximately 15 of the top instructors in the open source geospatial industry from across the globe to give expert training over the course of 2 days.

Workshop topics will include the most popular open source geospatial software: MapServer, PostGIS, GDAL, GeoServer, OpenLayers, GRASS, QuantumGIS, GeoNetwork, and many more.

Reasoning for the Event

With the next two upcoming FOSS4G events occurring at other areas of the globe (South Africa in 2008 and Australia in 2009), and travel costs soaring due to higher fuel taxes, many North Americans not attending the FOSS4G events be unable to further their technical training in the open source geospatial realm. *OSGeo Teach-in 2009* will allow organizations not attending the main FOSS4G events to get the hands-on training their associates need, for a more affordable cost.

Timing

OSGeo Teach-in 2009 will occur in the early spring months (between February to April). The reasons for this timing selection are:

1. to not affect the main FOSS4G 2008 and 2009 events, which are set to run in the fall, and
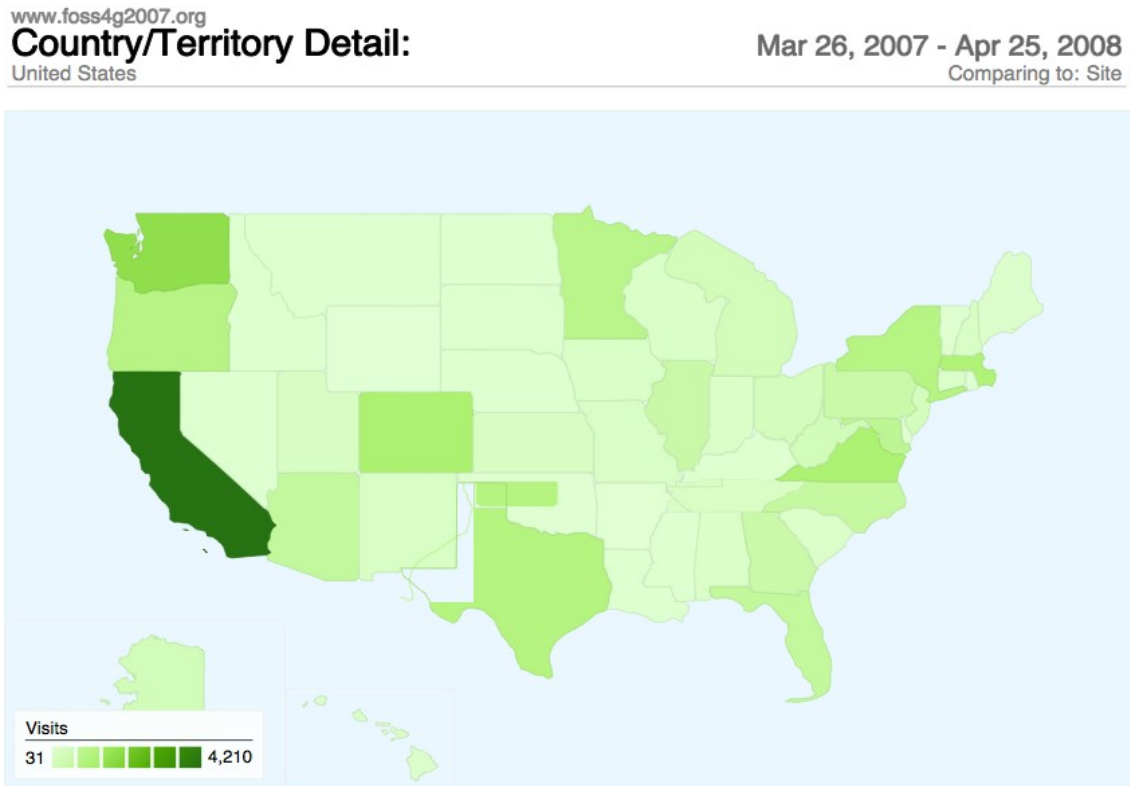2. to give sufficient space around the popular Where 2.0 conference.

Location

The San Francisco Bay Area, on the edge of Silicon Valley, is an excellent location to host a technical event.

- Start-ups in the Silicon Valley are increasingly building on open source infrastructure;

- California is a populous and wealthy state, with multiple government jurisdictions interested in training opportunities;

- Direct flights to SFO from major urban areas of the USA and Canada are frequent and competitively priced;

- San Francisco itself is a desirable city for touring and recreation.

In addition, data from the PostGIS web site, and the recent FOSS4G 2007 event indicate that California and the Bay Area in particular have a much higher concentration of interest in open

source geospatial than other geographical regions of North America, both in terms of absolute and relative numbers.

The following diagram illustrates the high demand on the FOSS4G 2007 web site from the California area, as reported by Google Analytics:

Venue

There are a number of venue possibilities in the Bay Area, and we will be selecting one based on criteria of:

- Ease of access;
- Affordability;
- Nearby accommodation options;
- Support infrastructure (AV and catering); and,
- Facility quality.

Among the alternatives are:

- the South San Francisco Conference Center;
- the Oakland Convention Center; and
- the UC Berkeley campus.

Financial Outline

Seed Funding

Funds will be required to cover initial expenses (such as marketing) until sponsorship and registration revenue can occur. OSGeo will not be responsible for any funding, all initial capital will be provided by Clever Elephant and Gateway Geomatics.

Fees and Sponsorship

Based on our preliminary budget, we expect to charge **about $1200 for two days of workshops**, which is comparable with the cost of two days of training for proprietary geospatial software.

We do not anticipate significant revenues from sponsorship, and are only budgeting for a handful of event sponsors.

The unstructured third day of the event will be a no-charge event.

Expenses

The primary expenses for the event will be honoraria and travel reimbursement for teachers, followed by infrastructure expenses (rooms, A/V support and rental, catering).

Attendees will receive four four-hour workshops, meals and coffee, a t-shirt, and take-home workbooks and training materials.

For the free third day, no meals will be provided, unless sponsorship can be arranged. The cost of renting the conference centre for the third day will be covered by the budget regardless of sponsorship.

Co-marketing Agreement

The event will use the OSGeo brand significantly, and will be marketed as an OSGeo event. In consideration, the event will allocate the greater of $10,000 or 10% of earnings to return to OSGeo when the final event accounting has been completed.

Preliminary Workshop Schedule

Workshops will occur over two days in six rooms, and will each be four hours in length. The maximum people in each workshop will be 40. Following is a preliminary schedule, with desired topics:

	Day 1		**Day 2**	
	8:00 – 12:00	13:00 - 17:00	8:00 – 12:00	13:00 - 17:00
Room 1	PostGIS Introduction	PostGIS Introduction	Advanced PostGIS	Publishing Metadata with GeoNetwork
Room 2	MapServer Introduction	MapServer Introduction	Advanced Mapserver	Building Applications with MapGuide and Fusion
Room 3	Introduction to Geoserver	GRASS Beginners	GRASS Advanced	Building Applications with PostGIS and Mapserver
Room 4	Introduction to GIS Data Processing, GDAL/OGR/PROJ	Developing with Geotools	Introduction to GIS Data Processing, GDAL/OGR/PROJ	Geospatial Applications with Hibernate
Room 5	GIS for Web Developers	Introduction to MapGuide Open Source	Using Open Source with ESRI	Quantum GIS Introduction
Room 6	OpenLayers Introduction	GIS for Python Developers	Advanced OpenLayers	Advanced Geoserver

Teach-in Prospectus

Requirements of OSGeo

If the OSGeo Board chooses to participate in the ***OSGeo Teach-in***, Clever Elephant and Gateway Geomatics will have the following expectations of OSGeo:

- That officers of OSGeo publicly support the event;

- That the event be promoted as an OSGeo event;

- That the event have use of the OSGeo mark;

- That OSGeo provide teachin.osgeo.org as a site for the event;

- That OSGeo make reasonable efforts to assist with the marketing of the event.

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