SPONSORSHIP PROSPECTUS

PRESENTED BY

AND

2008 Free and Open Spatial for Geospatial Conference   Sponsorship Prospectus
FOSS4G2008 incorporating GISSA2008
29 September – 3 October 2008 Cape Town, South Africa   www.foss4g2008.org

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Current sponsors as of November 2007

Platinum

Gold

Silver

In-kind and 'no-strings attached' contributions

- Linux Holdings (Pty) Ltd   Web hosting (and on-site Linux support?)
- Government departments...

Exhibitor

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Official endorsement and support <mark>(Gavin check bid doc)</mark>

- The Office of the President of the South African Government
- The Office of the Premier of the Western Cape Province
- The Office of the Mayor of Cape Town
- Chief Directorate: Surveys and Mapping in the Department of Land Affairs
- The Department of Water Affairs and Forestry
- The Department of Education
- State Information Technology Agency (SITA)
- United Nations Environmental Programme (UNEP)
- Meraka Open Source Centre http://floss.meraka.org.za/
- EIS-Africa (www.eis-africa.org)

Invitation to Sponsor from the Conference Chair

The Local Organising Committee is pleased to announce that the 2008 Free and Open Source Software for Geospatial (FOSS4G) Conference, incorporating GISSA 2008, will take place in Cape Town, South Africa, from 29 September to 3 October. The theme of the conference is "Open Source GIS: an option for developing nations".

This is an opportunity for developers, users, decision-makers and people curious about open source geo-spatial software from around the world to discuss and debate the issues associated with the use of such software by developing nations. As well as exposing participants to new directions and exciting implementations, it also provides business opportunities in the field of geo-spatial software for vendors from across the spectrum. It has become the international forum for opinion leaders, a platform for debate and discussion and a chance to hear where the user community is taking Open Source.

The conference will be hosted by Open Source Geospatial Foundation (OSGeo) (www.osgeo.org) and the Geo-Information Society of South African (GISSA) (www.gissa.org.za). Attendance has grown considerably since the first conference in 2003, paralleling the rapid growth and adoption curve of open source geo-spatial tools in the marketplace. By combining the event with GISSA's biennial conference, we anticipate the participation of 1000 delegates. This conference will cater at the very least to the 'traditional' FOSS4G, GISSA and AfricaGIS conference markets, as well as the South African government market emerging as a result of South Africa's new Open Source Software policies.

The 2006 FOSS4G conference attracted over 400 attendees from 48 countries and FOSS4G2007 attracted 720 delegates from 45 countries, demonstrating that this conference is a great opportunity to reach international decision-makers and users in one location. Corporate sponsors at the 2007 conference included Autodesk, Google, ESRI, Leica, DM Solutions, Safe Software and the Open Geospatial Consortium.

To make this conference a success, we not only need the delegates but also exhibitors and sponsors who will assist in keeping the costs down, and providing an opportunity for delegates to interact with the latest software and hardware. A demonstration theatre will be available in the exhibition hall, where lunches and teas will be served, for use by sponsors and exhibitors.

Sponsorship opportunities are designed to provide maximum value and exposure to sponsors and are not restricted to those provided in this document. Please review the enclosed sponsorship prospectus to discover which item(s) would fit your organisation's needs. We would be pleased to entertain any additional or alternate suggestions you may have for recognition, such as a contribution of goods or services. If you wish to purchase a sponsorship or have questions regarding the opportunities, I would be happy to speak to with you. You can reach me at the coordinates below. Further information on the conference can be found on our web site www.foss4g2008.org.

Regards,

Gavin Fleming
Conference Chair, 2008 Free and Open Source Software for Geospatial Conference
gavinf@mintek.co.za
0ffice: +27-11-7094668; Time zone: GMT +2

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Conference Fact Sheet

Dates: Monday September 29 – Friday October 3, 2008
Location: Cape Town International Convention Centre, Cape Town, South Africa
Purpose: The FOSS4G conference gathers developers and users of open source geo-spatial software from around the world to discuss new directions, exciting implementations, and growing business opportunities in the field of open source geo-spatial software. Combined with GISSA2008 and a diverse local user community, synergy between proprietary and open source will be explored, as will options for open source GIS in the developing world.

Major topics for 2008 will include:

- Sustainable Development and the Millennium Development Goals

- New FOSS GIS developments and applications

- Local government

- Opportunities for training, support and skills development

- GIS in senior and tertiary education

- Group on Earth Observation: GEOSS and its 9 societal benefit areas

- Business models for developing and using FOSS GIS.

- 2010 Soccer World Cup in South Africa

    - FOSS GIS in sport and recreation

    - FOSS GIS for planning, logistics and other World Cup requirements.

- Land reform

    - FOSS GIS for surveying, geodesy, cadastral work

- Participatory GIS

- OGC and interoperability

- Open data and open content

- Disaster management

- Semantic GIS

- LBS, logistics, routing

- GIS for NGOs, CBOs and community development workers.

Major features for 2008 will include:
- Practical workshops on using and developing open source geospatial tools
- A full exhibition hall and demonstration theatre
- Outreach and technical visit programme
- Virtual market for FOSS GIS opportunities
- Will follow green event guidelines where possible
- Developer's code sprint
- Launch of FreeGIS books in English and Spanish

- Launch of online FOSS GIS courses
- Launch of integrated FOSS GIS Linux distributions

The Social programme will include:
- Icebreaker drinks and supper (included)
- Gala dinner at Moyo restaurant in Stellenbosch
- Birds of a Feather sessions
- Tour and travel opportunities before, during and after the conference.

Media coverage
- Directions Magazine www.directionsmag.com

- GISdevelopment www.gisdevelopment.net

- PositionIT www.eepublishers.co.za

See the Program at a Glance in this Prospectus for further details.

Attendance
About 800-1000 developers, users and decision makers from around the world, who deal with open source and proprietary geospatial software, are expected to attend.

See the "Attendees by Country" table from the 2006 and 2007 Conferences in this Prospectus for an international profile of past attendees.

Keep up to date
Visit www.foss4g2008.org on a regular basis for updates on Registration, the Educational Program, Accommodation and Tours.

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About OSGeo

The Open Source Geospatial Foundation, or OSGeo, is a not-for-profit organization whose mission is to support and promote the collaborative development of open geospatial technologies and data. The foundation provides financial, organizational and legal support to the broader open source geospatial community. It also serves as an independent legal entity to which community members can contribute code, funding and other resources, secure in the knowledge that their contributions will be maintained for public benefit. OSGeo also serves as an outreach and advocacy organization for the open source geospatial community, and provides a common forum and shared infrastructure for improving cross-project collaboration.

The OSGeo Mission Statement is "To support the development of open source geospatial software, and promote its widespread use".
http://www.osgeo.org

About GISSA <Carrin to complete>

The Geo-Information Society of South Africa (GISSA) is the national voluntary association for gis practitioners in SA. Its mission is it ……….and as such it decided to bid for the conference in the interest of exposing its members, and participants from other developing countries, to a global phenomenon, and to enable them to decide for themselves. However, this can only happen with the support and contribution of delegates from around the world who have some experience with Open Source software, and are prepared to share this with us. ...
www.gissa.org.za

How to Sponsor

Sponsorship Levels

Level	Maximum # of Sponsors	Contribution (ZAR)	Contribution (USD)
Premier	1	R300 000	
Platinum	3	R150 000	
Gold	5	R60 000	
Silver	8	R30 000	
In-kind category One	1	Computers and internet bandwidth	
Donor	unlimited	Any amount	
Exhibitor	?	?total about R300 000	

Premier Sponsor (Maximum of 1)

Sponsor Benefits

- Fifteen minute keynote address at the opening plenary session
- Exclusive sponsorship of the Reception at Moyo Restaurant in Stellenbosch
- One <X x X> exhibition area located at the entrance of the exhibition floor
- Name and/or logo on the lanyards
- Full-page advertisement on the back cover of the On-Site program
- Eight full-access conference passes (workshop admission as observers only)
- Placement of six banners throughout the conference venue
- Two-page literature insert in Conference Delegate Kit
- Priority placement at the exhibition demonstration theatre
- Recognition as the Premier Sponsor in all press releases and media coverage
- Prominent display of your organization name and logo on the inside cover of the On-Site program
- Recognition on the conference website home page as the Premier Sponsor including your company logo hot-linked to your website
- Use of your organisation name and logo in conference promotions and advertisements
– Use of your organisation name and logoon the conference bag
– 20% off additional conference registrations?? do we give these discounts to any sponsors?

Benefit Notes

1. Lanyards supplied by sponsoring organisation.
2. Banners provided by sponsoring organisation, must be free-standing and have a maximum width of 90cm.
3. Printed inserts to be supplied by sponsor

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Platinum Sponsor (max 3)

Sponsor Benefits

- Ten minute address and 5 minutes questions at the closing plenary debate on the theme
- Exclusive sponsorship of one lunch
- One <X x X> booth in a central area of the exhibition floor
- Full-page advertisement in the On-Site program
- Six full-access conference passes (workshop admission as observers only)
- Placement of four banners throughout the conference venue
- One page literature insert in Conference Delegate Kit
- Priority placement at the exhibition demo theatre
- Prominent display of your organization name and logo on the inside cover of the On-Site program
- Recognition on the conference website home page as a Platinum Sponsor including your company logo hot-linked to your website
- Use of your organization name and logo in conference promotions and advertisements

Gold Sponsor (max 5)

Sponsor Benefits

- Exclusive sponsorship of one Refreshment Break
- One <X x X> booth on the exhibition floor
- Half-page advertisement in the On-Site program
- Four full-access conference passes (workshop admission as observers only)
- Placement of three banners throughout the conference venue
- Recognition by Conference Chair in the opening plenary
- One page literature insert in Conference Delegate Kit
- Priority placement at the exhibition demo theatre
- Prominent display of your organization name and logo on the inside cover of the On-Site program
- Recognition on the conference website home page as a Gold Sponsor including your company logo hot-linked to your website
- Use of your organization name and logo in conference promotions and advertisements

Silver Sponsor (max 8)

Sponsor Benefits

- Exclusive sponsorship of one Workshop
- One 8'x10' booth on the exhibition floor
- Quarter-page advertisement in the On-Site program
- Two full-access conference passes (workshop admission as observers only)
- Placement of one banner throughout the conference venue
- Recognition by Conference Chair in the opening plenary
- Prominent display of your organization name and logo on the inside cover of the On-Site program
- Use of your organization name and logo in conference promotions and advertisements

- Recognition on the conference website home page as a Silver Sponsor including your company logo hot-linked to your website
- Use of your organization name and logo in conference promotions and advertisements
– 20% off additional conference registrations

Further sponsorship options (need to decide what they get for each)

1. Conference welcoming cocktail function
2. Outreach tours to schools and universities.
3. Computers for laboratory and workshops.

In-kind category One: Computers and internet bandwidth

One hundred computers are required for workshops and laboratories and roughly 20 are required for the demonstration theatre, general public use and administration. A large proportion of these, if not all, will be loaded with Ubuntu Linux and a suite of FOSS GIS applications. Internet bandwidth, whether individual or via Wi-Fi, will also be required for interoperability and communication amongst computers in the workshops and exhibition as well as for access to and proper use of the large number of web-based geospatial applications that will be presented and demonstrated.

GIS is part of the syllabus in South African schools from 2008 yet many schools in South Africa do not posess computers or at least the luxury of computers in a shared lab or geography classroom. At University level, the situation with computers may be better than at schools, but exposure to FOSS GIS is minimal and if South Africa is to develop the capacity she requires to satisfy the emerging, mainly government, FOSS GIS market, then FOSS GIS needs to be available and needs to be taught and experienced at university and college level.

Therefore what the LOC proposes is that this Sponsor supply the computers and Internet connectivity for the duration of the conference, with the understanding that they will be donated thereafter to schools and universities agreed to between the LOC, Sponsor and appropriate officials or NGOs.

Sponsor benefits????

- Exclusive branding of all computers supplied and of workshop venues.
- One <X x X> booth in a central area of the exhibition floor
- Two full-access conference passes (workshop admission as observers only)
- Placement of two banners throughout the conference venue
- One page literature insert in Conference Delegate Kit
- Prominent display of your organization name and logo on the inside cover of the On-Site program
- Recognition on the conference website home page as an In-kind Sponsor including your company logo hot-linked to your website
- Use of your organization name and logo in conference promotions and advertisements

Donor

This category is intended for government and aid organisations who do not need or desire commercial advantage from their contribution. The form of recognition for this category of contribution is however open to suggestions and negotiation.

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Amounts received in this category, provided all commercial sponsorship is achieved, will go toward lowering the cost of registration for delegates from Africa and possibly toward travel costs for deserving delegates from developng countries or to students. The end use of these funds is however also open to discussion.

For commercial entities who wish to donate rather than purchase a sponsorhip package, we can discuss how this event can contribute your Corporate Social Responsibility objectives.

Exhibitor

How to Exhibit

Three days of face-to-face floor time during the conference, with lunches served in the exhibit hall and frequent breaks for exclusive exhibition time provide lots of opportunities to connect with attendees.

FOSS4G attracts participants from around the world, and exhibiting is an excellent chance to connect directly with local, regional and international clients.

Exhibitor Space Rates

Early* Commercial 8'x10' booth $2,500 USD
Early* Government / Nonprofit / Universities 8'x10' booth $1,250 USD
Late** Commercial 8'x10' booth $3,500 USD
Late** Government / Nonprofit / Universities 8'x10' booth $2,000 USD
* Full payment received on or before by July 23, 2007
** Full payment received after July 23, 2007

Additional Exhibitor Benefits

- One free conference pass
- 15% discount on each additional booth purchased.
– 20% off additional conference and workshop admissions???

See Appendix for additional Exhibitor notes for LOC attention

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FOSS4G2008 Preliminary Program At A Glance

	Monday 29th	*Tuesday*	*Wednesday*	*Thursday*	*Friday*	
Morning	Workshops (extra)	Presentation Labs	Presentation Labs	Presentation Labs	Workshops (extra)	Code sprint
	Refreshment break					Outreach programme
	Workshops (continued)	Presentation Labs	Presentation Labs	Presentation Labs	Workshops (continued)	Technical visits
	Lunch break					
Afternoon	Opening plenary	Presentation Labs	Presentation Labs	Closing plenary	Workshops (extra)	
	Refreshment break					
	Opening plenary	Presentation Labs	Free time	Closing plenary	Workshops (continued)	
	Birds of a Feather sessions, AGMs, other meetings					
Evening	Icebreaker supper and drinks	(Workshops) Social	Banquet at Moyo in Stellenbosch	(Workshops) Social		

Attendees by Country

...at the FOSS4G 2006 Conference in Lausanne, Switzerland and FOSS4G 2007 Conference in Victoria, BC, Canada. In 2008 we expect roughly the following breakdown: 500 from South Africa, 200 from Europe and North America, and 300 from Africa and the rest of the world. We will focus on attracting more delegates from Africa, Latin America and Asia, particularly India and China.

Country	2006	2007
AFGHANISTAN	0	1
ALGERIA	1	0
AUSTRALIA	4	4
AUSTRIA	4	5
BELGIUM	10	5
BOLIVIA	1	0
BOSNIA	3	0
BRAZIL	5	4
BURUNDI	1	0
CANADA	37	253
CHILE	0	2
CHINA	0	3
COLOMBIA	1	1
CUBA	4	1
CZECH REPUBLIC	9	4
DENMARK	1	2
FIJI	0	2
FINLAND	8	3
FRANCE	43	18
GERMANY	50	11
GHANA	1	0
GREECE	4	0
HUNGARY	2	1
INDIA	1	2
INDONESIA	1	3
IRAN	0	1
IRELAND	4	0
ITALY	54	21
JAMAICA	2	0
JAPAN	8	11
LATVIA	0	1
LITHUANIA	1	0
LUXEMBOURG	0	1
MEXICO	2	3
NAMIBIA	0	2
NETHERLANDS	16	12
NEW ZEALAND	0	3
NIGERIA	1	0
NORWAY	8	6
PAKISTAN	1	0
PERU	2	0
POLAND	1	2
PORTUGAL	3	2
ROMANIA	1	2

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SIERRA LEONE	1	0
SLOVENIA	3	1
SOUTH AFRICA	2	5
SOUTH KOREA	0	11
SPAIN	15	12
SWEDEN	3	4
SWITZERLAND	17	10
TAIWAN	2	1
THAILAND	2	1
TURKEY	1	0
UGANDA	1	
UNITED KINGDOM	20	15
USA	52	265
VENEZUELA	0	3
VIETNAM	1	1

Local Organising Committee

Local representatives

- Gavin Fleming (2008 Chair; Mintek)
- Carrin Martin (GISSA; Medical Research Council)
- Daina Mudimbu (GISSA; Ehlazeni district Municipality)
- Inge Netterburg (GISSA; Saha International)
- Dawn Newman (GISSA; Gauteng Provincial Government)
- Ravi Pillay (SITA; State Information Technology Agency)
- Sarel Naude (SITA)
- Burnie Nawn (Strategic Environmental Focus)
- Dewald Troskie (Global Image)
- Graeme McFerren (CSIR)
- Magda Roos (Council for Geoscience)

OSGeo Representatives

- Jeff McKenna (OSGeo conference committee Chair)
- Paul Ramsey (Board Rep, 2007 Representative)
- Tyler Mitchell (ED)

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FOSS4G2008 bank account and contact details

Postal Address:

FOSS4G2008

c/o PeopleSA

Box 784117

Sandton

2146

South Africa

Fax: +27 11 8836700

General e-mail: foss4g2008@peoplesa.co.za

Please make all deposits into the following bank account. It is managed by the conference organisers, PeopleSA and all payments from it are approved by the Local Organising Committee.

Bank account:

Standard Bank

Brooklyn Branch

Branch code 011245

Accont number: 013003402

Swift Code: SBZA ZA JJ

Appendix: additional exhibitor notes for LOC attention

First, some notes from Carrin that need to be worked in:

With regard to main sponsors, I suggest that they don't have a slot at the opening session, other than a mention, but that we end with a bid 2 hours debate on the role of OS for developing nations, and the 4 big sponsors get to sit on the platform and be part of the panel. I'm sure ESRI will want to be there. If we get sponsorship from say DST and SITA, they also get to sit there and raise their issues from a govt perspective. Then we have 2 or 3 OS VIP's who can talk intelligently on the subject, and between them, we get a debate going on the issue. I'm sure that sponsors would welcome the chance to be on stage for 2 hours. We would have to decide if they got a 10 min slot to talk about the relevance of their product to the topic before the debate, perhaps each of the sponsors, even govt, could address the issue. That would take up an hour, then we start the debate.

I stuck with the 3 categories from the EIS Africa (Polygon, Line, Point) because, having taken out the lunch and tea issues, there are fewer benefits. The draw card has to be the demo area in the exhibition hall which big sponsors get preference to and the debate at the end.

Then this info together with latest floor plans and options to come from PeopleSA needs to be worked in and the LOC needs to make some choices about exhibitor configuration.

Exhibition Space

Exhibitor space will include 2 chairs, a table, and a plug point with an extension cable, lighting, and exhibitors name on front of the booth.

Setup will take place on Monday ** Sept to be ready for the cocktail function on the opening night. The break-down will be on the afternoon of the last day, Thursday ** August. All lunches and teas will take place in the exhibition hall, which is also where the demo area will be.

Exhibitor Space Rates (it will cost us about R2000 per 3x3 space

(Karen, Petro – do you have standard dimensions?? Here its normally 3m x 3m)

Early full payment received on or before by July 23**, 2007

Commercial 8'x10' booth $2,500 USD

EarlyGovernment / Non-profit / Universities 8'x10' booth $1,250 USD

Late Full payment received after July 23**, 2007

Late Commercial 8'x10' booth $3,500 USD

Late*Government / Non-profit / Universities 8'x10' booth $2,000 USD

We could say that any exhibitor not sponsoring will have to pay an extra R*** to have access to the demo area, or we could include it in the price of the stand.

(Petro and Karen: please can you give us some idea of the cost of the exhibition area, and the number of stands plus space for the small demo are. Our costs need to be realisitic.)

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***These below are from EIS Africa and give us an idea of what the market took in 2005. I'm anticipating that its gone up a bit since then.,

-      **One (1) 3mX3m stand i.e. 9 sq/m @ R12 500 (R13 000.00?)**

Shell structure booth with 1 X 15 amp power point

Fascia board with company name

1 table 2 chairs

A double florescent light fitting

1 X Full conference registration **(we could raise this to 2 and raise the price a bit, then they feel that they are getting a good deal)**

Invitation to cocktail party

1 X Invitation to the conference banquet

Free daily parking

Listing in conference program

Listing on the conference web site

Daily lunches and teas for one person

24 hours site security

-      **Two (2) 3mX3m stands i.e. 18 sq/m @ R21 500 (R22 000.00?)**

Shell structure booth with 1 X 15 amp power point

Fascia board with company name

2 tables 4 chairs

Double florescent light fittings

1 X Full conference registration

Invitation to cocktail party

1 X Invitation to the conference banquet

Free daily parking

Listing in conference program

Listing on the conference web site

Daily lunches and teas for one person

24 hours site security

❑ **Two (2) 3mX3m stands i.e. 18 sq/m @ R25 000 (*the difference is in the number of free tickets) we will have to look at this in relation to the delegate cost per person.***

Shell structure booth with 1 X 15 amp power point

Fascia board with company name

2 table 4 chairs

Double florescent light fittings

2 X Full conference registration

Invitation to cocktail party

2 X Invitation to the conference banquet

Free daily parking

Listing in conference program

Listing on the conference web site

Daily lunches and teas for two persons

24 hours site security

Attached please find the possible floor plan for the exhibition area:

● Stalls 33-37 are 2x3sqm;

● Stall 1 could work well as our information centre –maybe a counter in front instead of just the usual desk –the information centre can also double up as an "office";

● The space of stall 2 could be used as the demo area-moving it into the corner, moving the coffee station next to the bar station and either removing some of stalls 3-8 or reducing its sizes to 3x3;

● The 4 IT stations will be for delegates to make use of WIFI-I have asked for possible images of these and must still include it in the budget;

The floor plan can change at a very late stage but a 50% deposit is required to secure the service and dates. The prices excluding VAT are as follows:

5 x 6m² Shell Scheme Package	@ R1 997.77	= R 9 988.85
16 x 9m² Shell Scheme Package	@ R2 372.32	= R37 962.44
12 x 12m² Shell Scheme Package	@ R2 746.87	= R32 962.44
4 x 20m² Shell Scheme Package	@ R3 745.67	= R14 982.68

The package includes the following:

Shell Scheme Structure (image attached)

Fascia name

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¼ Distribution board

2 x 150W Spot lights

1 x 15 Amp Plug Point

2 x E5 Office Chair

1 x E16 Round Table on Milan Base

As discussed the sizes required will be determined by the exhibitor- 3x3 does seem to be the most popular.