



CAPE TOWN SOUTH AFRICA

FOSS4G 2008

2008 FREE AND OPEN SOURCE
SOFTWARE FOR GEOSPATIAL CONFERENCE

sponsorship prospectus

presented by



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Invitation to Sponsor from the Conference Chair

The Local Organising Committee is pleased to announce that the 2008 International 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 Geospatial: 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 International 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, the Open Geospatial Consortium and more.

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,

A handwritten signature in black ink, appearing to read 'G. Fleming', enclosed within a large, loopy circular flourish.

Gavin Fleming
Conference Chair, 2008 Free and Open Source Software for Geospatial
Conference

gavinf@mintek.co.za

Office: +27-11-7094668; Time zone: GMT +2

About OSGeo

The Open Source Geospatial Foundation, or OSGeo, is a not-for-profit organisation whose mission is to support and promote the collaborative development of open geospatial technologies and data.

The foundation provides financial, organisational 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 organisation for the open source geospatial community, and provides a common forum and shared infrastructure for improving cross-project collaboration.

www.osgeo.org

About GISSA

The Geo-Information Society of South Africa (GISSA) is home to a strong and diverse spatial community, with GIS practitioners from a range of disciplines. GISSA aims to promote and protect the interests of its members, and does this through various forums in an attempt to address their needs and provide opportunities to keep abreast of the technology. An essential part of this is providing opportunities for debate and the exchange of ideas and expertise.

With this in mind, Open Source technology in general, and FOSS GIS technology in particular, is increasingly being put on the agenda. The South African GIS industry is dominated by Proprietary GIS software, which is becoming increasingly expensive and consumes large portions



of GIS budgets. The South African Government has acknowledged this trend, and has stated its intention to move towards an Open Source environment in the belief that this will free up resources that can be allocated for other needs.

While GISSA maintains the stance that it does not give preference to any software or brand, it welcomes the opportunity of being able to expose its members to international experts, trends and opinions on the possibilities provided by FOSS. Providing a platform for debate will enable the GIS community to make informed decisions about the future with the assistance of delegates and experts from around the world.

www.gissa.org.za

About FOSS4G

The annual Free and Open Source Software for Geospatial (FOSS4G) conference brings together the people who create, use, and support open spatial software. No other event brings together members of the open source development, open data creation, and open standards promotion communities like FOSS4G.

In a change from the norm, the FOSS4G 2008 will incorporate one of the biggest GIS events in South Africa - the GISSA 2008 Conference - Interest is expected from the International and Local Communities who might normally attend FOSS4G, as well as a new and enthusiastic audience. South African interest is expected to grow in the light of our new government Open Source Software policy. And of course we expect the usual GISSA community in South Africa to attend, including proprietary GIS vendors, users and presenters. Open communication, debate and discussion amongst the 'proprietary' and 'FOSS' communities will be encouraged.

The Conference Theme is Open Source GIS: an option for Developing Nations

The 2008 FOSS4G Conference will be held in the fascinating and beautiful city of Cape Town , South Africa from the Monday 29th September to Friday 3rd October at the Cape Town International Convention Centre.

www.foss4g2008.org

Conference Fact Sheet

Official title:

“FOSS4G 2008 presented by OSGeo, incorporating GISSA 2008”

Dates :

Monday September 29 – Friday October 3, 2008

Location :

Cape Town International Convention Centre, Cape Town, South Africa

Theme :

“Open Source Geospatial: An Option for Developing Nations”

Purpose :

The International 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 :

- GIS for Sustainable Development and the Millennium Development Goals
- New FOSS GIS developments and applications
- GIS in education
- FOSS GIS for GEOSS (Global Earth Observation System of

Systems)

- Business models for developing and using FOSS GIS
- FOSS GIS in government
- Interoperability
- Open data and open content

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
- Developer's code sprint
- Launch of FreeGIS books in English and Spanish
- Launch of online FOSS GIS courses
- Launch of integrated FOSS GIS Linux distribution

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.

Extrapolating from previous events and taking into account the incorporation of the major biennial GISSA National conference, we are making a rough forecast of the following attendance breakdown:

- North America and Europe: 200
- Southern Africa: 600
- Rest of the World: 200
 - The focus here will be developing countries in Africa, Latin America and Asia, particularly India and China.

Keep up to date

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

Stay connected

Broadband WiFi Internet access will be available at no extra cost throughout the conference, including the Exhibition Hall.

Official endorsement and support

Official letters of support and endorsement were received from these organisations and agencies prior to submitting our bid to host the conference:

- 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)
- PositionIT magazine

How to Sponsor

Sponsorship Levels

| Level | Maximum number. of Sponsors | Contribution (ZAR) |
|---|-----------------------------|---|
| Donor (non-commercial) | unlimited | Any amount |
| Premier | 1 | R500 000 |
| Platinum | 3 | R250 000 |
| Gold | unlimited | R80 000 |
| Silver | unlimited | R40 000 |
| Per Item | 1 | 1. Computers and internet bandwidth (in-kind) |
| | 1 | 2. Demonstration Theatre (R100 000) |
| | 1 | 3. On site IT support and web hosting (in-kind) |
| | 1 | 4. Conference welcoming cocktail function (R200 000) |
| | open | 5. Outreach activities at schools and universities |
| | 1 or more | 6. Conference bags and contents |
| | | |
| Exhibitor | 39 3mx3m stands | Pricing detailed in Exhibitor section below |
| Media sponsor | 1 or more | Advertising for and Media of the Conference |
| Tailor-made packages may also be accommodated | open | Send requests to Gavin Fleming gavinf@mintek.co.za |

Each sponsorship package is described in the following pages.

Notes for all sponsors

1. Lanyards to be supplied by sponsoring organisation.
2. Banners to be provided by sponsoring organisation. These must be free-standing and have a maximum width of 90cm.
3. Printed inserts to be supplied by sponsor
 - All sponsors and exhibitors may supply content for the conference bags.
4. All conference delegate passes included in packages or purchased separately will include an invitation to the Icebreaker cocktail evening.

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.

Amounts received in this category, provided all commercial sponsorship is achieved, will go toward the following, although we are open to discussion about the end use of such funds:

- Lowering the cost of registration for delegates from Africa
- Travel costs for deserving delegates from developing countries
- Funding attendance of graduate students
- Funding the development of an integrated FOSS GIS distribution for high school education to be launched at the conference.
- Funding additional courses and workshops before and after the conference targeted at government officials and educators.
- Funding outreach activities on the Friday of the conference.
- Many more possibilities.

In the Donor category we also welcome commercial entities who wish to make a contribution rather than purchase a sponsorship package. Besides the good it will do for the FOSS GIS community it could contribute to your Corporate Social Responsibility objectives and might be tax deductible.

We plan to give Government Donors slots in the Opening plenary to state Government's Open source position and requirements and on the Closing Plenary Debate panel to debate the conference theme with FOSS GIS community and Proprietary GIS representatives.

Premier Sponsor (Maximum of 1)

Amount: R500 000

Sponsor Benefits

- Fifteen minute keynote address at the closing plenary session
- Position on debate panel at the closing plenary
- Exclusive branding at the Reception at Moyo Restaurant in Stellenbosch (logo on banquet menu and banner at entrance)
- Two tickets to the Reception at Moyo
- Two adjacent 3m x 3m exhibition stands located in a prominent position
- 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
- Priority placement at the exhibition demonstration theatre
- Recognition as the Premier Sponsor in all press releases and media coverage
- Prominent display of your organisation 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, as soon as payment has been received.
- Use of your organisation name and logo in conference promotions and advertisements
- Use of your organisation name and logo on the conference bag
- Logo in footer of registration form and conference letterhead.

Platinum Sponsor (max 3)

Amount: R250 000

Sponsor Benefits

- Ten minute address and a position on the panel at the closing plenary debate on the theme
- Exclusive sponsorship of one lunch
- One 3m x 3m exhibition stand in a prominent location.
- 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
- Priority placement at the exhibition demo theatre
- Prominent display of your organisation 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, as soon as payment has been received.
- Use of your organisation name and logo in conference promotions and advertisements
- Use of your organisation name and logo on the conference bag
- Logo in footer of registration form and conference letterhead.

Gold Sponsor

Amount: R80 000

Sponsor Benefits

- Exclusive sponsorship of one Refreshment Break
- 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
- Priority placement at the exhibition demo theatre
- Prominent display of your organisation 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, as soon as payment has been received.
- Use of your organisation name and logo in conference promotions and advertisements
- Use of your organisation name and logo on the conference bag

Silver Sponsor

Amount: R40 000

Sponsor Benefits

- 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 organisation name and logo on the inside cover of the On-Site program
- Use of your organisation 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, as soon as payment has been received.
- Use of your organisation name and logo in conference promotions and advertisements

Per item 1: Computers and internet bandwidth

Amount: in-kind

One hundred computers are required for workshops and laboratories and approximately twenty 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. It will also be needed for access to, and proper use of, the large number of web-based geospatial applications that will be presented and demonstrated as part of the conference proceedings.

GIS becomes part of the South African senior school syllabus from 2008, yet many schools do not possess computers or have access to shared computer facilities. While most Universities have computers, their exposure to FOSS GIS is very limited. If South Africa is to develop the capacity needed to satisfy the emerging FOSS GIS market, it needs to be taught and experienced at school, universities and other tertiary institutions.

The LOC therefore proposes that this Sponsor provides computers and Internet connectivity for the duration of the conference, with the hope that they will be donated thereafter to schools and universities as agreed by the LOC, the Sponsor and appropriate officials.

Sponsor benefits

- Exclusive branding of all computers supplied and of workshop venues.
- Two full-access conference passes (workshop admission as observers only)
- Placement of two banners throughout the conference venue

- Prominent display of your organisation 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 organisation name and logo in conference promotions and advertisements

Per item 2: Demonstration Theatre

Amount: R100000

A live demonstration theatre has been a very successful and popular feature at previous FOSS4G conferences. A prominent space in or near the exhibition area, seating around 30 people + standing room, will be used for exhibitors and delegates to present live demonstrations of working FOSS geospatial applications, no slideshows.

Sponsor benefits

- Exclusive branding on both the inside and outside of the demo theatre.
- Prominent display of your organisation name and logo on the inside cover of the On-Site program
- Recognition on the conference website home page as Sponsor including your company logo hot-linked to your website
- Use of your organisation name and logo in conference promotions and advertisements

Per item 3: On site IT support and web hosting

Amount: in-kind

Sponsor benefits

To be negotiated

Per item 4: Conference welcoming cocktail function

Amount: R200 000

Sponsor benefits

Exclusive branding at Icebreaker cocktail event.

Per item 5: Outreach activities at schools and universities

Amount: open for discussion

On the Friday of the conference several outreach activities are envisioned. The LOC hopes to attract volunteers from among the conference attendees who wish to give FOSS GIS workshops or instruction to teachers, lecturers, students or government officials at universities, schools or other venues in and around Cape Town. Transport, catering, venue and other costs will need to be covered. Plans for these activities are not far advanced and we invite sponsors of these items to develop the activities together with the LOC.

Sponsor benefits

To be negotiated

Per item 6: Conference bags and contents

Amount: varies dependent on specific bags and items

Conference bags will be required to be local handcrafted bag. These will contain a number of items amongst others:

- inserts
- notepads
- pens
- cap
- T-shirt (locally manufactured)
- Local South African hand made gift
- other

Sponsor benefits

Prominent branding on the item(s) sponsored

Exhibition

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.

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

Allocation

Exhibition stands are part of the benefit package for Premier and Platinum sponsors.

Priority will be given to other Sponsors to purchase exhibition stands at full cost.

Thereafter stands will be sold on a first come-first served basis.

To achieve a larger stand size, adjacent stands can be purchased.

Exhibitor Space Rates

| | | |
|--|---------------|---------|
| Early* Commercial | 3m x 3m booth | R17 500 |
| Early* Government / Nonprofit / Universities | 3m x 3m booth | R12 500 |
| Late** Commercial | 3m x 3m booth | R20 000 |
| Late** Government / Nonprofit / Universities | 3m x 3m booth | R15 000 |

* Full payment received on or before by 30 June 2008

** Full payment received after 30 June 2008

39 booths are available for sale.

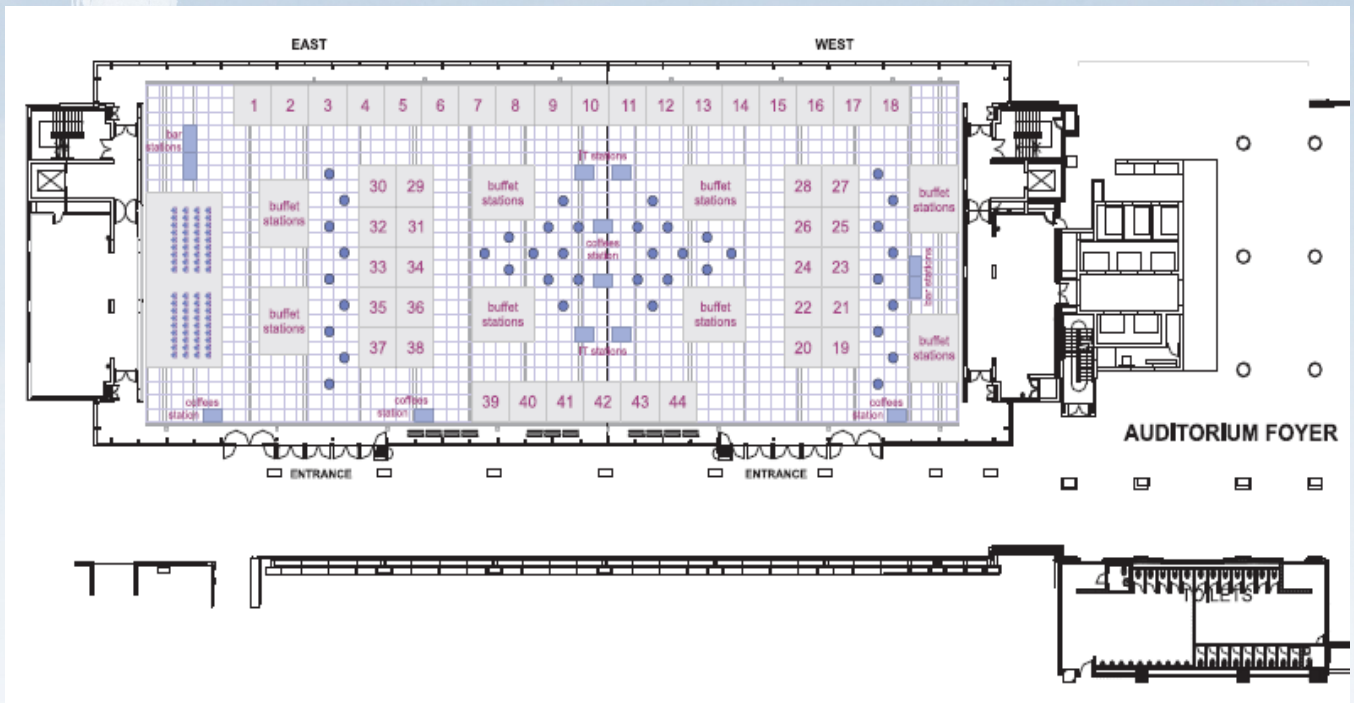
[excluding 5 allocated to Premier and Platinum sponsors]

Included:

- Shell structure booth with 1 X 15A power point (South African 3-point, please bring your own adapters)
- Fascia board with company name
- 1 table, 2 chairs
- 2 x 150W spot lights
- 1 x full conference registration
- Invitation to cocktail party
- Listing in conference program
- Listing on the conference web site
- 24 hours site security

Floorplan

The floorplan below shows the layout of the exhibition stands and the numbers available for purchase, as well as which ones have been allocated to which sponsors.



FOSS4G2008 Preliminary Program At A Glance

| | Monday 29th | Tuesday | Wednesday | Thursday | Friday | |
|--|------------------------------|-----------------------|---------------------------------------|-----------------------|-----------|-----------------------|
| Morning | Workshops | Presentation Labs | Presentation Labs | Presentation Labs | Workshops | Code sprint |
| | Refreshment break | | | | | Outreach programme |
| | Workshops | Presentation Labs | Presentation Labs | Presentation Labs | Workshops | Technical visits |
| Lunch break | | | | | | |
| Afternoon | Opening plenary | Presentation Labs | Presentation Labs | Closing plenary | Workshops | |
| | Refreshment break | | | | | |
| | Opening plenary | Presentation Labs | Free time | Closing plenary | Workshops | |
| Birds of a Feather sessions, poster sessions, AGMs, other meetings | | | | | | |
| Evening | Icebreaker cocktail event | (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 | Country | 2006 | 2007 |
|----------------|------|------|-------------------------|------------|------------|
| AFGHANISTAN | 0 | 1 | LITHUANIA | 1 | 0 |
| ALGERIA | 1 | 0 | LUXEMBOURG | 0 | 1 |
| AUSTRALIA | 4 | 4 | MEXICO | 2 | 3 |
| AUSTRIA | 4 | 5 | NAMIBIA | 0 | 2 |
| BELGIUM | 10 | 5 | NETHERLANDS | 16 | 12 |
| BOLIVIA | 1 | 0 | NEW ZEALAND | 0 | 3 |
| BOSNIA | 3 | 0 | NIGERIA | 1 | 0 |
| BRAZIL | 5 | 4 | NORWAY | 8 | 6 |
| BURUNDI | 1 | 0 | PAKISTAN | 1 | 0 |
| CANADA | 37 | 253 | PERU | 2 | 0 |
| CHILE | 0 | 2 | POLAND | 1 | 2 |
| CHINA | 0 | 3 | PORTUGAL | 3 | 2 |
| COLOMBIA | 1 | 1 | ROMANIA | 1 | 2 |
| CUBA | 4 | 1 | SIERRA LEONE | 1 | 0 |
| CZECH REPUBLIC | 9 | 4 | SLOVENIA | 3 | 1 |
| DENMARK | 1 | 2 | SOUTH AFRICA | 2 | 5 |
| FIJI | 0 | 2 | SOUTH KOREA | 0 | 11 |
| FINLAND | 8 | 3 | SPAIN | 15 | 12 |
| FRANCE | 43 | 18 | SWEDEN | 3 | 4 |
| GERMANY | 50 | 11 | SWITZERLAND | 174 | 10 |
| GHANA | 1 | 0 | TAIWAN | 2 | 1 |
| GREECE | 4 | 0 | THAILAND | 2 | 1 |
| HUNGARY | 2 | 1 | TURKEY | 1 | 0 |
| INDIA | 1 | 2 | UGANDA | 1 | |
| INDONESIA | 1 | 3 | UNITED KINGDOM | 20 | 15 |
| IRAN | 0 | 1 | USA | 52 | 265 |
| IRELAND | 4 | 0 | VENEZUELA | 0 | 3 |
| ITALY | 54 | 21 | VIETNAM | 1 | 1 |
| JAMAICA | 2 | 0 | Total countries: | 48 | 45 |
| JAPAN | 8 | 11 | Total delegates: | 572 | 720 |
| LATVIA | 0 | 1 | | | |

Local Organising Committee

Local representatives

- Gavin Fleming (2008 Chair; Mintek)
- Carrin Martin (GISSA; Medical Research Council)
- Daina Mudimbu (GISSA; Ehlazeni district Municipality)
- Inge Netterberg (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 (Executive Director)

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
Account number: 013003402
Swift Code: SBZA ZA JJ

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