

One of the most important Romanian IT events in 2007



eLiberatica

The Benefits of Open & Free Technologies

May 18-19 , Braşov, Romania

Sponsorship Booklet

The eLiberatica Conference brings community leaders from around the world to talk about the hottest topics in FLOSS (Free/Libre/Open Source Software) movement demonstrating the advantages of adopting, using and developing Open Source and Free Software solutions.

“We started with the belief that FLOSS can contribute to a creative, effective and constructive information technology movement in Romania and that eLiberatica will be a conference that helps to launch this movement.” ROSI

The Difference

eLiberatica will be the first conference in Romania dedicated to Free Software and Open Source as a whole, making it the most eastern point of Europe for such an event.

FLOSS-related conferences have been held in Romania before, but were focused on a single FLOSS technology or software.

eLiberatica will provide a high level view on the entire FLOSS movement that includes business, social and technical aspects.

Who should attend

- ▶ Entrepreneurs, decision factors from companies and freelancers.
- ▶ Decision factors involved in the local and governmental administration and non-governmental representatives.
- ▶ Programmers, developers, web designers, system engineers, project managers and everyone else working in IT.
- ▶ Students and teachers, regardless of their study domain.
- ▶ Everyone from Mass Media.
- ▶ Computer users in general. (We are strongly convinced that anybody who is using or is going to use a computer, will find useful and interesting information attending this conference).

www.eliberatica.ro



Organizers

The Conference Objectives

- ▶ To reveal the general Open Source and Free Software concepts, the differences between the two trends and the types of licenses used in this area.
- ▶ To demonstrate that Open Source and Free Software is a valid alternative to proprietary software.
- ▶ To present the possibilities to use and develop Open Source and Free Software in Romania.
- ▶ To present various business models based on OS/FS and the way they can be implemented by Romanian entrepreneurs.
- ▶ To help local and national governments understand how FLOSS is a viable and strong option for their IT needs.
- ▶ To help strengthen the Romanian FLOSS community and increase it's ties to the global FLOSS community.
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Summary

Around **30 sessions** will span the two-day two tracks conference which will be held on Friday 18th - Saturday 19th, May 2007, and will be topped off with a sprinkling of social events.

Each day will start at 9 am and finish around 6pm with a few breaks throughout the day, not to mention the *Freedom & Networking Party* that is going to take place Saturday night, giving plenty of opportunity to socialize, meet other people and have fun.

The detailed conference schedule will be updated as far as we are going to receive the description of the presentation from the speakers and guests and the keynotes will be scheduled.

Proposed Topics

- ▶ Open Source and Free Software: meaning, philosophy, past, present and future.
- ▶ OS/FS license models and related legal aspects.
- ▶ Business models based on OS/FS. How using and developing OS/FS can turn into a successful business.
- ▶ Freedom of choice; FLOSS mainstream and democracy information.
- ▶ How to achieve professional reputation contributing to OS/FS projects.
- ▶ OS/FS alternative for companies and regular users. Examples of OS/FS applications that can successfully replace the proprietary software: operating systems, office software, CMS, web servers, web applications, project administration, etc.
- ▶ The FLOSS influence in the new IT trends: the need of standardization, building social communities on web, etc.

Notes about keynote speeches

- ▶ Usually speeches will be 30, 40 or 60 minutes in length but will be provided the optimal time for all the speakers to finish their presentations.
- ▶ The language of the conference will be mainly English but we expect some Romanian presentations too; anyway, there will be translation services provided in both languages on the headset.
- ▶ The conference will have a single track in the morning, consisting in more general talks about OS/FS, and two tracks in the afternoon: one track will hold academics/technical presentations and the other one will present practical solutions and case studies about Open Source/Free Software commercial implementation.

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Speakers

Renowned FLOSS experts, entrepreneurs and developers from all over the world will meet at eLiberatica to share their expertise and experience with their Romanian peers.



**Rasmus
Lerdorf**

The father of PHP – a language which is used in more than 22 millions of web sites.



**Monty
Widenius**

The main engineer and supervisor of MySQL – the most popular Open Source DBMS.



**Brian
Behlendorf**

One of the **Apache Project** initiators – the server which is behind over 60% of the web.



**Zak
Greant**

The well known OS/FS evangelist who is going to represent **Mozilla Foundation** – the creators of the most used open source browser in the world



**Jim
Willis**

Director of eGovernment and Information Technology, Rhode Island, USA



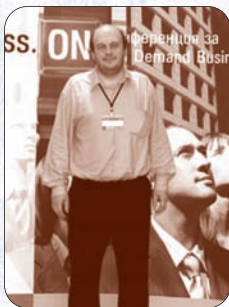
**Aleksander
Farstad**

OS/FS entrepreneur, CEO and founder of **eZ systems**



**Kurt
von Finck**

From **GNOME** Foundation and Ubuntu



**Bogomil
Shopov**

The most important OS/FS representatives in Bulgaria, the coordinators of **WebTech** and **OpenFest** events



**Yovko
Lambrev**

The most important OS/FS representatives in Bulgaria, the coordinators of **WebTech** and **OpenFest** events

The complete list of speakers will be published in the next period, after the guests will confirm their participation. Together with the international speakers presented above, personalities, specialists and representatives from the most important IT Romanian companies and organizations who are doing activities related to open source and free software, will hold presentations at eLiberatica.

Events

Currently, we are discussing with renowned organizations and companies to hold events inside the conference tracks. More details will follow and will be presented on the conference's website as the discussions advance.

Sales kits

Partner:	Platinum	Gold	Silver	Bronze
Number of speeches 20 minutes each	4 (80 minutes)	3 (60 minutes)	2 (40 minutes)	1 (20 minutes)
Insertion of the company logo in all the materials dedicated to the event*	At the Platinum Partner category	At the Gold Partner category	At the Silver Partner category	At the Bronze Partner category
Mentioning as Partner in all press releases before and after the event	yes	yes	yes	yes
Promotional Stand inside the exposition opened during the event	Type A (6*2m)	Type B (4*2m)	Type C (3*2m)	no
Banners' placement	2 roll-up banners in the conference hall	2 roll-up banners in the conference hall	a roll-up banner in the conference hall	no
Insertion of a promotional presentation inside the official conference folder (briefcase)	yes	yes	yes	yes
Insertion of the company's profile in the catalog of the event	One page, placed firstly after the program of the conference	One page posted at the Gold Partner category	One page posted at the Silver Partner category	One page posted at the Bronze Partner category
Advertisement in the catalog of the conference	4th Cover and 2 inside pages	2 inside pages or 2nd Cover + 1 inside page (for preferential kit)	1 inside page	no
Advertisement in NET Report	4 inside pages in any edition at Partner's choice	3 inside pages in any edition at Partner's choice	2 inside pages in any edition at Partner's choice	1/2 page in any edition at Partner's choice
Insertion of the company profile next to the company logo on www.eliberatica.ro on Partners' section	At the Platinum Partner category	At the Gold Partner category	At the Silver Partner category	At the Bronze Partner category
Remember. After the event you will receive a CD that will contain: pictures, event's film and the full report of media coverage of the conference	yes	yes	yes	yes
Database. After the event you will receive the database with all the participants and the statistics of the presence in the conference hall during the Partner's speeches	yes	yes	yes	yes
Reservations included	2 free rooms - 4 stars hotel	1 free room - 4 stars hotel	1 free room - 4 stars hotel	no
Cost	13.000 EUR	9.000 EUR	5.000 EUR	2.000 EUR
Extra Cost	+30% for preferential conditions	+30% for preferential conditions	no	no

*Press adds, electronic invitations, mail invitations, official conference folders/briefcases, official program/catalog of the conference, official mesh/banners of the event

* For informations regarding the sponsorship packages and contributions for eLiberatica, please contact: Mihai Bucuroiu, sales manager, Agora Media; mobile: (+ 4)-0723-408.990; mihai.bucuroiu@agora.ro
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Your contribution to the event is highly appreciated and will definitely be a great asset to your marketing efforts.



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