

---

Open Source Think Tank Sponsorship  
April 15-17, 2010 Napa, CA  
*The Future of Commercial Open Source*

**Olliance Group, LLC**  
*Open Source Strategy Consulting*

530 Lytton Avenue  
2<sup>nd</sup> Floor  
Palo Alto, CA 94301  
[www.olliancegroup.com](http://www.olliancegroup.com)

**Olliance Group** would like to thank you for considering sponsorship of the 2010 Open Source Think Tank in Napa, CA, April 15-17. Once again, DLA Piper will be the co-sponsor of the event.

### **Open Source Think Tank Summary**

The Open Source Think Tank, hosted by Olliance Group and DLA Piper, is the leading *invitation-only* commercially focused open source brainstorm and networking conference of its kind in the world. At this year's Spring 2009 event held in March in Napa, CA, over 110 CEOs, CIO/CTOs, VCs, attorneys and industry luminaries representing top Fortune 100 companies and the leading open source companies and organizations gathered together to discuss the state-of-the-industry of commercial open source. Sponsors included Microsoft, Sun Microsystems, Adaptive Planning, Black Duck Software, Jaspersoft, OpenLogic and SugarCRM. Due to the level of interest we will expand the event to 135 participants in Spring 2010, but sponsorships will be limited approximately 12-15 in order to provide the greatest visibility for sponsors and keep the commercial aspects of the event in balance.

*"The Open Source Think Tank is ideal, not only for the chance to share ideas and address the challenges surrounding commercial open source with my peers, but for the networking and business development opportunities. Collabnet was able to move at least three partner and potential customer relationships forward at the event itself."* **Bill Portelli, CEO, CollabNet**

### **Think Tank Format**

The Open Source Think Tank event is structured as a "think tank," not as a typical industry conference. Please see Addendum 1 for full detail on the Think Tank format.

### **NEW Sponsorship Offerings this Year**

This year Olliance is adding a number of exciting new elements to the think tank sponsor packages.

- Additional sessions exclusively for Platinum and Gold sponsors to engage with potential partners
- Packaging and syndication of event content and distribution through leading industry media outlets Linux.com, Linuxfoundation.org and Geeknet (Sourceforge), totaling more than 1.3 million unique visitors per month.
- Social media program focused on awareness building 90 days prior to the event and 30 days afterwards
- CIO Webinar – Within 30 days of completion of the event Olliance Group/DLA will host a webinar with some of the CIOs in attendance at the event. The webinar will be targeted at global enterprise CIOs and will provide an unbiased perspective on the opportunities and challenges offered by open source. Sponsors will be prominently featured on the webinar marketing material and advertising.

*"The Open Source Think Tank is a core event for us to sponsor. It offers a very focused branding and lead generation opportunity to highly qualified and targeted audience of*

*customers and partners, with direct access and visibility to an audience of CIOs, CTOs, open source executives, and the analyst and investment community."*

*Nick Halsey, VP Marketing and Product Management, Jaspersoft*

## **2009 Event Summary**

- 110 leading CEOs, CIO/CTOs, Attorneys, VCs and open source luminaries
- Prior to the Think Tank six leading open source bloggers were briefed about the event and posted in-depth blogs
- After the Think Tank 22 leading bloggers posted entries on their respective blogs
- Every event-related blog was positive
- Press exposure consisted of 44 leading online media/news outlets
- Press exposure to 440,000 subscribers of Bloomberg, ILX, Reuters, Telerate, Factset plus other distribution points including Reuters, AP et al
- The white paper "Open Source Think Tank Executive Summary" is a leading, and very widely distributed business-oriented open source trend document in the industry

## **Marketing and Public Relations Opportunities**

In order to maintain the exclusive and visionary nature of this event (and increase sponsor visibility) corporate sponsorships are kept to a minimum and each sponsorship offers many key opportunities for visibility, branding and PR. Sponsors get focused exposure to a select group of commercial open source thought leaders from most of the major global technology vendors and visibility to CIOs and other key industry influencers through the many PR activities. Marketing activities for this event consist of the following:

- Overall
  - Listing on the event website where every attendee and invitee goes multiple times
  - Opportunity to supply attendee gifts
  - Sponsorship of event activities based on sponsor level
  - Video interview onsite for podcast
  - Outbound/Inbound links to/from vendor sites
  - Inbound links from bloggers and news sources covering the Think Tank
  - Vendor news links on the Think Tank web site
  
- Pre-event

- Press release announcing the sponsors
- Press release announcing applications for attendance are open
- Interview of the sponsor for the event blog
- Sponsorship announcements and multiple reminders to the Think Tank Facebook and LinkedIn sites
- Post-event
  - Press release referencing the white paper
  - Whitepaper distribution to list of 10,000 qualified leads
  - Branding around the CIO webinar

### ***Sponsorship Levels for the Napa Think Tank***

There are three levels of sponsorship available, Platinum, Gold and Silver:

#### **Platinum** - \$35,000

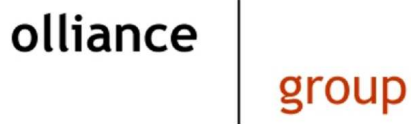
- Sponsor one of the two banquets -or -
- Sponsor the golf tournament or wine tasting event
- Signage at registration (highlighted as Platinum sponsorship)
- Three (3) free attendees
- Recognition as a platinum sponsor on all print event items

#### **Gold** - \$17,500

- Sponsor the golf tournament –or- the wine tasting –or-
- Option to bring approved Sponsor branded items
- Signage at registration (highlighted as Gold sponsorship)
- Two (2) free attendees
- Recognition as a gold sponsor on all print event items

**Silver** - \$7,500 - sponsorships available, this level of sponsorship is available to VCs and venture-backed open source startups

- Sponsor wine at one of the two banquets
- Signage at registration (highlighted as Silver sponsorship)
- One (1) free attendee
- Recognition as a silver sponsor on all print event items



**Open Source Think Tank 2010**  
The Future of Commercial Open Source  
Napa, CA April 15-17  
**Sponsorship Opportunity**

**For further details please contact:**

Andrew Aitken  
Managing Partner  
Olliance Group  
[Andrew@olliancegroup.com](mailto:Andrew@olliancegroup.com)  
650-493-3800 x 301  
[www.olliancegroup.com](http://www.olliancegroup.com)

## **Platinum and Gold Partner Sponsorship Opportunity**

Platinum and Gold Sponsors of this year's Think Tank will have the opportunity to lead a partnership activity of their choosing within the following structure. Additionally for the partner-specific events the sponsors are welcome to include other attendees affiliated with their company. Sponsors will have access to the attendee list prior to the event and can communicate with them directly. Additionally, these sponsors' activities will be prominently featured on event marketing material. Partners will have access to a conference seating and designated locations for one-to-one meetings.

### **Thursday 3:00 - 6:15 PM**

Day 1 Closing Session Announcements of Partnering Activity and Introductions

Interested attendees will be divided up into three groups and each sponsor will have 45 minutes with each group

Suggested topics/sessions:

- Introduction to partnering with....
- Training session for existing partners
- Product demos for partners
- One-on-one partners sessions

### **Saturday 3:00 – 5:00 PM**

- One-on-one sessions for partners