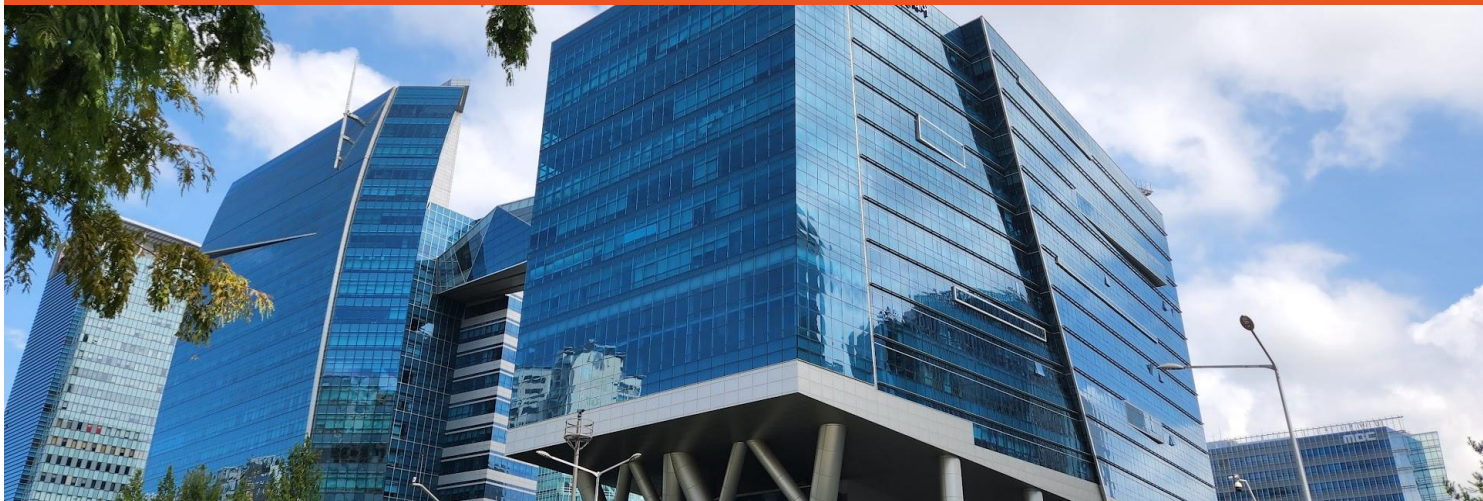
UbuCon Asia 2022

November 26-27 | Nuritkum Square, Seoul, South Korea

Sponsorship Prospectus



English | en_US

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About UbuCon & UbuCon Asia 2022

UbuCon (Ubuntu Conference) are non-profit events organized by Ubuntu Communities across the world. The events bring together hundreds of Ubuntu users, developers, contributors to share their stories, experiences, discuss on **Ubuntu, a popular modern linux distribution** and its related free and open source technologies on server, desktop, cloud, IoT and much more.

UbuCon Asia is one of regional UbuCon events that especially focuses on **Asia region** organized by Ubuntu Communities and other free and open source communities across Asia.

After successful UbuCon Asia 2021 which was the first and virtual UbuCon Asia, This year, We would like to invite you to join **the first In-person & online hybrid UbuCon Asia** in **Seoul, South Korea** from **November 26 to 27.**

Overview

Event name	UbuCon Asia 2022
Theme	Ubuntu(on desktop, server, cloud, IoT, localization and more) and related free and open source technologies
Dates & Venue	November 26th~27th(Weekend), 10:00~18:00(UTC+9) Nuritkum Square, Seoul, South Korea
Event scale	Approximately **350~380** in-person participants (including speakers, partners, volunteers and organizers)
Host	UbuCon Asia 2022 organizing team: Consisted with people from 8 different countries and 9 different communities including Ubuntu Korea and more.
Contents & Sessions	• Session types: Talks (Lectures), BoFs(Birds of Feathers), Lightning talks, Workshops • 3 rooms simultaneously
Tickets	**Attendee ticket** (Paid), **Conference Dinner** (Sold separately) **Donation/Business** (Paid) **Online** (Free)

The Organizing team

Youngbin Han
Ubuntu Korea

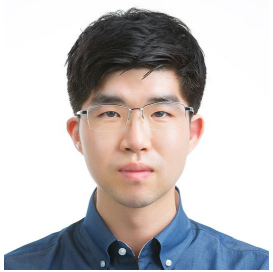
Junhyeon Bae
Ubuntu Korea

Giyeon Bang
C++ Korea

Jongmin Kim

Gyuseok Jung
Ubuntu Korea

Joowon Jung
Ubuntu Korea



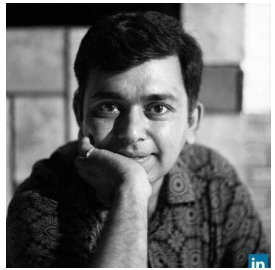
Minseong Cho

Sangkon Han
Ubuntu Korea

The Organizing team

Masafumi Ohta
Raspberry Pi Japan

Burgess Chang
KDE Network China



Ravi Bhattarai
FOSS Nepal

Robbi Nespu
Debian Malaysia

Muhd Syazwan
Md Khusaini
Ubuntu Malaysia

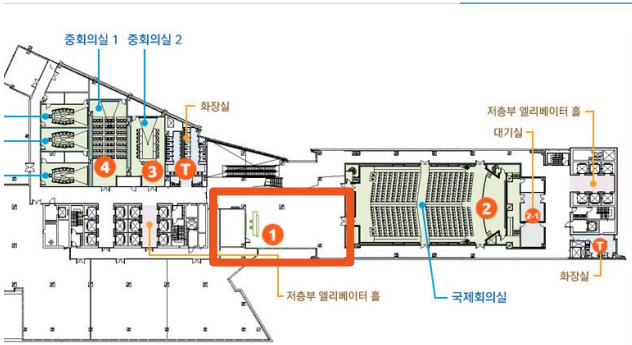
Khairul Aizat
Kamarudzzaman
Ubuntu Malaysia

Rudra B. Saraswat
Ubuntu Unity

The Venue - Nuritkum Square, Business Tower 3~4F

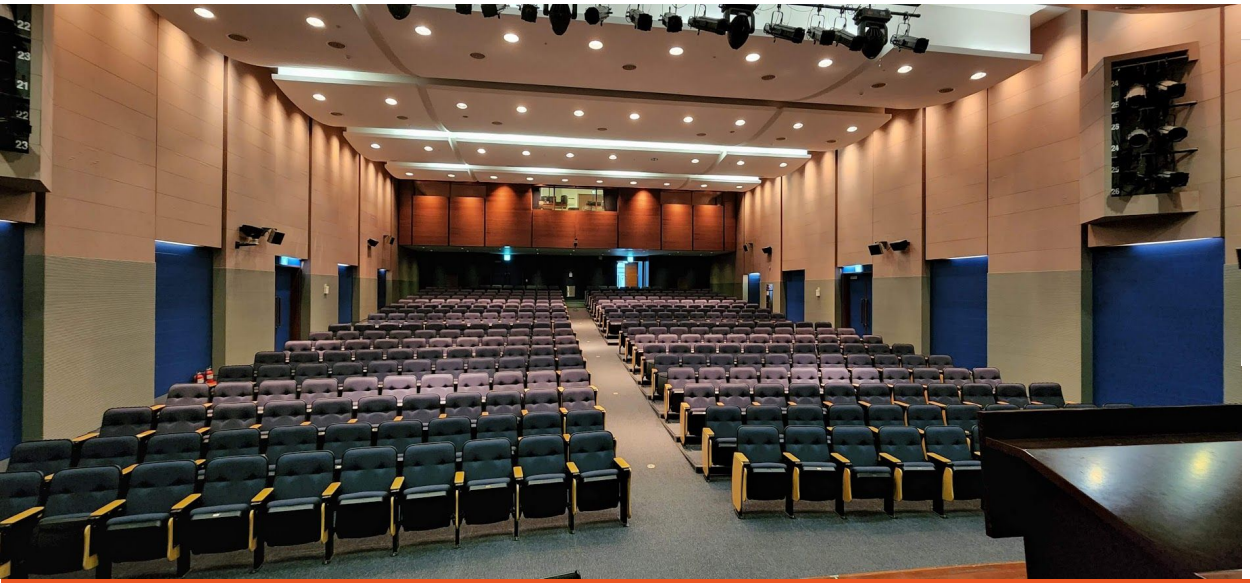
Lobby

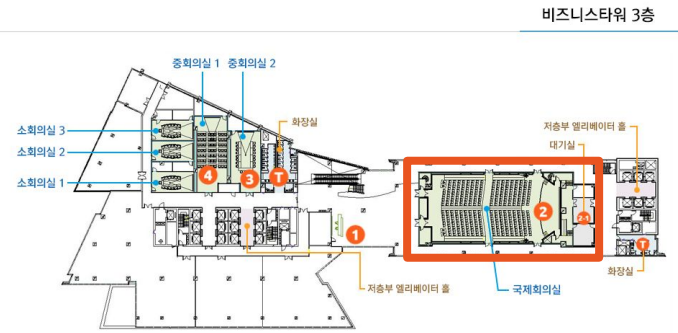
- Located at Business Tower 3F
- Will be used for Reception and Sponsor booth



International Conference Room

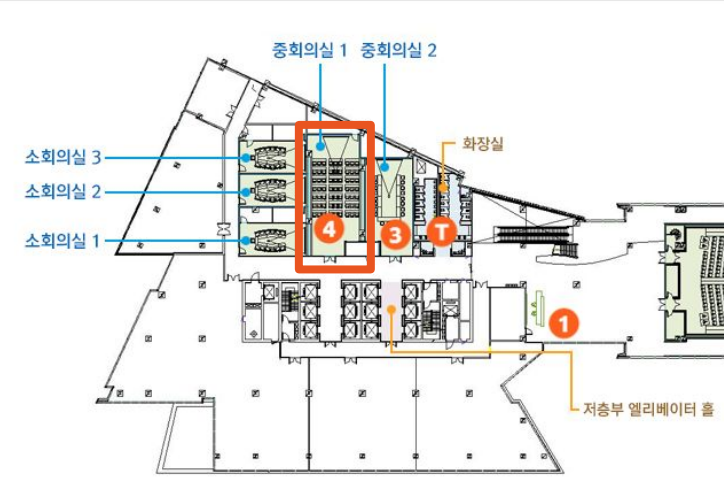
- Located at Business Tower 3F
- Will be used for Keynote and Talks
- Simultaneous Interpretation between English & Korean will be provided for sessions in this room





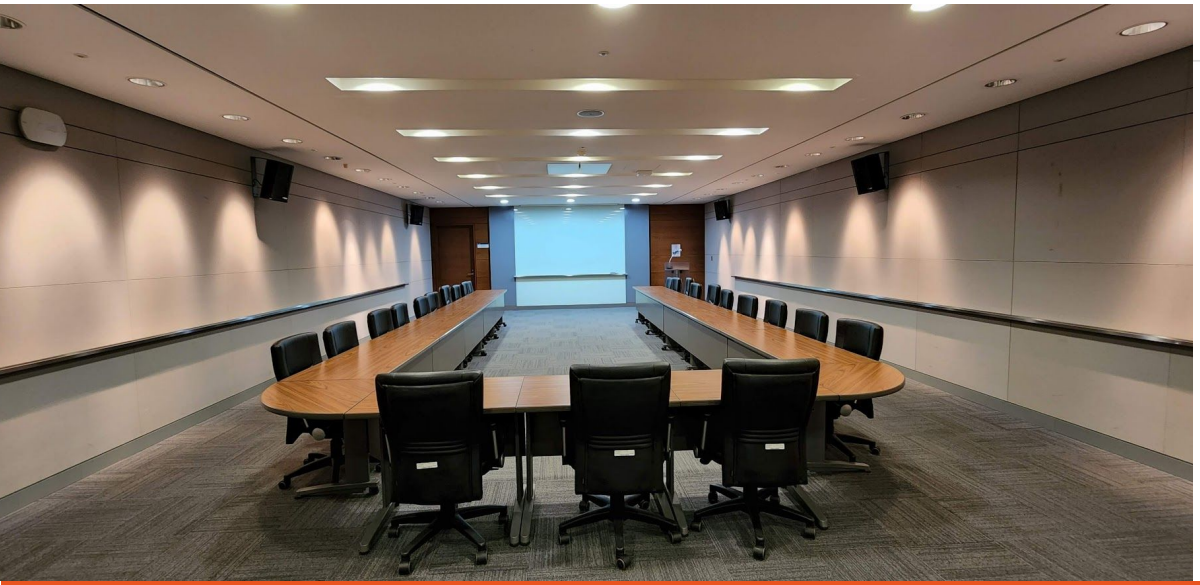
Midsize Conference Room 1

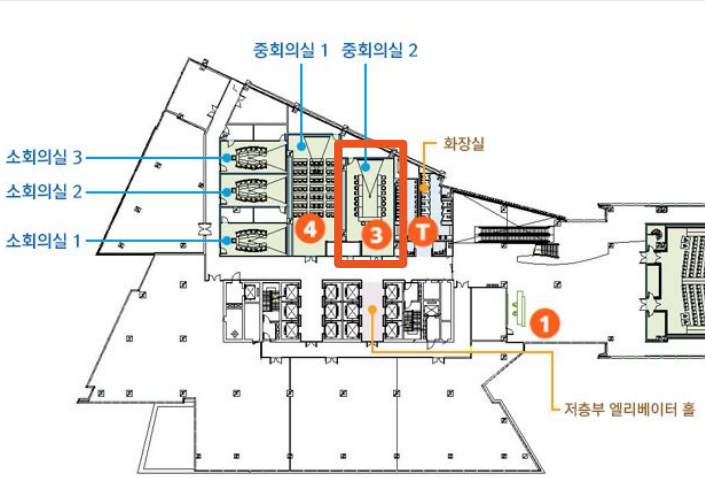
- Located at Business Tower 3F
- Will be used for Rest area



Midsize Conference Room 2

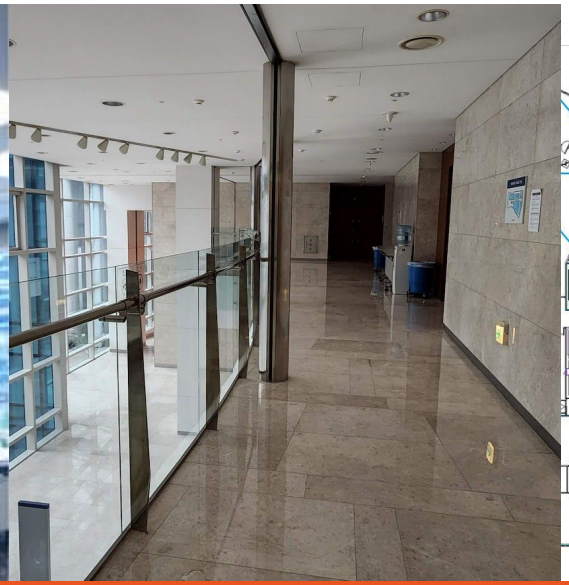
- Located at Business Tower 3F
- Will be used for Talks and BoFs (Birds of Feathers)

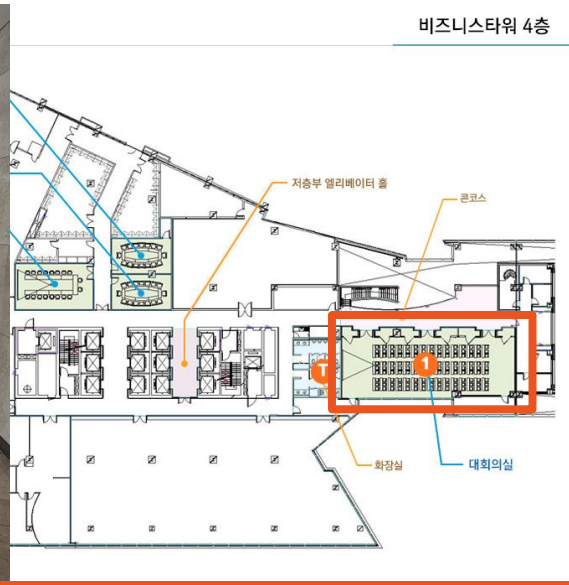




Large Conference Room

- Located at Business Tower 4F
- Will be used for Talks and Workshops





Program details - Types of sessions

- Talks (Lectures)
  - Regular lecture session with specific topic.
  - 20 min (Short), 45min (Standard), 75min (Deep-dive) including Q&A time.
- Lightning talks
  - Give a 5 minutes pitch to audiences with specific topic.
- Workshops
  - Interactive session where participants can learn Ubuntu related skills in action.
  - 90 minutes including Q&A time.
- BoFs (Birds of Feather)
  - Informal discussion session on a certain topic without a pre-planned agenda.
  - 45 minutes for each session.

Program details - Session topics

- Desktop
  - GNOME, KDE, GTK, QT, Flutter, Enterprise Desktop Deployments, Active Directory, Ubuntu flavours
- Cloud and Infrastructure
  - Public cloud, On premise, Linux Containers(Docker, LXC, LXD), Container Orchestration(Kubernetes, Microk8s), DevOps, Juju, Openstack, KVM, QEMU and more
- Windows Subsystem for Linux(WSL)
  - Ubuntu WSL & Windows Interoperability, WSL on Windows Server, Developing for Linux using WSL
- Localizations, Internationalizations, and Accessibility
- IoT, Embedded, Robotics, Appliances
  - Ubuntu Core, Raspberry Pi, ROS, Snaps on IoT
- Packaging: Debian packaging(*.deb), Snap packaging, Launchpad PPA, Launchpad Build Recipes, Flatpak, and more
- Documentations, QA and Bug triage
- Security, Compliance and Kernel: AppArmor, SELinux, Livepatch, FIPS, Open source license and more
- Data and AI: Ubuntu for Data Science, Data Engineering, AI and ML workloads
- Content and Design: Video and Image editing, Graphic design, 3D Graphics with open source on Ubuntu
- Community, Diversity, Local Outreach and Social Context
- Other different topics

Program details - Timetable (draft)

KST	Day 1 Nov 26 SAT				Day 2 Nov 27 SUN			
	Main hall	Workshop	BoF	Booth	Main hall	Workshop	BoF	Booth
AM 9:00	Preparation				Preparation			
AM 9:30	Check-in				Check-in			
AM 10:00	Opening speech (Main hall)				Lecture (Deep dive)	Lecture	Lecture (Deep dive)	Booth activities
AM 10:30	Keynote (Main hall)							
AM 11:00						Workshop		
AM 11:30	Lecture	Lecture	BoF	Booth activities	Lecture		BoF	
PM 12:00								
PM 12:30	Lunch				Lunch			
PM 1:00								
PM 1:30								
PM 2:00	Buffer	Workshop	Buffer	Booth event	Buffer	Workshop	Buffer	Booth event
PM 2:30	Lecture		BoF	Booth activities	Lecture		BoF	Booth activities
PM 3:00								
PM 3:30	Lecture	Preparation	BoF		Lecture	Preparation	BoF	
PM 4:00		Workshop				Workshop		
PM 4:30	Lecture		BoF		Lecture		BoF	
PM 5:00								
PM 5:30	Lightning talks				Closing speech	Cleanup		
PM 6:00	Conference dinner - Move to next place				Clean up			

Become a sponsor

UbuCon Asia is run on a **non-profit** basis, It is **organized solely by group of volunteers without any financial compensation.** Thus, UbuCon Asia **depends on sponsors and donations.**

Through this event, We bring together a large number of people from Ubuntu community across the world. And outreach local free and open source communities to strength the network and engage with more diverse people. **Having sufficient funding is crucial to achieve this.**

Sponsoring this event **isn't just a way to help us achieve our goals** but also **a good way to show your sincere support on Ubuntu community.** Also, Our sponsorship package offerings can help your company to **empower branding** within **international audiences**, **promote** your **company or services**, interact our participants and potentially **recruit new developers or engineers** for your company.

Benefits for sponsors

1. Meet developers and engineers who might join your team
   - 62% of participants last year were people who work on IT field such as: Software Engineer, DevOps Engineer, Web Developer, System Engineer and more.
2. Empower your branding across the world
   - Diverse attendees from 21 countries participated last year.
   - Your logo will be exposed on various places. Including website, videos, banners and more.
3. Interact with Ubuntu community in-person
   - One of the first in-person and online hybrid UbuCon event after the pandemic.
   - You can Interact with participants closely with sponsor sessions and booth.

Sponsorship packages

Note: VAT(10%), Transaction fees are not included on the price.
USD rates displayed are only for reference only.

Diamond

13,000,000 KRW | 1 Slot
Approx 9,135 USD

Logo exposure
- Website, Streams(During session & breaktime), Video recordings(Opening & during session), Main/Sub banners, Nametags, Swags

Sponsor sessions
- Keynote + 1 Workshop or 1 Talk(45min)

Tickets
- 3 Attendee tickets
- 4 Booth only tickets

Sponsor booth (3m wide)

Marketing
- Mention on opening/closing speech
- Thank you post on website & social media
- Custom email with URL to participants
  - OR Participant data on request
- Dedicated sponsor page on website
- Play 3 min promo video twice

Gold

8,000,000 KRW | 2 Slots
Approx 5,621 USD

Logo exposure
- Website, Streams(During session & breaktime), Video recordings(Opening & during session), Main/Sub banners, Nametags or Swags

Sponsor sessions
- 1 Workshop or 1 Talk(45min)

Tickets
- 2 Attendee tickets
- 4 Booth only tickets

Sponsor booth (3m wide)

Marketing
- Mention on opening/closing speech
- Thank you post on website & social media
- Custom email with URL to participants
  - OR Participant data on request
- Dedicated sponsor page on website
- Play 1 min promo video twice

Silver

6,000,000 KRW | 8 Slots
Approx 4,216 USD

Logo exposure
- Website, Streams(During breaktime), Video recordings(Opening), Main banners

Sponsor sessions
- 20 min 1 Short Talk (Add-on)

Tickets
- 1 Attendee ticket
- 2 Booth only tickets

Sponsor booth (1.5m wide)

Marketing
- Mention on opening/closing speech
- Thank you post on website & social media
- Custom email with URL to participants
  - OR Participant data on request
- Dedicated sponsor page on website
- Play 1 min promo video once

Sponsorship packages

Note: VAT(10%), Transaction fees are not included on the price.
USD rates displayed are only for reference only.

Bronze

3,000,000 KRW | 8 Slots
Approx 2,108 USD

Logo exposure
- Website, Streams(During breaktime), Video recordings(Opening), Main banners

Sponsor sessions
- 5 min Lightning Talk (Add-on)

Tickets
- 10% discount for 2 attendee tickets

Marketing
- Mention on opening/closing speech
- Thank you post on website & social media
- Custom email with URL to participants
  - OR Participant data on request
- Dedicated sponsor page on website

Supporter

1,000,000 KRW | 12 Slots
Approx 702 USD

Logo exposure
- Website, Streams(During breaktime), Video recordings(Opening), Main banners

Marketing
- Mention on opening/closing speech
- Thank you post on website & social media
- Dedicated sponsor page on website

Dinner

5,000,000 KRW | 1 Slot
Approx 3,513 USD

Logo exposure
- Website, Streams(During breaktime), Video recordings(Opening), Main banners

Sponsor sessions
- 5 min talk at conference dinner

Tickets
- 2 Attendee tickets

Marketing
- Mention on opening/closing speech
- Thank you post on website & social media
- Custom email with URL to participants
  - OR Participant data on request
- Dedicated sponsor page on website
- Play 1 min promo video once

Sponsorship package details: Logo exposure

Your company logo will be exposed on various places online and on-site.

Silver | Bronze | Supporter | Dinner

Basic offerings: Website, Streams(During breaktime), Video recordings(Opening), Main banners

Gold

Basic offerings + Streams(During session), Video recordings(During session), Sub banners, Nametags or Swags

Diamond

Basic offerings + Streams(During session), Video recordings(During session), Sub banners, Nametags, Swags

Sponsorship package details: Sponsor session

A great chance to share your company's experience and case studies on Ubuntu and related open source technologies or working culture of your team.

Note that session content must be related with Ubuntu or its related open source technologies and comply with our Code of Conducts. Excessive product promotion is also prohibited since UbuCon is not a place for selling products.

Sponsor sessions will be marked on our website and our media.

Diamond

Keynote + 1 Workshop or 1 Talk(45min)

Gold

1 Workshop or 1 Talk(45min)

Silver

20 min 1 Short Talk
Add-on, 400,000 KRW, 2 slots
(Approx 290 USD)

Bronze

5 min 1 Lightning Talk
Add-on, 100,000 KRW, 2 slots
(Approx 72 USD)

Dinner

5 min Talk at Conference Dinner

Sponsorship package details: Tickets

Free tickets or discounted ticket will be provided for sponsors so that sponsors can interact with participants easily and can also enjoy our event.

- Attendee tickets: Full conference tickets with conference dinner for free.
- Booth only tickets: Free tickets for booth staffs. Can only enter sponsor booth and lobby area.
- Discounted tickets: 10% discounted attendee tickets that includes conference dinner

Diamond

3 Attendee tickets, 4 Booth only tickets

Gold

2 Attendee tickets, 4 Booth only tickets

Silver

1 Attendee tickets
2 Booth only tickets

Bronze

2 Discounted tickets

Dinner

2 Attendee tickets

Sponsorship package details: Sponsor booth

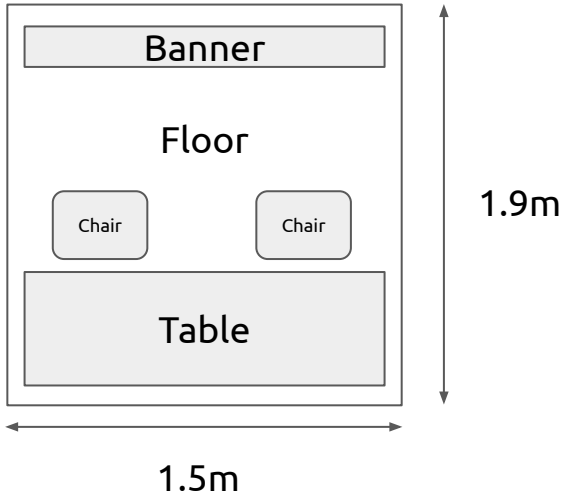
Interact with participants closely in-person. Organize booth events and other activities and promote your company or services.

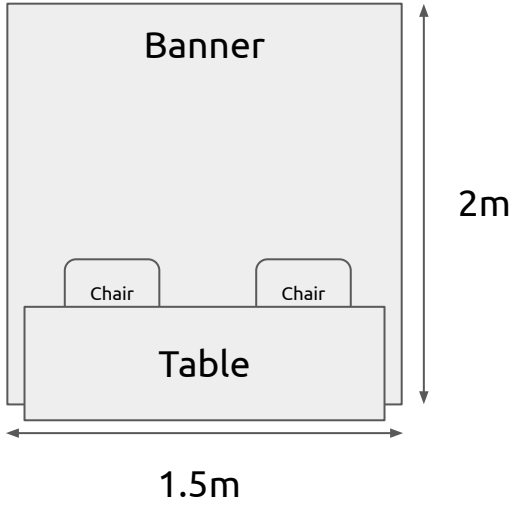
Diamond | Gold

3m wide 2.4m height booth
See example booth figure on left for reference

Sponsorship package details: Sponsor booth

Interact with participants closely in-person. Organize booth events and other activities and promote your company or services.





Silver

1.5m width booth with rollup banner

Sponsorship package details: Marketing

Supporter

Basic offerings

- Mention on opening/closing speech
- Thank you post on website & social media
- Dedicated sponsor page on website

Bronze

Basic offerings and…

- Custom email with URL to participants
  - OR Participant data on request

Silver Dinner

Brzone offerings and…

- Play 1 min promo video once

Diamond

Brzone offerings and…

- Play 3 min promo video twice

Gold

Brzone offerings and…

- Play 1 min promo video twice

Sponsorship package details: Participant data

- We'll provide participant data which can be useful for marketing campaign.
  - Only data of participant who've consented with 3rd party data provision will be provided.
- Available on request as replacement for "Custom email with URL to participants".
- As this includes personal information, You must clearly indicate the purpose of use and retention period on request.
  - e.g. To send promotional email and get demographic insights. 1 year retention.
  - This will be included in 3rd party data provision section in our privacy policy which will be published on our website.

Bronze

Name, Affiliation, Role(or Job), Nationality, Emails

Dinner

Bronze + Whether checked-in (In-person), Types of tickets purchased

Diamond Gold Silver

Bronze + Whether checked-in (In-person), Types of tickets purchased,
Whether participated last time, How participant get to know about the event.

Additional sponsorship opportunities

In case, You want to sponsor our event, but the packages described in this prospectus doesn't fit your needs or you want to sponsor something else.

Don’t hesitate to contact sponsorship team to discuss about additional sponsorship opportunities. We can work together to find the right package for your company or organization.

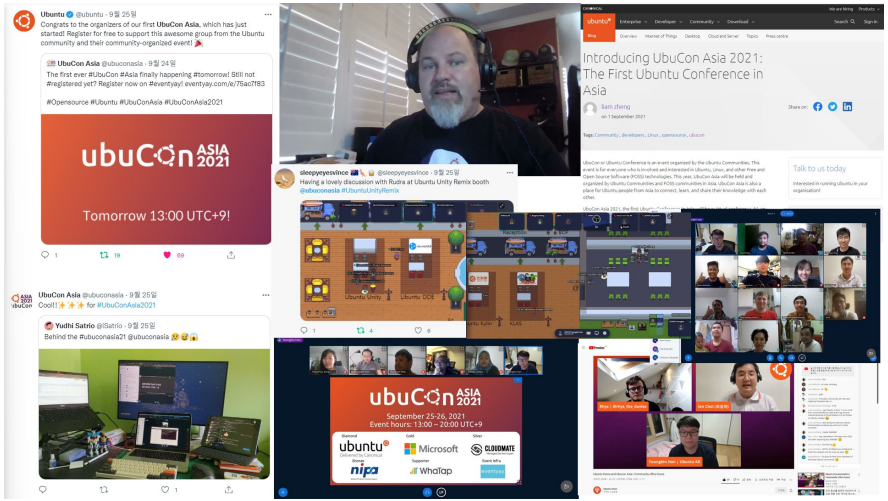
Based on what you provide through sponsorship, We may provide similar benefits described in this prospectus.

Steps to become a sponsor

1. Review this sponsorship prospectus and find sponsorship package that fits budget of your company or organization.
2. Contact our sponsorship team to check whether slot for the package you want is available. Fill in the form and submit.
3. If the slot is available, sponsorship team will connect you to our fiscal host agency. Please make sponsorship contract and make payment with our fiscal host.
4. Once we confirm that you have make contract and paid sponsorship amount through our fiscal host, We will confirm your sponsor registration.

Review last year's event

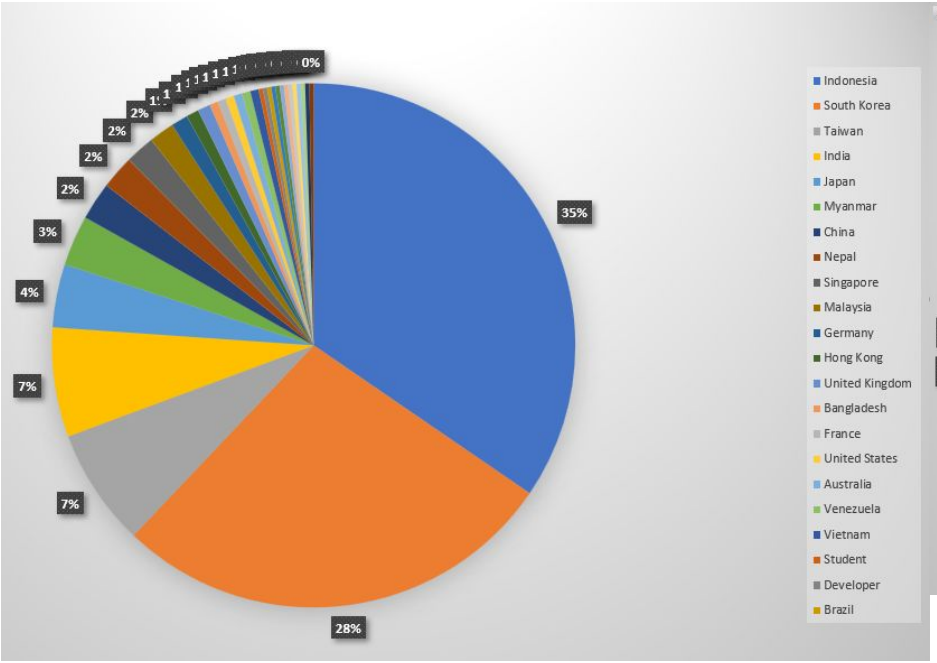
ubuCon ASIA 2021

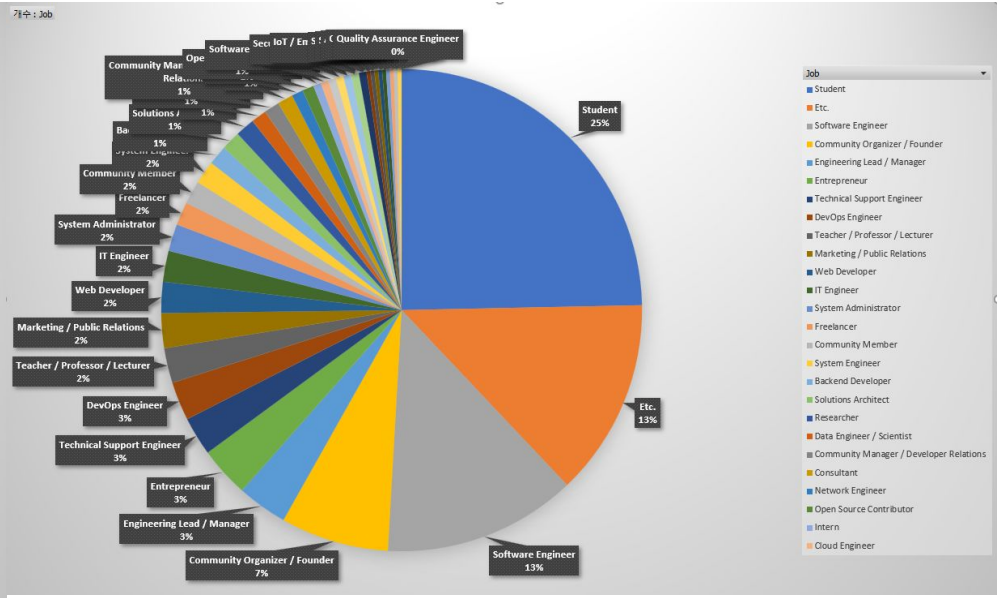


UbuCon Asia 2021 - Virtual event @ Eventyay & Gather Town

- Total 33 Sessions
  - 3 Workshops, 1 Panels
  - 5 Lightning talks, 24 Talks
- 385 Registrations from 21 countries
- 6 Sponsors, 8 Partner Communities
- Organized by 12 communities from 10 regions across Asia
- Event report https://2021.ubucon.asia/news/2021-12-01-ubucon-asia-2021-final-report

Review last year's event - Demographics





Review last year’s event - Previous sponsors

Canonical Ubuntu

Microsoft

CLOUDMATE
Managed Service Expert

nipa
National IT Industry Promotion Agency

WhaTap

eventyay

Code of Conduct

To provide safe environment for participants where everyone is respected, We ask all participant to follow Code of conducts.

At UbuCon Asia, We adopt "UbuCon Asia Code of Conduct" and "Ubuntu Code of Conduct"

Both Code of Conducts are also applies to sponsors. Please make sure to read carefully and follow.

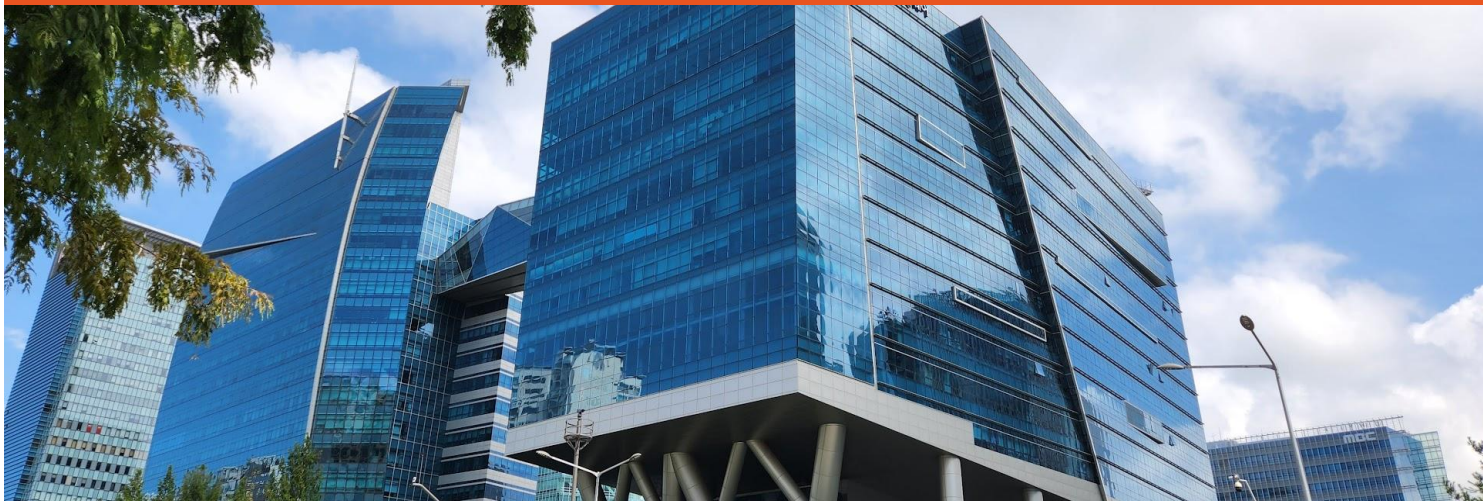
- Ubucon Asia Code of Conduct: https://github.com/ubucon-asia/CodeOfConduct/blob/main/UbuconAsiaCodeOfConduct.md
- Ubuntu Code of Conduct: https://launchpad.net/codeofconduct/2.0

Contact informations

- Sponsorship team sponsorship@ubucon.asia
  - To become one of our sponsors.
- Content team content@ubucon.asia
  - For questions on sponsor sessions.
- General team contact@ubucon.asia
  - For general inquiries on the event.
- Website https://2022.ubucon.asia
  - Learn more about the event on our website.

Thank you!

Hope we can see you on UbuCon Asia 2022
as one of our sponsors!



English | en_US