



Akademy

BRNO, CZECH REPUBLIC, SEPTEMBER 6 - 12, 2014
SPONSORSHIP OPPORTUNITIES





Photographed by Matthias Welwarsky

WHAT IS AKADEMY?

Akademy is the annual summit of KDE, one of the largest Free Software communities in the world.

Akademy features presentations on the latest KDE developments as well as coding sessions and in-depth workshops. Attendees include key desktop and platform technical contributors, Free and Open Source industry leaders, educators and students.

Akademy is a must-attend event on the annual Free Software calendar. It is a perfect opportunity for cross-project collaboration and common development in the area of open source user interface technologies. In addition, Akademy plays a central role in building and sustaining the KDE community. It is a special occasion for KDE contributors, giving them the opportunity to meet face-to-face with people they have been working with virtually.

Akademy provides quality time for discussing KDE-related issues and working together intensively on innovative user interface projects, for desktop, tablet or mobile devices. Traditionally, Akademy also has a strong focus on Qt, and has been host to Qt-related projects like VideoLan.

Please visit <http://akademy.kde.org/2014> for more information.



ABOUT KDE

KDE is an international community that creates and maintains Free Software for user-oriented computing.

KDE's technology includes modern user interfaces for Linux and UNIX platforms and hundreds of software titles in categories such as web applications, office productivity tools, multimedia, entertainment, education, graphics, groupware and software development.

The Development Platform provides tools and libraries for developing and maintaining KDE applications.

KDE software is translated into more than 100 languages and is designed to support modern accessibility principles.

KDE's full-featured applications run natively on Linux, BSD, Solaris, Windows and Mac OS X.

Please see <http://www.kde.org> for further details.

THE LOCATION OF AKADEMY 2014

Akademy 2014 will take place at the Faculty of Electrical Engineering and Communication at Brno University of Technology.

With its 13 universities, 33 IT departments, research facilities, and over 120,000 students, Brno is one of Europe's most prominent centers of science and education.

The second largest city in the Czech Republic - Brno is a beautiful city with many historical attractions, such as the Veveří castle from 11th century, the Špilberk castle from 17th century, St. Peter and Paul Cathedral originally built in 11th century and many others.

Brno is home to world famous technology companies such as Acision, AVG, Honeywell, IBM and Red Hat.

The International Engineering Fair in Brno is the leading industrial trade fair in Central Europe, attracting more than 70,000 visitors from countries all over the world.

Brno has been home to legendary scientists and mathematicians such as Kurt Gödel (world class logician) and Gregor Mendel (founder of the science of genetics).

Milan Kundera (author of *The Unbearable Lightness of Being*), Leoš Janáček (composer), artists, actors are from Brno, showing the creative influences of the region.

The Masaryk Circuit (now called the Brno Circuit) is a Grand Prix racing event, attracting top drivers since 1930.

The annual international fireworks competition (*Ignis Brunensis*) brings thousands of visitors to Brno.

Brno is a fitting location for Akademy with its mixture of technology, creativity, culture and history of getting things done.

<http://en.wikipedia.org/wiki/Brno>



WHY SHOULD YOU SPONSOR AKADEMY 2014

By sponsoring this event, you will receive substantial exposure and reach top technical people from around the world.

We expect between 200 and 300 attendees, including Free Software professionals and enthusiasts such as developers, translators, designers, and other community members, company representatives, journalists, students and educators from around the world.

The event will feature presentations on a range of important fields of interest within the ICT industry, including desktop development, application development, wireless, mobile and embedded device interfaces, multimedia, digital art, and Internet and web technology.

The KDE Community has a history of innovations in each of these fields. As a sponsor, you have the opportunity to participate in this creative environment and be visible to the participants.

Akademy is not only a productive place to discuss technology. It also offers a chance for networking and creating friendships.

THE SOCIAL EVENTS ARE POSSIBLE ENTIRELY THANKS TO OUR SPONSORS.

At the social events, people form relationships that sustain virtual teams and a successful, vibrant KDE community throughout the year.



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Akademy is an event where many bright people meet in an open and creative atmosphere, work hard, solve immediate challenges and come up with new ideas and solutions for the future.

SPONSORS ARE CRITICAL TO THE SUCCESS OF AKADEMY.

YOUR BENEFITS AS A SPONSOR OF AKADEMY

MEET KEY PEOPLE

Meet key KDE and Qt contributors, upstream and downstream maintainers, and users of one of the world's foremost User Interface technology platforms.

HIRE TOP TALENT

KDE attracts some of the best technical people in the world. Sponsors have the opportunity to recruit or gain mindshare.

MEET OTHER LEADING PLAYERS

Besides the KDE community, many other Free Software projects and companies participate in Akademy.

GET INSPIRED

Akademy provides an excellent environment for collecting feedback on new products, and for brainstorming new ideas.

INFLUENCE FUTURE PRODUCT PLANS

At Akademy, the KDE project sets direction for the upcoming months. This is your chance to be among the first to hear of those plans, to discuss and influence them.

BE VISIBLE

A sponsorship gives you valuable promotional possibilities such as advertising, prominent talks, and international press coverage.

ENCOURAGE FREE SOFTWARE TECHNOLOGIES

You support the development of new applications taking place in Akademy hackfests and intensive coding sessions.

SUPPORT FREE SOFTWARE.

You will be recognized and enjoy publicity as a sponsor of the event. As importantly, you will also be supporting Free and Open Source Software, the KDE project, and the ideals that they are based on.

BE PART OF THE KDE COMMUNITY

KDE is one of the largest Free and Open Source Software communities in the world. It is cooperative, committed and dynamic, fun-loving, creative and hard working. To people associated with KDE, it is the ultimate expression of community.

You will have direct access to the magic sauce that makes KDE so effective.

JOIN US TO HELP MAKE THIS EVENT A SUCCESS!

SPONSORSHIP LEVELS

Akademy benefits	Platinum €15,000	Gold €10,000	Silver €5,000	Bronze €2,500	Supporter €1,000
Logo and company description in sponsor section of the event website	150 words maximum	100 words maximum	75 words maximum	50 words maximum	50 words maximum
Sponsor presentation spot (3 minute lightning talk)	●	●	●	●	●
Networking event with KDE Board	●	●	●	●	●
Thank you mention in opening session	●	●	●	●	●
Company logo on front page of conference website	●	●	●	●	
Opportunity to distribute promotional material at conference	●	●	●	●	
Your banner in reception area	●	●	●		
Company logo on badge insert with conference schedule			●		
Logo in videos of conference talks	●	●			
Company logo on the front of the conference badge		●			
Your banner in the hacking area	●				
Company logo on conference lanyard	●				
Sponsor name and short description in Akademy-related press releases	●				

ADDITIONAL OPPORTUNITIES

(THESE CAN BE PART OF A PACKAGE OR NEGOTIATED SEPARATELY)

- Sponsor of the official Akademy social function
- Sponsor of other social events or daytrip
- Break or lunch sponsor

CUSTOM PACKAGE

If none of the listed sponsorship packages fit your company's or organization's needs or budget, a custom sponsorship package can be designed. If you want to discuss sponsorship or receive more information, please contact us by email at:

akademy-sponsoring@kde.org

MEDIA PARTNERS

We welcome news publishers - online or paper - to become media partners by giving suitable coverage which points participants to the registration page, coverage after the conference, or for online updates during Akademy.

Media partners will have their company or journal logo displayed on the website sponsors page and in the conference program. Copies of your paper or magazine can be distributed to attendees. At the event itself, there will be a press room and a press team available to cater to the needs of visiting journalists.

TERMS AND CONDITIONS

1. Academy is organized by KDE e.V. - also known as the Academy Organizer.
2. Sponsorship application and acceptance are managed at the discretion of the KDE e.V. Board in collaboration with the Academy organizing team. Sponsors are expected to be committed to Free Software deployment and improvement, and supportive of the Academy mission. The Academy Organizer retain the right to reject any sponsor application.
3. After written acceptance by the Academy Organizer, the sponsor must provide the signed agreement, sponsorship funds, logo image (in the form as required by the Academy organizer) and other required details (e.g. Sponsor's legal name, trademarks etc.) to the Academy organizer within 30 days of receiving the invoice.
4. Sponsorship pledges will not be processed without payment.
5. Sponsors may not sublet, assign or apportion any part of the item(s) sponsored nor represent, advertise or distribute literature or materials for products or services of any other firm or organization except as approved in writing by the Academy organizer.
6. The Academy Organizer will not be liable for any damage or loss to sponsors' properties by fire, theft, accident, or any other cause, whether result of negligence or otherwise, or in the case of force majeure.
7. For sponsorship packages that include the use of signage, please note that signage space may be limited. The conference organizer will inform each sponsor of the maximum size or number of signs allowed.
8. Banners, signage and promotional materials should be provided by the sponsor in advance of the event by the date notified by the organizer. These materials will not be provided by the conference organizer. The sponsor is also responsible for arranging the collection, for return, of signage.
9. To minimize waste, the Academy organizer might replace some printed inserts and advertisements with electronic versions. Sponsors will be notified in advance to be able to provide material best suited to the medium used.
10. The sponsor grants to the Academy Organizer the right and permission to use its name and/or logo for promotion of the event.
11. Any remaining funds from sponsorship money will be donated to KDE e.V.
12. In case the event can not be held for any reason, this contract is terminated and the donation will be returned after subtracting any direct costs already made (like materials printed or transport costs to return sponsors' materials).

SPONSORSHIP APPLICATION

Akademy 2014 · Brno · Czech Republic · September 6-12



Organized by KDE e.V.

PACKAGES:

- Platinum €.....15,000
- Gold €.....10,000
- Silver €.....5,000
- Bronze €.....2,500
- Supporter €.....1,000
- Custom (as agreed) €..

EXTRAS:

- Details (as agreed)
- .
- .
- Custom €

TOTAL.....€

INVOICING DETAILS:

Company Name:

Company Address:

Contact (full name):

Position/Title:

Address:

Email:

Phone:

Authorized signature: _____ Date:

Please review the Terms and Conditions on the previous page before completing this form. Fax completed form to +49 30 2023 73059

or send to: KDE e.V., Schönhauser Allee 6/7, 10119 Berlin, Germany