The last DebcConf saw 580 attendees; Cape Town is expected to draw 350+. Don't miss out on an event drawing some of the smartest people from the field, working on a Free and Universal operating system.

Get in touch: sponsors@debconf.org



16 debconf

Cape Town

SPONSORSHIP BROCHURE

17th
Annual
Debian
Conference

2 July - 9 July 2016

Contents

01 Why Sponsor?

02 DebConf 16

03 DebConf & Debian

04 Job Fair

05 Sponsorship Opportunities

06 The Need For Sponsorship

All Photos by :
Aigars Mahinovs, released under the CC BY 2.0 licence
Desined by: Tammy @ Creative Joe Design, other Images by:
Whale Tail by Edith Schreurs CC2.0 • Muizenburg Huts by Octagon, CC3.0 • Penguins by Paul Mannix CC2.0
Job fair Image © Daniel Lange/DLPP, 2015. • Swag Bag in use © Daniel Lange/DLPP, 2015 • Production of Bag © Florian Schupp/DLPP, 2015 • T-shirt production © Florian Schupp/DLPP, 2015.



DebConf is a global adventure. The team is composed of local representatives, as well as members from around the world, in both active and advisory capacities. The specialist teams are equally widely distributed, and it is impossible to credit all the contributors here. Some of the team members are shown, just to put a human face to the event.

Why Sponsor DebConf?

Thank you for your interest in DebConf, the annual conference of the Debian Project.

> "DebConf is of incredible importance to our community. We work around the clock from all parts of the world, and personal interactions and friendships forged at DebConf have a noticeable impact on the quality of our work, and the motivation of our volunteer contributors."
>
> **—Neil McGovern, Debian Project Leader (DPL)**

The Debian Project is an association of volunteer individuals who have made common cause to create an operating system comprised entirely of Free Software. Debian is used in numerous businesses, organisations and the public sector world-wide. It serves as the basis of other GNU/Linux distributions, such as the popular Ubuntu, and Tails, the security-focused operating system in use e.g. used to protect privacy and anonymity by groups such as the journalists responsible for the NSA revelations.

DebConf has taken place every year since 2000 in a different country. Like the Debian Project, it is organised entirely by volunteers and run on a not-for-profit basis. Video streams of all presentations are made available in real-time and archived for public consumption. Apart from presentations and workshops, the conference goal includes providing space and infrastructure for attendees to collaborate and discuss their work.



> "Debian is a bit like a huge telecommuting organization. It's my opinion that any such organization should try and ensure its members actually spend some time together on a regular basis. It improves the ability to work remotely an amazing lot if you can actually put a face to the entity you're emailing/IRCing."
>
> **–Jonathan McDowell – Debian Developer**

The Free Operating System

The Debian Project was founded in 1993 by Ian Murdock to be a truly free community project. Since then the project has grown to be one of the largest and most influential Free Software and Open Source projects. Thousands of volunteers from all over the world work together to create and maintain Debian software. "The Debian Project takes pride in being built upon by others, and we work actively with the teams behind derivative distributions to maximise the gains for all."

Available in 70 languages, and supporting a huge range of computer types, Debian calls itself the "universal operating system".

Find more information about Debian at:
https://www.debian.org/

DEBIAN IS UNIVERSAL, DEBIAN IS CHOICE

Debian is known for its adherence to the Unix and Free Software philosophies, and for its extensiveness. The current release includes over 43,000 ready-to-use software packages built from nearly 20,100 source packages for more than ten computer architectures, ranging from the more common Intel 32-bit and 64-bit architectures to ARM (cellphones and tablets) and the IBM S/390 (mainframes). Besides the well-known Linux kernel, it also supports the FreeBSD kernel, more info: https://www.debian.org/News/2015/20150426

A LARGE, DISTRIBUTED, AND NON-PROFIT PROJECT

The Debian Project's key strengths are its volunteer base, its dedication to the Debian Social Contract, and its commitment to providing the best, universal operating system. Debian is produced by over a thousand active developers spread across the globe, many of whom volunteer in their spare time. Outside of DebConf, most communication takes place on the Internet in mailing-lists and Internet Relay Channel (IRC) chat-rooms.

Unlike all other Linux distributions of similar size, Debian is an independent non-profit organisation not under the influence of a commercial entity. Debian's dedication to Free Software, its non-profit nature, and its open development model make it unique among Free Software distributions.

A PILLAR FOR FREE SOFTWARE

Debian's high quality standards and its strict adherence to policy makes it a preferred choice for derivative works. Currently, over 130 actively developed operating systems build on Debian, including the widely popular Ubuntu and Linux Mint distributions, LiMuX, and Knoppix. More specialised derivatives range from grml (optimised for system administrators) to Tails (optimised for privacy). The free and open nature of Debian makes it particularly suitable to education, and as such Debian runs in hundreds of schools thanks to Skole Linux. It also powers gaming platforms with SteamOS, and has been deployed by public institutions worldwide, such as the government of Extremadura, Spain, the cities of Munich and Vienna, and some of the largest universities, including the MIT, ETH, and UCT.



16

Cape Town debconf

"As Debian is such a diverse project, each project member has a very distinct set of skills, and it is very common to see groups of jaw-dropped, eye-opened people looking at a colleague doing what he or she thought was most natural."

– Gunnar Wolf – Debian Developer







Previous Debian conferences have featured speakers and attendees from all around the world.

DebConf12, comparable to Cape Town, took place in Managua, Nicaragua, with **176 attendees.**



















DebConf15
took place in:
Heidelberg, Germany
(15–22 August 2015)

record numbers:
580 participants
from more than
52 countries.

Annual Debian Conference

DebConf usually has in the region of 85 scheduled talks; some of the thematic tracks at previous DebConf's include technical themes like "Debian in the Cloud", "Validation and Continuous Integration", "Security", "Packaging and Tools" and "Building and Porting" as well as socially minded themes like "Community Outreach" and tracks aimed at promoting wider involvement in Debian. This is in addition to DebianDay, aimed towards the general public.

Thanks to our sponsors, participation, accommodation, and meals are free of charge for qualifying Debian developers and contributors who apply for bursaries, allowing talented developers to attend. In addition, travel cost subsidies are available, to bring contributors who would not otherwise be able to attend. The organisation of DebConf itself is entirely volunteer-based.

DebConf is the annual conference for Debian contributors and users interested in improving Debian. At its core, DebConf is a conference: a technical gathering structured around a set of peer-submitted, peer-selected talks. The conference structure is a combination of concurrent scheduled talks, plenaries, hacking time and ad-hoc sessions. Then there are also BoFs - "Birds of a Feather" - meetings, which are informal gatherings of people sharing a common interest.

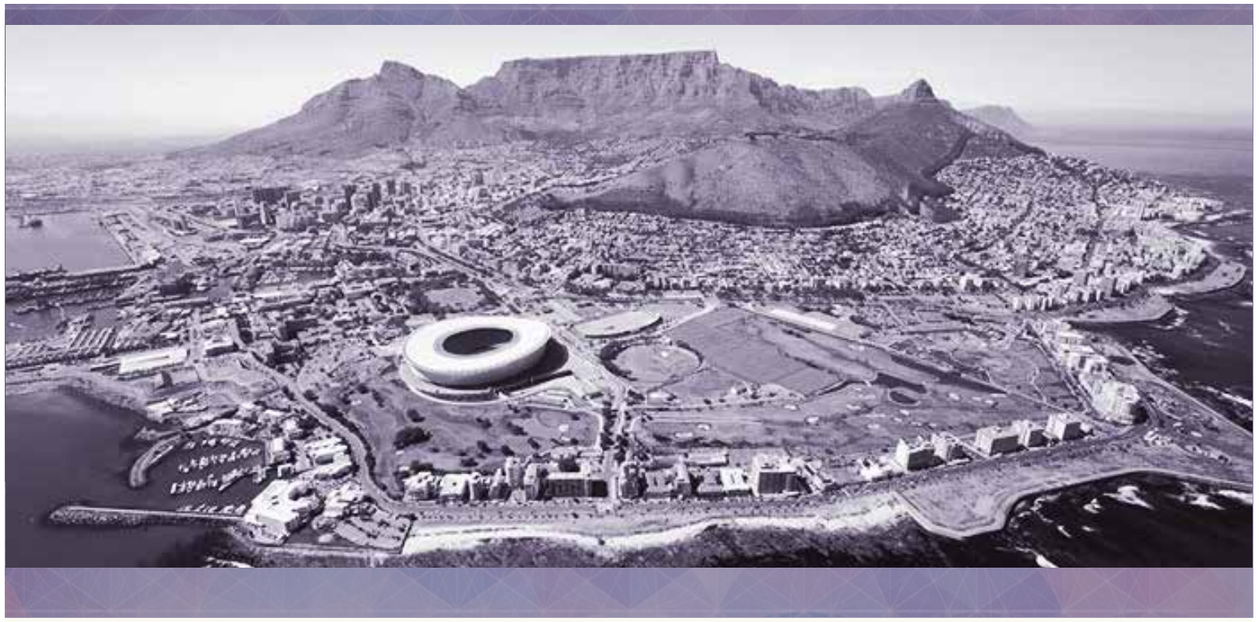
DebConf talks and discussions are important opportunities to raise new proposals for development, to inform other contributors about technical advances they can build on in their own work, and to manage the wide cooperation required for each new Debian release. DebConf is about sharing with peers rather than rating them. A defining characteristic of DebConf is that the Content Team does not formally approve or reject talks. Instead, we select talks that fill the tentative schedule, while taking care to leave enough space for people to propose other talks that were initially submitted, or even for last-minute ideas. This ensures up-to-date relevance to attendees.



DebConf16 will take place in July 2016 at the University of Cape Town, Cape Town, South Africa, nestled on the slope of Table Mountain, a world heritage site.

Cape Town was voted top tourist destination 2014 by Times magazine. The university's New Engineering Building offers a spacious, open, yet affordable environment with a spectacular view for plenary discussions and presentations, as well as informal workgroup meetings.

Accommodation for participants will be available on-site to maximise participant interaction.



26 July – 1 July

DebCamp





DEBCAMP TEAM SPRINTS: 26 JUNE – 1 JULY

Many attendees find it hard to find uninterrupted time to work on Debian in their regular schedule, and value DebConf as a period when they can put aside their other usual responsibilities and focus on Debian work. The DebCamp period before DebConf is provided specifically to enable this uninterrupted work.

After working together remotely during the rest of the year, many teams (about a third of the conference attendees) use the opportunity before DebConf to come together for in-person collaboration, to tackle tough issues, and to drive big changes. We provide the venue and infrastructure for such team sprints — we call it DebCamp — during the week before DebConf.

Anyone visiting the hacklabs during DebConf, at almost any time of day or night, will find people engrossed in work on Debian—some silently by themselves typing, others peering at computer screens in pairs, and others sitting in a ring arguing out the technical details of a design.

Debian Day

"DebConf is an amazing opportunity to meet people and find collaborators, that can really help get projects kickstarted. It's also an incredibly motivating experience to meet your current and future collaborators."

– Brian Gupta – Debian Developer

DEBIAN DAY – OPEN TO PUBLIC

The Saturday before DebConf is called Debian Day, and is a day targeted at the general public where events of interest to a wider audience are offered, ranging from topics specfic to Debian to a wider appreciation of the open and maker movements. Although organised separately from most of DebConf, with a more publicly minded brand, the talks that are presented here are managed using the same infrastructure. Debian Day is a great possibility for interested users to meet our community, for us to widen our community, and for our sponsors to increase their visibility.

A job fair (see below) will be arranged too, in case you are looking to recruit!

Depending on interest and funding, there will be hands-on workshops interspersed with relevant talks by local groups like Arduino Cape Town on the Sunday for interested members of the public to get their hands dirty with Debian.

LIVE WORLDWIDE VIDEO STREAMING

Since DebConf4, all scheduled talks and major BoFs are accessible as live streams and their recordings can be downloaded for viewing during or shortly after the conference in the Debian Meetings Archive (http://video.debian.net).

Those watching talks live also have the opportunity to submit their own questions to the DebConf speakers via IRC. We thank our Platinum and Gold sponsors by inserting their logos into the video streams.

2 July 2016

debconf

"DebConf was great. I'm looking forward to attending the entire time when it is in Cape Town next year."

– Jacob Appelbaum

American independent journalist, computer security researcher



That's the great thing about DebCamp & DebConf: collaborating in real-life & real-time, from quickly asking a question over sitting together to think about solutions for a problem to "just" chatting & thereby developing ideas for the future
– Gregor Herrmann – Debian Developer

DebConf and Debian

The bigger picture

The benefits that DebConf brings to the Debian Project as a whole, and the larger Free Software community, are nicely summarised by the following comment:

> This is the kind of peer-to-peer networking that makes open source conferences [. . .] worthwhile. It wasn't a teacher/student relationship. It was two hackers sharing knowledge with each other. [. . .] The knowledge they shared will, no doubt, improve Debian – and by extension will help improve GNU/Linux for everyone, whether they use Debian (or a Debian derivative), SUSE, Fedora, Gentoo, Mandriva, or any other distribution.
>
> - Robin "Roblimo" Miller, Newsforge

KNOWLEDGE SHARING

DebConf helps share the knowledge and experience of individual developers with the entire community. It also helps promote enthusiasm for specialised areas of development, and encourages discussions about Debian's future enhancements.

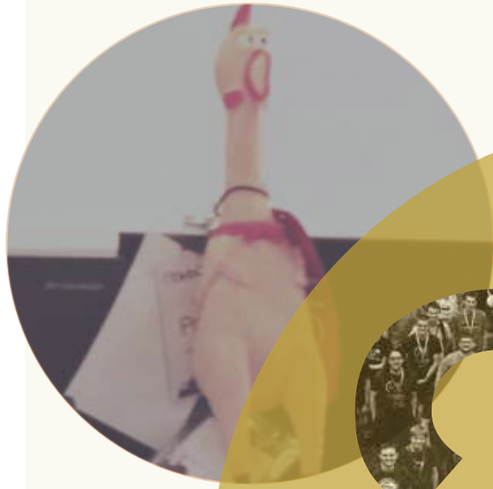
As most major conferences, DebConf tries to provide participants with a talks schedule in advance, to help plan which of them to attend. This is done by having a Content team review submissions and rate them on three main categories (relevance, topicality and acceptance), and pre-scheduling the best rated ones.

However, talk submission is kept open for the duration of the conference – this allows the Content Team flexibility to bring in the latest and greatest topics, with many spaces available for ad-hoc scheduling.

PROJECT SYNERGY

DebConf gives contributors a chance to meet face to face, socialise, and brainstorm new ideas. As a result people leave DebConf with a renewed sense of enthusiasm for Debian and its goals. New ideas and systems that Debian implements often originate in an informal session at DebConf.

> I really like that DebConf, as well as being a formal conference on top, is really an un-conference underneath, with new BoFs and things popping up on the schedule all week long. You can even have completely unscheduled meetings that somehow get just the right mix of people to make something awesome happen... But one thing we know is we enjoy our little slice of the year where kilts and coding are equally unremarkable, where problems that seem intractable online somehow solve themselves in person, where we come away with ideas for an entire year and memories for a lifetime.
>
> – Joey Hess – Debian Developer







DebConf is for sure the best conference I have ever attended. The technical and philosophical discussions that take place in talks, BoF sessions or even unplanned ad-hoc gathering are deep. The hacking moments where you have a chance to pair with fellow developers, with whom you usually only have contact remotely via IRC or email, are precious." – Antonio Terceiro – Debian Developer


conova.com
Eines der
modernsten
Europas.
credativ
Open Source for Business
Open Source Support Center
• Security for your complete Open Source environment
• Direct help provided by Open Source developers and
• 24 hours,
ays a year

JOB FAIR



from Joshua Powers' talk

> Debian was the clear choice to base HP Helion on due to the strong community of people and not being bound to a single company. It is very easy for us to work with the community and be involved in the community.

Other Opportunities of Sponsorship

JOB POSTINGS AND JOB FAIR

DebConf attracts some of the smartest Free Software hackers from around the globe, many of whom are always on the lookout for new challenges. We provide our sponsors with the chance to reach out to Debian contributors, derivative developers, upstream authors and other community members. As a Platinum, Gold, or Silver sponsor, you can use the job fair on the opening weekend as an opportunity to present yourself as an employer and engage in direct dialogue with potential job candidates.

We invite all our sponsors to post job offerings to our job wall.

SWAG BAGS AND RAFFLE PRIZES

In addition to your logo on the attendees' conference bags (Gold level), we also invite you to distribute marketing materials and other goods in the bags if you support us at Bronze level or above.

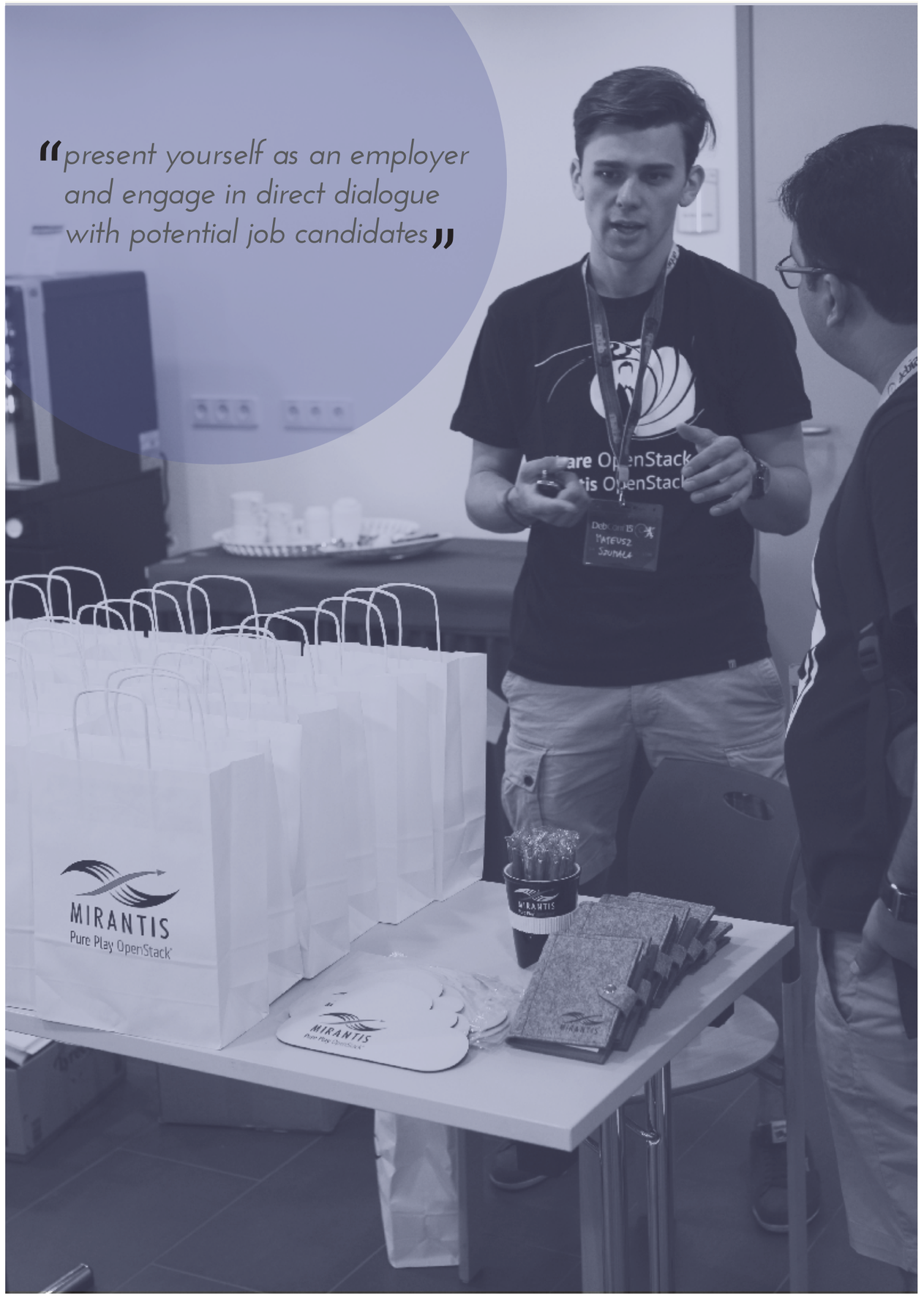
If you have smaller quantities of hardware to give away or you want to create some buzz about your device at the conference, you could provide us with one or more items which we will include in a raffle for attendees.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

In addition to the standard benefits listed (in the table on the next page) as a Bronze sponsor or higher, you might be interested in other opportunities to further increase your visibility in a unique way. Choosing to sponsor a specific component of the conference means that your name will be prominently associated with that aspect of DebConf.

If you are interested in discussing these sponsorship opportunities, or any other ideas you may have, please contact the sponsorship team at sponsors@debconf.org to discuss pricing and other details. We will be happy to listen to your individual ideas and wishes for how to make the conference an unforgettable event for our participants.

Note that some of these opportunities may only be available for a limited time.



Sponsorship Opportunities:

Please see what is on offer: from being a Supporter contributor to a Platinum contributor.
* Currency exchange rates may vary.

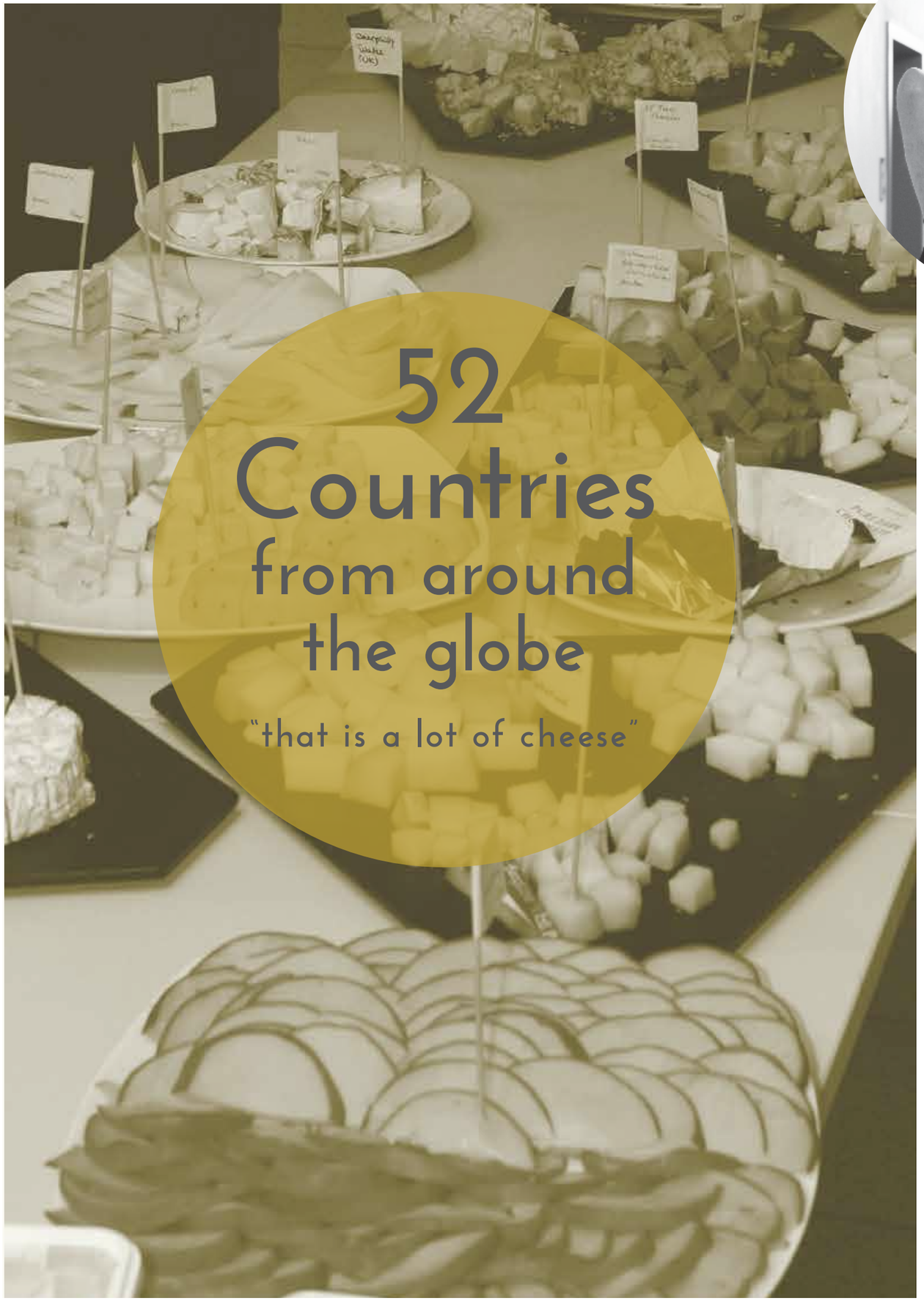




OPTIONS:	Contribution (ZAR) Contribution (USD/EUR)	Supporter < R20 000 < 2,000	Bronze R20 000 2,000	Silver R50 000 5,000	Gold R100 000 10,000	Platinum R200 000 20,000
Logo in the list of sponsors web page		√	√	√	√	√
Microblog your involvement with your logo		√	√	√	√	√
Logo on main web pages			√	√	√	√
Post on a job wall located at a central location			√	√	√	√
Access to swag bags and raffle			√	√	√	√
Logo in “thank you” Linux Magazine ad				√	√	√
Space at our job fair				√	√	√
Logo printed on conference T-shirts/giveaway				√	√	√
Logo printed on conference bag					√	√
Logo printed larger and in superior position					√	√
Logo on all video streams, during breaks					√	√
Logo on banner in conference lobby					√	√
Logo on banner behind talk podiums						√
Name & description in conference press releases						√
45-minute slot for a Free Software-related talk						√

* All sponsor-provided content and initiatives must be coordinated with our organising team.

*Please contact us if you have further ideas on contributing to this event.





Zlatan Todorić- Free software developer

"The diversity outreach really nailed it. It made DebConf so much more colourful, so much more exciting and talking to newcomers was awesome because they were super excited and want to hop on our train ASAP"

Additional Sponsoring Opportunities

SPONSORED CHILD CARE

DebConf welcomes families, and to help parents participate in the conference, we plan to provide care for their children, which includes activities suited to the needs of our youngest attendees. This sponsorship opportunity is a great way for you to position yourself.

CONFERENCE DINNER

A formal dinner midway through DebConf allows the attendees to let their hair down (or do it up), come together over a special meal and enjoy a social evening. We'll be happy to work with you to find an arrangement that appropriately communicates your message.

DAY-TRIP

Mid-way through the conference, following intense and long days of collaborative hacking and discussions, we take our attendees on a trip for a day to clear their minds. We explore sights or nature in the vicinity of the venue: walks, museum visits, sightseeing tours, and sporting activities — there are ample possibilities for you to help us create an unforgettable experience for our attendees.

The day trip is a great productivity booster, and healthy, much-needed break which will be remembered by attendees for years.

CHEESE AND WINE PARTY

Our guests come from all over the globe, and inter-cultural exchange is a fantastic asset for the conference. We celebrate this diversity by inviting attendees to bring wine and cheese from their parts of the globe which we bring together for a party. We would love for you to join us!

SNACKS AND BEVERAGES

Three meals a day are not always enough for those who work long hours. While we have already negotiated group discounts at the snack bar, we invite one of our sponsors to subsidise the prices for food and drinks, up to a fixed limit if desired, in return for appropriate recognition. We are considering the presence of food trucks, and can investigate the possibility of facilitating branding these with your brand.

WHY SPONSOR?

> "Sponsoring DebConf has benefited Bytemark in two ways: 1) it puts our brand in front of exactly the right crowd and 2) it allows Steve, the Debian developer on our staff, to keep in touch with the project that we rely on so heavily. We support DebConf because it supports us."
>
> – *Matthew Bloch, Bytemark Hosting*

16 debconf Cape Town

> DebConf is the annual conference for one of the largest Open Source projects. By annually sponsoring DebConf, credativ helps to keep this important conference successful. Being present at DebConf enables us to connect, stay in touch and collaborate with some of the brightest minds in the industry, both at a management and technical level.
>
> – Michael Meskes, credativ GmbH

The Need For Sponsorship

DebConf has evolved from its humble beginnings in Bordeaux, France (2000) with 30 attendees and virtually no budget, to the past five years where participation was above 300 attendees, on average, with budgets in the lower six-digit figures (USD).

The conference is still organised entirely by volunteers without compensation. The Debian Project does not engage in commercial activities and depends solely on donations from users and benefactors.

DebConf draws much of its strength from the diversity of its participants:

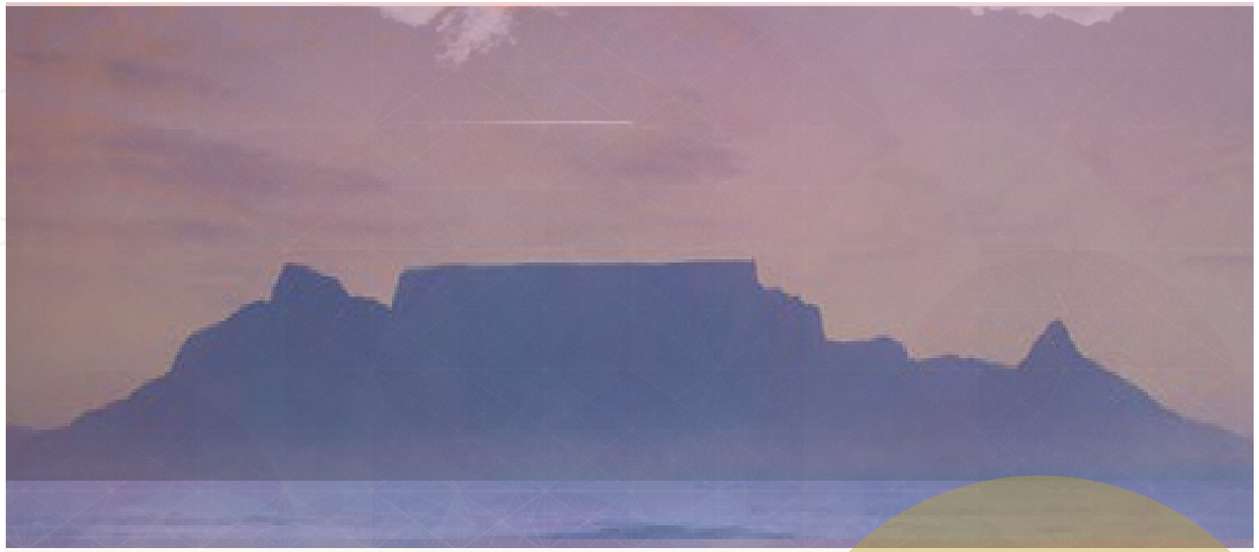
DebConf is among the most diverse of communities in the Free-Software ecosystem, with more than 30 countries represented each year, and a solid commitment to gender diversity (https://www.debian.org/intro/diversity).

Perhaps the most important aspect of DebConf is that we want to give as many people as possible the opportunity to attend — not just those that are nearby and can afford it — because it benefits the conference, every attendee, and ultimately Debian and the Free Software community.

We expect between 200 and 350 attendees in Cape Town. While it is true that the Southern tip of Africa is a bitfar to travel for European and US attendees, a favourable exchange rate, a passionate and experienced team and our status as a world-class tourism destination may help to boost the numbers.

We trust that our sponsors will help us achieve the upper end of this goal, to enable attendees from all over the world to be a part of this event.

All funds raised for DebConf will be used towards this goal. Any surplus after the conference will be used for funding future Debian Free Software activities.



INVOICE AND TAX-DEDUCTIBLE DONATIONS

As a sponsor, you will receive an invoice from one of our fundraising entities, specifying the sponsorship level and associated benefits. The invoice explicitly lists sales tax (VAT) where appropriate. Depending on your situation, sponsoring DebConf may thus be a normal business expense.

We are also happy to receive donations to our registered not-for-profit entity in the US (Software in the Public Interest (SPI), Inc.) if desired. We'll gladly issue receipts for such donations, which may be tax-deductible (check with your tax advisor for details). Please keep in mind that within South Africa we cannot offer any benefits or marketing services in return for donations, except for including you in our lists of sponsors and our displays of sponsor logos.

> Sponsoring DebConf helps us to get the recognition we need from inside the Debian Project. It is astonishing how many potential employees, partners and even customers are aware of our sponsorship activities at DebConf. We even got a couple of exciting job applications only through DebConf.
>
> – Peter Ganten, Univention GmbH

MORE ABOUT DEBCONF

For more information about DebConf, the final reports from our past conferences illustrate the broad spectrum, quality, and enthusiasm of the community at work:

https://media.debconf.org/reports

For further details, feel free to contact us through:

sponsors@debconf.org, and visit our website at https://debconf16.debconf.org

Thank you for taking the time to read this brochure. We hope to hear from you soon!


See you in
Cape Town!