



Conferences 2020



Introduction



GNOME brings people together. New contributors to free software make their first contributions through GNOME; people take their next steps through internships; GNOME is designed to foster cooperation between projects and interoperability between different open source components.

We also bring people together around the world. Our conferences are a vital part of the effort to grow as a community and expand technical excellence. Our conferences enable the development of our own world-class software, and a full stack of technologies, that so many users and other projects depend on.

This year is exciting for the GNOME community. We have ambitious plans for technical development and new releases, social and community initiatives, and the global growth of the project as we grow our to include events in Africa, Asia, Europe, and North America.

Like many projects, our conferences are run on a tight budget - without large fees from exhibitors we rely on sponsorship to enable the conference. Your contribution makes it possible for the GNOME desktop and GNOME technologies to make real progress, and is the basis for continued innovation throughout the year. We hope that we can count on your support.

A handwritten signature in black ink that reads "Neil McGovern". The signature is written in a cursive, flowing style.

Neil McGovern

Executive Director, GNOME Foundation

About GNOME

GNOME is one of the most recognised and respected projects in the open source world. Started in 1997 by two university students, today its software is used by millions of people worldwide, and it is one of the largest open source projects.

GNOME is best known for its desktop, which is a key part of the most popular GNU/Linux distributions, including Ubuntu, Debian, SuSE and Fedora. However, the project also has a long history of producing critical pieces of software infrastructure: common parts of countless open source systems that are today taken for granted.

Many essential, ubiquitous technologies began their life in the GNOME project, including D-Bus (a inter-process communication framework), GStreamer (a mature and powerful multimedia library), and PulseAudio (a network capable sound server). Each of these projects are essential ingredients for many products. Today, GNOME's software is found in televisions, e-book readers, in-vehicle infotainment systems, medical devices and much more.

GNOME has also been a key player in the social evolution of the free software community. By founding the Outreach Program for Women (OPW), GNOME pioneered a program to help make our community more gender diverse. Since being started, that program has expanded its scope to encourage more types of diversity, and has been adopted by many other open source projects - so much so that it has evolved into the larger Outreachy program and is run outside of GNOME.

Throughout its history, the GNOME project has been the training ground for software engineers and contributors who have gone on to play important roles elsewhere. The project's focus on quality engineering, design driven development, and system-level plumbing, serves as an excellent environment for new contributors. Today, GNOME alumni hold positions at Google, Apple, Microsoft and beyond.

The GNOME project continues to play a significant role today, producing new innovative technologies which are transforming the Linux ecosystem.

The GNOME desktop continues to be used by millions of people and is a popular choice for software engineers.



GNOME's influence on the Linux ecosystem

Over the course of its history, the GNOME project has been responsible for a plethora of new technologies, many of which have gone on to play a significant role within the wider GNU/Linux ecosystem.

The GNOME™ Conference

GUADEC

GUADEC is GNOME's main annual event. Held since 2000, it brings developers, enthusiasts, leaders, governments and businesses together from all over the world. The conference focuses on technical development, community initiatives, social networking and planning.

Nearly 300 people attend GUADEC each year. The conference serves as a meeting place not just for core contributors of the GNOME project, but also other key open source projects, including including systemd, the Linux kernel, X.org, Wayland and PulseAudio.

Presentations cover a range of topics, including developments within the GNOME project itself, best practices for software development, testing and design, developments in related fields and projects, and non-technical activities, such as documentation writing and project management.

GUADEC plays a critical role for the GNOME project, both socially, and as a venue for planning, discussion and problem-solving. For anyone who is interested or involved in the GNOME project, it is a major event.

Throughout its history, thousands of people have attended GUADEC. The event's combination of technical innovation, community spirit and social events, means that it always leaves a positive impression which is long-remembered. This is particularly true for new contributors, whose first GUADEC is always an important event.

GUADEC 2020 will take place in Zacatecas, Mexico on July 22 - 28.



GNOME.Asia

GNOME.Asia Summit is the annual Asian GNOME conference. It focuses primarily on the GNOME desktop, and covers applications and the development platform tools. It brings together the GNOME community in Asia to provide a forum for users, developers, leaders, governments, and businesses to discuss the present and future technology.

The event is located in a different city each year and has taken place around Asia, including China, Hong Kong, India, and Indonesia. In the past, there has been between 250 and 300 attendees.

Pan-African GNOME Summit

This year is our first Africa based event! Pan African GNOME Summit is taking place March 27 in Port Harcourt, Nigeria.

Sponsorship opportunities are available on a case-by-case basis. Please contact sponsors@guadec.org to talk more about your interest.

“Codethink people have learned a huge amount from the GNOME community, and we've been pleased to contribute to GNOME projects over the years.

Sponsoring and participating in GNOME conferences is a great way to keep up-to-date at the cutting edge of some key FOSS initiatives.”

Paul Sherwood, CEO Codethink



Why Sponsor?

Sponsoring an event is a great way to generate awareness for your organization. Our conferences have a strong online presence and are aided by the GNOME Project's long standing reputation in the tech world. Marketing activity for our conferences includes promotion on various GNOME official social media accounts, as well as the GNOME website. Sponsored attendees are required to write a report, and many prominent contributors often blog and share their experience through their personal social media accounts.

Sponsorship of our events brings your brand to our attendees, many of whom play significant roles elsewhere. It serves as an excellent platform for recruitment—GNOME conferences are a gathering of highly skilled contributors who have demonstrable skills in core technologies.

The continued development of GNOME and GNOME technologies relies on volunteer time and these conferences are essential for the current innovation and speed that is associated with the project. Conference sponsorship is a key way to ensure that the GNOME project and associated software stacks continue to evolve.

Additional Opportunities

Welcome Drinks

\$850 Help to welcome attendees to the conference and make your presence felt right from the beginning.

Coffee Breaks

TBD Many of our attendees are powered by coffee, tea, and snacks! Sponsorships will be available for each day.

Evening Drinks Package

From \$300 Pay for a round of drinks and earn the gratitude of the GNOME community.

Social Events

\$600–\$1,800 Sponsor the annual GNOME soccer tournament, a BBQ, or just some drinks for the attendees.

Coffee and Snacks

\$500–\$1500 Sustain conference attendees during the core days by providing coffee and snacks.

The above may be sponsored separately, or as part of a general sponsorship package. Please ask us at sponsors@guadec.org for more information.

Sponsorship Levels

	Platinum	Gold	Silver	Bronze	Supporter
Logo on front of badges	■				
Address attendees for five minutes	■				
Thanks during conference	■	■			
Logo in all conference rooms	■	■			
News item on conference website	■	■			
Banner placement in reception area	■	■	■		
Table in exhibition area	■	■	■		
Logo on talk videos	■	■	■	■	
Advertise on job wall	■	■	■	■	
Social media publicity	■	■	■	■	
Logo on advertising material	■	■	■	■	■
Inclusion in sponsors section	■	■	■	■	■
Two registrations to the event	■	■	■	■	■
GUADec	\$15,000	\$12,000	\$8,000	\$5,000	\$1,250
GNOME.Asia	\$12,000	\$8,000	\$6,000	\$3,000	\$1,250
Combined	\$23,000	\$17,000	\$12,000		

Rates and benefits are open to negotiation. For questions or queries about conference sponsorship, please contact sponsors@guadec.org.

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