TIZEN™

DEVELOPER
CONFERENCE
MAY 7–9, 2012

HYATT REGENCY
SAN FRANCISCO

The first-ever Tizen Conference brings together developers on Tizen technology and HTML5 app creation for devices featuring this open source mobile operating system. Created to engage and educate, this conference will showcase not only the solidarity of the industry, but also thought-leadership.

Hosted at the downtown Hyatt in San Francisco, CA on May 7–9, 2012, this event brings together the Tizen ecosystem to capitalize on the launch momentum of this operating system. Scheduled activities for this cornerstone event touting the future of open source mobile computing will include devices ranging from smart phones to in-vehicle infotainment devices to netbooks.

Tizen 2012 in San Francisco offers developers, platform designers, operators, OEMs, hardware vendors, software vendors, mobile enthusiasts, and anyone engaged with Tizen a press-friendly presence to showcase next-generation devices and solutions to an audience of highly engaged influencers and customers.

SPONSORSHIP OPPORTUNITIES

The Tizen 2012 San Francisco conference sponsorship offering presents an opportunity for visibility among a global audience of thought leaders around the latest mobile computing solution. You are invited to engage with this inaugural event and showcase your company at the first Tizen event in North America. Platinum, Gold, and Silver level sponsorships all include optional positioning in the Technology Showcase.

Platinum Sponsorship (3)—$25,000

- Extra-large corporate logo on conference signage
- Priority recognition as a sponsor in conference program
- Full-page ad in conference program
- Priority placement of corporate logo and Web link on conference Web site
- 468x60 email footer graphic in conference communications, prior to conference
- Ability to showcase your company offerings to the Tizen community on the conference Web site under the 'Sponsors' section, with a company bio and one 180x250 static graphic
- Mention as a platinum sponsor in conference press releases and marketing efforts
- Recognition by Program Chair during Opening Session, prior to Keynotes
- Sponsor collateral distributed in attendee bag
- 15 attendee passes
- Tech Showcase participation with prominent positioning—space allocated: 18'x8'.
- Ordering instructions for Tech Showcase A/V & furniture will be provided by April 9th, 2012.

Additional Platinum Sponsor Options—contact Brian Warner at **brian.warner@linuxfoundation.org**.
- Evening Event
- Breakfast
- Break
- Lunch
- Opening Night Reception with potential guest speaker
- Attendee Gift
- Projected logo in Atrium—One color projection

Gold Sponsorship (5)—$20,000

- Large corporate logo on conference signage
- Priority recognition as a sponsor in conference program
- Half-page ad in conference program
- Priority placement of corporate logo and Web link on conference Web site
- Ability to showcase your company offerings to the Tizen community on the conference Web site under the 'Sponsors' section, with a company bio and one 180x250 static graphic
- Gold sponsor-level mention throughout all conference press releases and marketing efforts
- Recognition by Program Chair during Opening Session
- Sponsor collateral distributed in attendee bag
- 10 attendee passes
- Tech Showcase participation—space allocated: 12'x8'. Ordering instructions for Tech Showcase A/V & furniture will be provided by April 9th, 2012.

Additional Gold Sponsor Options—contact Brian Warner at **brian.warner@linuxfoundation.org**.
- Evening Event
- Breakfast
- Break
- Lunch
- Opening Night Reception with potential guest speaker
- Attendee Gift

Silver Sponsorship (7)—$15,000

- Medium corporate logo on conference signage
- Recognition as a sponsor in conference program
- Quarter-page ad in conference program
- Priority placement of corporate logo and Web link on conference Web site
- Ability to showcase your company offerings to the Tizen community on the conference Web site under the 'Sponsors' section, with a company bio and one 180x250 static graphic
- Mention as a silver sponsor in all conference press releases and marketing efforts
- Recognition by Program Chair during Opening Session
- Sponsor collateral distributed in attendee bag
- 5 attendee passes
- Tech Showcase participation—space allocated: 8'x8'. Ordering instructions for Tech Showcase A/V & furniture will be provided by April 9th, 2012.

Additional Silver Sponsor Options—contact Brian Warner at **brian.warner@linuxfoundation.org**.
- Evening Event
- Breakfast
- Break
- Lunch
- Opening Night Reception with potential guest speaker
- Attendee Gift

Additional Sponsorship Opportunities (Unlimited)
Please contact Brian Warner at **brian.warner@linuxfoundation.org.for details.**

- Evening reception: $40,000 ($20,000 co-sponsor)
- Lunch/Continental breakfast at the event/Break: $2,000–$5,000
- Hacker lounge sponsorship: $3,000–$5,000
- Werewolf game night sponsorship—logo on Werewolf cards: $1,000
- Hotel cards: Price TBD
- Wi-Fi network named after sponsor: $1,000
- Activity sponsorship: San Francisco 3k Fun-Run: $5,000–$10,000
- Event t-shirt design—sponsor logo placed on back: $2,000
- Conference badge lanyards: $2,000
- Branded merchandise, to be placed in conference welcome boxes: Price TBD

Sponsorship Questions

Sponsorship questions can be discussed with the Linux Foundation event organizers. For more information, contact the Sponsor coordinator Brian Warner at **brian.warner@linuxfoundation.org** for details.