



OpenStack Days Tokyo 2016

6 (Wed.) -7 (Thu.) July 2016 | Toranomom Hills Forum

the platform for the next decade

Sponsorship Prospectus

Event Outline

OpenStack Days Tokyo 2016

Theme the platform for the next decade

URL <http://openstackdays.com/en/>

Dates 6 (Tue.) – 7 (Thu.) July 201

Venue Toranomom Hills Forum, Tokyo

Organized by OSDT 2016 Organizing Committee

In Cooperation with Japan OpenStack User Group (JOSUG)

Supported by Ministry of Internal Affairs and Communications (MIC), Ministry of Economy, Trade and Industry (METI), Cloud Utilization Promotion Agency (CUPA), Cloud Business Alliance (CBA), Virtualized Infrastructure Operators Group, Open Standard Cloud Association, (OSCA), Japan OSS Promotion Forum, ASP-SaaS-Cloud Consortium

Media Partners @IT, INTERNET Watch, ITmedia Enterprise, ITLeaders, Publickey, Gijutsu Hyoronsha, gihyo.jp, Slashdot Japan, SourceForge.JP, Nikkei ITPro, Nikkei Linux, Ascii Cloud, mynavi, Software Design, CodeZine, EnterpriseZine

Contents Keynote Sessions, Sponsor Sessions, Exhibit

Target CTO, CIO level, Cloud Business Planners, Cloud Industry Business Users, Cloud Industry Developers, Partners, Data Center/Telecom Industry Business Users

Fee Free (advance registration required)

Attendees 2,500

Management e-side, inc.



OpenStack Days Tokyo 2016 Organizing Committee

Chair:

Akihiro Hasegawa

Bit-isle Inc.

Members:

Yasuhiro Arai

Yutaka Ezaki

Satoshi Hara

Shunsuke Hayashi

Kazuho Hirahara

Toshikazu Ichikawa

Miho Kato

Tomohiro Kato

Ryo Kawai

Daisuke Kitagawa

Satoshi Konno

Takehiro Kudo

Takanori Masuzuki

Akane Matsuo

Fumio Matsushita

Shintaro Mizuno

Takeshi Nakajima

Tomoaki Nakashima

Hideki Saito

Shigekazu Takeuchi

Takashi Torii

Mitsukazu Washizaka

Cloud Utilization Promotion Agency (CUPA)

Fujitsu, Ltd.

Hewlett-Packard Enterprise

Fujitsu, Ltd.

Hitachi Solutions, Ltd.

NTT Software Innovation Center

ITOCHU Techno-Solutions Corporation (CTC)

Fujitsu, Ltd.

Hitachi, Ltd.

The Empire, Inc.

Asean Labs, Inc.

Hitachi Solutions, Ltd.

Dell

Midokura Japan

Fujitsu, Ltd.

NTT Software Innovation Center

Canonical, Ltd.

ITOCHU Techno-Solutions Corporation (CTC)

Internet Initiative Japan Inc. (IIJ)

NTT Communications

NEC Corporation

NTT Software Corporation



Venue Access – Toranomon Hills Forum



Toranomon Hills Mori Tower 5th Floor, 1-23-3
Toranomon, Minato-ku, Tokyo 105-6305

● Public Transportation

Tokyo Metro Ginza Line
5-minute walk from No. 1 Exit of Toranomon Sta.

Tokyo Metro Hibiya Line
6-minute walk from Exit 3 of Kamiyacho Sta.

Tokyo Metro Chiyoda Line / Marunouchi Line / Hibiya Line
8-minute walk from Exit A12 of Kasumigaseki Sta.

Toei Subway Mita Line
8-minute walk from Exit A3 of Uchisaiwaicho Sta.

Ginza Line, Asakusa Line, Yurikamome
JR Yamanote Line, Keihin-Tohoku Line,
Tokaido Line, Yokosuka Line
11-minute walk from the Karasumoriguchi Exit of Shimbashi Sta.

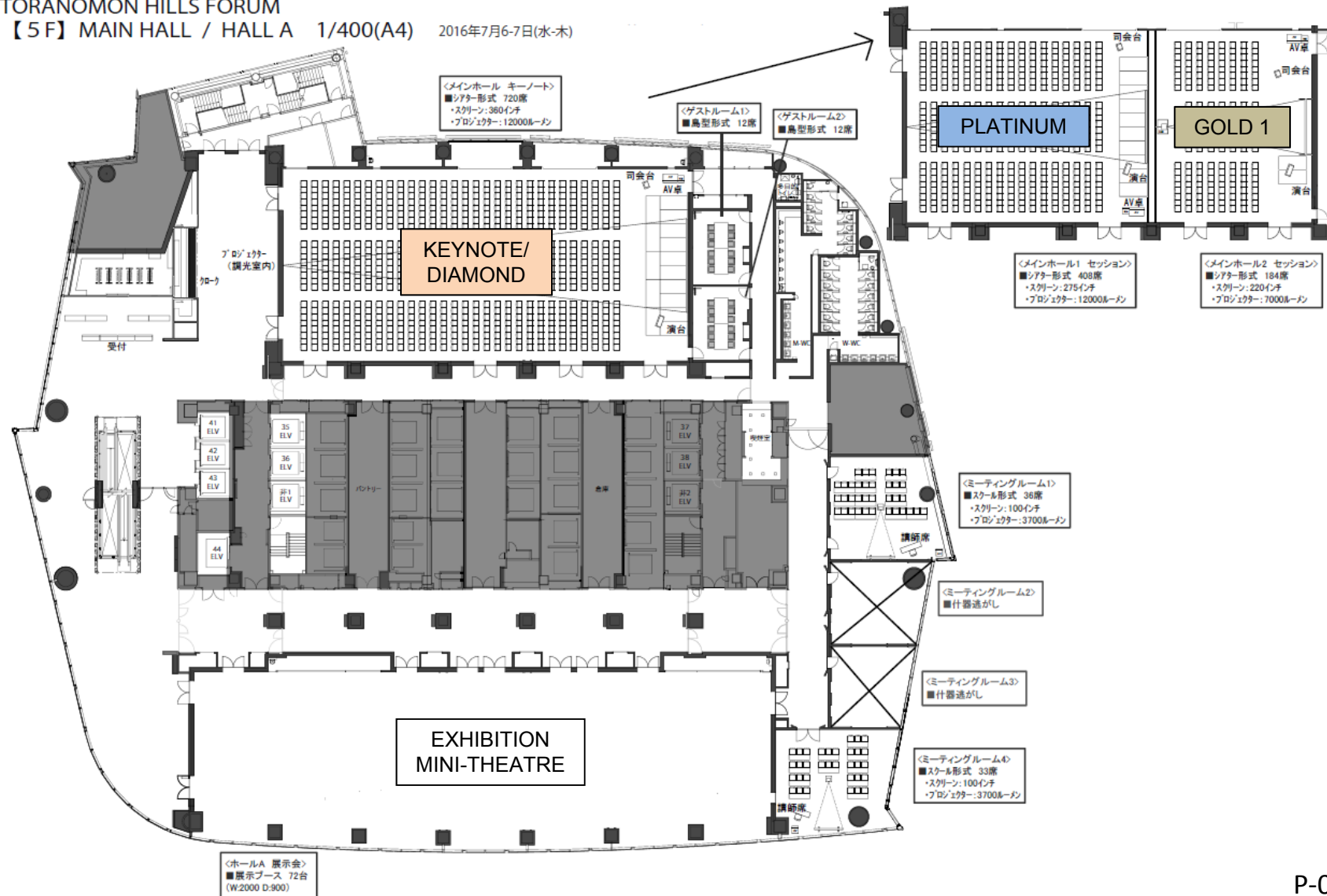


Venue Usage (tentative)

5F Toranomom Hills Forum

TORANOMON HILLS FORUM

【5F】 MAIN HALL / HALL A 1/400(A4) 2016年7月6-7日(水-木)

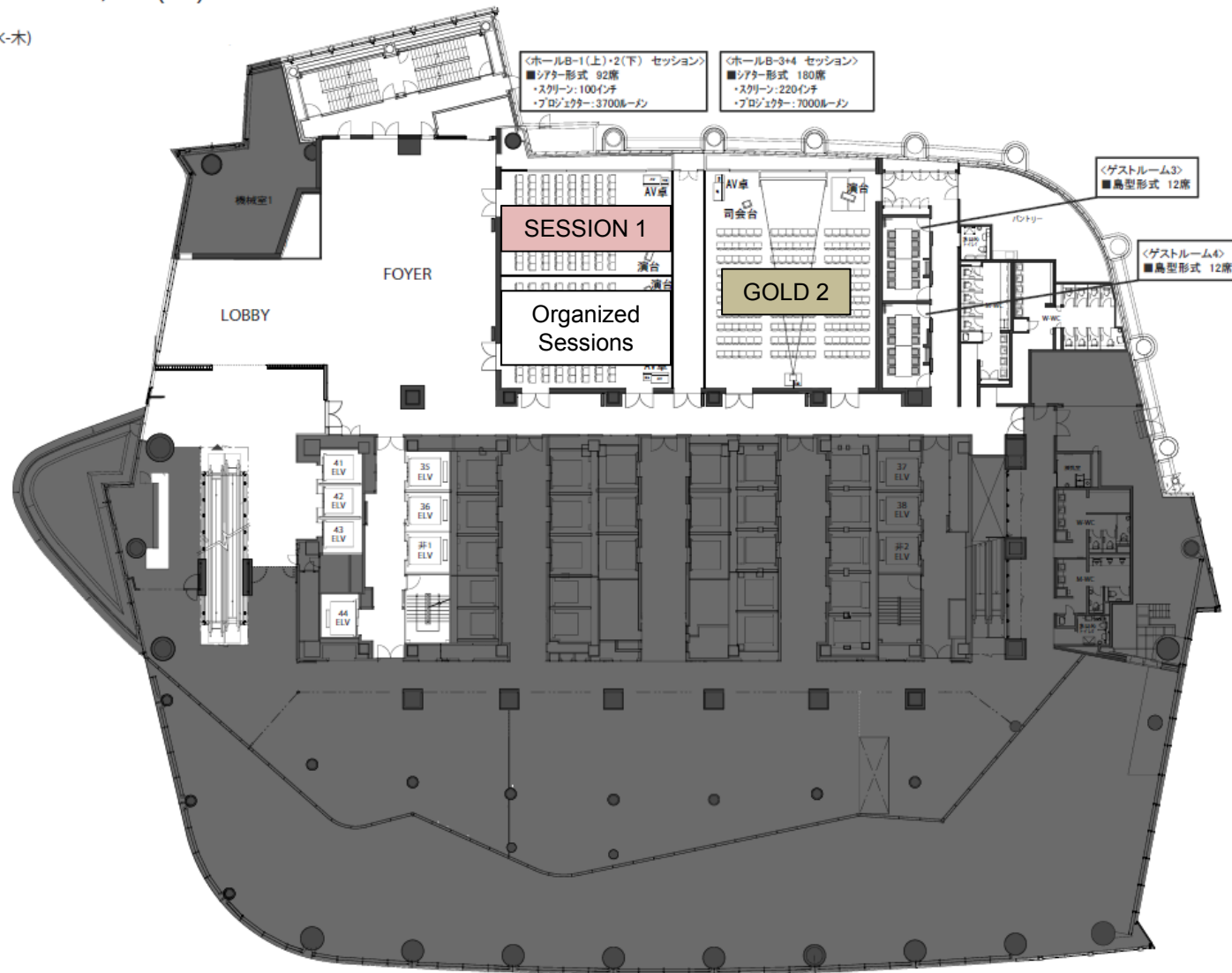


Venue Usage (tentative)

4F Toranomon Hills Forum

TORANOMON HILLS FORUM
【4F】 HALL B 1/400(A4)

2016年7月6-7日(水-木)



Program (tentative)

Day 1

6 July (Wed.) 2016

Venue	5F Main Hall	5F Main Hall 1	5F Main Hall 2	4F B-1	4F B-2	4F B-3+4
Area (sqm)	590	351	230	93	102	198
Ceiling Height (m)	7.2	7.2	7.2	4.0	4.0	4.0
Theatre Seating	700	400	180	90	90	180
Usage	Keynote/Diamond Sponsor Sessions	Platinum Sponsor Sessions	Gold Sponsor Sessions	Sponsor Sessions	Organized Sessions	Gold Sponsor Sessions
10:00-10:10	Opening					
10:10-11:00	K1					
11:10-12:00	D1					
12:30-13:10				L1 Lunch Session	L2 Lunch Session	L3 Lunch Session
13:50-14:30		P1	G1	S1	Organized Session	G6
14:40-15:20		P2	G2	S2	Organized Session	G7
15:20-16:00		BREAK				
16:00-16:40		P3	G3	Organized Session	Organized Session	Organized Session
16:50-17:30		P4	G4	S3	Organized Session	G8
17:40-18:20		P5	G5	S4	Organized Session	G9

Program (tentative)

Day 2

7 July (Thu.) 2016

Venue	5F Main Hall	5F Main Hall 1	5F Main Hall 2	4F B-1	4F B-2	4F B-3+4
Area (sqm)	590	351	230	93	102	198
Ceiling Height (m)	7.2	7.2	7.2	4.0	4.0	4.0
Theatre Seating	700	400	180	90	90	180
Usage	Keynote/Diamond Sponsor Sessions	Platinum Sponsor Sessions	Gold Sponsor Sessions	Sponsor Sessions	Organized Sessions	Gold Sponsor Sessions
10:00-11:00	K2					
11:10-12:00	D2					
12:30-13:10				L4 Lunch Session	L5 Lunch Session	L6 Lunch Session
13:50-14:30		P6	G10	S5	Organized Session	G15
14:40-15:20		P7	G11	S6	Organized Session	G16
15:20-16:00						
16:00-16:40		P8	G12	Organized Session	Organized Session	Organized Session
16:50-17:30		P9	G13	S7	Organized Session	G17
17:40-18:20		P10	G14	S8	Organized Session	G18

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Sponsorship Plan

Sponsorship applications accepted from 10:00am JST 22 February 2016.

Sponsor Merit

- **Japan's largest dedicated open cloud event**
the fourth annual OpenStack Day Tokyo event aims to attract more than 2,500 attendees
- **OpenStack Foundation participation**
an opportunity to learn the latest on the Foundation's roadmap, ecosystem, user cases
- **Media tie up**
continuing a four year partnership with a variety of Japan's major web media outlets to maximize advance and on site promotion opportunities for the event and its sponsors
- **Marketing, branding, partnering**
an opportunity to deliver your latest product, service and use cases to your user and partner base
- **Contributing to the growth of the Japanese market**
contribute directly to the growth of Japan's OpenStack enterprise market, user and developer communities



Sponsor Levels and Benefits

Basic Sponsor Levels and Benefits

Level	Limit	Fee (JPY) (+8% tax)	Speaking Slot Capacity	Parallel Sessions	Premium Booth Package	Booth Package	Logo
Diamond (D)	2	3,000,000	50 min. 700 seats	No	Yes	-	Yes
Platinum (P)	10	1,400,000	40 min. 400 seats	Yes	-	Yes	Yes
Gold (G)	18	800,000	40 min. 180 seats	Yes	-	Yes	Yes
Silver	12	500,000	15 min. 50 seats <small>(mini theatre within the exhibit hall)</small>	Yes	-	Yes	Yes
Bronze	-	100,000	-	-	-	-	Yes

Additional Sponsor Session Slots*

Item	Limit	Fee (JPY) (+8% tax)	Speaking Slot Capacity	Parallel Sessions	Lunch Box	Booth Package	Logo
Lunch A	2	750,000	40 min. 180 seats	Yes	Yes	-	Yes
Lunch B	4	500,000	40 min. 90 seats	Yes	Yes	-	Yes
Session (S)	8	300,000	40 min. 90 seats	Yes	-	-	Yes

* Additional Sponsor Session applications are limited to Silver level sponsors or above.
Additional session applications are limited to one per organization.

Diamond Sponsor limited to 2 sponsors 3,000,000 JPY (8% sales tax applies)

Keynote Session Room Speaking Slot + Booth Package (limited to 2 sponsors)

Sponsor Fee: 3,000,000 JPY (8% sales tax applies)

Sponsorship applications accepted from 10:00am JST 22 February 2016. If three or more Diamond Sponsor applications are received by 17:00 JST 22 February, the Event Office will conduct a random draw to select the two Diamond Sponsors.

Keynote Session Room Speaking Slot

700 seat (theatre layout) venue; 50 minute keynote session slot. Session slot time preferences will be requested following receipt of sponsorship application. (based on advance registration numbers, the 4F Hall-B 3+4 (additional 180 seats) may serve as an additional room for viewing keynote/diamond session content)

Premium Booth Package (2 booth package)

Provision of two (2) basic booth packages (see page 19 for details). Booth space will be assigned by sponsor level in order of receipt of sponsor application.

Logo Placement

Logo placement on the event website, within the keynote session room, venue digital signage and on-site program and signage as a Diamond Sponsor

Platinum Sponsor limited to 10 sponsors 1,400,000 JPY (8% sales tax applies)

Session Room Speaking Slot + Booth Package (limited to 10 sponsors)
Sponsor Fee: 1,400,000 JPY (8% sales tax applies)

Session Room Speaking Slot

400 seat (theatre layout) venue; 40 minute session slot. Session slot time preferences will be requested following receipt of sponsorship application. The final program structure will be subject to review by the Organizing Committee.

Booth Package

Provision of one (1) basic booth package (see page 19 for details). Booth space will be assigned by sponsor level in order of receipt of sponsor application.

Logo Placement

Logo placement on the event website, on-site program and signage as a Platinum Sponsor

Gold Sponsor limited to 18 sponsors

800,000 JPY (8% sales tax applies)

Session Room Speaking Slot + Booth Package (limited to 18 sponsors)
Sponsor Fee: 800,000 JPY (8% sales tax applies)

Session Room Speaking Slot

180 seat (theatre layout) venue; 40 minute session slot. Session slot time preferences will be requested following receipt of sponsorship application. The final program structure will be subject to review by the Organizing Committee.

Booth Package

Provision of one (1) basic booth package (see page 19 for details). Booth space will be assigned by sponsor level in order of receipt of sponsor application

Logo Placement

Logo placement on the event website, on-site program and signage as a Gold Sponsor

Silver Sponsor limited to 12 sponsors

500,000 JPY (8% sales tax applies)

Booth Package + Mini Theatre Speaking Slot (limited to 12 sponsors)
Sponsor Fee: 500,000 JPY (8% sales tax applies)

Booth Package + Mini Theatre Speaking Slot

Provision of one (1) basic booth package (see page 19 for details) and **one 15 min. mini theatre speaking slot**. Booth space will be assigned by sponsor level in order of receipt of sponsor application. Mini theatre (50 seats – within the exhibit hall) speaking slots will be provided in 15 min. intervals during the lunch and coffee breaks. Speaking slots will be assigned in order of receipt of sponsorship application.

Logo Placement

Logo placement on the event website, on-site program and signage as a Silver Sponsor

Bronze Sponsor

100,000 JPY (8% sales tax applies)

Logo Sponsor

Sponsor Fee: 100,000 JPY (8% sales tax applies)

Logo Placement

Logo placement on the event website, on-site program and signage as a Bronze Sponsor

Catalogue Placement

Catalog placement in on-site catalogue rack (A4; 1 piece)

Lunch Session Sponsor

Lunch Session Sponsor (A) Speaking Slot

180 seat (theatre layout; lunch boxes provided) venue; 40 minute session slot.

Session slot time preferences will be requested following receipt of sponsorship application.

The final program structure will be subject to review by the Organizing Committee.

Sponsor Fee: 750,000 JPY (8% sales tax applies) limited to 2 sponsors

Lunch Session Sponsor (B) Speaking Slot

90 seat (theatre layout; lunch boxes provided) venue; 40 minute session slot.

Session slot time preferences will be requested following receipt of sponsorship application.

The final program structure will be subject to review by the Organizing Committee.

Sponsor Fee: 500,000 JPY (8% sales tax applies) limited to 4 sponsors

Logo Placement

Logo placement on the event website, on-site program and signage as a Lunch Sponsor

* Lunch Session applications are limited to Silver level sponsors or above.
Additional session applications are limited to one per organization.

Additional Session limited to 8 sponsors 300,000 JPY (8% sales tax applies)

Additional Session Speaking Slot

Sponsor Fee: 300,000 JPY (8% sales tax applies) limited to 8 sponsors

Additional Session Speaking Slot

90 seat (theatre layout) venue; 40 minute session slot. Session slot time preferences will be requested following receipt of sponsorship application. The final program structure will be subject to review by the Organizing Committee.

Logo Placement

Logo placement on the event website, on-site program and signage as a Lunch Sponsor

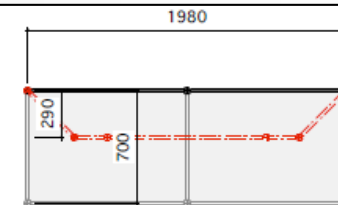
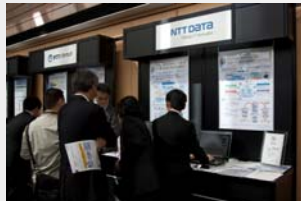
* Additional Session applications are limited to Silver level sponsors or above.
Additional session applications are limited to one per organization.

Basic Booth Package

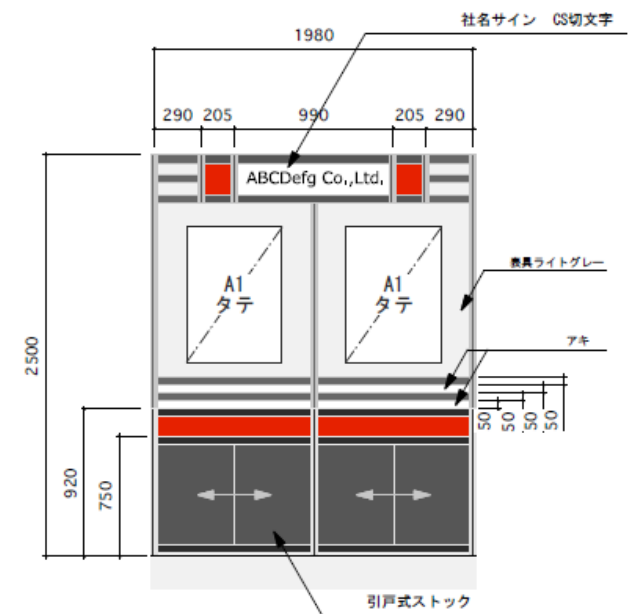
Booth Specs

Item	Details	Units
1 Back Panel (black)	Octagonal System	2
2 Table Top	Octagonal System W990_D700_H1020	2
3 Signage	W950_H300 (full colour logo)	1
4 Lighting	fluorescent tube	2
5 Outlet	three prong (earth) ; two outlet; 500W	1

* A1 panel is shown as a size reference. It is not included in the booth package.



Elevation



The floor plan shows a large lounge area with various seating zones. At the top, there is an 'INFORMATION' desk and a row of lockers. The main area is divided into several sections by pillars and walls. A large yellow-shaded area on the left is labeled '5F ラウンジスペース (110㎡)'. The plan includes numerous dimensions for seating areas and individual pieces of furniture. Key features include:

- Seating Areas:** Multiple rows of chairs and sofas, some with dimensions like 3000, 3600, and 2550.
- Hallways and Entrances:** Labeled 'HALL A' and '099'.
- Service Counter:** A long counter labeled 'サービスカウンター' (Service Counter) at the bottom center.
- Stage Area:** A small stage labeled 'ステージ' (Stage) with a '100" Screen' and a 'シアター 500人' (Theater 500 people) area.
- Other Features:** An 'EXIT' sign, a '1000' dimension for a long table, and various smaller dimensions for individual furniture pieces.

Applications and Inquiries

Sponsorship Application

Sponsor applications will be accepted, in order of receipt, **from 10:00 am Monday, February 22, 2016**. Complete and return the attached [Sponsorship Application] Form to the Event Office by email or fax.

Initial Application Deadline

The initial application deadline is set as **Friday, April 8, 2016**. If you are unable to meet this deadline please contact the Event Office to confirm availability.

Invoicing of Sponsorship Fees

Following the application deadline, sponsors will be provided with a pdf version of the sponsorship fee invoice for confirmation. The original will be posted following confirmation of the invoice content. Payment of sponsorship fees will be requested to be completed by the end of May 2016. if you cannot meet this payment deadline please contact the Event Office with details and requests.

OpenStack Days Tokyo 2016 Event Office

c/o e-side, inc.

PIC: Kyoko Okuyama, Yuko Negishi, Scott Macdonald

Tel: 81-3-6435-8789 Fax: 81-3-6435-8790

email: osdt2016-office@e-side.co.jp

SPONSORSHIP APPLICATION **OpenStack Days Tokyo 2016**

FAX: 81-3-6435-8790

YYYY MM DD

Organization:

URL:

PIC:

Title:

Address:

Tel:

Fax:

Email:

Basic Sponsor Level:

☐ Diamond (Keynote + Premium Booth)

☐ Platinum (Session + Booth)

☐ Gold (Session + Booth)

☐ Silver (Booth + Mini Theatre)

☐ Bronze (Logo only)

Additional Session:

☐ Lunch Session (☐ A ☐ B)

☐ Additional Session

Additional Option:

☐ Reg. Desk Signage

☐ Event Bag

☐ Name Card and Lanyard

☐ Coffee Break

☐ Water Server

Sponsor Fee:

JPY (8% sales tax applies)

Initial Deadline: 8 April 2016

OpenStack Days Tokyo 2016 Event Office

c/o e-side, inc.

PIC: Kyoko Okuyama, Yuko Negishi, Scott Macdonald

Tel: 81-3-6435-8789 Fax: 81-3-6435-8790

email: osdt2016-office@e-side.co.jp



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Other Sponsor Options

Other Sponsor Options

Option Sponsorship applications are limited to Silver level sponsors or above.

Item	Limit	Units	Fee (JPY) (+8% tax)	Condition 1	Condition 2	Condition 3
5F Lounge	1	-	Negotiable	110sqm	Includes sofa and table sets, power and beverages	Branded signage
4F Lounge	1	-	Negotiable	47sqm	Includes sofa and table sets, power and beverages	Branded signage
Reg. Desk Signage	1	2	600,000	W600XH600 2 signs	Full colour print	
Event Bag*	1	2,500	1,500,000	Provided to all participants	One colour print 200mmX200mm	
Name Card and Lanyard*	1	2,500	2,000,000	Provided to all participants	Full colour branded lanyard and name card	
Coffee Break	2	800 cups/break	400,000 per break	6 July (Wed.) 15:20-16:00	7 July (Thu.) 15:20-16:00	Branded signage
Water Servers	1	10	400,000	two days	Branded signage	

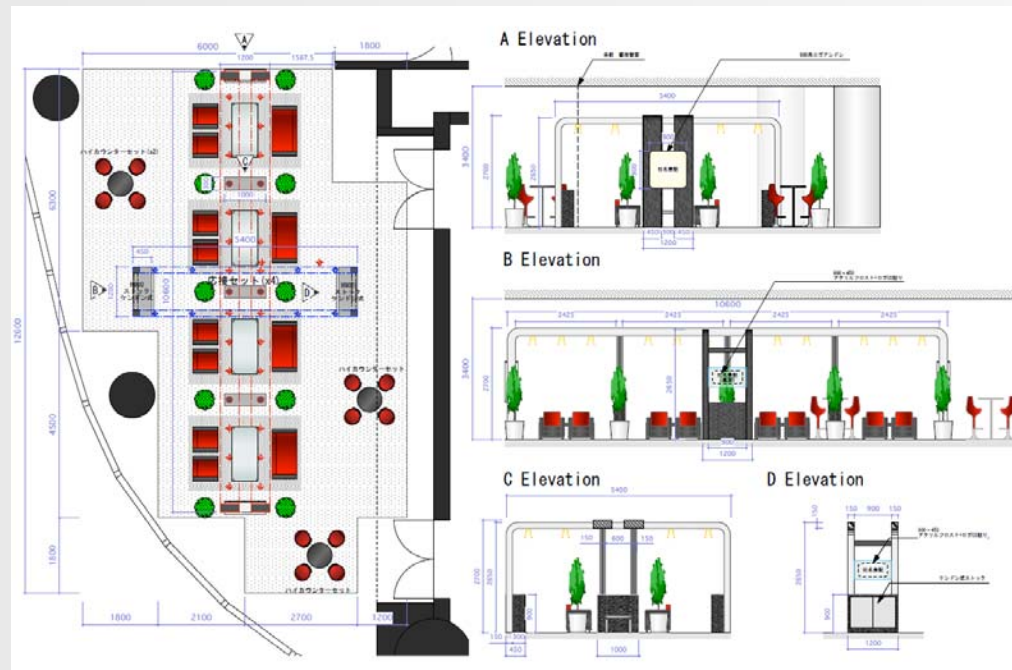
* Branded bags and lanyards may be provided by the sponsor in-kind.
Sponsor fee is subject to negotiation in the case of in-kind provision.

5F Lounge Sponsor

Fee Negotiable

110 sqm lounge space

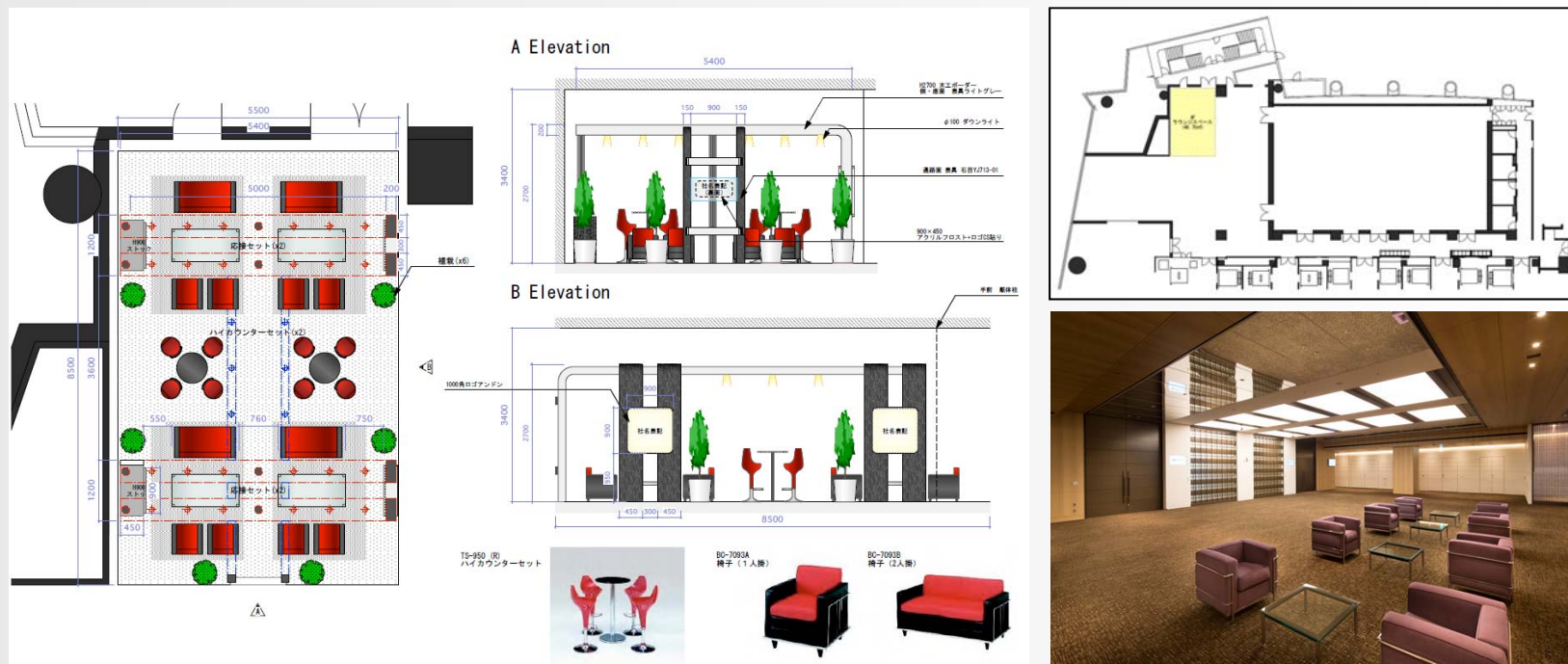
branded signage, sofa and table set, power and beverage package



4F Lounge Sponsor

Fee Negotiable

47 sqm lounge space
branded signage, sofa and table set, power and beverage package

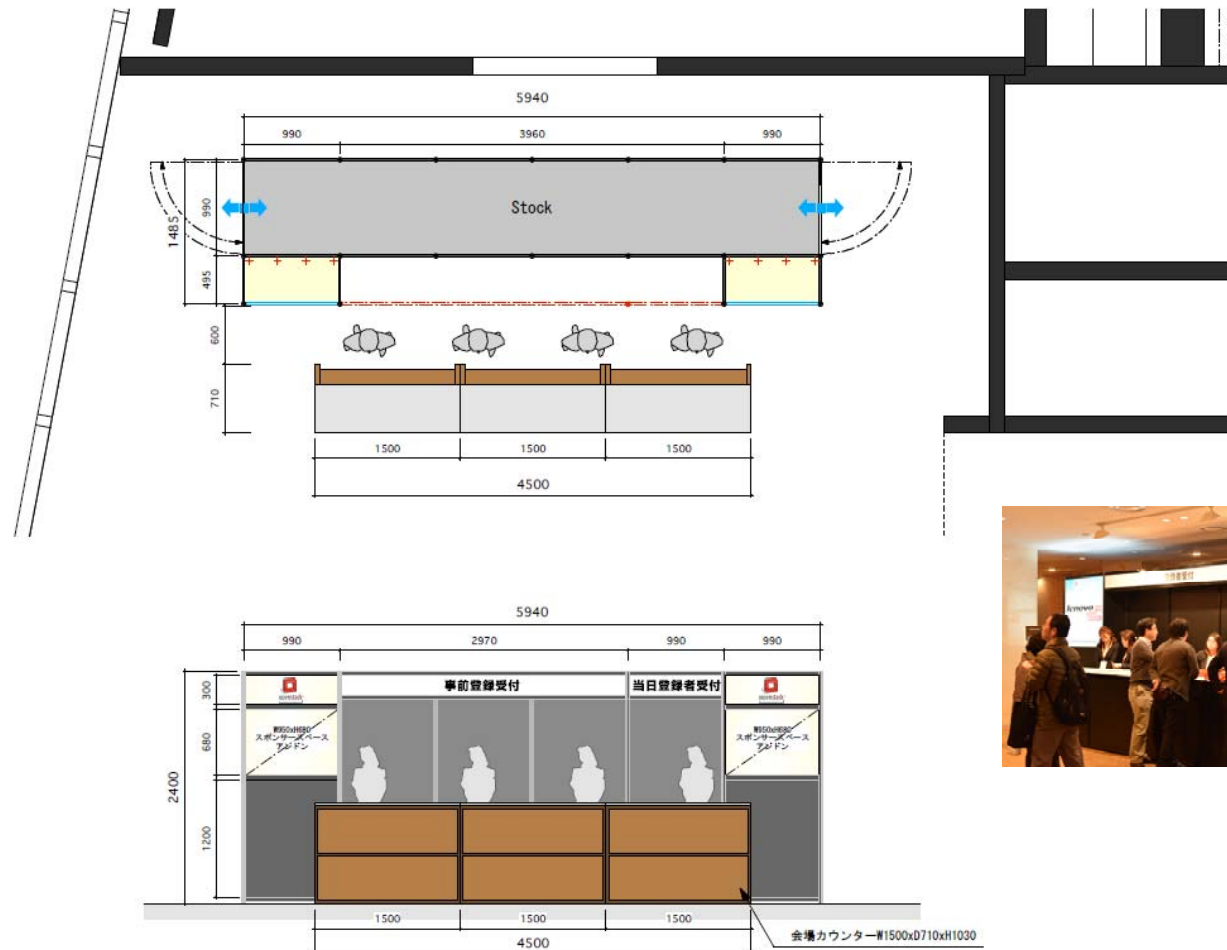


Reg. Desk Signage

limited to 1 sponsor

600,000 JPY (8% sales tax applies)

2 back lit 600W x 600H full colour sign panels
built in to the 5F main registration desk booth panels



Event Bag Sponsor limited to 1 sponsor 1,500,000 JPY (8% sales tax applies)

1 side colour print 200 mm x 200 mm
2,500 bags – distributed on site to all attendees



多機能トート B4

【コード】 142115240

入 数 / 30

サイズ / 400×310×120mm

カラー / ベージュ・ネイビー・ブラック

素 材 / ポリエステル・磁石

包装形態 / ボリ入



* Branded bags may be provided by the sponsor in-kind.
Sponsor fee is subject to negotiation in the case of in-kind provision.

Name Card/Lanyard Sponsor limited to 1 sponsor 2,000,000 JPY (8% sales tax applies)

full colour logo print (on both lanyard and name card)
2,500 sets – distributed on site to all attendees



* Branded lanyards may be provided by the sponsor in-kind.
Sponsor fee is subject to negotiation in the case of in-kind provision.

Coffee Break Sponsor limited to 2 sponsors 400,000 JPY/break

(8% sales tax applies)

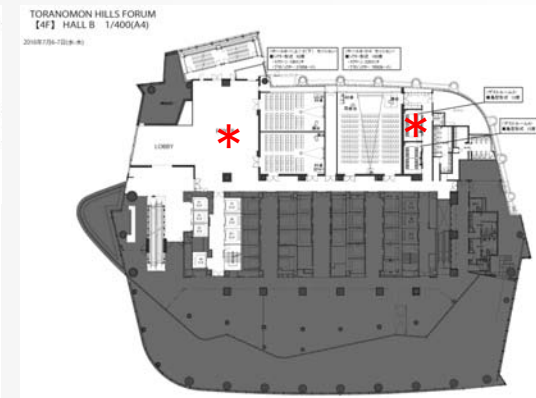
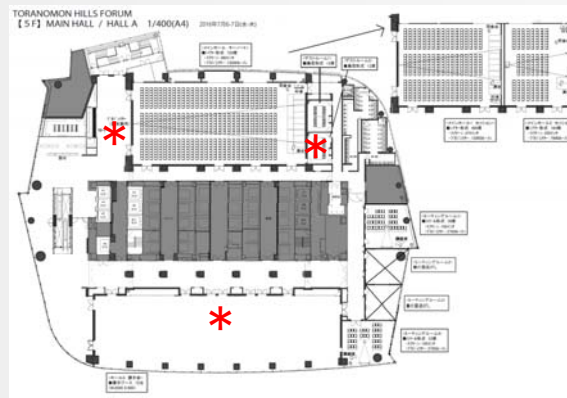
Coffee stations located in high traffic 4F and 5F common space and the 5F exhibit hall areas. Sponsor branding with signage. In-kind provision of branded paper cups also possible.

Breaks: 6 July (Wed.) 15:20-16:00; 7 July (Thu.) 15:20-16:00



Water Server Sponsor limited to 1 sponsor 400,000 JPY (8% sales tax applies)

Up to 10 water servers located for two days in high traffic 4F and 5F common space and the 5F exhibit hall areas. Sponsor branding with signage/seals. In-kind provision of branded paper cups also possible.



* Planned server locations



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Reference: 2013 | 2014 | 2015 Event Reports

OpenStack Days 2015

2-3 February 2015 | Grand Prince Hotel Takanawa

Advance Registrants

2833

Unique Attendees

2239

Sponsors

43

Media Sponsors

14



<http://openstackdays.com/archive/2015/> Slides, Video

<http://www.openstackdays.com/files/OSDT2015report.pdf> Event Report

OpenStack Days 2014

13-14 February 2014 | Sola City Conference Center

Advance Registrants

1550

Unique Attendees

1100+

Sponsors

30

Media Sponsors

14



<http://openstackdays.com/archive/2014/en/>

Slides, Video

http://www.openstackdays.com/files/OSDT2014report_en.pdf

Event Report

OpenStack Days 2013

12 March 2013 | Akihabara Convention Hall

Advance Registrants

1038

Unique Attendees

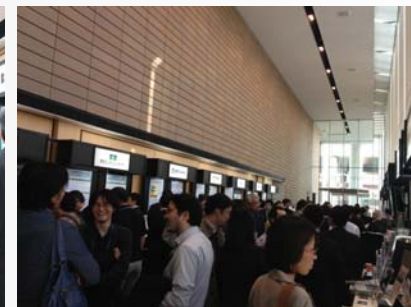
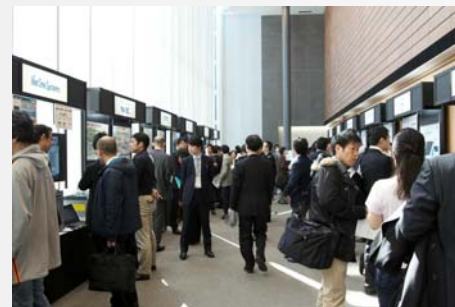
700+

Sponsors

22

Media Sponsors

13



<http://openstackdays.com/archive/2013/en/>
http://openstackdays.com/files/report_en.pdf

Slides, Video

Event Report

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