OpenStack Days Tokyo 2017

20 (Thu.) - 21 (Fri.) July 2017 | Toranomon Hills Forum

Open x Collaboration

Sponsorship Prospectus

Event Outline

OpenStack Days Tokyo 2017

Theme	Open x Collaboration
URL	http://openstackdays.com/en/
Dates	20 (Thu.) - 21 (Fri.) July 2017
Venue	Toranomon Hills Forum, Tokyo
Organized by	OSDT 2017 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	ThinkIT, Software Design, Business+IT, @IT, MyNavi News, EnterpriseZine, CodeZine, CloudWatch, gihyo.jp, ASCII.jp, IT Leaders, Nikkei Linux, BCN Bizline, CNET Japan, ZDNet Japan
Contents	Keynote Sessions, Sponsor Sessions, Exhibit, Upstream Training, OpenStack Ops Meetup
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	3,000
Management	e-side, inc.

OpenStack Days Tokyo 2017 Organizing Committee

Chair:

Akihiro Hasegawa   Equinix, Inc.

Members:

|	
Rei Akimoto	Data Direct Networks Japan
Yasuhiro Arai	Cloud Utilization Promotion Agency (CUPA)
Yutaka Ezaki	Fujitsu, Ltd.
Satoshi Hara	Hewlett-Packard Enterprise
Kazuho Hirahara	Hitachi Solutions, Ltd.
Toshikazu Ichikawa	NTT Communications
Taro Iwata	Super Micro Computer Inc.
Nobuchika Kamon	Mirantis Japan
Miho Kato	ITOCHU Techno-Solutions Corporation (CTC)
Ryo Kawai	Hitachi, Ltd.
Daisuke Kitagawa	The Empire, Inc.
Kyouhei Kishimoto	Redhat
Satoshi Konno	Asean Labs, Inc.
Takehiro Kudo	Hitachi Solutions, Ltd.
Kentaro Matsumoto	KDDI
Shintaro Mizuno	NTT Software Innovation Center
Takeshi Nakajima	Canonical, Ltd.
Tsukasa Nakao	Internet Initiative Japan Inc. (IIJ)
Hideki Saito	Internet Initiative Japan Inc. (IIJ)
Ataru Shimodaira	Mirantis Japan
Takanori Suzuki	Dell
Shigekazu Takeuchi	NTT Communications
Takashi Torii	NEC Corporation
Shinya Uemura	KDDI
Masaki Wada	LPI Japan
Mitsukazu Washizaka	NTT Software Corporation
Takahiro Yasui	Hitachi, Ltd.
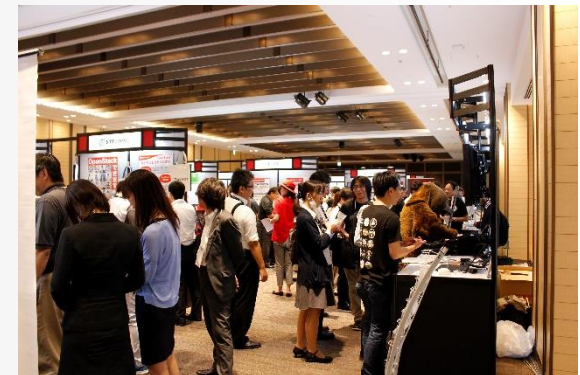
Venue Access – Toranomon Hills Forum
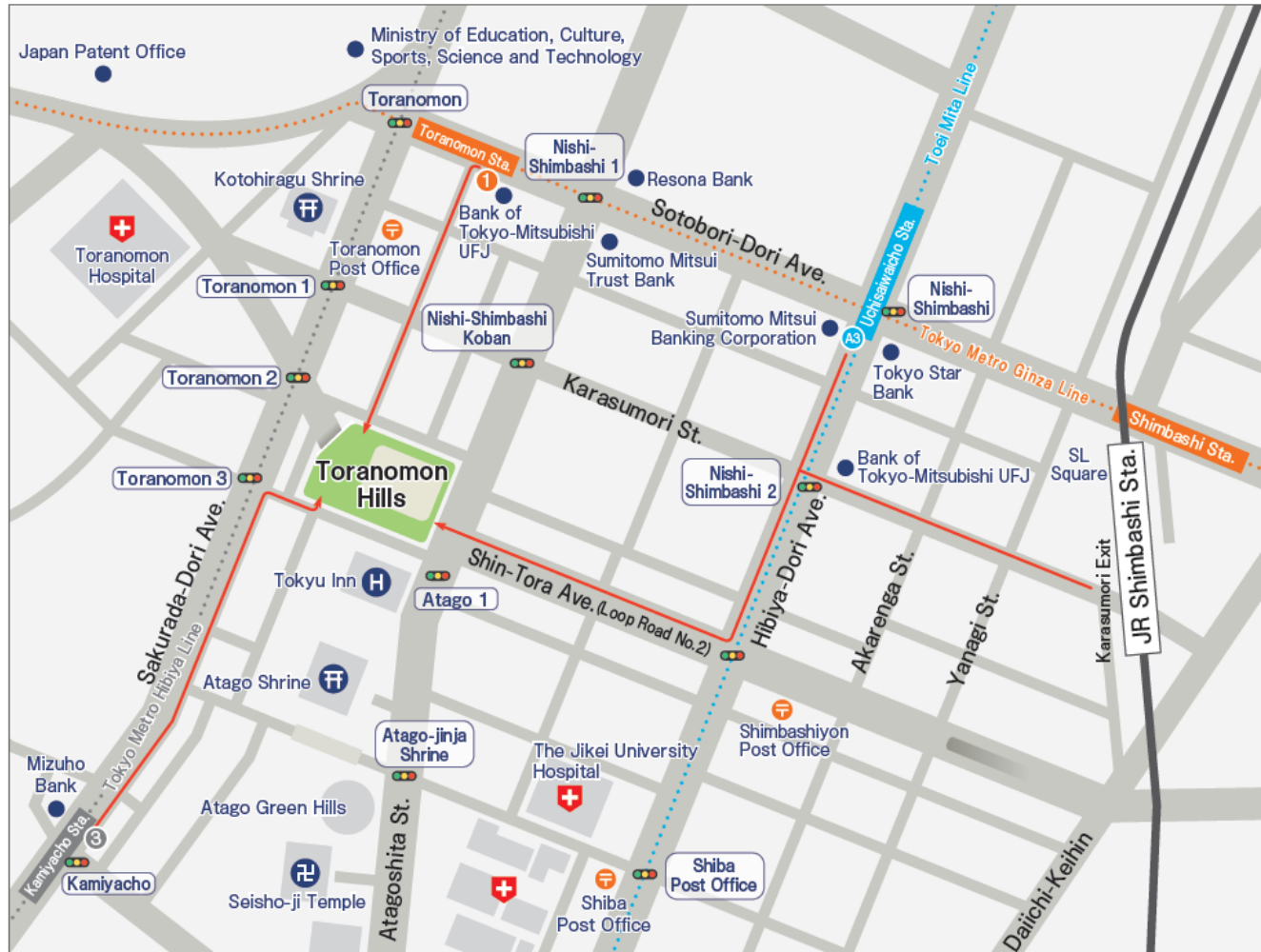
Toranomon Hills Mori Tower 5th Floor, 1-23-3
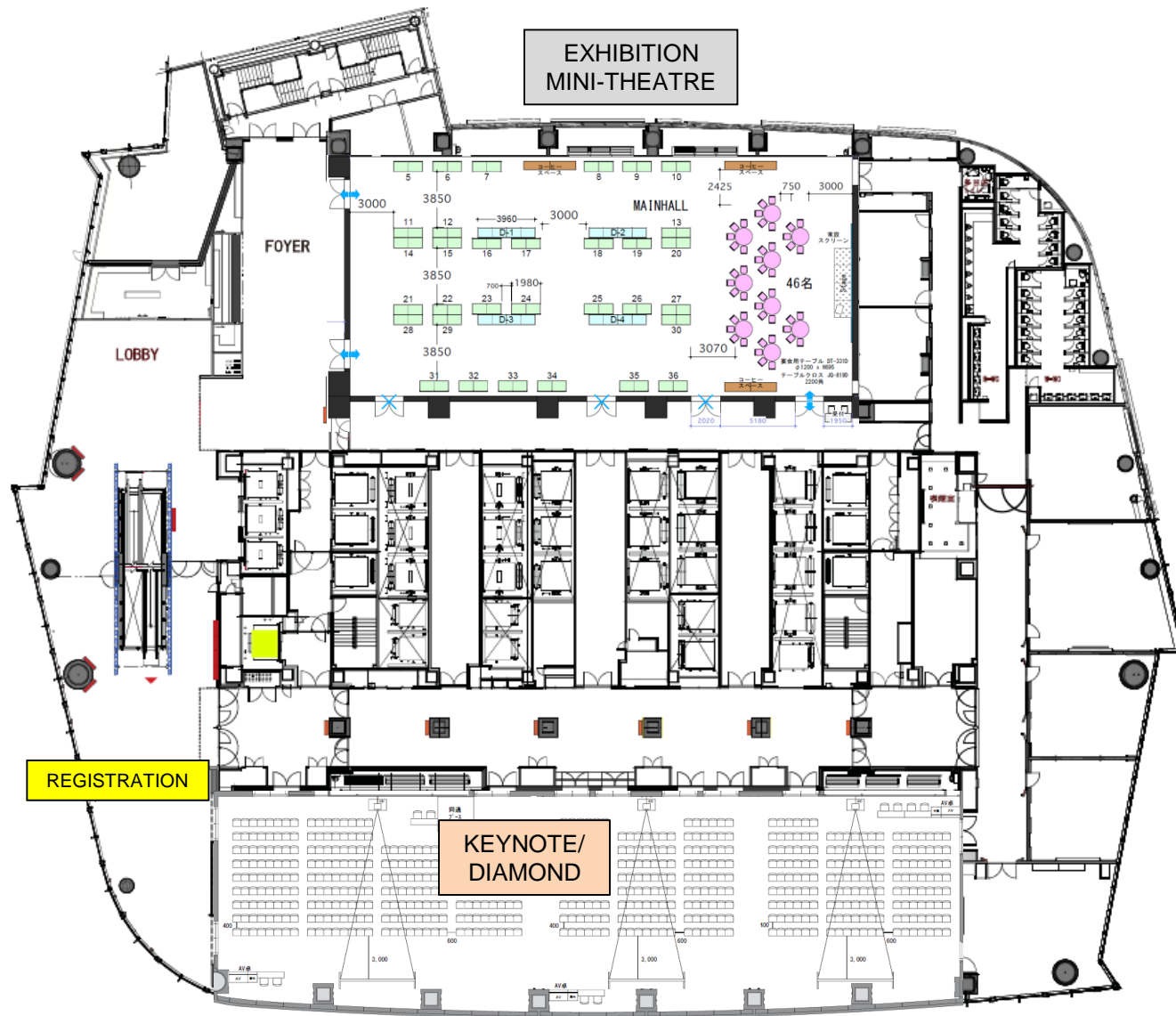Toranomon, Minato-ku, Tokyo 105-6305

● **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, KeihinTohoku Line,
Tokaido Line, Yokosuka Line
11-minute walk from the Karasumoriguchi Exit of
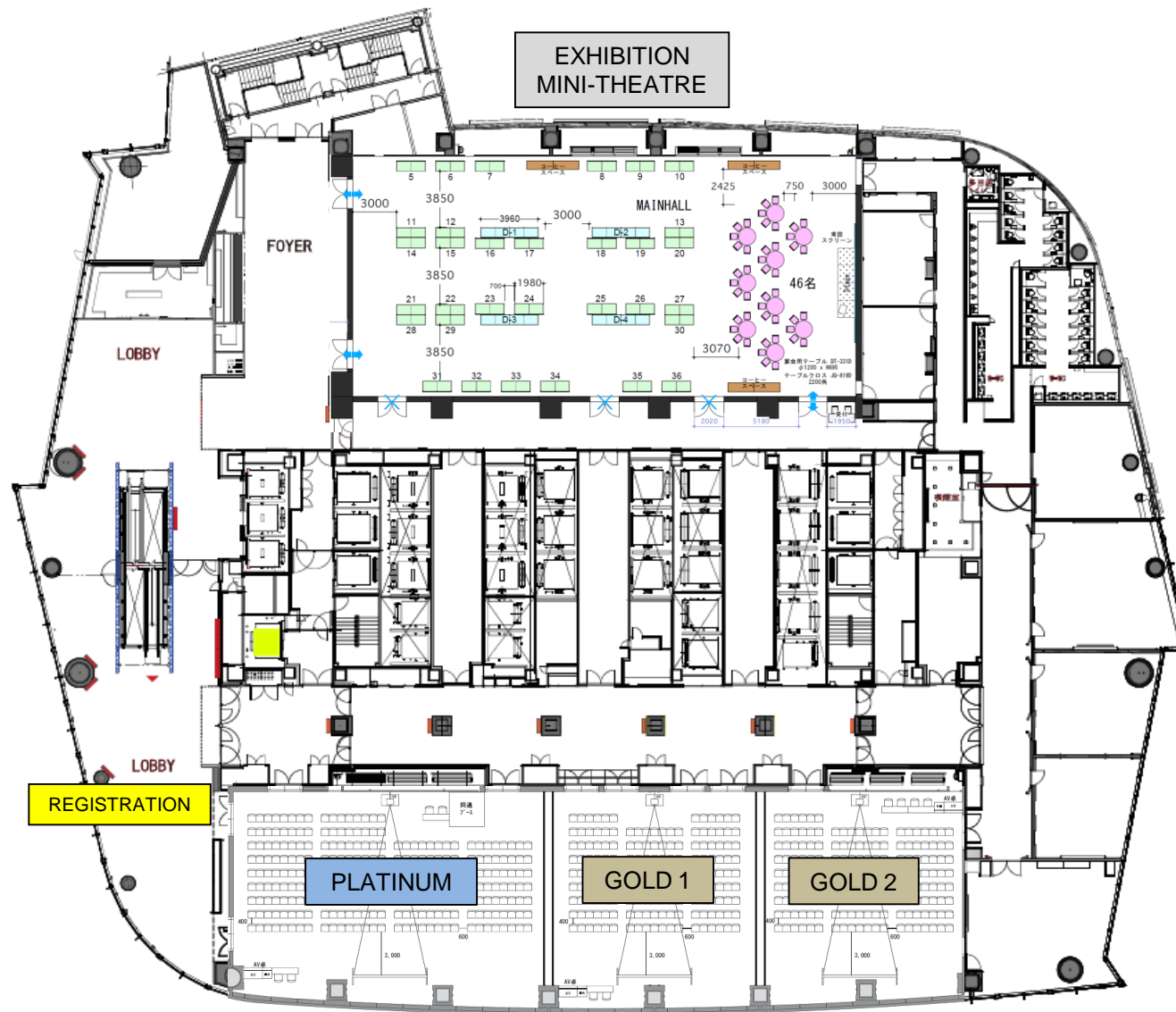Shimbashi Sta.

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

2016年7月6-7日(水-木)
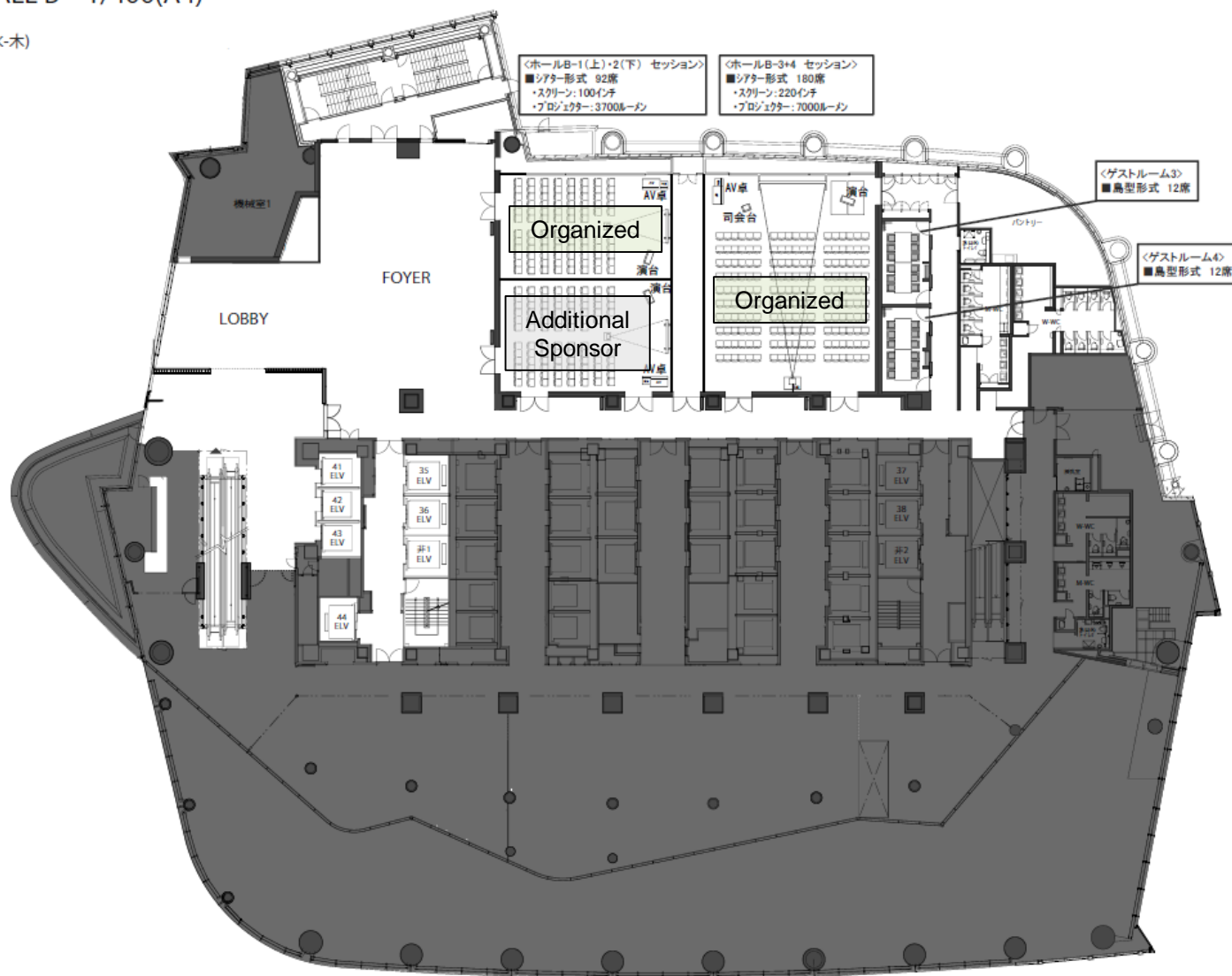
Program (tentative)   Day 1   20 July (Thu.) 2017

Venue	5F Hall A	5F Hall A-1	5F Hall A2+3	5F Hall A4	5F Main Hall	4F B-1	4F B-2	4F B-3+4
Area (sqm)	760				590	93	102	198
Ceiling Height (m)	4.0	4.0	4.0	4.0	7.2	4.0	4.0	4.0
Capacity Theatre Seating	600	270	160	160	40 booths	90	90	180
Usage	Keynote/ Diamond	Platinum	Gold	Gold	Exhibition	Additional Sponsor	Organized	Organized
10:00-10:10	Opening							
10:10-10:50	K1							
10:50-11:30	D1							
11:30-12:10	D2							
					Exhibition			
13:50-14:30		P1	G1	G2		AS1	Organized	Organized
14:45-15:25		P2	G3	G4		AS2	Organized	Organized
15:25-16:00								
16:00-16:40		P3	G5	G6		AS3	Organized	Organized
16:55-17:35		P4	G7	G8		AS4	Organized	Organized
17:50-18:30		P5	G9	G10		AS5	Organized	Organized
18:30-20:00					Booth Crawl			

Venue	5F Hall A	5F Hall A-1	5F Hall A2+3	5F Hall A4	5F Main Hall	4F B-1	4F B-2	4F B-3+4
Area (sqm)	760				590	93	102	198
Ceiling Height (m)	4.0	4.0	4.0	4.0	7.2	4.0	4.0	4.0
Capacity Theatre Seating	600	270	160	160	40 booths	90	90	180
Usage	Keynote/ Diamond	Platinum	Gold	Gold	Exhibition	Additional Sponsor	Organized	Organized
10:00-10:40	K2							
10:40-11:20	D3							
11:20-12:00	D4							
					Exhibition			
13:50-14:30		P6	G11	G12		AS6	Organized	Organized
14:45-15:25		P7	G13	G14		AS7	Organized	Organized
15:25-16:00								
16:00-16:40		P8	G15	G16		AS8	Organized	Organized
16:55-17:35		P9	G17	G18		AS9	Organized	Organized
17:50-18:30		P10	G19	G20		AS10	Organized	Organized

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Sponsorship Plan

Sponsorship applications accepted from 10:00am JST 30 January 2017.

Sponsor Merit

- ## Japan's largest dedicated open cloud event
  the fifth annual OpenStack Day Tokyo event aims to attract more than 3,000 attendees

- ## OpenStack Foundation participation
  OpenStack Days is the only officially endorsed event of OpenStack Foundation held in Japan
  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	Registration Data	Logo
Diamond (D)	4	3,000,000	40 min. 600 seats	No	Yes	-	Yes	Yes
Platinum (P)	10	1,400,000	40 min. 270 seats	Yes	-	Yes	Yes	Yes
Gold (G)	20	800,000	40 min. 160 seats	Yes	-	Yes	Yes	Yes
Silver	6	500,000	15 min. 50 seats **(mini theatre within the exhibit hall)**	Yes	-	Yes	Yes	Yes
Bronze	-	100,000	-	-	-	-	Yes	Yes

Additional Sponsor Session Slots*

Item	Limit	Fee (JPY) (+8% tax)	Speaking Slot Capacity	Parallel Sessions	Booth Package	Logo
Additional Sponsor Session (AS)	10	150,000	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.

Changes to the Sponsorship Plan

The following changes have been made to the sponsorship plan that was in effect for OSDT2016.

1. Venue Usage / Sponsor Session Venue Capacity

   - all sponsor sessions will be conducted on the 5F
   - sponsor sessions will take place in Hall A (AM full span; PM separated into three rooms)
     Theater layout (chairs only)
     Capacity: Diamond (600 seats), Platinum (270), Gold (160) see page 6 for details
   - Exhibit booths will be housed in the 5F Main Hall
     Space between booths has been increased from 500mm to 700mm see page 21 for details

2. Program Schedule see page 8-9 for details

   - Diamond session time has been reduced to 40 min. from 50 min.
   - breaks between afternoon sessions have been increased to 15 min. from 10 min.

3. Sponsor Levels, Sponsorship Fees, Sponsor Conditions see page 12 for details

   - Diamond sponsorships have been increased from 2 to 4 sponsors see page 14 for details
   - the fee for Additional Sponsor Sessions has been decreased from 300,000 to 150,000 JPY
     see page 19 for details
   - registration list data of authorized attendees will be provided to all sponsors
     (data limited to name/organization/email)

Diamond Sponsor limited to 4 sponsors 3,000,000 JPY(8% sales tax applies)

Keynote Session Room Speaking Slot + Booth Package (limited to 4 sponsors)
Sponsor Fee: 3,000,000 JPY (8% sales tax applies)

Sponsorship applications accepted from 10:00am JST 30 January 2017. If five or more Diamond Sponsor applications are received by 17:00 JST 30 January, the Event Office will conduct a random draw to select the four Diamond Sponsors.

Keynote Session Room Speaking Slot

600 seat (theatre layout) venue; 40 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 20 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

Registration List Data

Provision of registration list data (provision of authorized registrant data only; limited to name/organization/email)

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

270 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 20 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

Registration List Data

Provision of registration list data (provision of authorized registrant data only; limited to name/organization/email)

Gold Sponsor limited to 20 sponsors   800,000 JPY(8% sales tax applies)

Session Room Speaking Slot + Booth Package (limited to 20 sponsors)
Sponsor Fee: 800,000 JPY (8% sales tax applies)

Session Room Speaking Slot

160 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 20 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

Registration List Data

Provision of registration list data (provision of authorized registrant data only; limited to name/organization/email)

Silver Sponsor limited to 6 sponsors 500,000 JPY(8% sales tax applies)

Booth Package + Mini Theatre Speaking Slot (limited to 6 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 20 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

Registration List Data

Provision of registration list data (provision of authorized registrant data only; limited to name/organization/email)

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 size; 1 piece)

Registration List Data

Provision of registration list data (provision of authorized registrant data only; limited to name/organization/email)

Additional Session limited 10 sponsors 150,000 JPY(8% sales tax applies)

Additional Session Speaking Slot
Sponsor Fee: 150,000 JPY (8% sales tax applies) limited to 10 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

* Lunch 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.
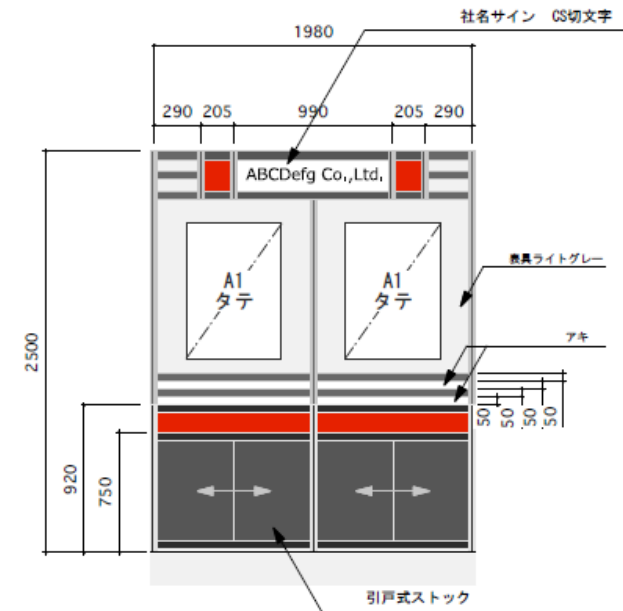

Elevation

社名サイン　CS切文字

ABCDefg Co.,Ltd,

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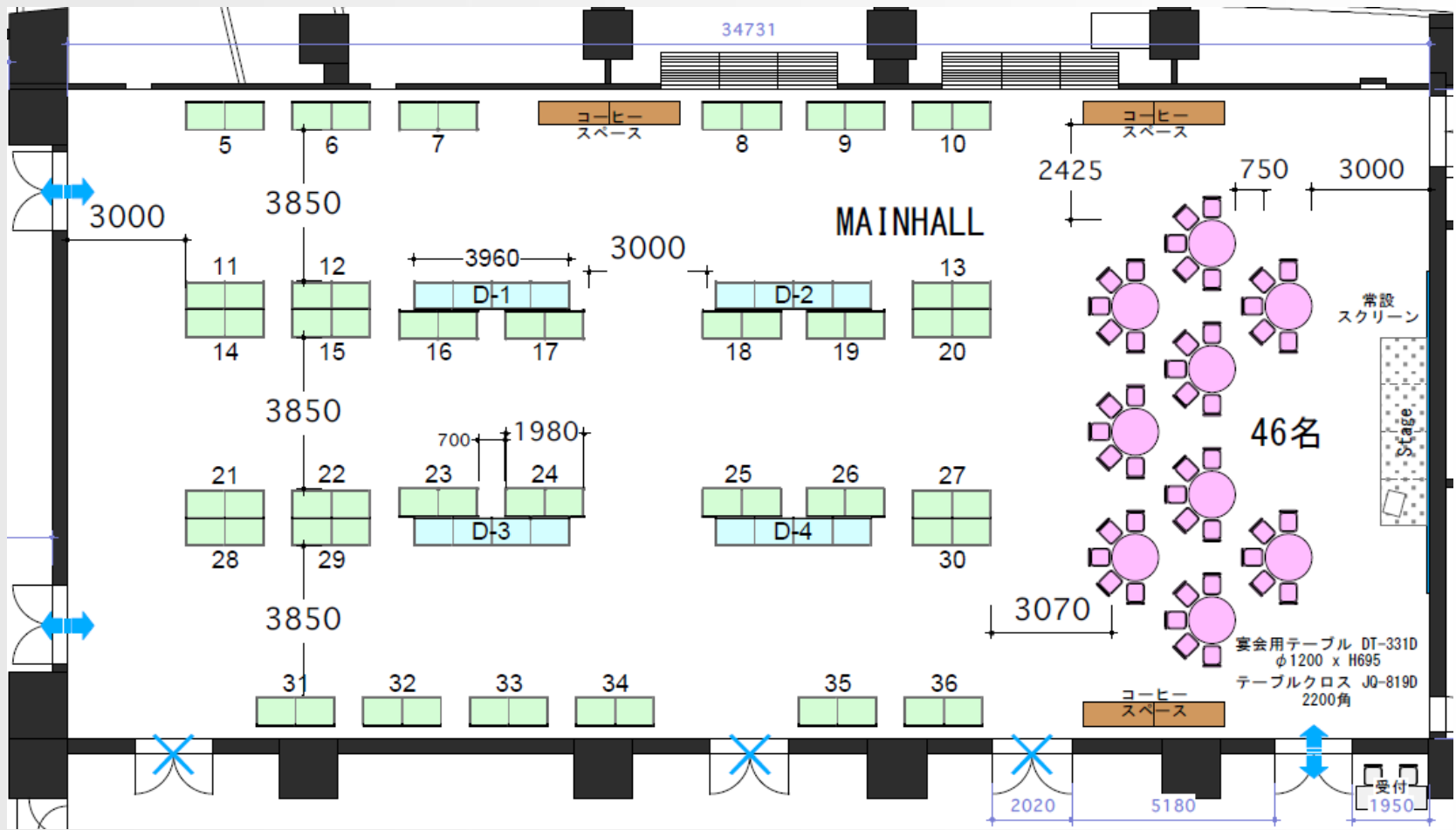
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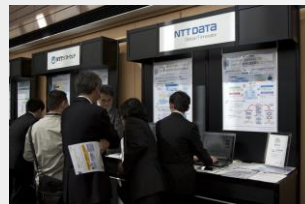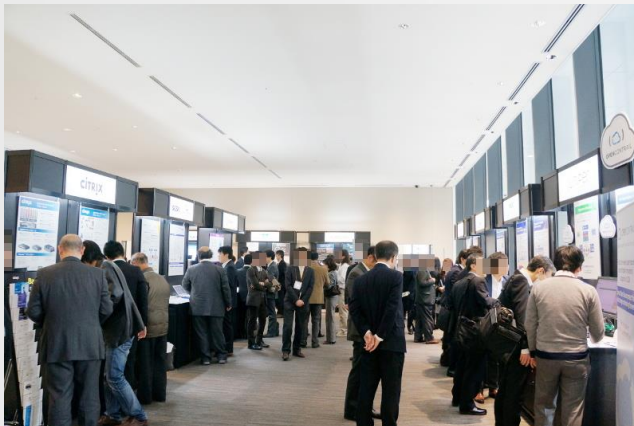
Exhibit Hall Layout (tentative) 5F Main Hall

Applications and Inquiries

Sponsorship Application

Sponsor applications will be accepted, in order of receipt, **from 10:00 am JST Monday, January 30, 2017**. 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, March 31, 2017**. 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 April 2017. if you cannot meet this payment deadline please contact the Event Office with details and requests.

OpenStack Days Tokyo 2017 Event Office
c/o e-side, inc.
PIC: Kana Ohta, Yuko Negishi, Scott Macdonald
Tel: 81-3-6435-8789 Fax: 81-3-6435-8790
email: osdt2017-office@e-side.co.jp

SPONSORSHIP APPLICATION   OpenStack Days Tokyo 2017

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: [   ] Additional Sponsor 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: 31 March 2017

OpenStack Days Tokyo 2017 Event Office
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Other Sponsorship 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
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	20 July (Thu.) 15:25-16:00	20 July (Fri.) 15:25-16:00	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.

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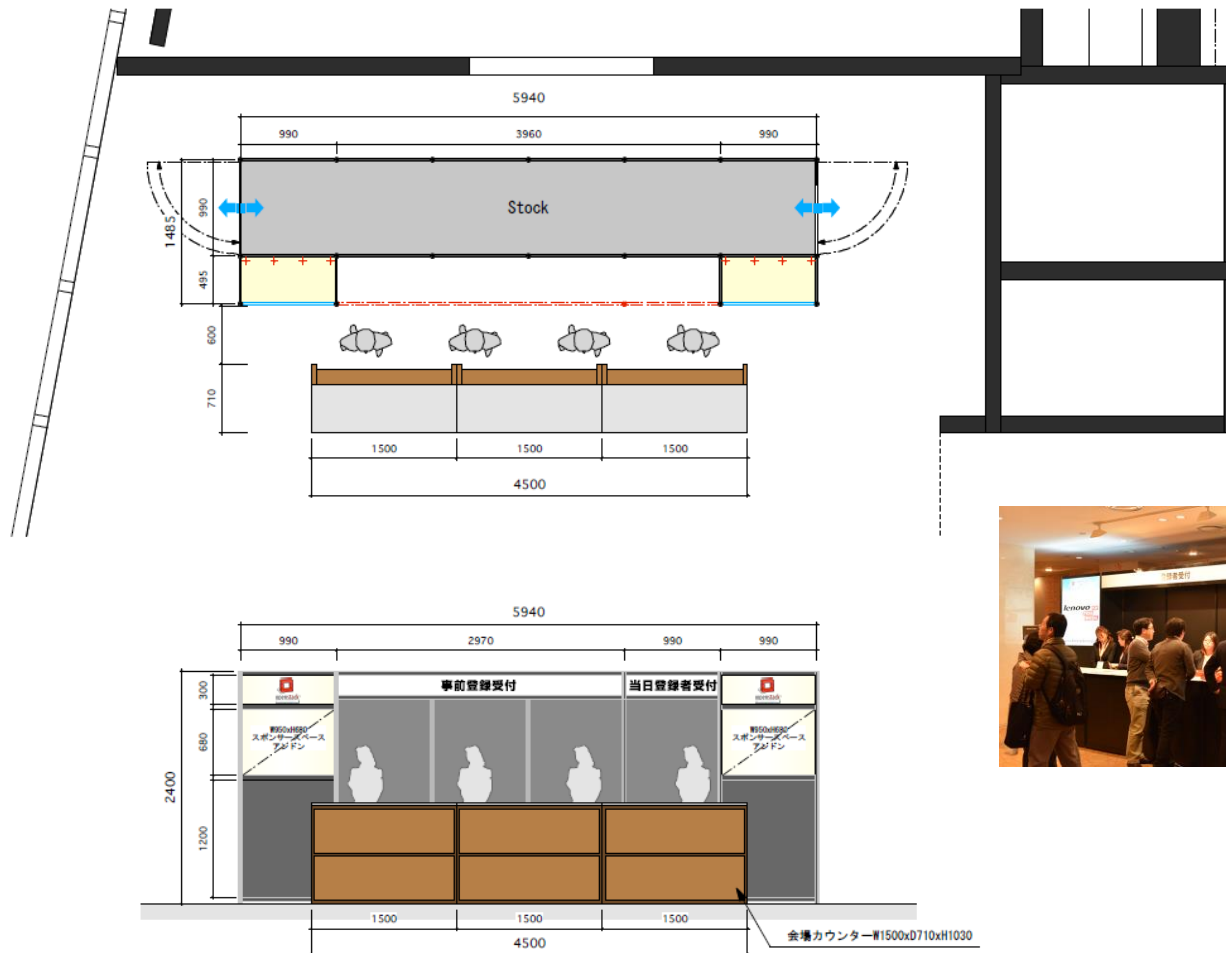
Event Bag Sponsor <small>limited to 1 sponsor</small> 1,500,000 JPY <small>(8% sales tax applies)</small>

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

* 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

Lanyard and card case sample design

name card sample design OSDT2016

* 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.

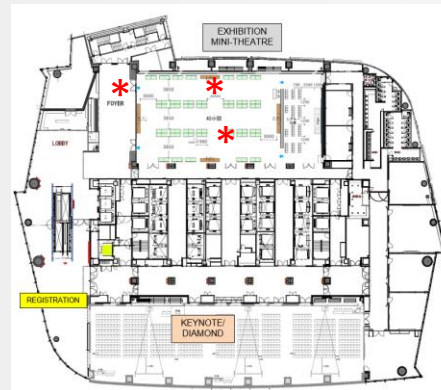**Breaks: 20 July (Thu.) 15:25-16:00 ; 21 July (Fri.) 15:25-16:00**

Water Server Sponsor limited to 1 sponsor 400,000 JPY (8% sales tax applies)
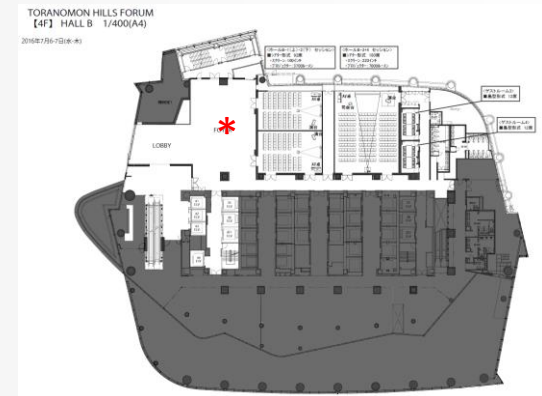
Up to 10 water servers located for two days in high traffic 4F and 5F common space and the 5F exhibit hall areas. Sponsor branding with signage/seals. In-kind provision of branded paper cups also possible.

LOGO

LOGO

LOGO

5F

4F

* Planned server locations

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Reference: 2013 - 2016 Event Reports

OpenStack Days 2016

6-7 July 2016 | Toranomon Hills Forum

Advance Registrants	Unique Attendees	Sponsors	Media Sponsors
2856	**2281**	**48**	**15**

http://openstackdays.com/archive/2016/en/program/ Slides

http://openstackdays.com/wp-content/uploads/2016/12/report_en.pdf Report

OpenStack Days 2015

2-3 February 2015 | Grand Prince Hotel Takanawa

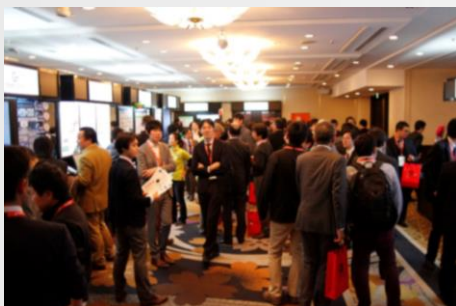| Advance Registrants	Unique Attendees	Sponsors	Media Sponsors
2833	**2239**	**43**	**14**

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	Unique Attendees	Sponsors	Media Sponsors
1550	**1100+**	**30**	**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
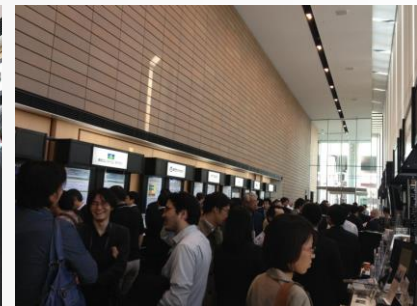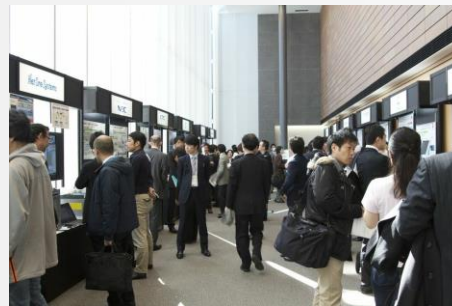
Advance Registrants

1038

Unique Attendees

700+

Sponsors

22

Media Sponsors

13

http://openstackdays.com/archive/2013/en/   Slides, Video

http://openstackdays.com/files/report_en.pdf   Event Report

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