

ONES - Virtual - LF AI Booth (2020)

Event planning and general information template below - To be updated by Event/Meeting Lead

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Event/Meeting Details

LF AI Participation Overview: Open Networking & Edge Summit (ON&ES) is a Linux Foundation event which is open to anyone to attend (registration costs USD \$50). Speaking opportunities are available through the CFP process noted on the event website. LF AI will have a bronze booth sponsorship which will include opportunities for activities such as LF AI technical project demos, LF AI meetings, etc. The LF AI booth schedule will be updated below.

Event Location & Date(s): Virtual - September 28 - 30, 2020 - **Eastern Daylight Time Zone (UTC -4)**

Event Website: <https://events.linuxfoundation.org/open-networking-edge-summit-north-america/>

Please submit any questions about LF AI participation at this event to: outreach-committee@lists.lfai.foundation

LF AI Event/Meeting Lead Name & Contact Details:

Register for event here: <https://events.linuxfoundation.org/open-networking-edge-summit-north-america/register/> ***Booth staff will receive a free registration***

Who attends these events?

- Developers
- Sysadmins
- Devops professionals
- Linux experts
- R&D managers
- Business executives
- Open-source industry leaders
- Open-source licensing and compliance specialists
- Community developers
- IT architects

Sponsorship Details:

Bronze Sponsorship Package

- **Recognition in Pre-Conference Email Marketing:**
 - Includes company logo, linked to your website.
- **Conference Track Branding:**
 - Logo featured in Auditorium for a one track throughout conference and post event for on-demand videos: **Shared Bronze Track**
- **Access to Event Press/Analyst List:**
 - Contact List shared two weeks prior to event for your own outreach.
- **Recognition on Event Website:**
 - Prominent logo display on event homepage.
- **Prominent Branding throughout conference.**
- **Virtual Exhibit Booth: SMALL SIZE**
 - Chat function with booth attendees (private or group options)
 - Ability to generate leads with attendee contact information for those that visit your booth
 - Embedded Sponsor Videos on Booth
 - Ability to link to resources, social media, job postings etc.
 - Ability to survey booth attendees
 - Booth Visit Gamification: Attendees will earn points for visiting your booth, with points earning prizes.
 - **Points for Booth Visit**
- **Event Registration Passes: 10**
- **20% Discount on Additional Conference Passes:**
 - For use by your customers, partners or colleagues.

Linux Foundation Code of Conduct

The Linux Foundation is dedicated to providing a harassment-free experience for participants at all of our events. All participants are expected to behave in accordance with the [Linux Foundation Code of Conduct](#).

Linux Foundation Sponsor Rules and Regulations

The Linux Foundation is dedicated to providing a positive experience for sponsors during the event. All sponsors are expected to behave in accordance with the [Linux Foundation Sponsor Rules & Regulations](#).

Social Media and Communications

We encourage sponsors to post on social media platforms or websites during the conference, and it is entirely acceptable for a sponsor or sponsored participant to share a personal post, blog or tweet. However, any such posts must be solely on behalf of the sponsor or sponsored participant and may not imply endorsement by or co-messaging/affiliation with the Linux Foundation, the event or attendees not affiliated with the sponsor.

All digital conduct, like all in-person conduct, should follow the Linux Foundation [Code of Conduct](#).

NEW: Virtual Event - Planning To-Do List

Tracking for to-do items, due dates, owners, and notes

Task	Due Date	Completed	Owner	Comments
Confirm list of booth assets to display at virtual booth	August 20	X	LF AI	Unlimited number of Videos/demos, links, downloadable content, contact forms & attendee surveys all possible.
Call for volunteers to staff booth	September 1	X	LF AI	
Finalize all content for the booth	September 11	X	LF AI	Create and produce any video content, documents, webpages and/or surveys you wish to include in your booth. Content will need to be ready to add to your booth no later than this date.
Finalize booth staff schedule	September 15	X	LF AI	
Add Booth Staff to online platform	September 18	X	LF AI	
BOOTH STAFF - Must be registered by this date	September 18	X	Booth Staff	
Booth Staff Training on Virtual Platform	September 23	X	Booth Staff	Booth Staff Training Guide Booth Staff Training Video Best Practices for Booth Staff • We recommend staffing your booth as you would for an in-person event with a minimum of (2) booth staff available for live chat during recommended booth hours and to monitor the in-booth message board (group chat). • Create shifts for your staff. If you have team members across different time zones to cover booth duties outside the recommended booth hours, you are welcome to do so. • If your staffing hours differ from the recommended booth hours, consider adding a content tab with your hours to your virtual booth to let attendees know when your staff is available. • Include technical, product and sales experts who can answer any attendee questions immediately. • When setting up a booth staff profile in the Booth Builder, enter the name of the staffer as it should appear in the booth. It is recommended to include a job title or area of expertise to help attendees identify who they should talk to about specific topics. • Add a photo of each staffer to their profile. Attendees are more likely to talk to a friendly face than an anonymous icon. • Host a training session before the event to walk your staff through the booth layout, staffing portal, lead reporting portal, and booth builder (if applicable).

Event Registrations

There are **10 registration passes** available for use. To receive a registration pass you must sign up for booth staffing (see below) and be approved by the Event Lead. LF AI staff will then provide the registration link and registration code for use.

	Attendee Name	Attendee Email
1	Jim Spohrer	spohrer@us.ibm.com
2	Shamim Reza Sohag	sohag.shamim@gmail.com
3	Sushant Agarwal	sushant.agarwal@psit.ac.in
4	Youakim Badr	yzb61@psu.edu
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Booth Details

Please note: Open Booth Hours may change based on the conference session schedule.

Booth Location: To be updated

Booth Staffing

Please note: All booth staff must be registered for ONES 2020. If you are staffing the booth, please reach out to LF AI staff for a free registration code.

Important Notes:

- Booth staffing will require you to log into the ONES virtual platform and be available to chat with attendees and answer questions in our virtual booth.
- The booth will also include downloadable information on the LF AI Foundation, including how to Get Involved, links to our projects, etc.
- When setting up a booth staff profile in the Booth Builder, it is recommended to include a job title or area of expertise to help attendees identify who they should talk to about specific topics.

ALL TIMES ARE IN EASTERN DAYLIST TIME (EDT) / UTC - 4

Monday, September 28:

- The first full conference day with keynotes and sessions.
- Recommended booth staff hours: 8:00AM -12:00PM and 1:35 – 5:00PM
- Session break time: 1:35 – 2:00PM

Time Slot	Length	Staff Name(s) / Email(s)
8:00am - 10:00am	2 hours	Jim Sphorer & Youakim Badr
10:00am - 12:00pm	2 hours	Shamim Reza Sohag & Youakim Badr
1:30pm - 3:30pm	2 hours	Sushant Agarwal
3:30pm - 5:00pm	1.5 hours	Sushant Agarwal

Tuesday, September 29:

- The conference continues with keynotes and sessions.
- Recommended booth staff hours: 9:30AM – 12:00PM and 1:10 – 4:00PM
- Session break time: 1:10 – 1:45PM

Time Slot	Length	Staff Name(s) / Email(s)
9:30am - 12:00pm	2.5 hours	Shamim Reza Sohag & Youakim Badr
1:30pm - 2:30pm	1 hour	Sushant Agarwal
2:30pm - 4:00pm	1.5 hours	Sushant Agarwal

Wednesday, September 30:

- This is the final day of the conference with keynotes and sessions.
- Recommended booth staff hours: 9:30AM – 12:00PM and 1:15 – 3:00PM
- Session break time: 1:15 – 1:45PM

Time Slot	Length	Staff Name(s) / Email(s)
9:30am - 12:00pm	2.5 hours	Shamim Reza Sohag & Youakim Badr
1:30pm - 3:00pm	1.5 hours	Sushant Agarwal

Planning Meeting Notes

Add planning meeting notes here for collaboration among event planning participants

Meeting Date:

- Notes...

OLD: Physical Event - Planning To-Do List

Tracking for to-do items, due dates, owners, and notes

Due Date	Task	Task Description	Completed	Owner	Comments
21-Feb-2020	Upload Company Logo - Full Color Version	Upload your company logo (svg or esp file only). The logo will be used for the event website, onsite signage and email marketing, if applicable.	x	Jacqueline Serafin, LFAI	Completed in event sponsorship portal.
21-Feb-2020	Confirm Company Website URL	Confirm your company's URL, linking from your logo on the ONES website , is correct. This URL will link from your logo on the conference website and email marketing, if applicable. Please enter the correct URL to be used here.	x	Jacqueline Serafin, LFAI	Completed in event sponsorship portal.
21-Feb-2020	Confirm Company Name for Print	Enter your company name exactly as it should be listed on printed materials.	x	Jacqueline Serafin, LFAI	Completed in event sponsorship portal.
21-Feb-2020	Upload Company Logo - White Version	Upload a 200 x 200-pixel white company logo We require both a full-color version and a white version of your logo so that we may use either on appropriate event graphics. Should we not receive a white logo we will reverse the color logo for use where appropriate.	x	Jacqueline Serafin, LFAI	Completed in event sponsorship portal.
03-Mar-2020	Select Preferred Booth Location	Please review the Floor Plan and submit your top 3 preferred booth numbers. Booths are assigned by sponsorship level and in the order the signed contract was received.		Jacqueline Serafin, LFAI	Will submit when selections open.
03-Mar-2020	Confirm Booth Package Included With Your Sponsorship	Please confirm if you are using the turnkey booth included in your booth package or if you are bringing in your own custom booth furniture. If you are not exhibiting onsite, select "No Booth".	x	Jacqueline Serafin, LFAI	Turnkey booth included in sponsorship will be used.

1 9 - M a r- 2 0 20	Choose Lead Retrieval Option and Order Additional Scanners	Select your preferred lead retrieval option. If you're not exhibiting or don't need lead retrieval, select "No Lead Retrieval". If you need additional lead scanners, order by this date to receive discounted pricing.	x	Jacqueline Serafin, LF AI	Mobile app will be used for lead retrieval.
2 4 - M a r- 2 0 20	Register Attendees and Booth Staff	Please register all booth staff, employees and guests by this date.		Event Lead	Event lead should identify and confirm the attendees using sponsorship registrations (total of 5 available). Please request registration details by emailing jserafin@linuxfoundation.org .
0 3 - A p r- 2 0 20	Submit Final Booth Upgrade - Food and Beverages	If you would like to order additional food and beverage for your booth, review the menu and email your order to Lawrence Magali, Lawrence.Magali@marriott.com. Please copy lfcorsponsorship@linuxfoundation.org on your order. For more information check out the F&B page. Payment is made directly to JW Marriott.		Event Lead	Not included in LF AI budget or in current sponsorship. Would require member /community sponsorship. If you require additional components for your booth, email jserafin@linuxfoundation.org for access to the sponsor portal to view pricing and order forms required from vendor.
0 3 - A p r- 2 0 20	Hard Line Internet - Submit Final Order	If you require a hardline internet connection for your booth, complete the Encore Power/Internet Order Form and send it to LALiveOrders@encore-us.com. Either copy lfcorsponsorship@linuxfoundation.org on your order request or upload your final order confirmation here. Payment is to be made directly to Encore. For more information visit the A/V page.		Event Lead	Not included in LF AI budget or in current sponsorship. Would require member /community sponsorship. If you require additional components for your booth, email jserafin@linuxfoundation.org for access to the sponsor portal to view pricing and order forms required from vendor.
1 4 - A p r- 2 0 20	Shipping Deadline - Must Arrive by April 14	Freeman will accept inbound shipments Thursday, March 19 - Tuesday, April 14. Submit your tracking numbers via the ONES NA Shipping form. See the Shipping page for more information.		Event Lead	If you require shipping details for your booth, email jserafin@linuxfoundation.org for access to the sponsor portal to view pricing and order forms required from vendor.