



Javali Event

A Comunidade Java, Livre!

6th Edition

www.javali.org.br

June 23, 2009

And inside FISL: June 24 to 27, 2009

Porto Alegre, Brazil



Grupo de Usuários Java do Rio Grande do Sul



Introduction

Javali - A Comunidade Java, Livre!

The Javali Event will once more bring together the Java and Free Software communities in Brazil. A traditional event held together with FISL in Porto Alegre, the Javali Event is now in its sixth edition, and will bring developers, companies and government together to discuss the future and synergies of Java and Free Software.

FISL, the Fórum Internacional Software Livre, is one of the most important Free and Open Source Software (F/OSS) event in the world, and is the largest F/OSS event in Latin America. During the show, several communities from the open source movement join together to discuss technology, software development, legal issues, intellectual property and many other aspects of knowledge freedom. The event also has a high presence of Government Officials from all levels and from all parts of Brazil, and many visiting Officials from countries around the world, making it a perfect place to discuss the future of technology. FISL is organized by **PSL-BR**, the Brazilian Free Software Project, the premier free software community in Brazil.

During FISL, the Brazilian Java Community gathers together to discuss software freedom and its relation to Java Technology, discussing themes like software development, standards, open source products and frameworks, development tools, licensing, the Java Virtual Machine, projects, and other technical topics. The **Javali Event, the Java Community, Livre!** joins together Java and open source developers, and promotes collaboration among these two important and active development communities in Brazil.

Promoted by two of the most important Java User Groups in Brazil – **SouJava**, the Brazilian Java Users Society, and **RSJUG**, the Rio Grande do Sul Java Users Group – the Javali Event joins Java User Groups and developers from all over the country, and bring to the south of Brazil important international speakers, making it a required event for all Java developers.

Event Description

In 2009, Javali Event will promote several important activities:

- **All Java technical event before FISL**, consisting of a full day of technical Java content, targeting Java developers – June 23
- **Technical Java presentations inside FISL**, consisted of Java-related free software presentations as a specific track inside FISL – June 24 to 27
- The **Java Community participation** in FISL

All Java technical event before FISL

A full day of Java technology, the Javali Event will host international and local speakers talking about Java and open source in technical talks targeting the Java developer. A traditional and free event, Javali is a partner event of FISL for six years now, and brings together the Java and open source communities to the importance and adoption of free software inside the Brazilian Java market.

Technical Java presentations inside FISL

During FISL, the Javali Event will promote several technical presentations and international keynotes, targeted for technical Java developers. The Javali track inside FISL consists of specific Java and free software talks that will bring fresh Java information to the free software community inside FISL. Success in previous years, the Javali event brings many international keynotes to discuss the issues around Java and Free Software.

Java Community participation in FISL

Throughout the FISL event, the groups promote the participation of the Java Community on the general event area, and the Javali Event extends into FISL with debates about Java and open source.

Dates and Places

- **Javali Event:** June 23, 2008
- **FISL:** June 24-27, 2008, with special Java Livre track
- **Period:** 9am to 7pm
- **Location:** Porto Alegre, RS, Brazil
- **Targeted Audience:**
 - **Javali:** 200+ technical Java developers
 - **FISL:** 5000+ free and open source technical developers and system administrators

Contacts

The Javali Event is an important participation of the Java Community into the technology discussion inside the Brazilian Government. We would like to count with your collaboration to make this event a huge success.

Please contact us at:

- **Bruno Souza** – President, SouJava – bruno@soujava.org.br, +55-11-8948-4611
- **Fabio Velloso** – Vice President, SouJava – fabio@soujava.org.br +55-11-7300-5275
- **Karina Passos** – Finance Manager, SouJava – karina@soujava.org.br +55-11-8133-6729
- **Mauricio Leal** – Director, SouJava – mauricio@soujava.org.br +55-11-8578-0945

SouJava, the Brazilian Java Users Society

SouJava, the Java Users Society is a Java Users Group (JUG) formed by Java users and Java evangelists in Brazil that has as objectives to strengthen, expand and professionalize the use of Java Technology in the country. SouJava is the largest and most active JUG in the country. Through monthly meetings, moderated discussion lists, in-person and virtual events, and many other activities held during the year, SouJava strives to expand the Java community in Brazil, and to give this community the means to effectively apply Java technologies in real projects. Learn more about SouJava at www.soujava.org.br.



RSJUG, the Rio Grande do Sul Java Users Group



The Rio Grande do Sul Java Users Group (RSJUG) was founded in 1996, and is the first official Brazilian Java Users Group. Since 2001 the JUG received a new administration of very experienced Java developers and heavily involved with Open Source and Java. RSJUG activities include two annual events, participation on the large Brazilian Java events, partnership with local corporations and universities, growing Java through our discussion lists and monthly meetings. RSJUG also does an important social work by helping those in need with food donations. We are located in the extreme south of Brazil. Please, visit us at www.rsjug.org

PSL-BR, the Brazilian Free Software Project

PSL-BR is the main association that defends and promotes Free Software in Brazil. Formed by and supporting many communities – from developers of various open source technologies and the many free software operating systems and also by lawyers and politicians that fight for free and open source software – PSL-BR has been one of the most important pillars of the free software movement in Brazil.



Javali Sponsorship

Javali is an event for Java Developers only, and is organized by the **SouJava** and **RSJUG** Java User Groups. Happening around and inside FISL, Javali is an unique opportunity for companies interested in the Java development market to reach a special demographics that merges Java and open source.

Javali Sponsorship give companies a great exposure into the Java Community and Java developers. The event helps bringing the Java community closer to the F/OSS community, and companies associated with it get the benefit of being part of both movements.

Javali Diamond Sponsorship Investment: US\$ 3,500

Diamond sponsors will participate in the whole Javali event, including both the participation at FISL, and also a premium participation at the Javali event. This brings an unique opportunity to talk both to technical developers, as well as to government attendees.

Benefits

- Company logo on event website and event banners;
- Company logo on the t-shirts that will be distributed to attendees (500 t-shirts, that will be thrown during sessions and keynotes at FISL);
- One 45 minutes presentation on the Javali event – this must be a technical, Java related, non-marketing presentation, and is subject to approval of the event technical committee.
- May offer special prizes for a special contest or luck drawing. Prizes offered by the sponsor. The organization will handle the drawing;
- Rights to distribute material to all attendees;
- Access to attendees contact information, subject to attendee approval;

Javali Gold Sponsorship Investment: US\$ 1,000

Gold sponsors will participate in the Javali event, including both the participation at FISL, and also at the Javali event. This brings an unique opportunity to talk both to technical developers, as well as to government attendees.

Benefits

- Company logo on event website and event banners;
- Company logo on the t-shirts that will be distributed to attendees (500 t-shirts, that will be thrown during sessions and keynotes at FISL);
- Rights to distribute material to all attendees;

Other Javali Sponsorship

Investment: opportunities starting at US\$ 400

Other, specific sponsorship deals are available, that will make Javali Event better, and promote your brand in specific situations.

- **Event pens – US\$ 500**

Sponsor logo on event pen.

- **Notepad logo – US\$ 500**

Sponsor logo on attendees notepad.

- **Event t-shirts – US\$ 2000 for 100 special-made t-shirts**

Exclusive, large sponsor logo on the back of the event t-shirt, associating the sponsor logo with the event or the Java Users Group Mascot t-shirts. The T-shirt will feature event (or JUG) logo at the front, and sponsors logo and URL on the back. May be distributed in sponsor booth, or thrown from stage by the event organization team.

- **Java Users Group Mascot key ring – US\$ 500 for 150 special-made key rings**

Logo on the back of a special made, JUG mascot key ring, associating sponsor logo with the Java Users Group Mascot. This can be distributed in sponsor booth, or by the organization team.

FISL Sponsorship

FISL Sponsorship is detailed in the attached **FISL sponsorship folder**. If you did not receive the FISL folder with this proposal, please download it from <http://fisl.softwarelivre.org>.

FISL Sponsorship will give huge marketing exposure into one of the largest free software event in the world, an unique opportunity for companies that want to be associated with the open source community.