



presented by
CONSORTIUM | 
FOR ENTERPRISE
SYSTEMS MANAGEMENT

POSSCON

PALMETTO OPEN SOURCE SOFTWARE CONFERENCE

BRINGING OPEN SOURCE TO THE SOUTHEAST

DEVELOPERS • EDUCATORS • IT LEADERS IN BUSINESS AND GOVERNMENT

PROSPECTUS

Columbia Metropolitan Convention Center

MARCH 23-25, 2011

at the

COLUMBIA METROPOLITAN CONVENTION CENTER

COLUMBIA, SOUTH CAROLINA



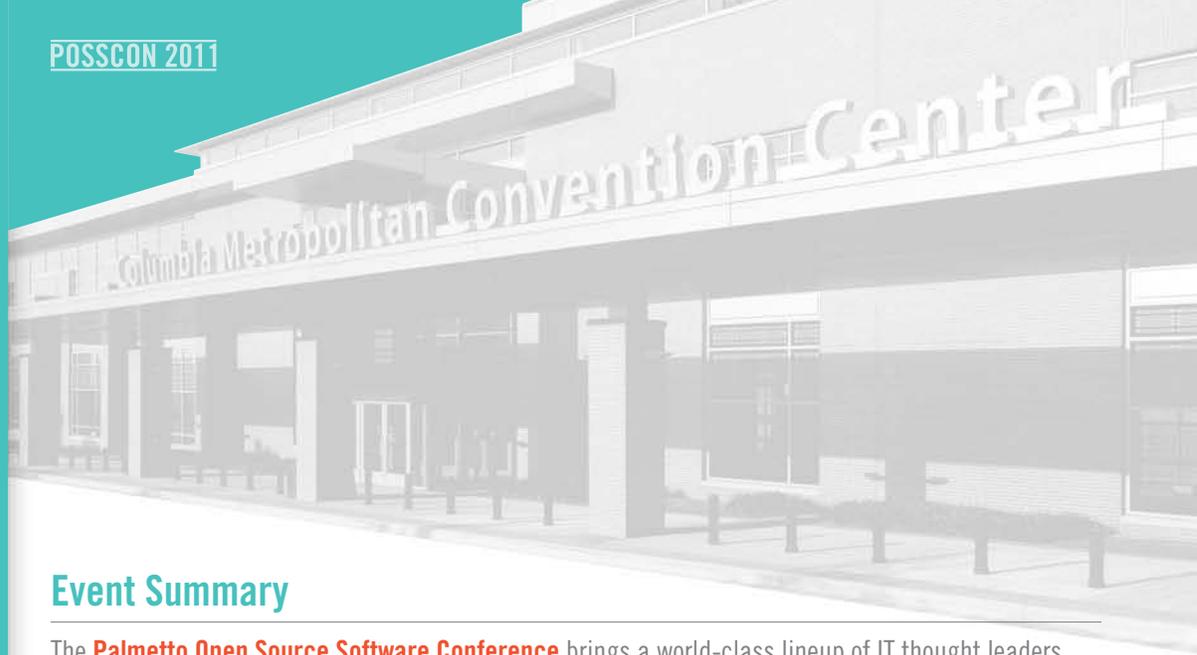
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TO THE SOUTHEAST**
COLUMBIA, SOUTH CAROLINA

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POSSCON 2011



Event Summary

The **Palmetto Open Source Software Conference** brings a world-class lineup of IT thought leaders to the Southeast for three days to discuss the latest issues for developers, executives, government leaders and educators.

Open source software continues to be one of the hottest and most relevant topics in information technology as organizations strive to meet the increasing demand for innovation with shrinking budgets. That's why the goal of the organizers is to provide affordable access to quality open source education.

In 2010, more than 350 people from 14 states, 20 colleges and universities and about 100 business and government organizations attended.

In 2011, POSSCON will be held at the Columbia Metropolitan Convention Center for all three days and will feature an executive forum, hands-on workshops, and social and networking events. Programming tracks will be offered for developers, educators and business and government IT leaders.

The mix of people in addition to stellar speakers, affordable registration fees, cutting-edge staging and Southern hospitality make POSSCON a must-attend event. People from varied backgrounds have attended since 2008 and all say the same thing – “this is a truly unique event and a unique blend of people.” We're proud of that.

Experience POSSCON 2011. You have to be here!

Anticipated Attendance: 500+

Date: March 23-25

Location: Columbia Metropolitan Convention Center; Columbia, S.C.

Target Audience: IT business and government leaders, developers, programmers, engineers, teachers, professors, administrators and students



For more information,
visit www.POSSCON.org, or
contact the conference chair at
todd@palmettocomputerlabs.com

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POSSCON 2011



Our world-class lineup of speakers in 2010 included:



Matt Asay – Chief operation officer, *Canonical*
– Author, *CNET's The Open Road*



Jon "maddog" Hall – Executive director, *Linux International*



Lee Congdon – Chief information officer, *Red Hat*



Deborah Bryant – Public sector communities manager, *Oregon State University Open Source Lab*



Jeffrey Hammond – Senior analyst, *Forrester Research*



Robert Cringely – Former columnist, *InfoWorld*, Best-selling author, producer, actor



Bryant Patten – Executive director, *National Center for Open Source in Education*



Chris Wanstrath – Co-founder, *GitHub*



Mark Anzani – Vice president and chief technology officer, *System z IBM Corporation*



Eric Evans – Developer and NoSQL creator, *Rackspace*



Dan DeMaggio – Cloud wrangler, *Animoto*



Yahuda Katz – Rails framework architect, *Engine Yard* and core team member, *Rails*



POSSCON 2010 kicked off with an executive forum moderated by Matt Asay of Canonical. IBM's Mark Anzani, Red Hat's Lee Congdon, Forrester's Jeffrey Hammond and OSU's Deborah Bryant served on the panel.

For more information,
visit www.POSSCON.org, or
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todd@palmettocomputerlabs.com



Why should you participate in POSSCON? Listen to what our speakers are saying!

“POSSCON turned out to be a great event. Big thanks to Jeffrey Hammond, Lee Congdon, Mark Anzani and Deb Bryant for a great AM of panel discussions.”

-**Matt Asay, Chief operating officer, Canonical**

“The synergy between developers, business people, and teachers makes POSSCON pretty unique, I haven’t really seen this anywhere else.”

-**Bryant Patten, Executive director, National Center for Open Source in Education**

“The speaker lineup at POSSCON is world-class.”

-**Chris Wanstrath, Co-Founder, GitHub**

“Thanks to Matt Asay for moderating our panel at POSSCON. Well worth the trip to South Carolina. Great regional event.”

- **Deborah Bryant, Oregon State University Open Source Lab**

“It was very nicely run and I think you did a bang-up job. You should all be proud of what you did.”

- **Jon “maddog” Hall, Executive director, Linux International**



Speaker Lee Congdon talks with chief information officers Randy Senn of SCANA, John Davis of AgFirst and David O’Berry of the S.C. Department of Probation, Pardon and Parole during POSSCON 2010.



Universities, colleges and school districts represented in 2010 included:

University of South Carolina

SC Technical College System

Clemson University

University of North Carolina at
Charlotte

College of Charleston

Bob Jones University

Augusta State University

Benedict College

Francis Marion University

Midlands Technical College

ITT Technical Institute

North Carolina Central University

Wofford College

Columbia International University

Greenville Technical College

Sherman College of Chiropractic

Webster University

Palmetto State E-cademy

Lexington School District Five

Selected business and government organizations represented in 2010:

Verizon Wireless

Wachovia/Wells Fargo

Time Warner Cable

BlueCross BlueShield
of South Carolina

EMC

SCANA

South Carolina Electric & Gas

Spirit Telecom

Forrester Research

Palmetto GBA

The South Financial Group

Edens & Avant

AgFirst Farm Credit Bank

Owen Steel

City of Columbia, S.C.

Rackspace

Pure Fishing

Mindspring

Richland County, S.C.

Spartanburg County, S.C.

United States Navy

Automatic

Linux International

Immedion

North Carolina Department
of Corrections

State of South Carolina

South Carolina Vocational
Rehabilitation Department

South Carolina Employee
Insurance Program

South Carolina Office of
Research & Statistics

Canonical

Red Hat

IBM

Hashrocket

National Center for Open Source
in Education

Oregon State University Open
Source Lab

Open Invention Network

SPAWAR

Consortium for Enterprise
Systems Management

Open Invention Network

Engine Yard

GitHub

MoodleRooms

LinuxFund.org

TM Floyd & Company

VC3



2011 Conference Planning Committee



- Dr. Michael Huhns** – Chair – *University of South Carolina Computer Science & Engineering Department*
- Khushru Tata** – CIO – *South Carolina Technical College System*
- Dr. Bob Brookshire** – Chair – *University of South Carolina Integrated Information Technology Department*
- Lonnie Emard** – Executive Director – *The Consortium for Enterprise Systems Management*
- Stuart Anderson** – Founder – *The Linux Standard Base*

- Todd Lewis** – Partner – *Palmetto Computer Labs*
- Mark Gunnels** – Senior Application Analyst – *Health Sciences South Carolina*
- David O'Berry** – Director of Information Technology Systems and Services – *The SC Dept. of Probation, Parole, and Pardon Services*
- Steve Benjamin** – Mayor – *Columbia, South Carolina*



Jon 'maddog' Hall of *Linux International* points out to business and government IT leaders that managers are blamed for failed projects - not for choosing open source software



Jeffrey Hammond of *Forrester Research* presents *Open Source by the Numbers* to the Executive CIO Forum



GitHub co-founder Chris Wanstrath addresses the POSSCON developer audience



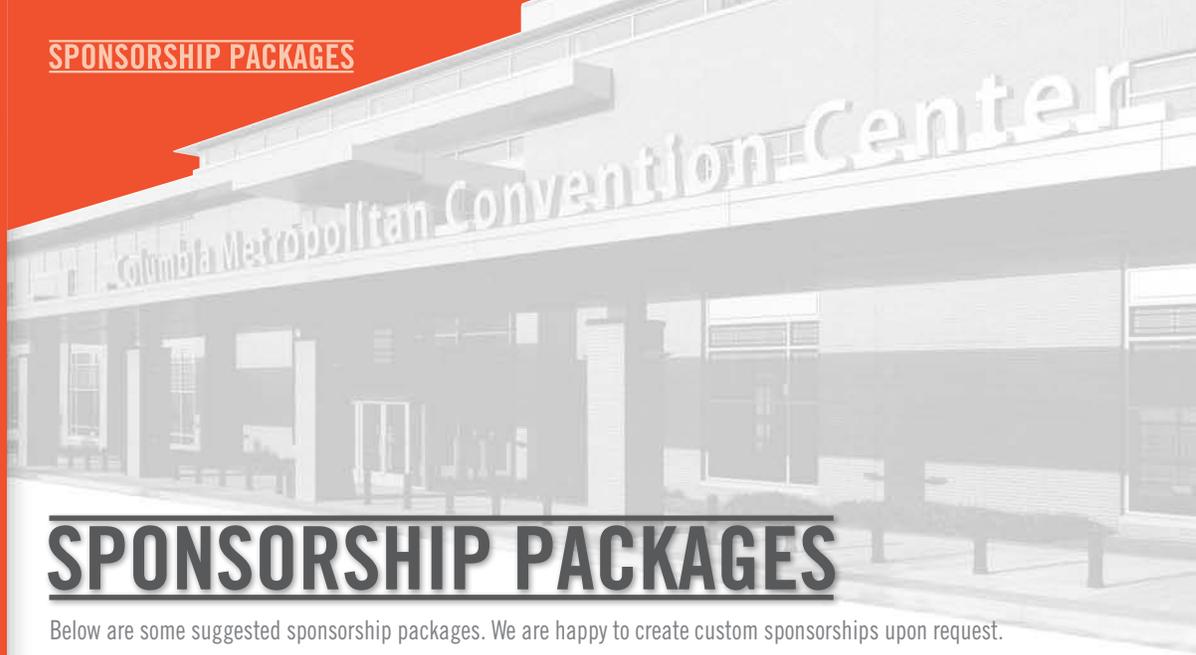
Bryant Patten, Executive Director for the *National Center for Open Source in Education*, talks to educators and administrators about the 12 most used open source tools in the classroom

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SPONSORSHIP PACKAGES



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Below are some suggested sponsorship packages. We are happy to create custom sponsorships upon request.

Presenting Sponsor

The **Consortium for Enterprise Systems Management** is a collaboration of companies, colleges and universities, and community groups that share a mission:



Increase the number of people in the talent pipeline. The goals of the Consortium

are to teach IT, enable IT, grow IT and promote IT. The Consortium aims to provide a hub of intense activity aimed at promoting opportunities, nurturing professional development, cultivating relationships, inspiring innovation and celebrating success in IT. Founding partners are **BlueCross BlueShield of South Carolina, the University of South Carolina and IBM.**

Diamond Sponsor – \$15,000 (Three available)

- Sponsor meals and snacks for one day, including breakfast, midmorning and afternoon snacks and lunch; company name and logo would be on signage and napkins
- Company name and logo prominently displayed on POSSCON promotional materials
- Two-pages in POSSCON program, to be in all conference bags
- One booth in high-traffic area
- 15 registrations

Platinum Sponsor – \$10,000 (Two available)

- Sponsor **executive forum**, which will include company name and logo in the program, on the schedule and projected onto screen during the forum OR **Wednesday evening reception**, which will include heavy hors d'oeuvres and an open bar with beer and wine. Company name and logo will appear on signage and napkins during the reception.
- Company name and logo displayed in POSSCON promotional materials
- One-page advertisement in POSSCON program, to be in all conference bags
- One booth in high-traffic area
- 10 registrations

Gold Sponsor – \$5,000 (Three available)

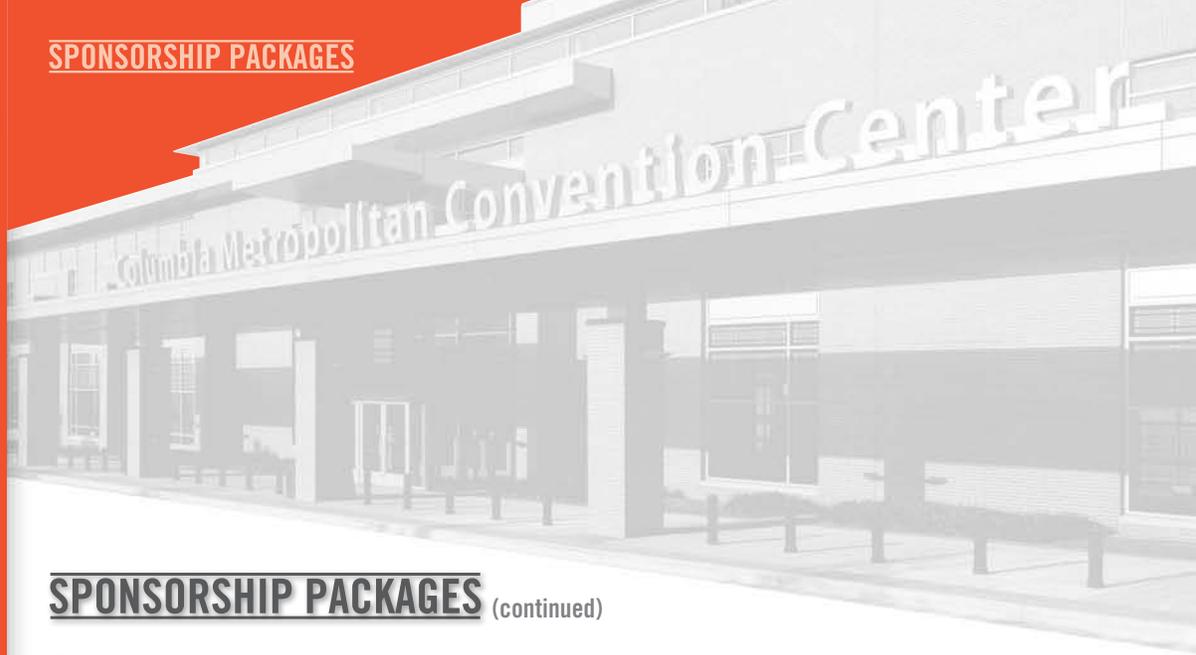
- Sponsor the **speaker's lounge, internet cafe, job board or photo booth**. Will include company name and logo on signage on the door and inside the rooms or on the job board.
- Company name and logo displayed in POSSCON promotional materials
- One half-page advertisement in POSSCON program, to be in all conference bags
- One booth
- 5 registrations

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SPONSORSHIP PACKAGES (continued)

Silver Sponsor – \$2,500 (Seven available)

- Sponsor one of the following items:
 - Daily schedule
 - Conference bags
 - Lanyards and name tags
 - T-shirt
 - Happy hour at a local bar Thursday night, company name and logo will be printed on tickets or coasters
 - VIP dinner Tuesday or Wednesday night at a local restaurant, with name and logo printed on napkins
- Company name and logo displayed in POSSCON promotional materials
- One quarter-page advertisement in POSSCON program, to be in all conference bags
- One booth
- 3 registrations

Bronze Sponsor – \$1,500 (Three available)

- Sponsor one of the following:
 - Coupon for discounts at nearby restaurants and bars
 - Power supply with signage on select seating with power
 - Welcome bag in hotel rooms for out-of-town guests with company name and logo printed on welcome card
- Company name and logo displayed in POSSCON promotional materials
- One quarter-page advertisement in POSSCON program, to be in all conference bags
- One booth
- 2 registrations

Education Sponsor – (see details below)

- Sponsor student to attend and eat for free \$75/student for all three days of the conference or \$500 for 10 students or \$1,000 for 20 students
- Sponsor name listed on website and in program

Booth – \$500

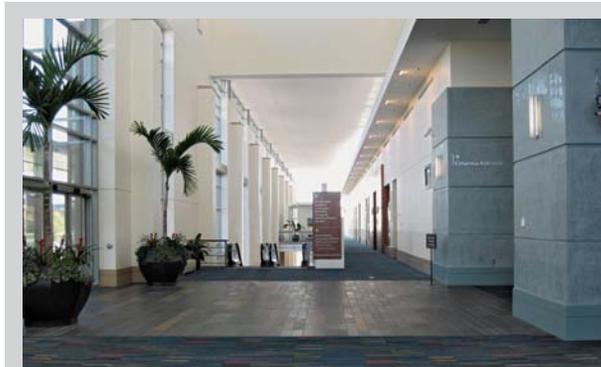
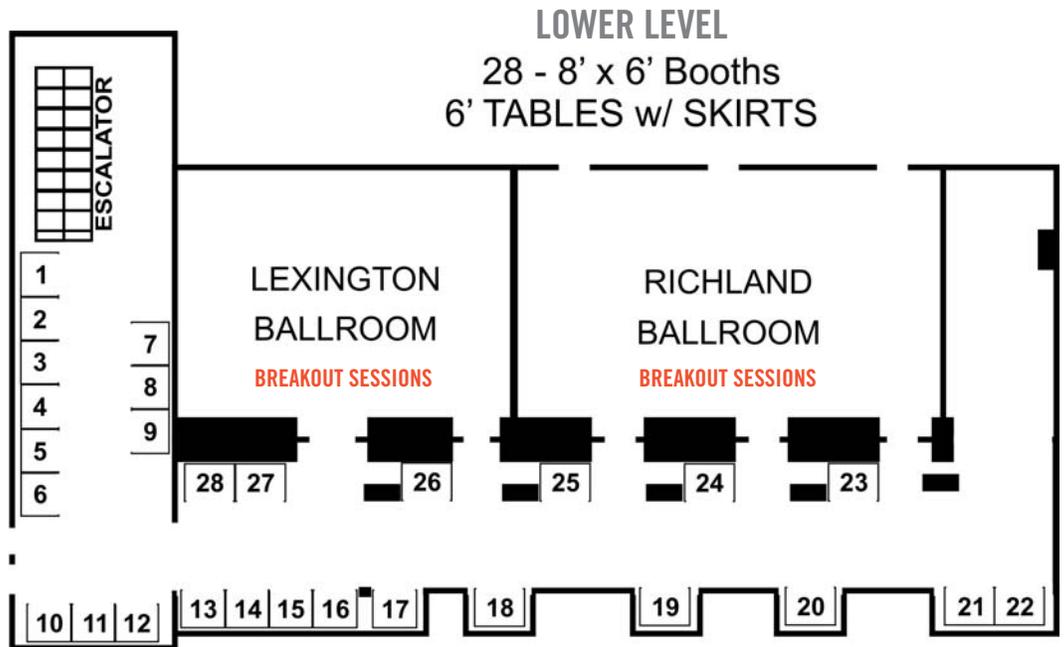
- One booth (power and computer access is separate)
- Company name on website and in program
- 1 registration

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Floor and Booth Layout



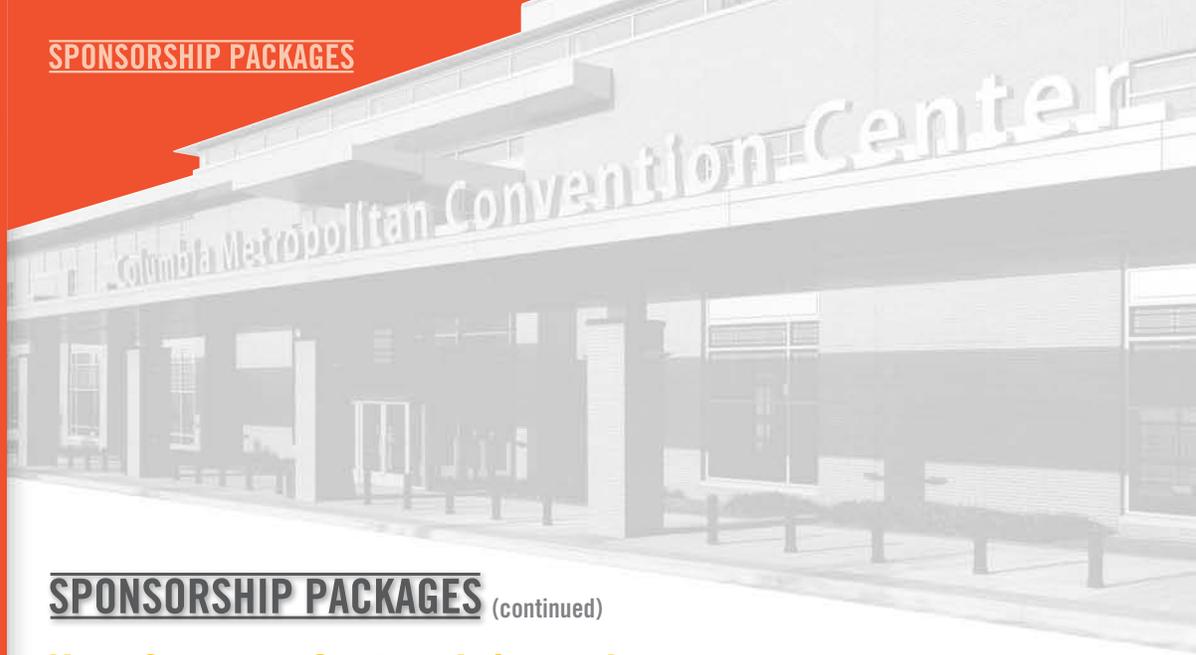
Columbia Metropolitan Convention Center's spacious hallways and functional ballrooms will provide the setting for POSSCON 2011.

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SPONSORSHIP PACKAGES (continued)

Your Company Contact Information (Please complete form below and return)

Contact Name _____ Company Name _____
 Street Address _____
 City, State _____ Zip Code _____
 Phone Number _____ Fax Number _____
 E-mail Address _____ Web Site Address _____
 Contact Person _____ Other Contact Info _____

Representative Names for Badges (If needed, attach separate blank sheet with more names)

Name 1 _____ E-mail Address _____
 Name 2 _____ E-mail Address _____
 Name 3 _____ E-mail Address _____
 Name 4 _____ E-mail Address _____
 Name 5 _____ E-mail Address _____

Booth Selections (Refer to previous page for booth layout diagram)

Booth choice #1 _____ Booth Choice #2 _____
 Booth choice #3 _____ Booth Choice #4 _____

Payment Information (Checks are payable to the Consortium for Enterprise Systems Management or CESM, which is a nonprofit organized through the South Carolina Research Foundation.)

Select your sponsorship type:

- Platinum** (\$15,000) **Diamond** (\$10,000) **Gold** (\$5,000) **Silver** (\$2,500)
 Bronze (\$1,500) **Education** (\$500/\$1000) **Booth** (\$500)

Payment options:

- Check Enclosed** \$ _____
 OR
 Credit Card (name) _____

Number: _____

Expiration: _____ CID# _____

Signature: _____

CESM Tax I.D. Number 57-0967350

**Mail or Fax Your Signed
Exhibitor Packet to:**

Consortium for Enterprise
Systems Management
Attn: Shelley Young
I-20 at Alpine Road
AA-G93
Columbia, SC 29219
Phone (803) 264-6550
Fax (803) 870-8669
e-mail shelley.young@gocesm.org

**For Further Information
or Questions Contact:**

Todd Lewis
Chair, POSSCON 2010
Partner, Palmetto Computer Labs
Phone
(803) 240-1213
e-mail
Todd@palmettocomputerlabs.com

For more information,
visit www.POSSCON.org, or
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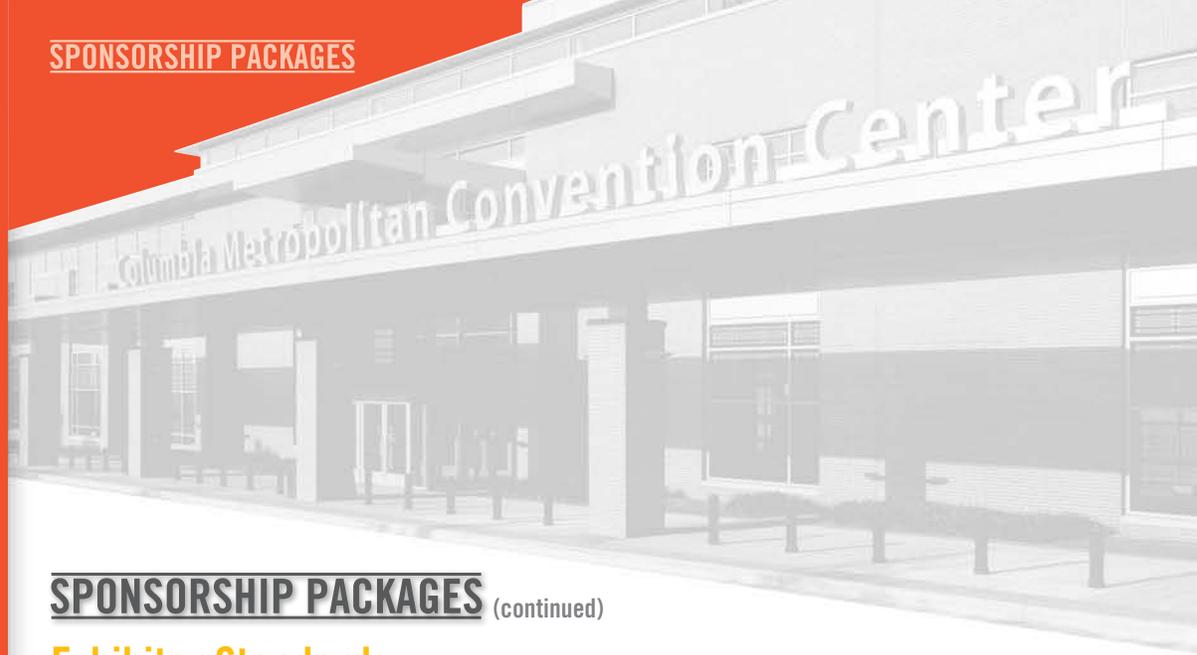
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Exhibitor Standards

1. Exhibitor displays should not obstruct the view of neighboring exhibitors. If the exhibitor blocks the view of other exhibitors, the exhibitor will be asked to remove the display.
2. Distribution of literature or business cards in the exhibit hall by individuals who have not registered as an exhibitor is strictly prohibited. Any individual found to be participating in such an activity will be asked to leave the exhibit area. Any materials being distributed by any individual other than registered exhibitors must be approved.
3. Unethical or inappropriate conduct towards other exhibitors, convention center employees, conference guests or any infraction of rules on the part of the exhibitor are subject to dismissal from the conference.
4. Subletting booths is not permitted.
5. Payment is due upon receipt.

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