



OpenStack Day Policy and Guidelines Document

Event Name: OpenStack Day _____ (enter the name e.g. OpenStack Day Taiwan)

Event Location (City, State, Country): _____

Event Date(s): _____

We (your full names) _____,
and _____, understand and agree to the following:

- We are the main organizers and points of contact for the OpenStack Day Community event referenced above.
- The purpose of the event must be to educate and inform, NOT to sell products or services.
- Please review the [OpenStack Day website](#). This website contains important information about hosting an OpenStack Day event.
- The intent of the event is NOT to generate a profit. Sponsorships are allowed, but only to cover hard costs of producing the event. Any profit generated from the event is expected to be invested in future OpenStack community events or activities.
- Attendees may be charged a registration fee but the amount must be minimal; less than \$100 USD is strongly recommended. Consider offering special pricing such as early bird registration, diversity and scholarship promotional pricing.
- A minimum of two sponsor companies is required before any event promotion or planning can begin or Foundation financial support can be requested; a minimum of four sponsoring companies for the event overall is highly encouraged. Please provide the following information:
 - **Sponsor Company #1 Name:**
 - Contact Name:
 - Contact Email
 - **Sponsor Company #2 Name:**
 - Contact Name:
 - Contact Email:
 - **Sponsor Company #3 Name:**
 - Contact Name:
 - Contact Email:

- Equal opportunity for sponsorship is required, including competitors of the organizing company. When the number of sponsorships is limited, a best practice is to publish a sponsorship prospectus online on a date known in advance with sponsorships filled on a "first to sign" basis.
- The event should be published and attendance should be completely open to the public, the only restrictions being venue capacity.
- The attendee list may NOT be used for commercial or marketing purposes, only community-building activities, such as sharing event updates or scheduling future meetups. The list will not be shared with third parties who are not directly involved in organizing the event. Please review [OpenStack's Privacy Policy](#) Statement. We recommend you add the following statement to your registration page:

"Personal information gathered by the OpenStack Foundation is handled in accordance with the Foundation's Privacy Policy and is used for internal purposes only. The OpenStack Privacy Policy is available at <http://www.openstack.org/privacy>."

- In order for the Foundation to gather demographic information, we are asking that you add the following question to your registration page. Please include the responses to this survey question to the Foundation when you send in your final registration list.

What is your current Organizational Role at your company? (please check one):

- Business Development / Sales / Marketing
- CEO / Executive Leadership
- CIO / CTO / IT Manager
- Cloud Application Developer
- Cloud Architect
- Engineer
- OpenStack User / Operator
- Operations / SysAdmin
- Product Management
- Product Strategy
- Upstream Developer
- Other, please specify

- OpenStack Day Advisory Committee: In order to demonstrate that this is a community event, you are strongly encouraged to create an advisory committee that consists of at least 4 people from 4 different companies or organizations.
- OpenStack Days Registration List: Please add Events@openstack.org as an administrator for any tools used to organize the event, such as Meetup.com, Eventbrite, etc. so that the OpenStack team can stay informed of all community events, help the organizers when needed, and provide the Foundation with easy access to your registration list. Your registration list should include the attendee name, email, title and company name in addition to the responses to the demographic survey question requested above.
- Due to the twice annual OpenStack Conference & Design Summit, the term "Summit" may NOT be used in this event's title or description in order to avoid confusion.

- Press Release policy: If you are planning to issue a press release about your OpenStack Day event, the Foundation requires that you submit your press release at least 5 business days before the target release date for final review and approval. Please submit your Press Release review request to events@openstack.org
- OpenStack Day Branding: For legal and trademark reasons, the event must use the OpenStack Day brand properly. All event promotions must say: OpenStack Day(s) XXX, where the XXX is the location of your event. It is not acceptable to say OpenStack XXX Day or XXX OpenStack Day. In some cases we have approved the following format: OpenStack Day XXX – Technology or Audience specific, such as Enterprise or Government. Please review and adhere to their branding guidelines described at <http://openstack.org/brand/>. Direct all brand and logo usage questions to logo@openstack.org.
- Once event-specific branding assets and logos are distributed, you are expected to use them across all event related printed / digital / social materials and web properties.
- A website must be created that includes the event information, link to the registration page, and a link to the organizer and sponsor pages. Please submit your URL request to events@openstack.org for Foundation review and approval before you register for a new domain name.
 - **Event Website URL:**
- If all of the above requirements are met, you are eligible to receive a contribution of \$5,000 USD from the Foundation. It is the event organizer’s responsibility to send an invoice to events@openstack.org no later than thirty days from the start date of the event, which will be paid within 30-45 days after receipt. These funds must be applied to the hard costs of your event (e.g. hotel deposit, venue deposit, catering deposit, etc). A sample invoice template is available if needed.

Accepted and Agreed:

Signature: _____
 Printed Name: _____
 Email: _____
 Date: _____

Signature: _____
 Printed Name: _____
 Email: _____
 Date: _____

Signature: _____
 Printed Name: _____
 Email: _____
 Date: _____