



## ArabNet Digital Summit 2012 – Ubuntu-Arabic

### Community Partnership Package

The ArabNet Digital Summit 2012 will take place on March 27-31, and will be a 5-day festival of digital, attracting more than 1500 participants. The Summit will include:

- Developer Days, 27-28 March: One and half days dedicated to developers and technical subjects featuring talks, in-depth tutorials and competitions.
- Industry Day, 28 March: Exploring the digital revolution in healthcare, education, travel, and banking
- Forum Days, 29-30 March: The apex of the Summit and the largest gathering of digital leaders in the region, covering the latest trends in web & mobile and featuring pitches by some of the region's top entrepreneurs
- Community Day, 31 March: Free and open to the public, to explore how web and mobile are transforming all aspects of daily life

The summit will feature curated partners programs where ArabNet Sponsors and Partners can organize their own activities on the sidelines of the formal program.

It gives us pleasure to invite Ubuntu – Arabic communities, to join us as a Community Partner for the ArabNet Digital Summit 2012.

As a Community Partner, Ubuntu-Arabic will receive the following:

- Ubuntu-Arabic logo will be placed on the backdrop of the Developers Days, which will be the background of the 2-days event.
- Logo and a quarter page overview of Ubuntu-Arabic will be placed in the partners section of the Developer Days event booklet
- Ubuntu-Arabic logo will appear on the back cover of the Developer Days event booklet
- Ubuntu-Arabic logo will be placed on the ArabNet Digital Summit 2012 event homepage, with a link to its website
- Each Ubuntu-Arabic local community partner will receive two complementary delegate passes to the Developer Days.
- Ubuntu-Arabic may place one rollup banner in the partners area at the ArabNet Digital Summit 2012 event
- Ubuntu-Arabic logo will appear on the Developer Day conference posters that will be displayed in key places in Beirut and other cities in the region



- Developer group participation of more than 5 from Ubuntu-Arabic will receive 10% discount on their relevant fee category (excluding the student's rate).

In return, Ubuntu - Arabic will help promote ArabNet Digital Summit 2012 to the tech / developers community to the best of its ability, including but not limited to:

- Send three email shots to Ubuntu - Arabic local mailing list. (ArabNet will provide the mail text and dates of dissemination)
- Disseminating ArabNet press releases to local medias
- Put up ArabNet posters and distribute flyers in key places areas
- Include ArabNet Digital Summit 2012 on Ubuntu-Arabic events calendars
- A brief introduction about the ArabNet Digital Summit 2012 in gathering and meetup events organized by Ubuntu - Arabic when applicable
- Place an ArabNet banner on Ubuntu website with a link to the ArabNet Digital Summit 2012
- Post 2 news articles: a pre-event article introducing ArabNet and the Ideathon & Startup Demo competitions and a post article about the Developer Days wrap up.
- Circulate the “How to Apply to the Ideathon and Startup Demo” presentations to your members and Developers data list
- Post, share, like, retweet about the ArabNet Digital Summit 2012 through Facebook page and Twitter once a week till mid February and twice a week till the end of March
- Post a blog release encouraging the Ubuntu – Arabic members to attend the Developer Days one month prior to the event
- Post about the activities taking place during the Developer Days through the Ubuntu – Arabic forums.