



Okinawa Open Days
2017
December 4 - 7

Hosted by
Okinawa Open Laboratory



Sponsorship Guide



Introduction

Okinawa Open Laboratory will host Okinawa Open Days 2017 at Okinawa Jichikaikan from December 4th to 7th.

The topic for this year's Okinawa Open Days will be "the concentration of world-changing open technology and ideas." We look forward to your participation.

— — —Okinawa Open Days 2017 Opening Speech— — —

ICT infrastructure technology has been experiencing a steady trend in favor of open-source development and software. In a variety of areas, this phenomenon has been exerting an effect on technology and business, as well as on service users and providers/operators. Furthermore, the scope of applications has been expanding to new use cases such as IoT. Change is happening daily.

SDN/NFV and cloud computing, which are advanced forms of ICT infrastructure technology, have garnered attention for their steady development and growth as well as their real-world business applications. Businesses have been accelerating their provision of solutions and development of products that are based on concrete uses of these technologies. A pure engineering approach to introducing these solutions and products is inadequate. In a growing number of cases, service providers and corporate users are making use of these advances that is effective in the true sense of the word. For example, they are already analyzing business processes and rules and adopting DevOps ideas to overhaul them.

In addition, development community members are collaborating and pooling their wisdom to implement technical innovations in SDN/NFV and cloud computer through the use of open-source software. There is a growing number of such cases demonstrating the advantages—in terms of the technology involved, human resources development, speed, costs and more—this approach has over the isolated efforts of a single company acting alone. I believe that good examples include how software like OpenStack have become de facto standards and spawned their own ecosystems. Okinawa Open Laboratory, a general incorporated association, was established as a research and development institution unlike any other in the world. Our mission has been to stay ahead of these trends to work on the fusion of SDN/NFV and cloud computing technologies, as well as their concrete implementation (use cases) and open-source development. We are in our fourth year. For the first three years we engaged in "technological development, test bed configuration and use, and human resource development and interaction," which yielded a certain degree of results. This year we are building upon what we accomplished in our first three years to take a leap forward and carry our work a step further.

As part of that work, we have been hosting Okinawa Open Days since 2013 as a singular international event where we completely fuse SDN/NFV with cloud computing technologies, and incorporate elements outside of engineering such as use cases and human resources development. And we are doing this while benefiting from the valuable assistance provided by executive committee members who are key persons active in the SDN/NFV and cloud computing community since 2013.

As a venue where we address "the concentration of world-changing open technology and ideas," this year's Okinawa Open Days will bring together participants with a variety of perspectives—technological development and business, users and providers/administrators, top engineers and students, Japan and other countries (particularly in Asia)—along with representatives from other fields, in a way that no other international event can. We are offering a venue for more intimate speeches and discussion.

I hope this setting here at Okinawa Open Days 2017 will assist the participants in utilizing and conducting research and development on open technologies like SDN/NFV and cloud computing, as well as in formulating policies and ideas for rolling out these technologies internationally. I would like to express my sincere gratitude for your participation in this event.

----- Okinawa Open Days 2017 Theme -----

Okinawa Open Days 2017 is an international conference that provides a venue for sharing information from Okinawa and for exchanging ideas on the topic of "the concentration of world-changing open technology and ideas." The program for this event has been organized as detailed below.

1. Discussion on the latest use cases and their supporting technology

ICT is extending a greater influence on society and industry. In addition to information presented in Service Design Study Groups (SDSGs), an activity organized by Okinawa Open Laboratory to discover and share use cases, participants will listen to speakers offering differing perspectives on the scope of application for new ICT infrastructure technologies such as FINTEC, IoT and AI. One point of view will be from users who raise issues, and the other shall be from engineers who solve them (with a particular focus on SDN/NFV and cloud computing). Participants will then engage in discussion.

2. Introduction to the latest trends and technical applications of open-source platforms

Participants will receive an introduction to the latest open-source platform technologies, including OpenStack, OPNFV and container metafile formats. In addition to learning about engineering trends, attendees will hear about cases in which business processes and rules have been overhauled by introducing these kinds of open-source platforms.

3. Introduction to Okinawa Open Laboratory's initiatives

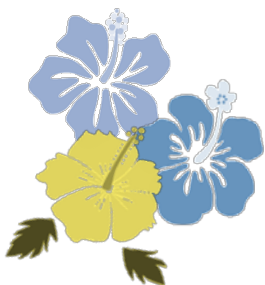
Okinawa Open Laboratory offers test beds for developing open technologies. This session will present detailed information on and examples of what can be done by setting up and utilizing these test bed environments. Participants will also learn how the Lab is adopting a DevOps approach to everything from development to operation. They will also hear about similar initiatives at other companies.

4. Presentation and discussion on local ICT policy

Today there are many cases in Okinawa Prefecture and elsewhere in Japan where people are actively utilizing ICT. In addition to local vitalization policies (such as special zones) and other policymaking, this session will introduce use cases of ingenious implementation in local communities. Furthermore, there will be interactive activities for participants, including an ideathon, to help us collect ideas on stimulating local communities that hit closer to home.

5. The current state of open technology initiatives outside Japan

Okinawa Open Laboratory takes advantage of its location as an Asian hub to deepen ties with other Asian countries like Taiwan and Malaysia. Open technology initiatives are very much thriving in Asian countries. This session will provide a closer look.



Yukio Ito, Chairman
Okinawa Open Laboratory



Event Outline

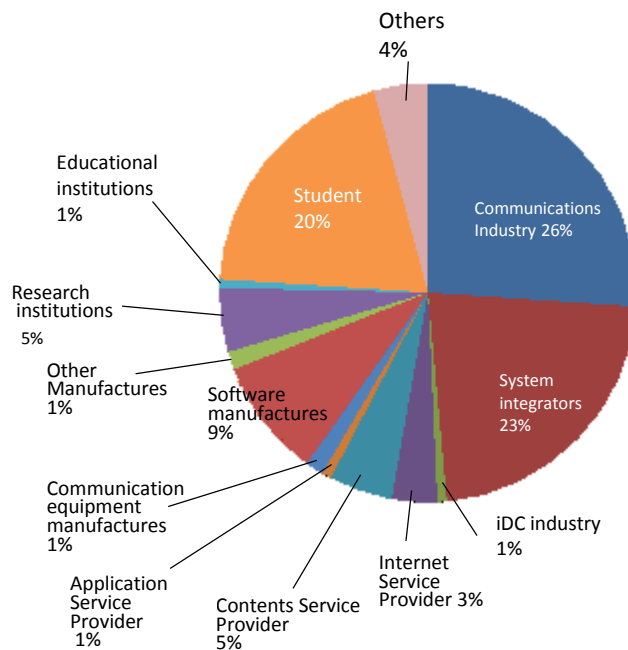
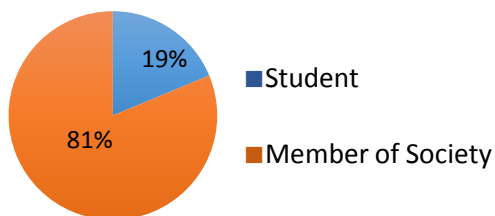
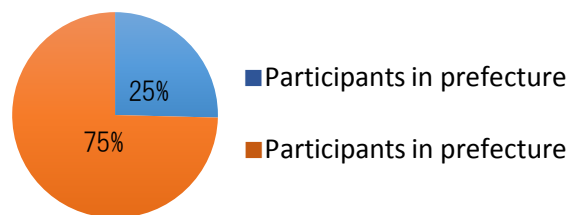
Okinawa Open Days 2017 (OOD2017)

Dates	:	December 4 th (Mon.)~7 th (Thu.) 2017
Venue	:	Okinawa Jichikaikan (116-37 Asahi-machi, Naha-shi, Okinawa-ken)
Host	:	Okinawa Open Laboratory A general incorporated association
No. of participants	:	Approx. 780 (The previous year's results)
Participation Fee	:	Free of charge (Prior Registration Required) Registration will open around late October (tentative)
Banquet	:	December 6 th (Wed.) 2017 (Prior Registration Required/the participation fee 7,000JPY)



	AM	PM	
12/4 (Mon.)		Hands-on	
12/5 (Tue.)	Program Competition		BoF & LT
	Forum		
12/6 (Wed.)	Conference		Banquet
	Exhibition		
	Openstack Ops Meetup		
12/7 (Thu.)	Conference		
	Exhibition		
	Special Session		

Participants	
The number of participants	780 ※Including officials from overseas 41
Participating countries / regions	Thailand(6)、USA(4)、Malaysia (2)、China(2)、Canada (1)、Israel (1)、Bangladesh(1)
Dec. 5	Container hands-on 22、ONOS hands on 23
Dec. 6	Forum 40、Program Contest 55、BoF 75
Dec. 7	General Track 235、VR Cloud Developer Conference 20、OpenStack Ops Meetup 45
Dec.8	General Track 215、White box switch user meeting 50



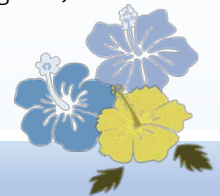
Sponsorship

Platinum Sponsor

(1,000,000JPY/per share, 100,000JPY discount for Local Companies in Okinawa)

【Benefit】

- One exhibit booth provided.
- Logo listed on OOD website (with link to your company website).
- Flyer distribution right to participants(A4 size, up to 2kind of flyers, several sheets).
- Exclusive use rights of a conference room on 4F for 90min.(session, seminar, meeting etc.)
- Logo listed at the main Hall.
- Complimentary invitation to a banquet (Dec. 6) for four guests to each company (regardless of the number of share).



Gold Sponsor

(600,000JPY/per share, 100,000JPY discount for Local Companies in Okinawa)

【Benefit】

- One exhibit booth provided.
- Logo listed on OOD website (with link to your company website).
- Flyer distribution right to participants(A4 size,1kind of flyer, several sheets)
- Complimentary invitation to a banquet(Dec. 6) for two guests to each company (regardless of the number of share).

Silver Sponsor

(400,000JPY/per share,100,000JPY discount for Local Companies in Okinawa)

【Benefit】

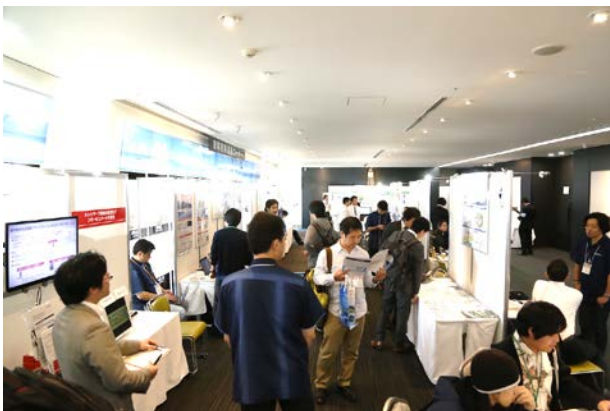
- One exhibit booth provided.
- Logo listed on OOD website (with link to your company website).
- Complimentary invitation to a banquet(Dec. 6) for One guests to each company (regardless of the number of share).

Bronze Sponsor

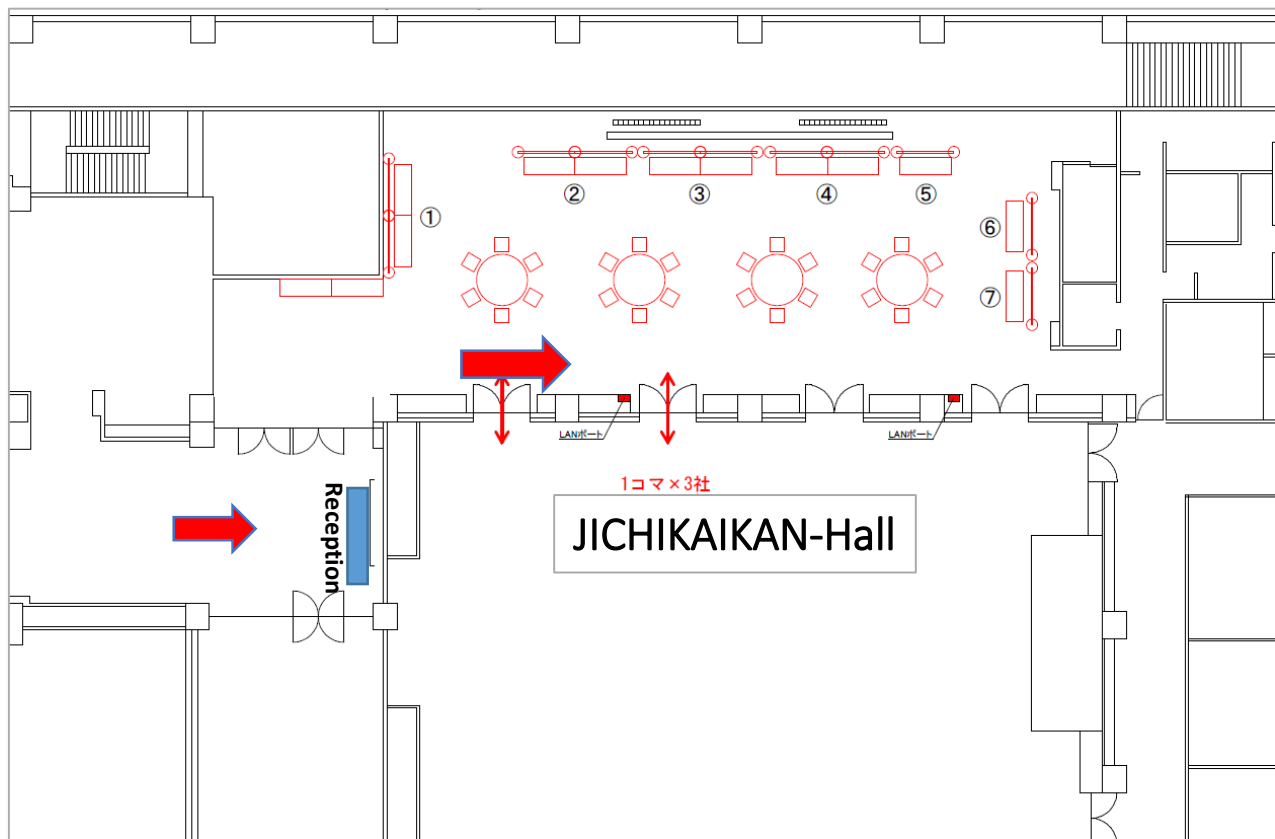
(200,000JPY/per share)

【Benefit】

- Logo listed on OOD website (with link to your company website).



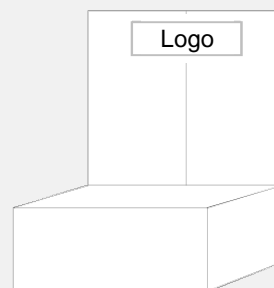
Exhibition Venue



*Due to the number of exhibitors, layout and the number of booths to change in accordance with a result.

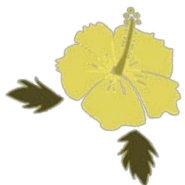
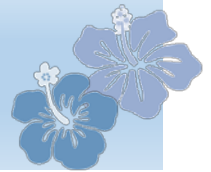
Exhibition Booth

Booths are being assigned in order of application date.
The booth locations to be announced.



Future Schedule (Tentative)

- Registration Open at the end of October.
- Deadline for Sponsorship Application 11/9
- Deadline for all Application/Order Form for Exhibit 11/16 (Tentative)
- Daily Schedule on site
 - 12/4 Hands-on
 - 12/5 Program Competition, BoF & LT, Forum
Booth set up
 - 12/6-7 Openstack Ops Meetup, Special Session
Exhibition



Application Deadline **9th November (Thu.)**

FAX : 03-6435-8790

email: okinawa_openlab@e-side.co.jp

Sponsorship Application

I submit my application below:



Company : _____

Department : _____

Name : _____

Address : 〒 _____

Tel : _____

Email (Contact person) : _____

URL : _____

- Platinum Sponsor (¥1,000,000/per share)
- Gold Sponsor (¥600,000/per share)
- Silver Sponsor (¥400,000/per share)
- Bronze Sponsor (¥200,000/per share)
- Discount for Local Companies in Okinawa
(- ¥100,000/per share, excluding Bronze Sponsor)

Sponsorship amount : ¥ _____

Do you wish to exhibit? Yes No



Okinawa Open Days 2017 Secretariat (c/o e-side, inc.)

Contact : Murayama, Okazaki, Arai

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email: okinawa_openlab@e-side.co.jp