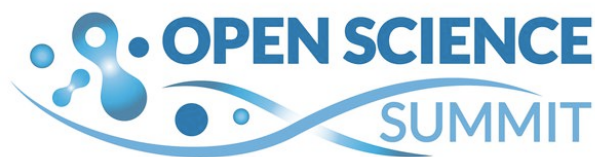


# 2011



## The Open Science Alliance

West Coast:  
860 Dalles Avenue  
Sunnyvale, CA 94087

East Coast:  
1621 Connecticut Ave. NW Suite 500  
Washington, DC 20009

tel 803.239.7960  
fax 202.332.2673

**Joseph Jackson**  
Founder, Chief Executive Officer  
[joseph@opensciencealliance.org](mailto:joseph@opensciencealliance.org)

**Khadijah Britton**  
Chief Communications Officer  
[khadijah@opensciencealliance.org](mailto:khadijah@opensciencealliance.org)

<http://opensciencesummit.com>

Dear Esteemed Colleague,

I am writing to announce the 2011 Open Science Summit, to be held October 22-23, 2011 at the Computer History Museum in Mountain View, CA. With 450 projected attendees, this year's Summit will be the largest interdisciplinary meeting of open science stakeholders, all gathered to foster efficient, results-driven research and promote world-changing investment. Its timely, creative and comprehensive agenda will feature over 80 speakers and over 50 total hours of in-depth, engaging presentations in three spaces. It will also be the home of the first-ever "Open Poster Session," where any attendee can present on research that is open science-based, and "Open Science Classroom," where local high school and college students will share their Summit experiences and freshly-learned knowledge with peers across the world.

I invite you and your peers to sponsor this second-ever congress of world open science advocates, sharing your company's commitment to open science.

Last year's Open Science Summit opened a dialogue around the breadth of projects that fall under the rubric "open science." This year's summit will mark the inauguration of the Open Science Alliance, a network of open science proponents from industry, academia, government and civil society. We hope you will join the alliance and add your valuable voice to the conversation.

The 2011 Summit is organized by Joseph Jackson, founder of Biocurious Labs, along with a team of dedicated volunteer staff, including me. Confirmed sponsors include Mendeley, AutoDesk, Science Commons, Biomed Central, Pharmaphorum and Knowledge Ecology International (KEI). Sponsors have the opportunity to demonstrate current projects, seek feedback from our distinguished attendees, present employment opportunities - one lucky sponsor will even introduce our keynote speaker (to be announced, soon). Please see full details in our sponsor packet, attached.

To date, confirmed speakers include:

- Misha Angrist (Duke/Personal Genome Project)
- Rade Drmanac (Co-founder, Complete Genomics)
- John Wilbanks (Science Commons/Creative Commons)
- Dr Jim Mckerrow (UCSF Chagas Disease research)
- Johanna Blakeley (USC Ready to Share)
- Alex Peake (Code Hero, Nano Hero with Greg Miller, former google.org)
- Akhsar Kharebov (Open Source robotics and hardware)
- Victoria Stodden (Columbia University, Reproducible Research Standard)
- David Koepsell (Who Owns You, new book on nanotech patents)
- Dave Toole (Skolr poster session publication capture, DigitalOcean project)
- Anton Geraschenko (Math Overflow)
- William Gunn (Mendeley)
- Thomas Sablinski (Transparency Life Sciences)
- Robert Meagle (Nanotechnologist)
- Matt Todd (Open Source chemistry for Schistosomiasis)
- Daniel Meinchen (Wikimedia and Open Science)
- Gerald Barnett (Open Source 3D printer, tech transfer)
- David Shayowitz (Sage/Open Drug Discovery/Clinical Trials)

Given your longstanding commitment to connecting the public with science, I see you as a natural partner and sponsor for our event. Please see our suggested opportunities and be in touch to discuss customizing a sponsorship package that will suit your needs.

Sincerely,

Khadijah M. Britton.

# Open Up

# The 2011



## SPONSOR PROSPECTUS

Open Science: using distributed innovation to address society's pressing challenges.



### Our Staff

**Joseph Jackson**  
Founder, CEO

**Khadijah M. Britton**  
Chief Communications Officer

**Matt Senate**  
Operations Coordinator

People across the world are working to improve science research by opening up:

- Sharing data
- Making publications available
- Providing access to lab space
- Collaborating across industry, academia & society

Yet, never, until the Open Science Summit, has anyone brought together all of these groups to maximize the efficiency of their efforts. Last year's inaugural event saw over 300 attendees and nationwide media impact. This year, we take open science global and year-round, with the launch of the Open Science Alliance.

Major shifts have driven the rise of the Open Science movement:

#### Computing Speed

Today's computers can process, analyze and compare massive data sets.

#### Social Networking

The culture of science is shifting from the isolation of the bench to a networked community.

#### Knowledge-Driven Demand

The public expects scientific research to provide meaningful results.

The Open Science movement includes everyone from citizen scientists to academic researchers to pharmaceutical companies. For all their differences, these groups share one ambition:

To make scientific research more *public, sharable and scalable.*

For the first time ever, we are bringing these groups together not only at a Summit, but as an Alliance. The Open Science Alliance.

**Open Science =  
Open Opportunity.  
Let's Open Up.**

## Driving the Open Science Agenda in 2012

2012 plans for the Open Science Alliance include:

- Open science hack-athon developing next wave of answers to our hardest problems
- Open publication prize for researchers that collaborate creatively across institutions
- Online community portal for open science advocates to continue the conversation

## Sponsors at Any Level Receive:

-Mention and thanks in all related media, including website, program and welcome email

-One ticket to attend the Summit

-“Why We Believe in Open Science” message to attendees in our inter-presentation slideshow

-Your brand associated with the most vibrant, innovative community in science

-Networking assistance

## Feynman

### \$5,000

Lead the class. Literally. Sponsors at this level, lead a break-out session on how your work propels open science. Seven available.

## Give

Your agency can send all the swag you want for our welcome packet to get the word out.

## Be Seen

Place your logo on our sponsor list and bring three more colleagues.

## Darwin

### \$10,000

Take open innovation to the people. Your \$10K contribution will sponsor local students to attend, learn and share. Five available.

## Deliver

Your agency can sponsor breakfast, coffee, wifi access or cocktails and get front and center with attendees.

## Impact

Place your banner advertisement or video on our site & bring 5 guests.

## Curie

### \$25,000

Engage in open research. Support a mini-hackathon to develop better data-sharing methods. Four available.

## Connect

Your agency will announce an open science-related initiative at an OSA branded break-out, lunch session or dinner.

## Engage

Share your message before a keynote speaker and bring 6 people.

## Einstein

### \$50,000

Take science into the future. Your contribution will sponsor the Open Science Alliance's first stakeholder meeting. Three available.

## Lead

Your agency will sponsor our inaugural dinner celebrating the launch of the Open Science Alliance and give a welcome speech.

## Inspire

Share your message at the Open Science Alliance dinner and bring a table of 8.



**Ready to open up?**

**Contact Us:**

THE OPEN SCIENCE ALLIANCE

WEST COAST:  
860 DALLES AVENUE  
SUNNYVALE, CA  
94087

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[HTTP://  
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## Our Venue



In the heart of Silicon Valley, the Computer History Museum recently unveiled a 21st century makeover, with more than double the exhibition space and a vast new digital platform.

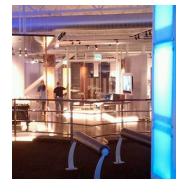
## Benefits Include:

- Three conference rooms
- Full digital projection
- Wifi for attendees
- Beautiful walking grounds
- Plentiful parking



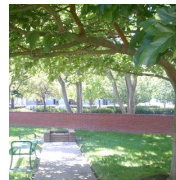
## Tables Include:

- Signage
- Banner space
- Outlets and wifi



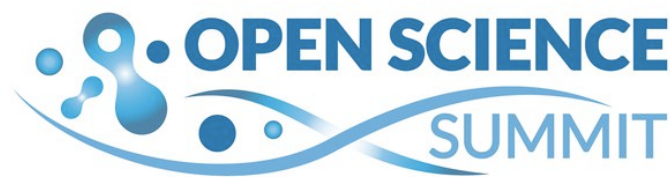
## Events Include:

- Fine dining
- Full waitstaff
- Table placards
- California wine and beers



# 2011

# The 2011



## Additional Sponsorship Opportunities

### Engagement Tracks—\$5,000 per Track

(3 available)

The Open Science Summit unites the best of academia, industry and the community to increase collaboration and prominence for the laboratory science and technology community. Conference presentations are organized within key engagement tracks that address timely and important issues. Engagement Track sponsors have their company logo placed on track signage and Schedule-At-A-Glance signage in the registration area. In addition, sponsors may distribute company literature one time in the track session room. The three tracks are: Defining Open Science, Becoming an Open Science Advocate and Establishing the Open Science Alliance.

### Daily Refreshment Breaks—\$5,000 for each day

(4 available)

As participants regroup in between sessions and other conference events, refreshments are served in the downstairs lobby. Sponsor logos are placed on highly trafficked break table signage, table tents, and napkins. Company literature may be distributed as well.

### Career Connections—\$5,000 Investment

The 2011 Open Science Summit offers a unique opportunity for companies to reach out and recruit the world's most innovative scientific talent: members of the Open Science Alliance. Companies may participate in many different ways in this fully functional (yet discreet) career center, available as a benefit to members of the Open Science Alliance.

Benefits include:

- Company logo on Open Science Alliance Careers signage and in all pre-event marketing
- Logo placement and link on the Open Science Alliance Careers web page
- Unlimited job postings in the Careers center during the conference and online on the Open Science Alliance Careers web page
- Resume database access until October 2012
- Exclusive use of a private interview area to conduct unlimited interviews during Open Science Summit hours

### Student Program—\$5,000 Investment

Exclusive sponsorship of the Open Science Young Advocates' Program at the Open Science Summit includes:

- Logo on all pre-event e-mails and on-site flyers sent to students, post docs, junior faculty and early career professionals
- Logo recognition on the Open Science Alliance site
- Exclusive sponsorship of the Open Science Summit's Advocacy Training Course, presented by the Open Science Alliance and offered free of charge to all student participants
- Logo recognition on all student presentation slides
- One-time use of student list after the conference
- Exclusive sponsorship of the Open Science Young Advocates' Mixer (social gathering) including signage and table tents, on Saturday night for Students and Early Career Professionals.

### 2nd Floor Signage—\$4,000 Investment

(4 available)

Your company's logo is prominently included on high impact, double-sided 8' wide X 4' high signs that hang in the hallways between the Session Rooms and Keynote Ballroom. One sign per sponsor. Only four sponsorships available.

### Standing Sign Board—\$3,000 Investment

(5 available)

Your advertisement is prominently included on freestanding, double-sided signboards that measure 8' high and 3' wide, and are placed in high traffic areas throughout the convention center. One sign per sponsor. Only five sponsorships available.

### Conference Bag Insert—\$3,000 Investment

(Unlimited number available)

Include a promotional flier from your company in the conference bags that all participants receive at registration.

### Banner Advertisement in the all-new Open Science Alliance Update—\$1,000 Investment (per month)

Your horizontal banner advertisement tops the homepage of the Open Science Alliance's Update, OSA's new online magazine that presents in-depth feature stories about open science initiatives online.

more ways to  
open up

# Open the Door

# to Innovation.

Contact Khadijah M. Britton  
for more ways to engage  
Open Science Alliance  
members, year-round.  
617-997-3394.