Plone

"And so, in being monumental, and also comfortable, efficient and intimate. It is, at the same time, shed and concise, bucolic and urban, lyrical and functional... Brasilia, the aerial and terrestrial capital, an urban park. A centuries-old dream of the patriarch."

Lucio Costa

Report of Brasilia's Pilot Plan

The PloneGov-BR Community is honored to be able to submit a proposal to host the Plone Conference 2013 in Brasilia, Brazil. It will be a great opportunity to bring this event to the Southern Hemisphere for the first time. Many key sectors of the Brazilian Government are ready to support us. The conference will take place from October 2nd to 4th, with training sessions happening on September 30th and October 1st and Sprints on October 5th and 6th. From October 8th to 11th we would like to invite you to Caipirinha Sprint, a unique moment with the Plone community members and their families in the beautiful beach town of João Pessoa. A second sprint, this time by the famous brazilian coastline.

Brasilia is the capital of Brazil and was planned and built to be the seat of Government and the Powers of the Republic. The city holds the title of a World's Cultural Heritage, by UNESCO. This is due to the relevance of Lucio Costa's urban plan, Oscar Niemeyer's architecture and Burle Marx's landscaping. The Pilot Plan is not only the design of a city. It is more than that, it represents a conception of life, translated by Lucio Costa into four distinct scales that organize Brasilia by sectors, in order to create different relationships between humans and urban spaces. With these valuable attributes, the Capital of all Brazilians instills pride in its residents and visitors, as well as the need to preserve this world heritage site for future generations.

The capital, with a population of over two million and a half inhabitants, receives thousands of people each year, with all sorts of interests: political, professional, religious or touristic. A large infrastructure has matured over the years to welcome visitors: hotels, conference centers, stadiums, cultural venues, shopping malls, bars, restaurants, entertainment centers and more.

![Plone logo]

We – the PloneGov-BR Community – hope to provide the attendees an enjoyable and convenient stay.

The Organizers

The PloneGov-BR Community received the Plone Awards during the Plone Conference 2012 and we are very excited to make an amazing event to all.

The organizing team is composed of many active community members, like:
- **André Nogueira**, Co-Founder of Simples Consultoria and Plone Foundation Member
- **Cintia Cinquini**, from the IT Department of the Brazilian Presidency
- **Clayton Sousa**, from the Chamber of Deputies and Plone core developer
- **Fábio Surrage**, from the Chamber of Deputies and Plone core developer
- **Giuseppe Romagnoli**, from SERPRO, Big Kahuna of PyCon Brazil 2008 and Plone Foundation Member
- **Jean Ferri**, from Interlegis, Big Kahuna of PyCon Brazil 2006 and Plone Foundation Member
- **João Henrique Gouveia**, from Interlegis and Plone core developer
- **Márcio Mazza**, from Interlegis and member of Plone Framework Team
- **Paulo Pastore**, from SERPRO
- **Rafahela Bazzanella**, from the Chamber of Deputies and Plone core developer
- **Rodrigo Castardo**, Technical Vice President of Liberiun
- **Tânia Andrea**, Director of APyB (Brazilian Python Association), next Big Kahuna of PythonBrasil[9] and Plone core developer

Some of our recent accomplishments:
- The last World Plone Day received more than 100 attendees in Brasilia alone, besides events in six more cities in the country
- Many Plone presentations took place in different public organizations, like Interlegis, the Presidency of the Republic and SERPRO

- Brasilia hosted the Plone Symposium South America 2012, with more than 200 attendees from Brazil, Argentina, Slovenia, United States, Mexico and Venezuela
- As part of the Symposium, the Caipirinha Sprint counted 25 attendees, 18 of which became new Plone core developers

PloneGov-BR

This community lists more than 200 members, among public employees e independent professionals and enterprises that provide government services. It is a regional version of the PloneGov initiative and exists in Brazil since july 2009.

It was created with the mission of broadening and strengthening the use of Plone in the Brazilian Government, and seeks to unite efforts for the solution of problems and challenges related to the use of Plone in e-government applications. The community fosters communication, exchange of experiences, the use of best practices and encourages the collaborative development of open source software through source code sharing in the government.

APyB (Associação Python Brasil)

A non-profit organization formed in 2007 as an initiative of the members of the brazilian local community to promote Python and related technologies.

So far, APyB has been a major force behind the growth of Python within brazilian organizations by funding Python evangelism, promoting local meetups, sponsoring events and organizing PythonBrasil — Brazil's PyCon.

APyB will provide PloneGov-BR community financial and legal support in Brazil to organize Plone Conference 2013.

Brazil

Brazil, the largest country in Latin America and the fifth most populous in the world, has 190.7 million inhabitants. By strong immigration, it is a land of multiple cultures and ethnic global influences. It borders almost all other South American countries, and has a beautiful east coast bathed by the Atlantic Ocean.

Why Brazil

Brazil plays an active role in the Plone Community since its earliest days, with many great success cases and a thriving local community. After the great success of the previous editions of Plone Symposium South America, it is a natural next step to invite the whole Plone Community for its first Conference in the Southern Hemisphere.

For us, hosting Plone Conference 2013 in Brazil is an opportunity to achieve some goals:
- Introduce the Plone community to our local Plone developers
- Strengthen Plone position as the de-facto standard for Brazilian Government portals
- Bring our large Plone users closer to the people that maintain Plone
- Be inclusive. Also be appealing to users, sysadmins and managers
- Offer Plone Community members and their families an excuse to visit Brazil

Also, PloneGov-BR was selected as the organizer of PythonBrasil[9], the next edition of the Brazilian Python Conference. Along the lines of Plone Symposium South America 2011, hosted together with PythonBrasil[7], we intend to host both conferences side-by-side. This arrangement aims to:
- Introduce Plone to a broader audience
- Lower operational costs for both events
- Offer better sponsorship packages
- Double the fun

PythonBrasil[7] and Plone Symposium South America 2011 Attendees

Plone Foundation

As we recognize that Plone Conference revenue is a main source of income to the Plone Foundation, we will pay USD 15,000 in order to organize the Conference.

One last thing ...

The brazilian Plone community is very grateful to APyB and we will donate all Conference's profit to them to be invested in Python and Plone evangelism in Brazil.

Case Studies in the Brazilian Government

Among more than 1000 Brazilian Government Plone sites, we have:

Brazil.gov.br More than 120 professionals involved. More than 20 Python developers.	**Caixa Econômica Federal (State Bank)** 5TB monthly traffic. 1000 Plone editors.
Chamber of Deputies More than 80 deputy sites, besides the Chamber of Deputies Portal. 4 Python developers.	**Interlegis** More than 400 legislative chamber sites hosted in-house. An active community around the services, counting more than 300 members.
Federal Police More than 50 Intranets. 3 Python developers.	**Serpro** More than 500 Plone sites. More than 30 Python developers.
Superior Electoral Court More than 15 Intranets. More than 20 Python developers.	**News agency of the Brazilian Senate** The most popular part of the Senate's portal. Receives an average of 9K visitors per day, and more than 15K in many days.

Travel

Flight Values

Both international and domestic flights tend to be cheaper out of season (that is the case for the conference period). Buying in advance is recommended.

Usually it is a good idea to book a flight to São Paulo, Rio, Salvador or Recife and then book a round trip to Brasilia with a local airline (Azul, Gol or TAM).

Below we list some round-trip international flight options and their prices (economy class and booking in advance):
- **Amsterdam - Brasilia:** USD 520 (Delta), USD 675 (Air France)
- **Atlanta - Rio de Janeiro:** USD 1188 (Copa), USD 1470 (Delta)
- **Buenos Aires - São Paulo:** USD 250 (Gol), USD 310 (Qatar), USD 328 (Lan/Tam)
- **Caracas - São Paulo:** USD 250 (Gol), USD 439 (Avianca), USD 587 (Copa)
- **Córdoba - São Paulo:** USD 250 (Gol), USD 327 (Aerolineas Argentinas), USD 385 (Lan)
- **Frankfurt - Rio de Janeiro:** USD 450 (Tap), USD 575 (Condor), USD 300 (Air France)
- **Lisboa - Brasilia:** USD 659 (Tap), USD 786 (Iberia)
- **Londres - Brasilia:** USD 500 (Delta) , USD 700 (TAP), USD 1000 (Air France)
- **Miami - Brasilia:** USD 740 (Copa), USD 970 (TAM), USD 1028 (AA/Delta)
- **San Francisco - São Paulo:** USD 1053 (AA), USD 1078 (United)

Round trip flights within Brazil (from Rio de Janeiro and Sao Paulo to Brasilia) have a base fare of USD 180.

Hotels

Brasilia has a large and diverse hotel chain with the highest proportion of hotels per inhabitant in Brazil.

Our Conference Venue is in walking distance from the two main hotel clusters – Brasilia is organized by functional sectors – and there is a wide variety of options.

Category	Hotel	Distance to venue (km)
5 stars	Royal Tulip	10
5 stars	Golden Tulip	10
5 stars	Meliá Brasil 21	2
5 stars	Naoum Plaza Hotel	3

5 stars	Brasilia Palace hotel	10
4 stars	Grand Bittar Hotel	3
4 stars	Meliá Tryp 21	2
4 stars	Kubitschek Plaza Hotel	2
4 stars	Mercure Eixo	2
4 stars	Comfort Suítes Brasilia	2
4 stars	Meliá Tryp Conventions	2
4 stars	Mercure Lider	1
4 stars	Nóbile Suites Monumental	2
4 stars	Sonesta Brasilia	2
4 stars	Metropolitan Flat	2
4 stars	Nobile lakeside	10
4 stars	Biarritz Hotel	2
4 stars	Manhattan Plaza Hotel	2
4 stars	Hotel Aeroporto	15
4 stars	Cntc	3
4 stars	Life Resort's	10
Cheap	Saint Paul Hotel	3
Cheap	Saint Peter Hotel	3
Cheap	Naoum Continental	2
Cheap	Carlton Hotel	2
Cheap	Hotel Nacional	3
Cheap	San Marco Hotel	2
Cheap	Torre Palace Hotel	2
Cheap	Brasilia Imperial Hotel	3
Cheap	Plaza Bittar	2
Cheap	Planalto Bittar	2

Cheap	Airam	3
Cheap	Garvey Park Hotel	2
Cheap	Aracoara Hotel	2
Cheap	Bay Park Hotel	8
Super Cheap	Pousada da Nilza	3
Super Cheap	Pousada Dom Bosco	4
Super Cheap	Pousada Classe A	4

Reference prices:
- Pousada Dom Bosco (Super Cheap)
  - Single: USD 25
  - Double: USD 25
- St Paul Hotel (Cheap)
  - Single + breakfast: USD 76 + 10% + USD 3 room tax
  - Double + breakfast: USD 84 + 10% + USD 3 room tax
- Brasilia Imperial Hotel (Cheap)
  - Single + breakfast: USD 85 + 5%
  - Double + breakfast: USD 105 + 5%
- Naoum Plaza Hotel (5 stars)
  - Single + breakfast: USD 200 + 10% + USD 3 room tax
  - Double + breakfast: USD 230 + 10% + USD 3 room tax

We will make arrangements with hotels and hostels to provide all conference attendees and their families with lower fares.

What to do in Brasilia

Main tourist sights

- **National Museum** - The museum has a special design in a dome shape and is close to the National Library.
- **Nacional Congress Palace** - The Palace of National Congress is the main postcard of Brasilia and a symbol of democracy in Brazil.
- **Juscelino Kubitschek Bridge** - Inaugurated in 2002, the construction of JK Bridge over Lake Paranoá impress by its beauty, grandeur and ingenuity. With 1200 meters, it connects the Plano Piloto to Lago Sul. Its architecture refers to the movement of a stone skipping on a water surface.
- **Three Powers Square** - Comprising representatives of federal executive, legislative and judicial branches, the Praça dos Três Poderes was designed by Oscar Niemeyer and Lucio Costa. There, we can find the Palácio do Itamaraty, the Palácio do Planalto, the Palácio da Justiça, the Supremo Tribunal Federal, The Congresso Nacional, the Panteão da Liberdade e Democracia and the Espaço Lúcio Costa.

It also hosts the sculptures "Os Candangos" by Bruno Giorgi, "A Justiça", Alfredo Ceschiatti; "O Pombal" by Oscar Niemeyer, and the Mastro da Bandeira (flag mast with 100 meters high).

- **Metropolitan Cathedral** - This cathedral is one of the most striking works in the capital. It is a large structure composed of 16 concrete pillars joined by a circular base with a diameter of 60 meters and interspersed with stained glass in blue, white and green, created by artist Marianne Peretti. The interior of the Cathedral is all lined with 500 tons of marble. There are three angels suspended by steel cables, in the center on the ship, to give the impression of being descended from heaven to touch visitors.
- **Digital TV Tower of Brasilia** - As known as Cerrado Flower, was inaugurated in 2011. It is a tower to broadcast TV Digital system for all Federal District and has an incredible view from its terrace.
- **Pontão do Lago Sul** - Situated on the banks of Paranoá Lake, this beautiful place is a recreational area with cool restaurants and bars. This is and one of the most visited sights.

Parks and Green Areas

The sunrise and sunset are sights to behold. Privileged by the wide horizons of the Central Plateau, the skies of Brasília have served as inspiration for many works of poetry, music, painting, film and photography.

The city's tree-filled landscapes give a special color to Brasília's streets and there are more than 60 parks located around the Federal District:

- **Sarah Kubitschek Park, the City Park** - It has trails of 10 km, 6 km and 4 km for run and walk, children's play area, snack stalls, restaurants, sports facilities and plenty of wooded free space
- **Ermida Dom Bosco** - It is a small chapel built in honor of the man who was beatified by the Pope in 1962. It is the first temple of Brasilia and offers a privileged view of the entire city, highlighting the Palácio da Alvorada, the Eixo Monumental and the Esplanada dos Ministérios. Its location is not random. Is the crossing point of latitude 15°, with which Don Bosco would have dreamed in 1883. Inside the temple, the image of the prophet is carved in marble by brothers Arreghini, Italy, and brought in a fluvial procession in 1962. The place is very beautiful for a walk near the shores of Lago Paranoá.
- **Jardim Botânico** - It is a place of native vegetation preserved. It is an area of research, environmental education and recreation for the population. There are, besides the typical vegetation of the cerrado, hiking trails, a belvedere, which overlooks much of the park, and a Visitor's Center, which offers support and information for those who want to know more about the place. There are also gardens with native and exotic plants, all marked with signposts and even picnic areas.
- **Parque Nacional de Brasilia** - This region is located in the encounter of three watersheds: Amazônia, Prata and São Francisco. Therefore, it is also known as Água Mineral (Mineral water). A 10 km from the city center, the park has an area of 30000 hectares of environmental preservation. Considered an excellent leisure option, the park offers two mineral pools and space for picnics in the shade of trees,

in the woods and trails. The local flora is typical of the cerrado. The forest of the Parque Nacional (National Park) is home to several species of animals, including endangered species like the maned wolf, pampas deer, armadillo and anteater.

Restaurants

A wide variety of bars and restaurants in the city allows you to discover a new flavor each day. There are excellent restaurants in town that please both those who want a simple meal as those looking for something more sophisticated.

Brazilian cuisine was developed from indigenous, european and african influences. Ingredients first used by natives were absorbed by brazilian cookers. African slaves had a role in developing brazilian cuisine, especially in the coastal states.

European heritage is reflected in many portuguese dishes brought over in colonial times, as well German, Swiss, Italian, Japanese and Spanish cooking techniques brought by immigrants.

Bars

- **Libanus and Beirute** - the most relaxed and cheapest options
- **Armazém do Ferreira** - the better feijoada
- **Aggripina Bistrô** - a great variety of beers
- **Calaf** - the best live music
- **Balcony 412** - the best drinks
- **Pontão do Lago Sul** - fancy bars with a privileged view by the lake

To the family

- **Divertilândia** - A playground in the *Sarah Kubitschek Park.*
- **Bay Park** - A water park.
- **Park Shopping**, **Iguatemi**, **Pier 21**, **Conjunto Nacional**, **Brasilia Shopping** e **Pátio Brasil** - Shopping malls with wide range of shops, restaurants and play areas for children.
- **Panoramic Bus** - Those famous double-decker buses that make city tours on several cities of the world also exist in Brasilia. On these buses you can take a tour of 2 hours around the main sights of the city, with guides in Portuguese, Spanish and English.
- **Tour and water sports on Lake Paranoá** - Several companies offer boat trips on the beautiful lake of the capital. The more adventurous may also rent kayaks and jet skis.

Monumental walk

On a walk around the Monumental Axis you can see the JK Memorial, Cathedral, Presidential Palace, Ministries, National Congress, Supreme Court and Three Powers Square. This route can be done by taxi, city tour bus or in a walk with some friends.

For more information: Tourist Service Center: +55 61 3364-9102 or www.setur.df.gov.br

Exchange

The brazilian currency is the Real and its approximate quote is:
- 1 USD = 2.1 BRL
- 1 Euro = 2.6 BRL
- 1 Pound = 3.2 BRL
- 1 Peso Argentino = 0.4 BRL

Brasilia has many exchange places, especially at Airport and Shopping Malls. Also it is possible to use local ATMs to withdraw money – in Reais – from your credit card or checking account.

Visa

Citizens of the following countries do not need a passport or visa to visit Brazil for short trips. An identity document is accepted instead of a passport: Argentina, Bolivia, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay and Venezuela.

Citizens of the following countries, territories and entities do not require a visa to visit Brazil for tourism or business short trips: Austria, Belgium, Bulgaria, Costa Rica, Croatia, Cyprus, Czech Republic, Denmark, El Salvador, Estonia, Finland, France, Germany, Greece, Honduras, Hong Kong, Hungary, Iceland, Ireland, Israel, Italy, Latvia, Lithuania, Luxembourg, Macau, Malta, Monaco, Morocco, Netherlands, New Zealand, Norway, Philippines, Poland, Portugal, Romania, Russia, San Marino, Slovakia, Slovenia, South Africa, South Korea, Sovereign Military Order of Malta, Spain, Suriname, Sweden, Switzerland, Thailand, Trinidad and Tobago, Tunisia, Turkey, Ukraine, United Kingdom, Vatican City.
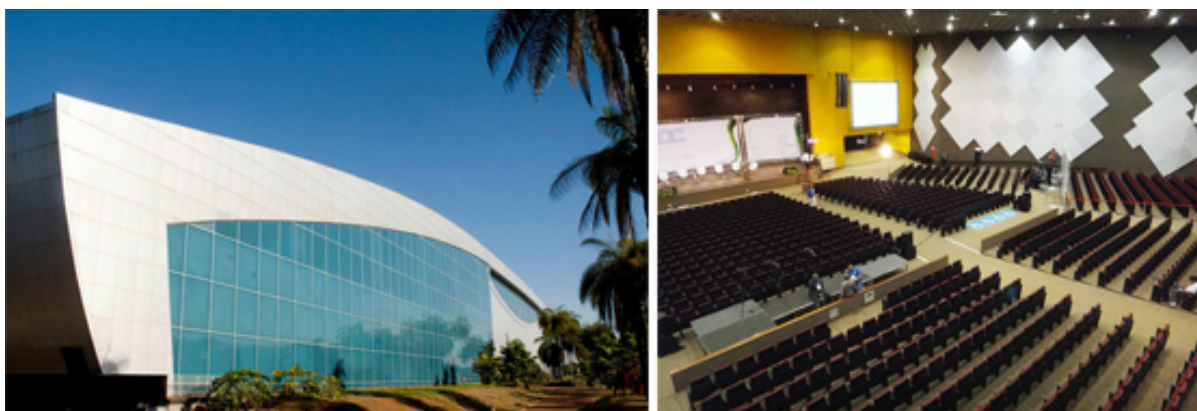
Citizens of the following countries do not require a visa to visit Brazil for tourism short trips: Andorra, Bahamas, Barbados, Guatemala, Guyana, Liechtenstein, Malaysia, Namibia, Panama.

Visitors from other nations, including the **United States**, are required take a Visa in a brazilian embassy or consulate at your original country.

The organizers' team will provide an invitation letter to those who need one in order to apply for a visa.

Venue

Imagine a city where your event will be just 5 minutes from the hotel, 15 minutes from the airport, 7 minutes from the shopping center, 9 minutes from Ministries and Embassies, 10 minutes from the Congress and 12 minutes from the Presidency of the Republic. This city exists and is Brasilia.

Located in the heart of Brasilia the Convention Center Ulysses Guimarães has a building area of 54 thousand square meters, housing five auditoriums, one of which accommodates 3,000 people, plus 13 modular rooms for acoustic retractable partitions that allow various combinations. The Center also has an exhibition hall with 6,000 square feet of leasable area, with a capacity for 9,000 guests.

We secured a large area of the Congress, proportional to the conference needs. That includes a separate gate just for us, a big auditorium and rooms for the conference days, restaurant area and more.

Registration

As our counterpart for a special partnership with the Government of the Federal District (GDF), registration to the Plone Conference will be free of charge and will include:
- Access to all conference lectures, meetings and open spaces
- Goodie bag
- Lunch and coffee breaks during conference days
- Sprint days

These items are not Included and will be charged separately:
- The party and the conference dinner
- Caipirinha Sprint (in the beach) flights and accommodations costs
- Training costs

We will pay the Plone Foundation **USD 15,000** as a compensation for the usual 15% registration fee.

Schedule

The conference is planned for October 2th, 3th and 4th of 2013. But we will have activities for two weeks.

Date	Week	What happens
September 29th	Sunday	Early birds' dinner *
September 30th	Monday	Training Sessions
October 1st	Tuesday	Training Sessions
October 2nd	**Wednesday**	**Conference**
October 3rd	**Thursday**	**Conference**
October 4th	**Friday**	**Conference**
October 5th	Saturday	Post Conference Sprint
October 6th	Sunday	Post Conference Sprint
October 7th	Monday	Free day, packing and moving
October 8th	Tuesday	Caipirinha Sprint - João Pessoa
October 9th	Wednesday	Caipirinha Sprint - João Pessoa
October 10th	Thursday	Caipirinha Sprint - João Pessoa
October 11th	Friday	Caipirinha Sprint - João Pessoa

* Those who arrive on Sunday 29 can join us and cast away the jet lag with the first Caipirinha.

Conference talks

Plone Conference 2013 will have 4 tracks simultaneously – except for keynotes and the State of Plone which will have no competition – and, following the steps of EuroPython, one of them will be held in Portuguese and another one will be in English with translation to Portuguese.

We are planning to host a "Show me how" session where the attendance will ask questions and Plone Experts will show them how to solve it using Plone.

Pre & Post Conference

Training

We will offer a considerable number of training sessions as a way to appeal to our local community.

It is a known fact that most of our developers are not proficient English speakers. We so intend to have a Portuguese speaker assistant/monitor in all training sessions given in English.

PloneGov-Br and APyB see these training sessions as an opportunity to leverage our local community and get them closer to the core of Plone.

Sprint

Sprints are a great tradition of the community. We have reserved 2 days post conference for sprints in Brasilia and plan to break records of attendance from both veterans and new developers. Special teams will be set to make newcomers feel at home.

And as we like sprinting so much, we will make yet another one the week after. That's the traditional Caipirinha Sprint, from October 8th to 10th. But this time by the shores of João Pessoa. Since you came so far, we think you deserve to experience the warmth and beauty of brazilian beaches. And so do we.

Open Spaces

The Open Spaces format is one of the most valuable types of interactions that we have during a conference and the organizers will give special attention to them. In the schedule there will be balance between Open Spaces and traditional talks.

Lightning Talks

These very short presentations are a great way for people to get more involved in the community, learn from each other and give your message. A generous amount of time will be allotted for Lightning Talks.

The Party

After intense days of wonderful speeches, we deserve a moment of relaxation. In this regard nothing could be better than a typical brazilian party. We plan a selection of the best brazilian music, which encompasses various regional styles influenced by African rhythms, as well as European and Amerindian. Samba, nativist music, country music, choro, axé, brega, forró, frevo, baião, lambada, maracatu, bossa nova, brazilian pop rock. And since moving requires energy, all that dancing will be powered by typical brazilian food and drinks.

We guarantee this party will be "Spanky-approved".

Marketing

Spreading the word

The organizers plan to attend to conferences and sprints to publicize the conference and to prospect sponsors. Of course we will love every minute of this :-)

Some conferences we plan to attend/sponsor in 2013:
- PyConUS - Santa Clara, US
- Plone Symposium Latin America - Rosario , AR
- Plone Symposium Midwest - Oshkosh, US
- Plone Open Garden - Sorrento, IT
- Europython - Firenze, IT
- FISL - Porto Alegre, BR
- VI EnGitec - Brasília, BR

Also, we rely on the Plone Community to publicize the our conference on their talks, seminars and training sessions.

Public Relations

We plan to follow the steps of San Francisco and Arnhem and use the www.ploneconf.org address and @ploneconf Twitter account to share information, before, during and after the event.

Students

For students that want to learn Plone there will be some good training sections and talks, with two tracks in English (and translation to Portuguese), a Portuguese-only and an English-only track. For english speaking instructors, we intend to have voluntaries to help in class. In the months that precede the conference we plan speeches in local universities and other organizations, talking about Plone and getting students involved.

Estimated budget

The Government of the Federal District (GDF) offered to partner with the organizing team for this event. This will allow a rebate from 80% to 100% on venue rent costs, among other technical and operational aids.

Fixed Costs

Item	Value (USD)
Venue	65,000
Keynote Speaker	3,000
Internet Access / Networking	12,500
Office supplies	500
A/V Rental	11,000
Videography	12,500
Translation services	3,000
Banners/Signage	4,500
Transport	1,500
Plone Foundation Fee	15,000
Total	128,500

Per person costs

Item	Value (USD)
Badge	1
T-Shirt	10
Bag	2
Conference Gift	5
Food	60
Total	78

Sponsoring

As this conference will not charge for registrations, all revenue will be come from sponsors and supporters and we plan to offer a broad variety of sponsoring packages in order to bring Brazilian Government organizations, Plone providers – both local and worldwide – and services companies.

In the same way we closed a deal with the Federal District Government, we are seeking to have more government organizations providing services in exchange of sponsoring, as a way to offset our fixed costs.

Brazilian companies Liberiun, Simples Consultoria and Serpro are committed to sponsor the conference. Other Government organizations were contacted and planed the investment on their 2013 budgets.

Also, as Plone Conference will be hosted side-by-side with PythonBrasil, we offer bundled sponsoring packages to appeal to current PythonBrasil sponsors – like GitHub, Bitbucket, ActiveState and WingIDE – that are not used to sponsor Plone events.

Sponsoring packages

Package	Value (USD)
Diamond	16,000
Platinum	8,000
Gold	4,000
Silver	2,000
Bronze	1,000
T-Shirt	3,000
Other Packages	750
GDF Support	~ 65,000

Sponsoring goal

In order to cover the costs we are aiming for USD 193,000 in sponsorship. This value includes the GDF Support, estimated at USD 65,000 plus the USD 40,000 already committed by local companies.

Conference P&L scenarios

Our target attendance is 500 Plonistas and we are working on scenarios ranging from 400 to 600 attendees.

Attendees	Registration	Sponsorship (USD)	Expenses (USD)	Taxes (USD)	Result (USD)

400	-	192,750	159,700	15,330	17,720
450	-	192,750	163,300	15,330	13,820
500	-	192,750	167,500	15,330	9,920
550	-	192,750	171,400	15,330	6,020
600	-	192,750	175,300	15,330	2,120

The simulations above are not taking into account payments of sponsorship with services – that will most probably happen with some Government sponsors, which will lower the real sponsorship income, offset some expenses and lower taxes.

Official Support from the Local Government

The Tourism Secretary is officially supporting the effort to bring the Plone Conference to Brasilia. Below is the supporting letter from the Federal District Tourism Secretary.

Plone

DISTRITO FEDERAL GOVERNMENT

GDF
Juntos por um novo DF

To: Plone Foundation

1. Brasília, Brazil's Federal Capital, is among the top five Brazilian cities that has hold more international events in 2010, according to the International Congresses and Convention Association - ICCA. Besides this title, which already awards the capital as great venue for events, Brasília will also be home of the 2014 FIFA World Cup, a title which confirms the condition of the capital to host international sport events. Also, Brasília will open the FIFA Confederations Cup in 2013 and will receive sets of 2016 Olympics.

2. The city is a major tourist destination. It has the title of World Heritage granted by the United Nations – UNESCO for its unique modern architecture and has appropriate infra structure with several options for leisure and culture. It also houses tourist facilities of excellence that attracts tourists from everywhere.

3. Therefore, we hereby express our great interest in hosting the **Plone Conference 2013** in Brasilia, with an estimated audience of 600 people, including participants and accompanies.

4. Brasilia has full infra-structure for corporate, associative and sport events. The capital the Ulysses Guimarães Convention Center with capacity for 9,000 people and various rooms for conferences and meetings in the same central area where most of the hotels are located. With ample infra-structure of hospitality, leisure, corporate and sport events, we can affirm that Brasilia is the best city to host the **Plone Conference 2013**

Yours sincerely,

Luís Otávio Rocha Neves
Federal District Tourism Secretary