



# **LinuxTag 2008**

## **Free Projects' Survival Guide**

# Before LinuxTag

## Exhibitor passes

An exhibitor pass empowers its holder to enter Berlin fairgrounds an hour before the official opening time and to stay a little bit longer after we close to the public. In addition to this an exhibitor pass or an setup/dismantling pass is needed to enter the exhibition halls during the setup and dismantling phase.

## Exhibitor passes vs. eTickets

The exhibitor passes for project booth members will continue to be free of cost for a reasonable amount of booth personnel. However, they are not meant as a means for regular visitors to save the entrance-fee. Hence, please don't abuse this, and don't add random visitors as booth staff if they don't belong to your booth. For this matter you will receive a decent amount of eTickets.

## Ordering exhibitor passes

**The deadline for ordering exhibitor passes was Sunday May, 11th.** In case you missed that deadline, please get in contact with the [fp:Project Committee](#) as soon as possible!

## Getting your exhibitor passes

You'll need either normal entrance tickets or exhibitor passes for entering LinuxTag.

You can get exhibitor passes only during booth setup on Tuesday, May 27th 2008, at the LinuxTag project office for the registered and accepted project staff. You can only fetch the whole bunch for the entire project, so please make sure that the other project members know this and know a way to get to the passes after the show has opened.

Since our office is located behind the regular entrance, this won't work the same way when the show is going on. If you arrive after LinuxTag has already started, you'll have to either get a normal entrance ticket or ask your colleagues to provide you with an exhibitor pass from the inside.

## eTickets

eTickets are electronic 4-day passes for visiting LinuxTag. LinuxTag will provide each participating project a bunch of eTickets, which should be spread among the project's community.

Because we encountered some problems last year, we urge you to activate your eTicket account immediately after you got the mail from the system: the invitations are only valid for 48 hours and the tickets will be lost afterwards.

## Insurance

Let us remind you to take care for your stuff at the booths and islands. **LinuxTag takes no responsibility for any damaged, lost or stolen property.** We offer a lockable storage room for your hardware and other things which need not to be at the stand during the night.

However you can contract insurance for hardware and stuff, including transportation at your own cost, provided by the "Ausstellungsgut-Versicherung". You can find further information in the [Exhibitor Service Manual at Form H5 - Ausstellungsgut-Versicherung](#).

Generally speaking it may be a good idea to scan through the [list of services and order forms](#), offered by Messe Berlin. In case you have questions, please [contact Messe Berlin](#) directly.

## Sub-exhibitors

If you plan to host another project at your booth, you need to ask us beforehand. This is usual business at fairs. As long this does not have a commercial background we don't see much problems here. By asking us for permission this project will get known to a wider public, because we require information about this sub-exhibitor to put this on our website, like the other projects, too.

# Packing list

As an old veteran, you will have at least the following items in your equipment box:

- stuff to inform visitors:
  - poster
  - flyers
- stuff to make your booth look good:
  - spotlights (to set a course on important things of your stand)
  - potted plants to be placed on infopoints and tables (conjuring an comfy mood)
  - tableclothes for your tables (hide away all the bits and pieces)
- power supply
  - power extension cords and power multiplier sockets
- stuff for LAN
  - network cables (long, short, Crossover)
  - switches

Power and Internet will be provided by LinuxTag and Messe Berlin for the project booths. You don't have to worry about these. However, you'll need to take enough extension cords and power multiplier sockets with you. We cannot provide them in a proper number for all projects.

If you use a cable drum for distributing power, please make sure not to connect any computers or monitors to it unless you've pulled off the entire cable. If you plan to present special hardware, like several servers, which will consume very much power, please contact us.

Please leave the following things at home:

- wireless access points: You are should not operate your private wireless LAN. Please read more about networking here: [Conferenc Network](#).
- coffeemakers, kettles and cooking stuff

# Arriving at LinuxTag

## Arriving at Berlin fairgrounds

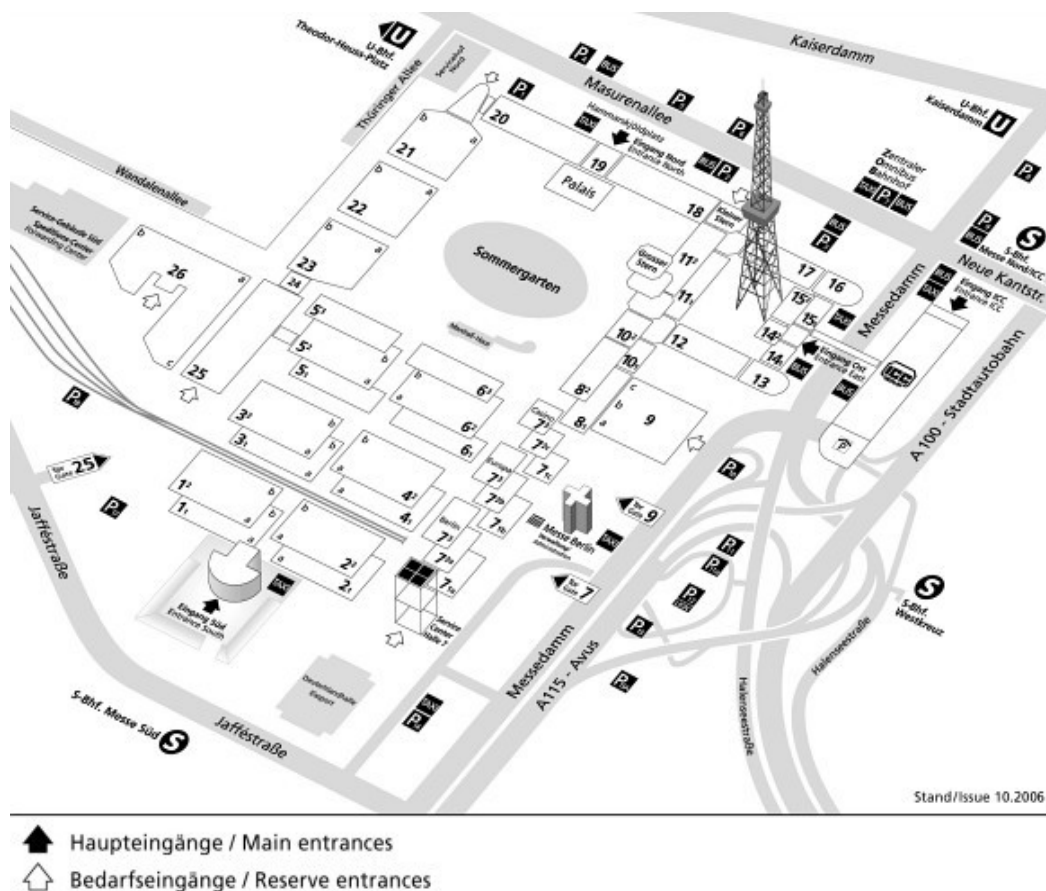
As mentioned above, you can only enter the fairground with a valid 'setup exhibitor pass' or an official 'exhibitor pass'. If you come by car to LinuxTag, please see [Cruising the Area of Messe Berlin for Delivery and Unloading](#). If you have any trouble finding the right entrance or finding your booth, please call the Project's Office and ask for help. We will announce the official phone numbers a few days before the event on the [free projects wiki startpage](#).

Your project manager should step by at the Project's Office as soon as possible to inform us about your arrival, to pickup the prepared welcome package -including your exhibitor passes and social event tickets- and get the latest news from [Marko](#) or [Wolfgang](#). The office is located in Hall 7.1b.

Please notice: [Messe Berlin](#) handles this very strict. If you stay longer than 120 minutes with your car within the fairground the deposit will be lost.

## Cruising the area of Messe Berlin

You will see - Messe Berlin is a far and wide area, nearly a planet of its own. If you arrive there for delivery with your vehicle, use gate 25 only to enter the area, then follow signage to hall 7. For a rough orientation please see the sketched plan of the fair:



Make sure to have a deposit of 50,- EUR in cash ready at hand. For cars it allows you to drive on the area for two hours, lorries have three hours. For details please have a look at the traffic guide.

## Parking

Parking your car within the area of Messe Berlin is prohibited and your car may be towed away on your own cost. If you have to bring some stuff directly to the exhibition hall, please see [Cruising the Area of Messe Berlin for Delivery](#).

All parking lots around Messe Berlin will be open and usable free of charge. The nearest one to the entrance is **P14** situated directly nearby *Deutschlandhalle*.

[Download area map as PDF](#)

## Booth-setup

### Set-Up

You can set up your booth the one day before LinuxTag opens its doors. **On Tuesday, May 27th, you set up and decorate your booth from 12 pm to 8 pm.** The earlier you arrive and begin with this the better for all to solve eventually arising problems here. We hope that the booth basics are ready for you when you arrive. Otherwise, please stand nearby, and make sure to have someone guard your stuff.

Because LinuxTag will be opened on Wednesday, May 28th, by some officials **there is no way to set up your booth on Wednesday, May 28th.** It has to be done before.

### Break-Down

As usual it **is not permitted to start dismantling your booth on Saturday, May 31st, before the show officially closes.** Please do not start packing your equipment before 6:30 pm. You also can dismantle your booth on Sunday, June 1st, from 7 am to 10 pm.

### Access

To get into the exhibition halls during set-up, we will send you special exhibitor passes, which are only valid for the set-up and dismantling time. We will send them to our project contact person. Please update your postal address until two weeks before the set-up day.

# Conference network

Like last event, LinuxTag is not responsible for the network. It is set up by T-Systems, contractor of Messe Berlin.

## Network at the exhibition area

### Wired network at projects' booths

T-Systems will provide a separate LAN for all projects booths. This will be a private Class B network, where about half of the IPs are distributed using DHCP with relatively long leasetime (about 1 day). The other half of the address space will be distributed using peg-dhcp where each booth/project will get at least its own 256 static addresses (see RFC-2322 for further details).

There are always some experts, which provide their own DHCP service to all other projects, which results in a big network mess. To be on the sure side, we advice you to use your PEG-DHCP address pool for your booth's systems. To make this clear **it is not allowed to run a DHCP server on our network.**

Please notice: the whole network will be behind a NAT router and some ports (many unencrypted protocols like telnet, pop3, imap or smtp) to the Internet will be blocked. Please use their encrypted pendants (ssh, pop3s, imaps, submission/smtps).

### Required equipment

#### Switches

LinuxTag provides per three free project booths a 100 MBit, RJ45 Ethernet connection as link to the conference network. The projects have to share this uplink among their neighbours and have to bring with their own switches for deploying our network on their stand.

#### Cables

The projects also have to bring their own network cables. You have to wire you entire booth on your own, including the cables to all counters. LinuxTag will provide you with protectors against stumbling across the cables. Please ask our team to help you securing your booth after you fitted everything to your needs.

#### Router

If you think you need a private network, please bring with your own router. It should use one of the assigned static ip adresses for your project. But be aware: the conference network is also behind a NAT router.

## **Wireless?**

We kindly ask you not to provide an \_unencrypted\_ network to the public at your booth. If you really think it is necessary to have a wireless network at your booth, please encrypt it and do not give the encryption key to our visitors. Please

## **Workshops, tutorials and developer room**

All workshop rooms, tutorials and the developer room share another class B network. In each room you can either use our DHCP-Server, which should provide your system with all required information or you can use one of the static ip addresses we assigned to the room you are in.

## **Wireless network access**

In addition to this there will be a wireless network available mainly in the conference area. The SSID of our wireless LAN is *LinuxTag*. You have to accept our terms and conditions once per day per MAC address.

## **Contact**

In case you encounter any problems with our network, please contact the front desk at our office located in hall 7.1b, phone +49-30-3038-81566.

## **See also**

[Conference Network 2008 \(including IP address assignments\)](#)



# During the event

## Advertisement at your booth

For LinuxTag organization it gets harder to decide for some projects whether it will get a booth (sponsored by LinuxTag) or we have to charge them for it because of its strong commercial background. This decision is not easy to make and differs in each case, but we try to make it fair for everybody.

Therefore we have to insist on a special agreement with the projects exhibiting at a booth sponsored by LinuxTag: **advertising for associated companies is not allowed at project booths sponsored by LinuxTag!** It is not allowed to display brochures, price lists, hang-up posters or similar marketing materials for affiliated companies. Of course you can still present your projects flyers, brochures, DVDs or other promotional material with logos from sponsors.

If your company wants to get promoted at your project booth, please encourage it to contact us for information about sponsoring options. Several companies already used this option to advertise at affiliated project booths.

## Selling merchandise

LinuxTag sponsors each year hundreds of square meters of fully equipped exhibition stands. The costs for this are unbelievable high, therefore we have some strict rules concerning advertising and selling products at these sponsored booths.

First you should inform the [project committee](#) with a detailed list of all the products you want to sell about your merchandising plans. Please include in this message also a short description how and where you would like to present and sell this stuff on your booth. The bigger part of all requests will be approved very quick under the condition, that the merchandising part of your booth takes only a decent part of your booth. LinuxTag is aware, that you need to sell merchandising to refinance your costs, but we do not endure the transformation of a sponsored booth into a merchandising stand.

In case your project sells really much stuff and you make much profit, please consider donating a fair amount to LinuxTag. We use this money to maintain all free of charge services for the free projects.

## Catering and beverages at your booth

If your project plans to hand visitors fluids of one kind or another, please ensure that this doesn't turn your booth into a beverages bar.

This would actually cause a lot of problems because there's a default caterer and that company is the only one that is allowed to sell beverages at the exhibition center. They will get angry and try legal tricks (like asking for Korbgeld, see Wikipedia.de [\[1\]](#) ) if they feel somebody is poaching in their territory.

It is no problem to provide a cup of coffee or a glass of water to visitors inside the booth when talking to you and staff. Things just shouldn't spread.

# Exclusive services for projects

## Lunch - sponsored by tarent

As one result of our feedback sheet from last year's event we saw the need and your appreciation for the free lunch we were able to offer only because of the generous sponsoring by [tarent](#). LinuxTag wants to express its thanks to Elmar Geese and his team - thank you for your support.

[tarent](#) offered to continue the sponsorship and we are right now discussing to can improve the free project's lunch whilst decreasing the costs. (You all can imagine how expensive it is to get for all 4 days a lunch for about 300 people.) Therefore we need your help: we need volunteers who help preparing the lunch during the morning. This means going to a supermarket and buying the stuff, setting up a room and preparing sandwiches and possibly salads or something similar. We need per day at least 6 volunteers.

## Mom-and-Pop grocery store

We were given a small storage room where we can store some pallets with different drinks like table water, cola, fruit juice and beer. We have found a friendly supplier who brings all drinks on Tuesday morning and collects everything on Saturday late afternoon. If we run out of something he will restock us as soon as possible.

We sell the drinks only to projects - not to visitors - and only in full crates for the purchase price plus a minimal amount for covering the additional expenses for delivery, etc. Please do not resell this stuff to anyone except your booth personnel. Of course it is fine with us if you invite your visitors for a complimentary refreshment at your booth, but it is absolutely forbidden to sell this stuff. Please obey this rule, otherwise LinuxTag would get into a lot of trouble and then there will be no future offers like this. Thank you for your understanding.

## Developer room

### Developer Room: Hall 7.1c (open on Wednesday-Saturday)

It is us an honor to announce a new special for all projects participating at LinuxTag. As requested at last year's projects meeting, we will provide a large room equipped with desks, some power connectors and network access for all of your project's members. The exclusive developer room is located in **hall 7.1c** and is open **from Wednesday till Saturday** during the official opening times and possibly a little bit longer.

### Bring cables!

We kindly ask you to bring your own **network cables** and some **power multipliers**.

### Label your hardware!

Label the power cables with your project's name and please share them with the others. LinuxTag will not be able to provide enough power sockets for all your notebooks.

### Clean up!

In addition to this we would like to ask you to **clean up the desk** you used before leaving the room, because we will not do it for you. If this works out well then we hope to make this a new ongoing service at further events.

## Printing service - powered by BeLUG

Like last year we are proud to announce that in cooperation with BeLUG we can offer again the printing service to all free projects. In case you forgot to bring with your flyers or you need to produce more of them, please facilitate the printing service.

Please see [printing service](#) *(sorry, only available in German)* or get in touch with the staff from the BeLUG booth (hall 7.2b, booth 124).

## Guided tours - powered by BeLUG

As a very special offer, Uschi G rtner and Ralf V gtle, will give per day one free guided tour. So if you need to get out of Berlin fairgrounds, this is one of the best chances to have fun with other Linux friends and learn much about this amazing city.

Please see [guided tours](#) *(sorry, only available in German)* or in touch with the statt from the BeLUG booth (hall 7.2b, booth 124).

# Events during LinuxTag

## Project workshops

Thanks to many volunteers we have a more than 40 hours lasting workshop program at LinuxTag. Despite the fact that the schedule is on our official website, we kindly ask you to help us promoting the workshops. Please print flyers, hang a poster or something similar to announce your own and possibly all other workshops. Thank you! Please see [LinuxTag 2008 Workshop schedule](#).

## LinuxNacht - official social event

A special highlight in the LinuxTag calendar is the social event for visitors, exhibitors, journalists and speakers on the second evening of the fair: LinuxNacht. The Linux community will gather on *Thursday, May 29th, 2008, from 7:00 p.m. on, at the [Umspannwerk](#)*, on the banks of the Landwehrkanal in Berlin's Kreuzberg borough. Have some good food and drinks while socialising and chatting with visitors and project fellows.

## Tickets

The regular LinuxNacht ticket costs EUR 30. Tickets are available onsite at the fairgrounds right at the ticket-shop. Included in the admission is the large buffet and all drinks.

*In our experience, these tickets will be sold out early. Therefore we recommend to order your ticket rather early!*

In addition to this LinuxTag offers a limited quota of sponsored tickets for members of the exhibiting projects. Each ticket is sponsored by LinuxTag with 10,- and costs 20,-. We'll spread the tickets fair in a first come first serve manner, because we have only a limited quota of sponsored tickets. You'll get vouchers which can be exchanged for the tickets at the box-office. We take orders before the event via mail to the [Project Committee](#) (don't forget about a meaningful subject including Social Event Tickets). A small amount of tickets will be spread during the Projects' Meeting on Wednesday, 18:30-20:00, room 'Workshop 1'.

## Keysigning Party

At LinuxTag in Berlin there will be an OpenPGP (pgp/gpg) keysigning party. The party will be on Friday, May 30th, at 14:00 (sharp), Workshop-Room 1. The event organizer is Karlheinz Geyer.

More infos can be found on the [Keysigning](#) page.

# Contact

## During the event

During the event we kindly ask you to contact our front desk first. The team at the front desk is a kind of a first-level support team. They will know the solution for nearly all standard problems or otherwise know who to contact. The front desk is located in our office (*German: Messeleitung*) in Hall 7.1b situated behind the keynote area.

There are several ways contacting us:

Email

[projects@linuxtag.org](mailto:projects@linuxtag.org)

IRC

#linuxtag on [Freenode](#)

Phone (*only during the event Mo, 26.05.-Sa, 31.05.*)

Front-Desk +49-30-3038-81566

Face to face

front desk or projects' office in hall 7.1b

## Project Committee

Of course you can ask any member of the project committee in case you encounter any problem.



Susanne Pfeifer

*PhD student at Oxford University*



Marko Jung

*Student at Saarland University, Freelance it consultant*



Wolfgang Drotschmann

*Dipl. Informatiker*