AMSTERDAM
INTERNATIONAL
SOFTWARE DEVELOPMENT
CONFERENCE 2013
Conference:June 18-19 / Training:June 20
goto;
conference

GOTO AMSTERDAM 2013

DATE:
18-20 June, 2013

VENUE:
Beurs van Berlage
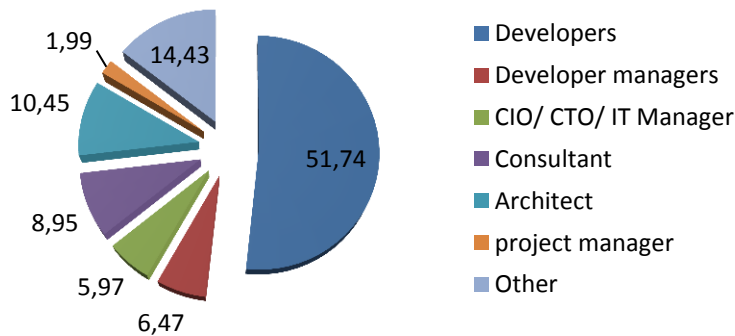Damrak 277
1012 ZJ Amsterdam
The Netherlands

GOTO Amsterdam (18-20 June 2013)

We are proud, to announce the third annual GOTO Amsterdam conference designed for software developers, IT architects and project managers at the Beurs van Berlage in Amsterdam. GOTO Amsterdam is a two day conference with a one day training opportunity and offers ideal opportunities for learning, networking and tracking innovation occurring in Software Development. Communities from HTML5, .NET, Java, JVM, Mobile, Big Data, OpenSource, Lean/Agile, Architecture, New Languages & much more are all present.
The conference includes a total of 8 tracks with over 40 presentations being showcased in Amsterdam. Our speakers are authors, experts and practitioners across various areas of software development.
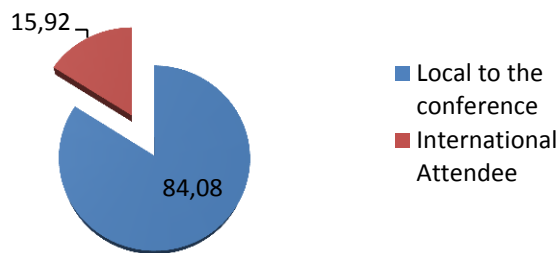
Attendee demographics GOTO Amsterdam
In 2011 & 2012 we had approximately 300 attendees at each event, in 2013 we hope to welcome around 400 attendees.

Attendee demographics by Occupation (%)

- 1,99
- 14,43
- 10,45
- 8,95
- 5,97
- 6,47
- 51,74

- Developers
- Developer managers
- CIO/ CTO/ IT Manager
- Consultant
- Architect
- project manager
- Other

Attendee demographics by Nationality (%)

- 15,92
- 84,08

- Local to the conference
- International Attendee

More information: www.gotocon.com/amsterdam-2013/sponsorcontact

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Join us as sponsors at the GOTO Amsterdam Conference 2013. The prices below are guidelines and we are happy to create custom packages to meet your needs.
If you're interested in a sponsorship at GOTO Amsterdam please don't hesitate to contact:
Daphne Keislair. Email: daphne.keislair@trifork.nl

Gold sponsorships: 10,000 Euro
- Double Exhibition booth: approx. (2x) 3m x 2.5m x 2.5m
- Priority Placement in the exhibition hall
- Prominent logo exposure as gold sponsor on:
  - The attendee badges
  - GOTO Amsterdam website
  - Printed banner at the conference venue
  - Roll Up banner (materials provided by sponsor) at one of the keynotes of your choice
- Registration: 3 x free conference registration
- 8 x VIP Passes for prospects
- 50 Minute presentation in the Cool Companies Track
- 1 x Speaker pass
- 4 x Exhibition passes per day
- Conference kit: one insert in the delegate bag
- Option for a second 50 Minute presentation in the Cool Companies Track for €1000,-

Silver sponsorship: 5,000 Euro
- Single Exhibition booth: approx. 3m x 2.5m x 2.5m
- Logo exposure on GOTO Amsterdam website as silver sponsor and signage at the event
- Registration: 1 free conference registration
- 4 x VIP Passes for prospects
- 50 Minute presentation in the Cool Companies Track
- 1 x Speaker pass
- 2 x Exhibition passes per day
- Conference kit: one insert in the delegate bag

Exhibition booth: 2,500 Euro
- Single Exhibition booth: approx. 3m x 2.5m x 2.5m
- 2 x Exhibition passes per day
- Logo exposure on GOTO Amsterdam website
- 50% discount on 1 registration
- Conference kit: one insert in the delegate bag

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Speaking Opportunity in the Cool Companies Track: 2,500 Euro
- This is a speaking opportunity for a 50 Minute presentation in the Cool Companies Track
- 1 x Speaker pass
- Logo exposure on GOTO Amsterdam website
- Conference kit: one insert in the delegate bag

Chair Drop: 2,000 Euro
- One piece of content on all chairs before a general session, based upon availability.

Coffee Break: 1,000 Euro
- Promotional space for display materials at coffee station during sponsored break (all display materials to be provided by sponsor)

Conference Kit: 750 Euro
- One insert in the delegate bag
- Logo exposure on GOTO Amsterdam website

GOTO Amsterdam
The International Software Development Conference

Levels At a Glance	Gold	Silver	Exhibition booth	Speaker Opportunity in the Cool Companies Track Only	Chair Drop	Coffee break	Conference Kit
Price	10,000 Euros	5,000 Euros	2,500 Euros	2,500 Euros	2,000 Euros	1,000 Euros	750 Euros
Booth	Double Booth + priority placement	Single Booth	Single Booth	-	-	-	-
Logo Exposure	Prominent logo exposure as Gold sponsor on web, attendee badges, on the printed banner at conference venue, at one of the keynotes of your choice	Logo exposure on web as silver sponsor and signage at the event	Logo exposure on web	Logo exposure on web	-	Logo exposure on coffee site	-
Registra-tions	3 free conference registrations + 8 VIP passes + 1 Speaker pass + 4 Exhibition passes per day	1 free conference registration + 4 VIP passes + 1 Speaker pass + 2 Exhibition passes per day	2 Exhibition passes per day	1 Speaker pass	-	-	-
Speaking Slots	50 Minute presentation in the Cool Companies Track Option of a second 50 Minute presentation for €1000,-	50 Minute presentation in the Cool Companies Track	-	50 Minute presentation in the Cool Companies Track	-	-	-
Marketing	Named in Pre Announcement Mails, blogs and on the web	Named in Pre Announcement Mails, blog and on the web	Named in Pre Announcement Mails, blog and on the web	Named in Pre Announcement Mails, blog and on the web	-	-	-
Delegate bag	1 Insert in delegate bag	1 Insert in delegate bag	1 Insert in delegate bag	1 Insert in delegate bag	-	-	1 Insert in delegate bag
Lead Scanner	Provided if wanted	Provided if wanted	Provided if wanted				

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