

COPENHAGEN

INTERNATIONAL  
SOFTWARE DEVELOPMENT

TRAINING 2014

goto;  
training

Training: June 16 - 17, 2014

GOTO Training  
Sponsorship Opportunities  
June 16 - 17, 2014



 Follow us @gotocph

# Sponsors at GOTO



# About GOTO Training

## Trainings: June 16-17, 2014

GOTO Training Copenhagen is a conference devoted to trainings. The trainings provide in-depth coverage of current and emerging practices and technologies including Architecture, Design, Programming Languages, Agile Processes, Mobile and Front-End development, Distributed Systems, Security, and more. In addition, a daily keynote as well as a number of social activities creates the usual 'GOTO conference' atmosphere and plenty of networking opportunities.

### Audience

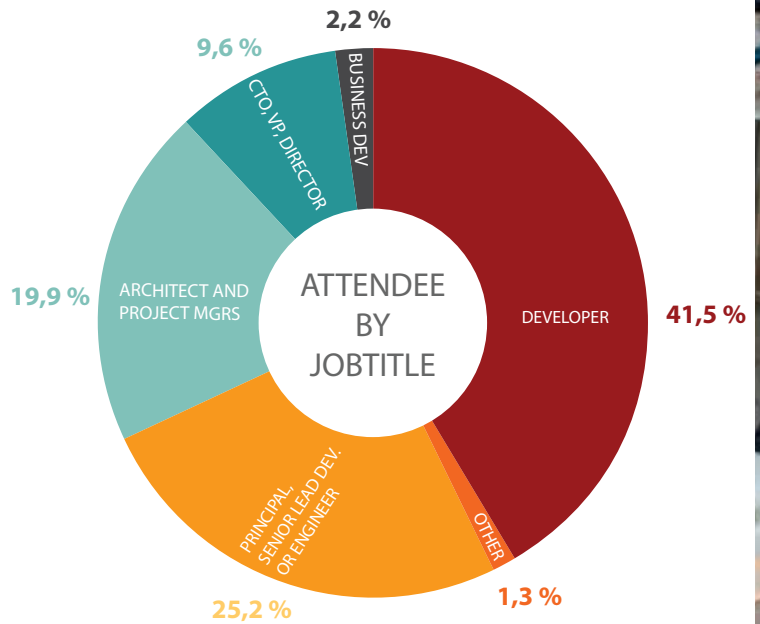
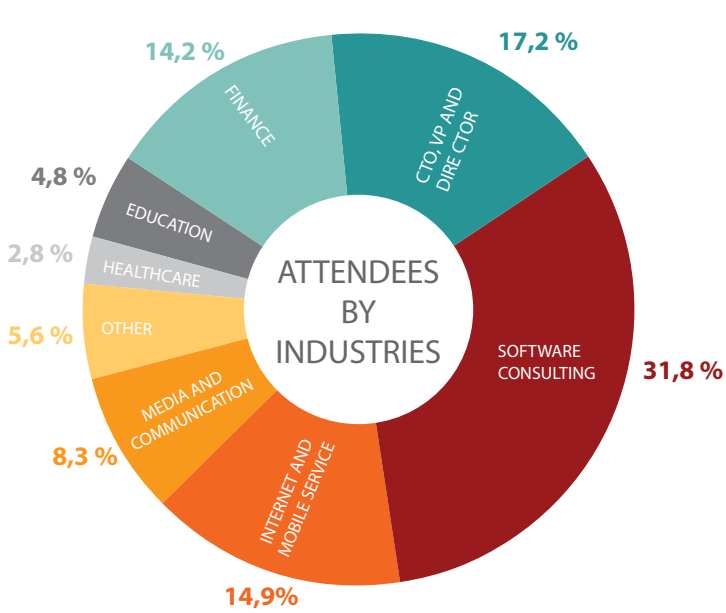
350 experienced and senior level developers, designers, architects, & technical managers.

With an established brand, GOTO Copenhagen attracts a senior level technical audience. This is an excellent branding opportunity for sponsors to interact with the technical and development leads by sponsoring a training session, exhibiting at the event, and/or sponsoring a social event or evening get-together.

### About GOTO Copenhagen

GOTO Training Copenhagen is a part of the extended family of GOTOs. GOTO Aarhus was the first of the GOTO Conferences now also present in Amsterdam, Berlin, Chicago, and Copenhagen. GOTO Conferences reach thousand of SoftwareProfessionals through its regular e-mail circulations, social media presence and teaser events (GOTO Nights) throughout the year. This is an excellent branding opportunity for sponsors to interact with the technical and development leads by presenting in a solution track session, exhibiting at the event, and/or sponsoring a networking reception or party at the conference.

# Who is attending GOTOtraining?




## FEW OF ATTENDING COMPANIES AT GOTO CPH 2012

Bang & Olufsen · BRF Kredit · Capgemini · CSC Danmark · Cyber Com Consulting · Dansk Supermarked · DONG Energy · DR · e-conomic International · Fiskeridirektoratet (Directorate of Fisheries) · Grundfos · IBM Danmark · Kamstrup · KMD · Lego · NNIT · Nordea Bank · SAP Danmark · SAS Institute · Tabulex · VMware · VP Securities · YouSee

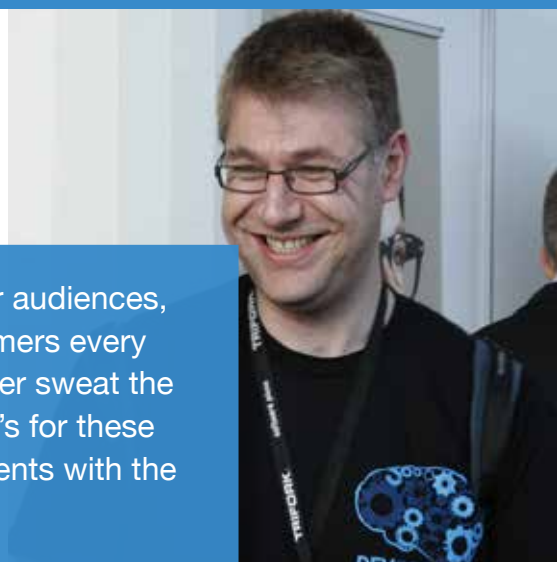


# Sponsor Testimonials




GOTO brings together sophisticated professional developer audiences, allowing us to reach qualified prospects and existing customers every time. The GOTO team understand our marketing goals, never sweat the small stuff and always make working together a pleasure. It's for these reasons that we keep growing our relationship and investments with the GOTO event series.

*Ben Naftzger, Sales & Marketing Director (EMEA), Atlassian*



GOTO is a great venue to get our technology in front of both cutting edge and mainstream developers. Trifork puts on an high quality event not only in the sessions and on the exhibit floor, but also in the hallway track and social meetups.

*Chris Anderson, Chief Architect, Couchbase*





The GOTO Conferences are an excellent way to meet and network with some of the best people in the business.

*Jakob Bradford, CEO, DeveloperFocus*



**READ MORE TESTIMONIALS ON:**

<http://gotocon.com/aarhus-2013/sponsortestimonials>



# Sponsorship Opportunities



## PARTY SPONSORSHIP €10.000

### GET TOGETHER

#### Logo exposure

- Promotional space during the evening get-together
- All branded materials produced and provided by sponsor
- Logo exposure
- Company name in GOTO Newsletter and mentioned on Twitter



## EXHIBITION BOOTH € 2000

### EXHIBITION BOOTH

#### Logo exposure

- Conference Website
- In Daily Conference Opening Presentation

#### Exhibition Passes

- 2 exhibition passes

#### Marketing

- Company name in GOTO Newsletter and Twitter
- Lead scanner provided if wanted



## TRAINING ROOM € 2000

### TRAINING ROOM

#### Logo exposure

- Conference Website
- In Daily Conference Opening Presentation
- Two roll-ups in rooms
- Chairdrop in room
- Collect Leads by scanning attendees when they enter the room

#### Marketing

- Company name in GOTO Newsletter and Twitter



## TRAINING ROOM + EXHIBITION BOOTH € 3.000

### TRAINING ROOM + EXHIBITION BOOTH

#### Logo exposure

- Conference Website
- In Daily Conference Opening Presentation
- Two roll-ups in rooms
- Chairdrop in room

#### Exhibition Passes

- 2 exhibition passes














#### Marketing

- Company name in GOTO Newsletter and Twitter
- Lead scanner provided if wanted

# Individual sponsorships

## Make GOTO part of your Employment Branding Process in 2014

The GOTO Conference organizers are committed to delivering a premium sponsorship experience that empowers you to take your business to the next level. To ensure you enjoy maximum benefits, our program includes the following individual sponsorships tailored to your needs.

	<b>Roll-Up</b> €2000 <ul style="list-style-type: none"><li>• Roll-Up in Exhibition Area</li></ul>
	<b>Meetup Sponsor</b> €2000 <ul style="list-style-type: none"><li>• Social 1-hour activity of your choice</li></ul>
	<b>Lanyards</b> €2000 <ul style="list-style-type: none"><li>• Your design will feature the conference lanyards given to every attendee.</li><li>• Lanyards produced and provided by sponsor</li></ul>
	<b>T-shirt</b> €1000 <ul style="list-style-type: none"><li>• T-shirt handed out to all attendees on either Monday or Tuesday</li><li>• T-Shirts produced and provided by sponsor</li></ul>
	<b>Conference Lunch</b> €1500 <ul style="list-style-type: none"><li>• Sponsor materials at all catering stations during one lunch break</li><li>• All sponsor materials produced and provided by sponsor</li></ul>
	<b>Soccer Table</b> €500 <ul style="list-style-type: none"><li>• Branded foosball table</li></ul>
	<b>Airhockey</b> €500 <ul style="list-style-type: none"><li>• Branded Airhockey</li></ul>
	<b>Chair Drop</b> €1000 <ul style="list-style-type: none"><li>• One piece of content on all chairs before a general session</li></ul>
	<b>Pens &amp; Pads</b> €1500 <ul style="list-style-type: none"><li>• Sponsor supplies Pens and Pads</li></ul>
	<b>Branded Lounge</b> €2000 <ul style="list-style-type: none"><li>• 4x4 meters</li><li>• All branded materials produced and provided by sponsor</li></ul>
	<b>Coffee Break</b> €750 <ul style="list-style-type: none"><li>• Promotional space during one coffee break</li><li>• All sponsor materials produced and provided by sponsor</li></ul>
	<b>Branded Ping Pong</b> €500 <ul style="list-style-type: none"><li>• Branded Ping Pong table</li></ul>
	<b>Photobooth</b> €1500 <ul style="list-style-type: none"><li>• Sponsored photo booth with your logo on all photos</li></ul>



CONTACT GARY HARVEY TO FIND OUT MORE

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+ 45 40324847

# GOTO sponsors

## Past GOTO sponsors

If you decide to sponsor GOTO Training Copenhagen or a series of GOTO Conferences, you'll be in good company. Here are some sponsors who have presented themselves at our conferences. For many this is a long term relationship, sponsoring multiple of our events worldwide.



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