



Become a Sponsor of GOTO Aarhus Conference 2012

*GOTO Aarhus - The Software Development
Conference in the heart of Denmark*

October 1st – 3rd 2012



At Musikhuset, Aarhus
<http://gotocon.com/aarhus-2012/>

Content

Join us at the GOTO Aarhus Conference 2012.....	2
About the GOTO Conferences.....	2
Showcase your brand to the over 1300 participants from everywhere.....	2
Our Guarantee: A high-impact Sponsorship Experience	2
Program Committee.....	3
Sponsorship Packages.....	4
Platinum: 30'000 Euros	4
Gold: 15'000 Euros	4
Silver: Exhibition booth + Speaking Opportunity: 6'000 Euros.....	4
Bronze: Exhibition booth: 4'000 Euros.....	5
Bronze: Speaking Opportunity at the Solutions Track: 3'000 Euros.....	5
Chair Drop: 1'500 Euros	5
Welcome delegate bag advertisement insert: 600 Euros.....	5
Full-Page advertisement in Printed program: 600 Euros.....	5
Half-Page advertisement in Printed program: 300 Euros	5
A5 Landscape advertisement in Conference Magazine: 1100 Euros	5
A6 Portrait advertisement in Conference Magazine: 600 Euros	5
Corporate Sponsorship Packages.....	6
Gold Corporate sponsorship:	6
Silver Corporate sponsorship:.....	6
Quick look table.....	7

Organizer

Trifork is an international and independent conference, seminar and education organizer in various industries. Trifork is related to various software industry conferences such as JA00 GOTO, YOW, HTML5 live and QCon.

Your sponsor / exhibitor contact:

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Join us at the GOTO Aarhus Conference 2012

About the GOTO Conferences

GOTO conferences are vendor independent and made for developers by developers presenting the industry's best speakers. Our goal is to give the software development community a high quality conference with unique learning, discussion and networking opportunities.

The Conference takes place in Aarhus, Denmark and includes: 3 conference days, 3 training days and more than 90+ Presentation Sessions by International Experts and Authors.

The conference covers topics such as: .Net, Java, Open Source, Agile, Architecture and Design, Web, Cloud, New Languages and Processes.

Showcase your brand to the over 1300 participants from everywhere

A GOTO Conference sponsorship gives your company the ideal venue for connecting with the community. You'll have the opportunity to showcase your brand, meet today's top technological talent, and engage your target audience - all while gaining valuable insight into the competitive landscape. Leverage your GOTO Conference sponsorship to:

- Demonstrate your technological expertise and innovation
- Raise your brand awareness
- Establish your products and services within the community
- Enhance your business image and credibility
- Position your company as an attractive employer for highly qualified, motivated IT professionals
- Expand the knowledge and capabilities of your staff

Our Guarantee: A high-impact Sponsorship Experience

The GOTO Aarhus Conference 2012 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:

- Limited total number of conference sponsors
- Exclusive rights for your marketing and communication activities
- A wide variety of presenting and sponsoring categories, offering extensive marketing activities
- Individual service that caters to your unique requirements
- Complimentary conference tickets for your company's IT specialists



Program Committee

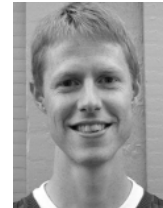
We organize GOTO conferences with a Program Advisory Board that includes a number of respected industry experts who are defining technology today and pushing trends for the future. Our 2012 Program Advisory Board members include:



Aino Vonge Corry
Retrospectives Facilitator



Dave Thomas
Founder and CEO of Bedarra Corporation



Kasper Lund
Google V8 Team and Dart Team



Dr. Kresten Krab Thorup
Chief Architect and Co-founder of Trifork



Martin Nally
IBM Fellow, CTO of IBM Rational



Michael Nygard
Author of "Release It!"



Ola Bini
Language Geek



Patrick Linskey
Software Enthusiast and Collaborator at Cisco



Ryan Slobjan
Developer with Tasktop Technologies



Steve Vinoski
Senior Architect with Basho Technologies



Sponsorship Packages

Platinum: 30'000 Euros

- Exhibit booth: 10x10 feet / 3m x 2.5m, with the option of getting a larger booth up to 10X30 feet / 3m x 7.5m
- Prominent Logo exposure as Platinum Sponsor:
 - Printed programs, GOTO Aarhus website and Printed banner in the conference hall
- 2 x 45 minutes presentation one in each of the **Solutions/ Technical tracks**
- Registration: 6 free conference registrations (including passes for your speakers)
- Conference kit: Two marketing inserts in the delegate bag and lead scanner provided if wanted
- One A5 (Landscape) ad in the conference magazines
- 40 x VIP Exhibition tickets (including passes for your booth staff)

Gold: 15'000 Euros

- Exhibit booth: 10x10 feet / 3m x 2.5m, with the option of getting a larger booth up to 10X30 feet / 3m x 7.5m
- Prominent Logo exposure as Gold Sponsor:
 - Printed programs, GOTO Aarhus website and Printed banner in the conference hall
- 2 x 45 minutes presentations in the **Solution Track**
- Registration: 4 free conference registrations (including pass for your speaker)
- One maximum A4 / 0.5 cm thick insert in the delegate bag and lead scanner provided if wanted
- One A5 (Landscape) ad in the conference magazines
- 30 x VIP exhibition tickets (including passes for your booth staff)

Silver: Exhibition booth + Speaking Opportunity: 6'000 Euros

- Exhibit booth: Single booth 10x10 feet / 3m x 2.5m
- 45 minutes presentation in the **Solutions Track**.
- Logo exposure on GOTO Aarhus web site and signage at the event and in printed program
- Registration: 2 free conference registrations (including pass for your speaker)
- One maximum A4 / 0.5 cm thick insert in the delegate bag and lead scanner provided if wanted
- One A6 (portrait) ad in the conference magazines
- 20 x VIP Exhibition tickets (including passes for your booth staff)



Bronze: Exhibition booth: 4'000 Euros

- Exhibit booth: Single booth 10x10 feet / 3m x 2.5m
- Logo exposure: On GOTO Aarhus web page and printed program
- One maximum A4 / 0.5 cm thick insert in the delegate bag and lead scanner provided if wanted
- 50% discount on one registration
- 10 x VIP Exhibition tickets (including passes for your booth staff)

Bronze: Speaking Opportunity at the Solutions Track: 3'000 Euros

- This is a speaking opportunity only in the **Solutions Track** for a 45 minutes presentation
- Logo exposure on GOTO Aarhus web site and signage at the event and in printed program
- One maximum A4 / 0.5 cm thick insert in the delegate bag and lead scanner provided if wanted
- One free full conference registration (for the Solution Track speaker)
- 5 x VIP Exhibition tickets

Private Meeting Room: 300 Euros

- Rent a room for all 3 days so your sales staff can meet with clients

Chair Drop: 1'500 Euros

- One piece of content on all chairs before a general session, based upon availability.
- Logo exposure on the GOTO Aarhus website

Welcome delegate bag advertisement insert: 600 Euros

- One piece of content (flyer or give away) in all delegate bags, based upon availability.
- Logo exposure on the GOTO Aarhus website

Full-Page advertisement in Printed program: 600 Euros

- One full-page advertisement in the printed conference program
- Logo exposure on GOTO Aarhus website

Half-Page advertisement in Printed program: 300 Euros

- As full-page but just a half-page advert.

A5 Landscape advertisement in Conference Magazine: 1100 Euros

- One A5 advertisement in the printed conference magazine
- Logo exposure on GOTO Aarhus website

A6 Portrait advertisement in Conference Magazine: 600 Euros

- One A6 advertisement in the printed conference magazine
- Logo exposure on GOTO Aarhus website



Corporate Sponsorship Packages

If you are a company that supports the event with 11 or more employees attending on paid tickets then why not benefit from FREE acknowledged support of the event with a Gold or Silver sponsorship package. We want to help those who help us make this the best software developers conference in the world! Be associated with excellence in software development and note your interest now.

Gold Corporate sponsorship:

Buy 15 conference tickets for your company staff and get:

1. 15 conference tickets at a rate of EUR 1800
2. All benefits of Gold Sponsorship level without the speaker sessions (see previous page)
3. An exclusive meeting for your staff with one speaker for 45 minutes at GOTO Aarhus

Silver Corporate sponsorship:

Buy 10 conference tickets for your company staff and get:

1. 10 conference tickets at a rate of EUR 1800
2. All benefits of Silver Sponsorship level without the speaker sessions (see previous page)
3. An exclusive meeting for your staff with one speaker for 45 minutes at GOTO Aarhus

*A Limited # of approximately 100 Free exhibition passes will be released to the public for the first time in 2012 just a couple of weeks before the event which will help with extra traffic and all exhibition passes will allow the attendees to see the solutions track talks too.



Quick look table

Levels At a Glance	Platinum	Gold	Silver	Bronze Exhibition Only	Bronze Speaker Session Only
Price	30000 Euros	15000 Euros	6000 Euros	4000 Euros	3000 Euros
Booth	Large Booth	Large Booth	Single Booth	Single Booth	-
Logo Exposure	Platinum Sponsor Placement on Web, and Banner in Conference Hall and in printed program	Gold Sponsor Placement on Web, and Banner in Conference Hall and in printed program	Silver Sponsor Placement on Web, and signage at the event, and in printed program	Bronze Sponsor Placement on , Web, and in printed program	Bronze Sponsor Placement on Web, and in printed program
Registrations	6 Full Passes, 40 VIP Exhibition Passes	4 Full Passes, 30 VIP Exhibition Passes	2 Full Passes, 20 VIP Exhibition Passes	50 % discount on 1 Full Pass 10 VIP Exhibition Passes	1 Full Pass for Speaker 5 VIP Exhibition Passes
Speaking Slots	1 in Technical Program and 1 Solution Session	2 Solution Sessions	1 Solution Session	-	1 Solution Session
Marketing	Named in Pre Announcement Mails	Named in Pre Announcement Mails	Named in Pre Announcement Mails	Named in Pre Announcement Mails	Named in Pre Announcement Mails
Conference Magazine	1 A5 (landscape) ad	1 A5 (landscape) ad	1 A6 (portrait) ad	-	-
Bag Insert	2 Inserts in Bag	1 Insert in Bag	1 Insert in Bag	1 Insert in Bag	1 Insert in Bag
Lead Scanner	Provided if wanted	Provided if wanted	Provided if wanted	Provided if wanted	Provided if wanted

