

Additional publicity modules for **JAZZON08**

The international conference on Java technology June 23 – 26, 2008. Zurich.

Jazoon'08 is the no. 1 meeting place for developers, architects, ICT decision-makers and consultants from throughout Europe and around the world. In June 2008, the international Java community will come together to share information about the latest developments, current trends and important aspects of Java technology. Jazoon'08 provides the ideal surroundings and a positive atmosphere for building and renewing contacts and facilitating an intensive overall conference experience. The variety of topics at Jazoon is as broad as the areas of application for Java and open source technologies, ranging from smart cards to servers, games to security, development to operation.

Advertise directly to your target groups

Regardless of whether you want to advertise for your company or a certain product, or whether your company is at home in the IT segment or another segment altogether, at Jazoon'08 you will find an attractive public receptive to your advertising message. And Jazoon'08 also offers you the right instruments to ensure that your message is heard.

More than 1,000 participants are expected to attend Jazoon'08: software developers, ICT specialists, management personnel, decision-makers and opinion leaders from Switzerland and neighbouring European countries, Eastern Europe, overseas, and the Middle and Far East.

The diversity of the participants mirrors that of the international Java community: from young professionals in the early stages of their careers to highly experienced senior staff with managerial responsibility.

The younger segment of participants has outstanding career perspectives and above-average earning potential. They hope that participating in Jazoon'08 will result in important new impetus for their technical and professional career development.

Managers and opinion leaders with a wealth of experience play a pivotal role in guiding strategic ICT decisions. At Jazoon'08 they will be looking to establish new contacts and cultivate existing ones, engage in exchanges with other experts, find out more about new trends and solutions, and bring themselves up-to-date about the latest options on the training and education front.

All these different people have one important thing in common, however: They have an open, enquiring attitude towards new things and developments, both in the professional and private spheres. And they are all looking forward to having an unforgettable, inspiring experience at Jazoon'08.

JAZZON08

THE INTERNATIONAL CONFERENCE ON JAVA TECHNOLOGY
JUNE 23 - 26, 2008 ZURICH

Be heard

At Jazoon'08 your message is bound to be heard by the target groups you want to address. Publicity modules, geared specially to your marketing goals will help

- > to introduce your company, products and services to attractive target groups
- > enhance your level of recognition and familiarity
- > to further heighten the PR and marketing effect of your Jazoon'08 sponsoring commitment
- > to focus more attention on the products and services you present at the Jazoon'08 exhibition
- > to position your company as an attractive employer

Most probably you also have other goals which can be facilitated with targeted communication at Jazoon'08 – effectively, and with only a moderate investment of time and money on your part.

Publicity modules (subject to change)

> One sheet format posters (indoors) (max. 4, in packages of 6 each)

For the entire duration of the conference, posters (100cm x 69cm) will clearly display your advertising message throughout the conference building (2 posters on each of the three floors).

> Ad in conference catalogue

For maximum effect, place an ad in the conference catalogue – perhaps as a supplement to your entry as sponsor or exhibitor. The conference catalogue will be handed out to all conference participants.

> Banner on jazoon.com homepage (max. 4)

Effective immediately, you can activate a banner on jazoon.com. It will appear starting now and up through the end of the conference. Multiple banners (max. 4) will be displayed on a rotating basis.

> Logo on T-Shirt (max. 6)

Your logo will be featured on the official Jazoon'08 T-Shirt which will be distributed to all participants.

> Logo on conference neck band (max. 1)

Your logo (monochrome) is featured prominently on the conference neck band that is distributed to all participants with the conference badges.

> Brochure / give-away in the welcome package (max. 4)

Surprise conference participants with a brochure or small give-away included in the welcome package. We can support you with ideas for give-aways like a box of finest Swiss chocolate.

> Branded Working Area (max. 1)

For the whole duration of the conference working areas will be available for participants to use and will be equipped with PCs/printers. One of these areas can be named for your company. Signs will be posted accordingly, and the area will be indicated in the conference program. In addition, your logo will be featured prominently both within and outside the working area.

> Branded public lounge (max. 2)

For the entire duration of the conference, lounges will be set up in the conference building providing seating for about 20 participants. It is intended as a relaxation and networking zone that will be open to all conference participants. Such a lounge will be named after your company and will exclusively display your company's logo. It will also be indicated in the conference program.

> Host a Jazoon After Hours networking event (2 events, with max. 2 hosts per event)

You can be the host of one of our two Jazoon'08 networking events. This will be an evening reception announced under the name of your company.

Ordering

Orders for modules may be submitted up until 30 April 2008 using the accompanying form.

Limited-quantity modules will be awarded in the order in which requests are received. In the event that multiple orders are received on the same date, preference will be given to sponsors over exhibitors, and to exhibitors over other parties.

Prices and payment conditions

All prices are printed on the order form.

Upon order confirmation you will receive an invoice which is payable within 30 days.

All prices subject to 7.6% VAT.

Provision of publicity materials

All samples and other publicity materials (printing standards for ads, posters, logos, videos, brochures, give-aways, banners etc.) are to be provided by the ordering party in accordance with the organisers' specifications. Should you require any assistance in preparing your publicity material, you may contact our partner firm specialised in communication and advertising.

cR Kommunikation AG

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Url jazoon.com
keynode.biz

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JUNE 23 - 26, 2008 ZURICH

Orders for additional publicity modules

Jazoon'08, Zürich (Sihlcity), Monday, 23 June 2008 to Thursday, 26 June 2008

Order placed by

Company _____ Street address _____
Postcode _____ Country _____
 We are already a Jazoon'08 sponsor We are already a Jazoon'08 exhibitor

Contact person

First name _____ Last name _____
Function _____ Department _____
Phone _____ Fax _____
Mobile phone _____ E-mail _____

Modules (edition 11/2007, subject to change)

	Euro	CHF
<input type="radio"/> One sheet format posters per package of 6 (price excl. poster production) (max. 4)	1'450	2'400
<input type="radio"/> Ad in conference catalogue 1/1 page	900	1'500
<input type="radio"/> Ad in conference catalogue 1/2 page	450	750
<input type="radio"/> Banner on jazoon.com (price excl. banner production) (max. 4)	1'700	2'800
<input type="radio"/> Logo on T-Shirt (max.6)	1'700	2'800
<input type="radio"/> Logo on conference neck band (max.1)	2'300	3'800
<input type="radio"/> Brochure / give-away in Welcome Package (price excl. material) (max. 4)	1'200	2'000
<input type="radio"/> Branded Working Area (max.1)	3'000	5'000
<input type="radio"/> Branded Public Lounge (max.2)	3'000	5'000
<input type="radio"/> Host of a Jazoon networking event (2 events with max. 2 hosts per event)	from 3'000	from 5'000

All prices subject to 7.6% VAT.

Please send your order to (orders are binding):

Keynode AG, Obere Wiltisgasse 48
CH-8700 Küsnacht / Zurich, Switzerland

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