

Additional publicity and sponsoring modules for JAZOON07

The international conference on Java technology June 24 – 28, 2007 Zurich.

Jazoon'07 is the no. 1 meeting place for developers, architects, ICT decision-makers and consultants from throughout Europe and around the world. In June 2007, the international Java community will come together to share information about the latest developments, current trends and important aspects of Java technology. Jazoon'07 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'07 you will find an attractive public receptive to your advertising message. And Jazoon'07 also offers you the right instruments to ensure your message is heard.

Up to 1,000 participants are expected to attend Jazoon'07: 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'07 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'07 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'07.

JAZOON07

THE INTERNATIONAL CONFERENCE ON JAVA TECHNOLOGY

JUNE 24 - 28, 2007 ZURICH

Be heard

At Jazoon'07 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'07 sponsoring commitment
- > to focus more attention on the products and services you present at the Jazoon'07 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'07 – 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).

> Posters F200 and F200L (outdoors) (max. 2, approximately 4 posters each)

For the entire duration of the conference, posters will be placed in the vicinity of the conference center within an existing poster network. Availability needs to be checked.

> Film displayed on personal screens in restrooms (max. 5)

Catch the attention of your public with your very own video. Your film will be shown for the entire duration of the conference on personal LCD screens in the restrooms of the conference building.

> Logo on cushion (max. 1)

The conference building features the largest indoor staircase in Switzerland. This is the perfect meeting, relaxing and working space for in between sessions. Every participant will receive a cushion (20cm x 20 cm x 2cm) for comfortable sitting.

> Logo on public transport ticket (max. 1)

Conference participants will receive a special ticket for free use of the public transport system in Zurich. Your logo will be printed on the ticket and is seen for the entire duration of the conference.

> Ad or advertorial in conference catalogue

For maximum effect, take out an ad or advertorial (case study) in the conference catalogue – perhaps as a supplement to your entry as sponsor or exhibitor. The conference catalogue (235mm x 320mm, approx. 40 pages) will be distributed before the conference as a supplement of Netzwoche, the leading Swiss weekly for ICT and e-business (10'900 copies). The conference catalogue will also be handed out to all conference participants.

Ad in conference catalogue (supplement of Netzwoche)

Format	Euro	CHF
2/1	11'620	18'360
2/2	6'750	10'700
1/1	5'810	9'180
2/3	4'730	7'470
1/2	3'520	5'560
1/3	2'580	4'070
1/4	2'080	3'280
3 rd cover page	6'910	10'930
Case study (1/1)	3'600	5'700
Per additional page	1'080	1'700
Inserts etc.	on enquiry	

> **Banner on jazoon.com homepage (max. 6)**

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. 6) will be displayed on a rotating basis.

> **Logo on conference bag (max. 2)**

Your logo will be featured as the design on the conference bag which every participant receives at the start of the conference. One logo (monochrome) is printed on the carrying strap, and another is featured prominently on the outer side of the conference bag.

> **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.

> **Brochure / hotel drop (max. 4)**

All participants lodging at the official conference hotels will receive your brochure placed before their hotel room door.

> **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.

Sponsoring modules (subject to change)

> **Scholarships for participants from Eastern Europe (in packages of 20)**

Support selected ICT professionals from Eastern Europe by assuming half of their conference fees for them. This gesture will not only leave a lasting impression on these young ICT experts, but will reflect well on your company with all participants. Jazoon'07 guarantees it!

> **Jazoon Coffee Break (max. 8)**

Use a Jazoon Coffee Break to give your company some valuable exposure. The coffee break will be announced under your brand name and noted accordingly in the conference program. In addition, your logo will be featured on announcement displays during the coffee break.

Ordering

Orders for modules may be submitted up until 31 May 2007 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, a deposit of 50% becomes payable. The remaining 50% is payable no later than 30 days prior to the day the service is initiated.

Term of payment is 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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E-mail marion.kodlinsky@keynode.biz

Url jazoon.com
keynode.biz

Orders for additional publicity and sponsoring modules

Jazoon'07, Zürich, Monday, 25 June 2007 to Thursday, 28 June 2007

Order placed by

Company Street address

Postcode Country

We are already a Jazoon'07 sponsor

We are already a Jazoon'07 exhibitor

Contact person

First name Last name

Function Department

Phone Fax

Mobile phone E-mail

Modules (edition 04/2007, subject to change)

	Euro	CHF
<input type="radio"/> One sheet format posters per package of 6 (price excl. poster production) (max. 4)	2'000	3'100
<input type="radio"/> Posters F200 and F200L per package of approx. 4 (price excl. poster production) (max. 2)	2'000	3'100
<input type="radio"/> Film on personal screens in restrooms (price excl. film production) (max. 6)	1'140	1'800
<input type="radio"/> Banner on jazoon.com (price excl. banner production) (max. 6)	4'700	7'430
<input type="radio"/> Logo on conference bag / side (max.1)	7'300	11'530
<input type="radio"/> Logo on conference bag / carrying strap (max.1)	4'810	7'600
<input type="radio"/> Logo on conference neck band (max.1)	4'810	7'600
<input type="radio"/> Logo on cushion (max.1)	4'810	7'600
<input type="radio"/> Logo on public transport ticket (max.1)	3'190	5'050
<input type="radio"/> Brochure / give-away in Welcome Package (price excl. material) (max. 4)	3'250	5'140
<input type="radio"/> Brochure / hotel drop (price excl. material) (max. 4)	3'090	4'880
<input type="radio"/> Scholarships for participants from Eastern Europe (20/pkg)	per package 15'900	25'100
<input type="radio"/> Branded Working Area (max.1)	5'900	9'300
<input type="radio"/> Coffee Break (max.8)	Quantity: each 3'720	5'800

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

Fax +41 (0)43 266 88 44