

JAZOON'14: Sponsoring Opportunities

THE INTERNATIONAL CONFERENCE FOR THE SOFTWARE COMMUNITY

October 21 – 22, 2014 in Zurich-Oerlikon, Switzerland

JAZOON'14



« *from the community for the community* »

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1. Join Us at JAZOON'14

Don't miss out on the technology event of the year

After seven successful conferences from 2007 to 2013 and attracting more than 5'000 participants from 44 countries and over 300 speakers, JAZOON is now ready for the 2014 edition with a new concept aimed at opening up new **opportunities**.

The eighth edition will focus even more on the **community**. JAZOON will take place in autumn for two days on **21 and 22 October** in **Zurich-Oerlikon** at **StageOne**.

JAZOON'14 will cover a broad range of topics and cater to a wide audience of professionals involved in decisions regarding software development processes in the Java biotope and beyond. As an international conference, JAZOON features approx. 36 sessions over two days.

JAZOON'14 Main and Side Track

The main and side tracks offer the classic JAZOON content to the software developer community. International speakers will share their experience and know-how about programming, frameworks, tools, platforms and methods as well as about the professional development process for enterprises, the web, the cloud, mobile devices or desktop applications.

JAZOON'14 Workshops

In one of our workshops we allow the participants to have a «hands on» feeling. They get the opportunity to experience a topic in a much smaller and therefore more personal setting. Here the participants get more deeply involved and the duration of the workshop can vary between regular talk length (45 to 60 minutes) and half a day (or even more).

Join us and be an important part of JAZOON'14!

With an array of exciting speakers planned to participate, the eighth edition of JAZOON promises to be the annual meeting and information point in the heart of Europe for professionals, IT managers and tech experts from across the globe. The JAZOON community will gather to share the latest advances in software architecture, methods and open source technologies as well as the latest technologies for mobile and cloud computing.

Showcase your brand to the international developer community

A JAZOON sponsorship gives your company the ideal venue for connecting with the global software developer community, from coding to top level architects and decision makers for innovations in the international software industry. You'll have the opportunity to showcase your brand, meet today's top technological talents, and engage your target audience – all while gaining valuable insight into the competitive landscape. Leverage your JAZOON sponsorship to:

- demonstrate your technological expertise and innovation
- raise your brand awareness
- establish your products and services within an attractive marketplace
- 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

We know that when it comes to marketing, there's no such thing as «one size fits all». Your JAZOON sponsorship package can be customized to meet your specific needs and objectives. Choose from a variety of ways to create a dynamic presence at the conference, each designed to give your company optimal visibility.

Our guarantee: a high-impact sponsorship experience

The JAZOON organizers are committed to providing a premium sponsorship experience that empowers you to take your business to the next level. To make sure 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



2. Facts & Figures

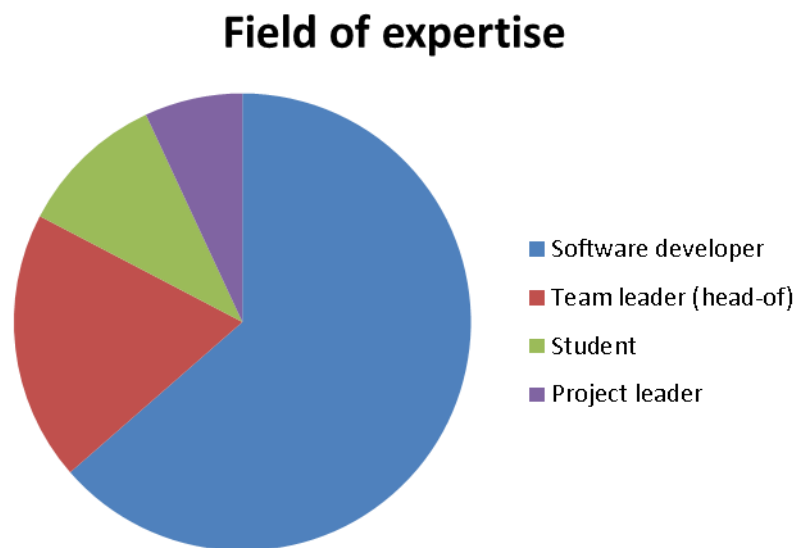
JAZOON'13 Conference

JAZOON'13 was an event full of excitements and highlights. Over 350 participants, 45 sessions, interesting lectures, valuable meetings and active networking opportunities were well worth the visit. The program was accompanied by an evening event and various side events offered by multiple companies in the region.

According to our survey, approx. 97% of the participants would recommend JAZOON to a friend.

JAZOON'13 attracted professionals with different roles

The four most prominent roles amongst the participants in 2013 were software developer, team leader (or head-of), project leader and student. The distribution is visualized in the following pie chart:



3. Previous JAZOON Supporters and Sponsors



4. Sponsorship Packages

Sponsorship Package Overview

	Platinum	Gold	Silver	Bronze
Maximum number	2	4	6	8
Logo on slides	✓	✓		
Logo on logo walls	1/3 along with 1	1/3 along with 3	1/3 along with 5	
Welcome bag insert	✓	✓	✓	✓
Evening sponsor	✓			
Coffee corner sponsor	✓			
Coffee break sponsor (1 of 4)		✓		
Lunch sponsor			Together with 2	
Chair drop (for half a day)		✓		
Exhibition booth	Can be purchased (3'000 CHF)			✓
Logo on JAZOON.com	✓	✓	✓	✓
Logo in newsletters	✓	✓	✓	✓
Press release mentioning	Mentioned «sponsored by»	Mentioned in a sponsor list		
Opportunity to hold a talk	2	1		
Job wall (number of A4)	2	2	1	1
Free tickets	6	4	2	1
Ticket discount in %	15	15	15	15
Prices (in CHF excl. VAT)	35'000	20'000	15'000	7'500

Sponsor Goodies Overview

Goody	Maximum Number	Price (in CHF excl. VAT)
Lanyards	1	2'500
Welcome bag	1	3'000
Job wall (1 A4)	10	750

Sponsorship Package Content Description

Logo on slides

Your logo is depicted on the official JAZOON talk introduction slides. The size and placement of the logo depend on your sponsorship category.

Logo on logo walls

Your logo is depicted on the official JAZOON logo walls. The size and placement of the logo depend on your sponsorship category.

Welcome bag insert

Contribute one company-branded insert of your choice to the JAZOON welcome bag. These inserts should be useful for our attendees. Please get in touch with us before you buy and/or produce any inserts.

Evening sponsor

Having your company as an evening sponsor allows JAZOON to provide our participants an environment for informal networking and having fun. Your company can also be a part of the evening by contributing to the program.

Coffee corner sponsor

Be the sponsor of our coffee corner. In this separate room the participants of JAZOON will discuss the talks and enjoy a cup of coffee that is sponsored by your company.

Coffee break sponsor (1 of 4)

Be the sponsor of one of the four coffee breaks in which the catering crew offers coffee, croissants and sandwiches to the participants of the JAZOON conference.

Lunch sponsor

A good lunch can be the starting point of a promising business partnership. Therefore, your company can (together with two others) be present as a sponsor at one of the two lunches.

Chair drop (for half a day)

You get the opportunity to have your company's branded giveaway placed on the participants' chairs during half a day at JAZOON. These chair drops should be useful for our attendees. Please get in touch with us before you buy and/or produce any giveaways.

Exhibition booth (3m x 3m)

You receive space for your exhibition booth at JAZOON. This option is part of the bronze sponsorship package. Sponsors in a higher sponsorship category have the opportunity to buy an exhibition booth.

Logo on JAZOON.com

Your logo appears on the JAZOON homepage and is displayed alternating with the logos of other partners and sponsors in the same category.

Logo in newsletters

Your logo appears on every JAZOON newsletter. Size and placement of the logo depend on the category of your sponsorship package.

Press release mentioning

As a platinum sponsor your company will be mentioned as the main sponsor («JAZOON'14 sponsored by») in every press release. Gold sponsors are added to the press releases on a sponsor list at the end of every press release.

Opportunity to hold a talk

You receive a slot within the session's program. Your designated speaker must be an expert in one of the JAZOON fields. The content and focus of the talk should be technical, not marketing-oriented. Your proposal for the talk must be accepted by the Program Committee prior to the event.

Job wall (number of A4)

Depending on your package category, you receive space of up to two A4 pages to publish jobs vacancies in your company. The job wall is placed at a prominent location.

Free tickets

Your company receives free two-day conference tickets for JAZOON. The number of free tickets distributed depends on your sponsorship category.

Ticket discount

Purchase additional conference tickets for your organization at a 15% discount.

Sponsor Goody Description**Lanyards**

Your company's logo will be printed on the lanyard that is attached to the ticket every participant receives when entering the venue. You have to provide the lanyards.

Welcome bag sponsor

Have your logo on the welcome bag (and be a part of the design process). This bag will accompany the participant during the entire JAZOON.

Job wall (1 A4)

Please see the «Job wall (1 A4)» description in the «Sponsorship Package Content Description» section.

5. Register for JAZOON'14 Today

JAZOON'14 will take place in Zurich on October 21 – 22, 2014. To sign up for this premier industry event, please contact us by e-mail or phone.

Registrations for sponsorship packages can be made at any time. The earlier you sign up, the more exposure you will get. Please note that the number of sponsorship packages is limited, depending on the sponsorship category.

Sponsorship packages and additional exclusive sponsorship and publicity modules will be awarded in the order in which the orders are confirmed. In the case of multiple orders received on the same day, Platinum sponsors will be given preference over Gold sponsors, and Gold sponsors over Silver sponsors. Upon receipt of registration, confirmation will be provided in the form of a sponsorship agreement which must be signed and returned. The sponsorship agreement is subject to the General Terms and Conditions which are provided separately.

Payment Conditions

Once your registration for a sponsorship package is confirmed, you will be requested to pay a deposit of 50% of the sponsoring fees. The remaining 50% must be paid by July 31, 2014.

Contact

Keynode AG

Zypressenstrasse 71

Postfach

8040 Zurich, Switzerland

Phone: +41 31 740 75 02

E-mail: sponsorship@jazoon.com

URL: www.JAZOON.com