

Become a Jazoon'11 Sponsor

The International Conference on the Modern Art of Software!

Zurich, Switzerland, **21 to 23 June 2011**



Jazoon'11: Crossover & Fusion

- Java and beyond
- SET@Jazoon (SET: Software Engineering Today)
- Microsoft@Jazoon

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1. Join Us at Jazoon'11

Don't miss out the Technology Event of the Year

After four successful conferences (2007 – 2010) reaching more than 4'000 participants from 44 countries and over 300 speakers Jazoon is ready for a new edition with an extended concept to open new potentials.

Jazoon'11, focusing on 'Crossover and Fusion' is covering a broader range of topics and catering for a wider audience than ever before. As an international conference, Jazoon now features approx. 100 sessions over three days with three parallel running tracks:

Track 1: Java and beyond

In 'Java and beyond', the Java community is treated to the traditional topics covered by the Jazoon conferences. In previous years, Jazoon has been able to attract the key experts on Java to address the conference – the 2011 edition will again see a top-class set of speakers.

Track 2: SET@Jazoon, Software Engineering Today from SIGS-DATACOM

The renowned and established Software Engineering Today (SET) Conference, which has been organised separately for seven years, is now being merged into Jazoon. This creates synergies and provides benefits to the participants in terms of content and quality.

Track 3: Microsoft@Jazoon: Microsoft guest track

Software and operating platform developer Microsoft will be our special guest for a track of its own, looking at Web, phone and cloud technologies.

Topics per Track

Track 1: Java and beyond	Track 2: SET@Jazoon	Track 3: Microsoft@Jazoon
<ul style="list-style-type: none">• Enterprise Java• Pervasive Computing• Development Tools & Techniques• Infrastructure Technologies & Language Issues• Cool & Fun• Applications	 <ul style="list-style-type: none">• Lean and Agile Development• Enterprise Architecture• Management and Leadership	<ul style="list-style-type: none">• Web Technologies• Windows Phone 7• Cloud Platform• Development Tools & Methodologies• Cool & Fun

Now, we're currently seeking sponsors to take part in Jazoon'11, where professionals, IT managers and tech experts from across the globe will gather to share the latest advances in Software Architecture, Methodes, Java and Open Source technologies as well as the latest Microsoft technologies for Mobile- and Cloud-Computing.

With an array of exciting speakers already scheduled to participate, the fifth annual Jazoon promises to be the most exhilarating one yet!

Showcase Your Brand to the international Developer Community

A Jazoon'11 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 talent, 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'11 sponsorship package can be customized to meet your specific business needs and objectives. Choose from a variety of fun 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'11 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



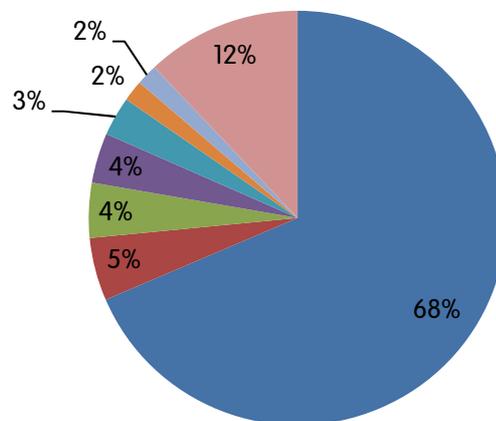
2. Facts & Figures

Jazoon'10 Conference

With more than 700 participants, 75 sessions and 5 keynotes during three days Jazoon'10 was a big success for participants and sponsors.

According to our survey, approx. 95% of the participants would recommend Jazoon to a friend.

Jazoon'10 Home Countries



Jazoon'10 Content

- Enterprise Java
- Pervasive Computing
- Next-Generation Web Technologies and Rich Clients
- Development Tools & Techniques
- Infrastructure Technologies & Language Issues
- Cool & Fun
- Applications

For more information
visit jazoon.com

Jazoon Sponsors, Exhibitors and Partners



3. Sponsorship Packages

Sponsoring Overview

	Platinum	Gold	Silver	Rookie	Net Party	Lunch	Supporter
Prices (in 1'000 CHF excl. VAT)	50	35	19	15	9	9	5
Program Committee Representation	●						
Long Talks	2	1					
Individual Extra Service	●	●	●	●	●	●	●
Exhibition Booth	Double	Single	50% Discount				
Free Tickets for Jazoon'11	7	4	2				
Discount on additional Tickets for Jazoon	20%	20%	20%				
Discount Vouchers for external Parties	15%	15%	15%				
Event Marketing Communications	●	●	●				
On-site Branding	●	●	●				
Media Relations and PR Package	●	●	●				
Logo on Jazoon.com	●	●	●	●	●	●	●
Use of Jazoon'11 Name and Logo	●	●	●	●	●	●	●
Welcome Bag Insert	●	●	●	●			

Additional Options

Ad in Conference Guide: Place your ad in the Conference Guide (1/2 to 2 Pages Ads)

Logo on Welcome Bag: Your Logo exclusively on the Welcome Bag

Logo on Conference Guide: Additional Place of your Logo in the Conference Guide

Free Tickets: If you register more than 40 payable participants from your company, you'll receive a voucher for an unlimited ticket contingent for free.

Program Committee Representation

As a Platinum sponsor, you have the opportunity to designate a member of the program committee.

Long Talks

Depending on the sponsoring category, you receive one (1) or two (2) slots for 50min talks within the session's program. Your designated speakers must be experts in one of the Jazoon fields. The content and focus on these talks should be technical and not marketing-oriented. Your proposals for the talks must be accepted by the Jazoon Program Committee prior the event.

Individual Extra Services

Add an individual service to your basic package to better facilitate your specific marketing and communication goals. This service must be defined ahead of time with the Jazoon organizers and designed to serve participants (e.g. raffle drawing).

Exhibition Booth

Depending on the sponsorship category, you will have a double or a single booth at your disposal for the Jazoon'11 exhibition. For Silver sponsors, we offer a discount of 50% on the standard exhibition prices.

Free Tickets for Jazoon'11

Your company receives up to twelve (12) free three-day conference tickets for Jazoon'11. The number of free tickets distributed depends on your sponsoring category. Please check the 'Sponsoring Overview' for more details.

Discount on additional Tickets

Purchase additional conference tickets for members of your organization at a discount of 20%.

Participation Vouchers

Receive 100 vouchers that you can distribute to external parties at your own discretion. The voucher number is registered online, giving the conference participant a 15% discount on the conference fee.

Event Marketing Communication

Get a widespread visibility for your company at Jazoon'11. The type of participation (logo or text material) will be decided on an individual basis in relation to the specific communication measure in question.

On-Site Branding

Your logo is depicted in the official Jazoon'11 poster materials (poster, mega poster and video walls). The size and placement of the logo depend on your sponsoring category.

Media Relations and PR Package

Receive official Jazoon documentation that can use for your own media and public relations work.

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. A portrait of your company is also included on the sponsor page.

Use of Jazoon'11 Name and Logo

For one year, you are entitled to use the Jazoon name and logo freely in all of your corporate communications.

Welcome Bag Insert

Contribute one company-branded insert of your choosing (e.g. flyer, give-away) in the Jazoon Welcome Bag.

Unlimited Tickets

If you have 40 people from your organization attending Jazoon'11 (through your ticket contingent as a sponsor as well as through discount ticket purchases), you will be entitled to bring as many additional persons from your organization as you wish.

4. Register for Jazoon'11 Today

Jazoon'11 will take place in Zurich (SihlCity) on Tuesday, 21 June through Thursday, 23 June 2011.

To sign up for this premier industry event, please get in contact with us via email or phone. Contact details can be found below.

Registration

Registrations for sponsorship packages can be submitted at any time. The earlier you sign up, the more exposure you will get.

Sponsorship packages and additional exclusive sponsorship and publicity modules will be awarded in the order in which the confirmed orders are received. 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.

Prices

Sponsoring Category	Price in CHF (excl. VAT)
Platinum Sponsorship	50'000
Gold Sponsorship	35'000
Silver Sponsorship	19'000
Rookie Sponsorship	15'000
Networking Party Sponsorship	9'000
Lunch Sponsorship	9'000
Supporter	5'000

Payment Conditions

Once your registration for a sponsorship package is confirmed, you will be required to pay a deposit of 40% of your sponsoring fees. 30% must be paid by 28 February, 2011, the remaining 30% by 31 March, 2011.

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