

JAZOON'12

INTERNATIONAL CONFERENCE ON THE MODERN ART OF SOFTWARE
Zurich Switzerland from 26 – 28 June 2012

Become a JAZOON'12 Sponsor

The International Conference on the Modern Art of Software
Zurich, Switzerland, 26 to 28 June 2012



JAZOON'12 – Expand Your Reach

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1. Join us at JAZOON'12

Don't miss out on the Technology Event of the Year

After five successful conferences (2007 – 2011) reaching more than 4'500 participants from 44 countries and over 300 speakers, JAZOON is ready for the 2012 edition with an extended concept to open new potentials.

JAZOON'12 will cover a broad range of topics and cater to a wide audience of professionals involved in decisions regarding software development processes. As an international conference, JAZOON features approx. 80 sessions over three days.

JAZOON Main Track

The JAZOON main track offers the developer community the classic JAZOON content on programming and markup languages (Java, .net, HTML5 a.s.o.), frameworks, tools, platforms and methods, and the professional development process covering technologies for enterprise, cloud, mobile and desktop applications. JAZOON has won the most important Java, open source and Microsoft experts as speakers in recent years - a high caliber program will also be provided for 2012.

SET @ JAZOON: Software Engineering Today

The well-known and established, yet for many years independently conducted, SET conference (Software Engineering Today) will now be, for the second time, an important part of the JAZOON'12 program. SET is aimed at professionals involved in decisions regarding software development processes, methods, and technologies (e.g. IT managers, project leaders, software architects, etc.). The participants will gain an excellent overview of the state-of-the-art in modern software engineering.

Join us and be an important part of JAZOON'12!

With an array of exciting speakers already scheduled to participate, the sixth annual JAZOON'12 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 annual JAZOON community will gather to share the latest advances in Software Architecture, Methods, Java and Open Source technologies as well as the latest Microsoft technologies for Mobile- and Cloud-Computing.

1. Join us at JAZOON'12

Showcase Your Brand to the international Developer Community

A JAZOON'12 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:

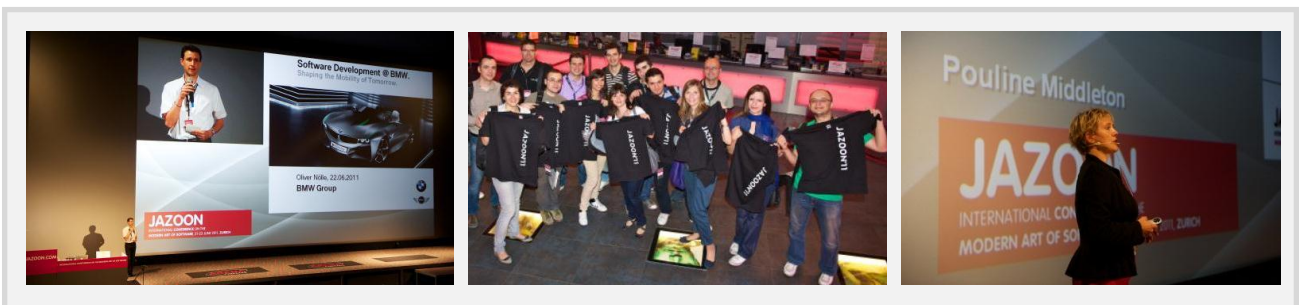
- Demonstrate your technological expertise and innovation
- Raise your brand awareness
- Establish your products and services within an attractive marketplace
- Enhance your business image and credibility
- Position your company as an attractive employer for highly qualified, motivated IT professionals
- 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'12 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'12 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'11 Conference

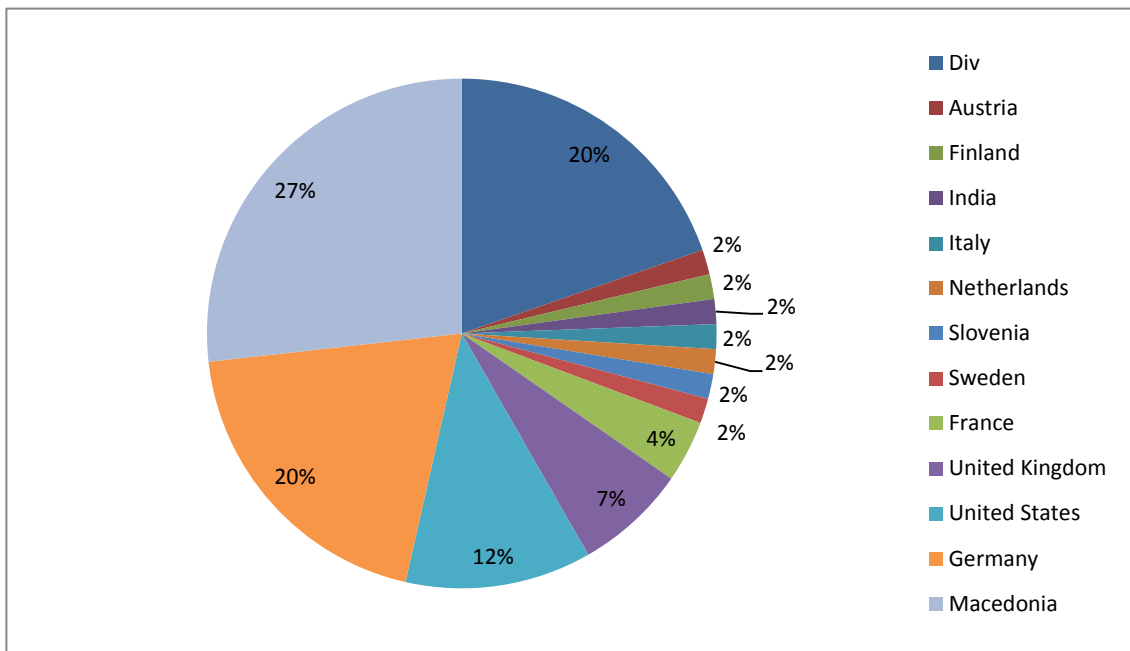
JAZOON'11 was an event full of excitements and great highlights. Over 600 participants, 112 Sessions, interesting lectures, valuable meetings, active networking and the presentation of the third JAZOON Rookie Award were well worth the visit.

JAZOON'11 got a lot of excellent feedback on our 'Crossover and Fusion' concept. The idea was, to provide the participants with the best knowledge available around the globe for the complete development process - from requirements engineering, UCD, testing, tools and methods to application lifecycle management as well as how to run your application in the cloud. Having SET (Software Engineering Today), Java and .net combined at one conference was a challenge and a great success.

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

JAZOON'11 Attracted professionals from all over the World

Guest counties 2011: Argentina, Austria, Czech Republic, Finland, France, Germany, Greece, India, Italy, Japan, Liechtenstein, Lithuania, Macedonia, Netherlands, Poland, Romania, Slovenia, South, Africa, Spain, Sweden, Switzerland, United Arab Emirates, United Kingdom, United States. Apart from Switzerland, with 75% of the participants, the guests were from the following main countries:



For more information
visit JAZOON.com

2. Facts & Figures

JAZOON Sponsors, Exhibitors and Partners



3. Sponsor Packages

Sponsoring Overview

	Platinum	Gold	Silver	Rookie	VIP Ticket	JAZOON Supporter	Track Partner
Maximum number	2	2	4	1	10	5	6
Prices (in T'000 CHF excl. VAT)	30	20	10	15	4.5	2.5	3
Program committee representation	✓						
Long Talk	2	1					
Special event Keynote-Talk				1			
Individual extra service	✓	✓	✓	✓			
Exhibition booth	Double	Single	50% Discount	50% Discount			
Free conference pass	6	4	2	2	1		
Discount on additional JAZOON tickets	20%	20%	20%	20%	20%	20%	
Discount Vouchers for external Parties	15%	15%	15%	15%	15%	15%	15%
Event Marketing Communications	✓	✓	✓	✓			
On-site Branding	✓	✓	✓	✓	✓	✓	
Media Relations and PR Package	✓	✓	✓	✓	✓		
Logo on JAZOON.com	✓	✓	✓	✓		✓	
Use of JAZOON'12 Name and Logo	✓	✓	✓	✓	✓	✓	✓
Welcome Bag Insert	✓	✓	✓	✓			

Additional Options

	JAZOON Night	Movie Night	BAG Partner	Catering	Picture Partner	Banner Area	Navigator Brochure	Online Advertising
Maximum number	1	1	1	1	1	2		
Prices (in T'000 CHF excl. VAT)	5	5	5	5	3	3	2.5 – 5	1
Special event Keynote-Talk		✓						
Individual extra service	✓	✓	✓					
Discount on additional JAZOON tickets	20%	20%						
Discount Vouchers for external Parties	15%	15%	15%	15%	15%	15%	15%	15%
Event Marketing Communications				✓				
On-site Branding	✓	✓		✓	✓	✓		
Logo on JAZOON.com	✓	✓						✓
Use of JAZOON'12 Name and Logo	✓	✓	✓	✓	✓	✓		✓
Welcome Bag Insert			✓	✓	✓			
Package Description	This package is intended for a partner who supports the JAZOON Night on the first night and wants to convey emotion and a fun factor.	The movie night will be sponsored by an exclusive partner. The partner can do a short talk before the movie starts and is also mentioned in the JAZOON'12 program.	The Welcome-BAG with the logo from the BAG Partner will accompany the participants during all of JAZOON'12.	A good business partnership goes beyond the stomach. With this catering package, the partner ensures the culinary well-being of all participants.	As a Picture Partner you are all three days in the focus of the participants. The photographer is individually equipped with a special polo shirt with your Logo.	Locally two good banner spaces are available as an attractive presence opportunity for a suitable partner.	Ensure a very attractive presence in the Navigator Brochure. Every participant receives the program and consults it several times a day.	This partner will have an additional online presence on the website JAZOON.com.

3. Sponsor Packages

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'12 exhibition. For Silver sponsors, we offer a discount of 50% on the standard exhibition prices.

Free Tickets for JAZOON'12

Your company receives up to six (6) free three-day conference tickets for JAZOON'12. 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 widespread visibility for your company at JAZOON'12. The type of participation (logo or text material) will be decided on an individual basis in relation to the specific required communication measure.

3. Sponsor Packages

On-Site Branding

Your logo is depicted in the official JAZOON'12 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 you can use for your own media and public relations work. In addition you get an invitation to the JAZOON Media and Partner Lunch, where you will meet interesting personalities from Media, Politics and other Companies in a pleasant environment.

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'12 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'12 (through your ticket contingent as a sponsor as well as through discount ticket purchases), you will be entitled to bring as many additional people from your organization as you wish.

4. Exhibitor's Package

Exhibitor's Package 1

- Floor space: approx. 4m²
- Installations: 1 info desk, 1 stand for brochures, 1 chair
- Catering: central catering for visitors and exhibitors included
- Admission: 1 conference pass
- Purchase of additional conference passes: 1 Pass at 50%
- Costs: CHF 6'100 (excl. VAT)



Exhibitor's Package 2

- Floor space: approx. 8m²
- Installations: 2 info desk, 1 stand for brochures, 2 chairs - Feel free to combine the 2 info desks e.g. with a roll-up poster in between (not included)
- Catering: central catering for visitors and exhibitors included
- Admission: 1 conference pass
- Purchase of additional conference passes: 2 passes at 50%
- Costs: CHF 11'700 (excl. VAT)

Conference Pass

	Early Bird Fee	Standard Fee
	CHF	CHF
3-Day Conference Pass	1850	2300
1-Day Conference Pass	730	855

5. Register for JAZOON'12 today

JAZOON'12 will take place in Zurich (Sihlcity) on Tuesday 26 June through Thursday 28 June 2012. To sign up for this premier industry event, please contact us via email or phone. Contact details can be found below.

Registration: Deadline 15 March 2012

Registrations for sponsorship packages can be submitted at any time. The earlier you sign up, the more exposure you will get. Please note that the number of some sponsoring packages is limited. If you register before 15 March 2012, you'll get full exposure in the JAZOON'12 communication.

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 Categories

Sponsoring Category	Price in CHF (excl. VAT)	Please mark the desired
Platinum Sponsorship	30'000	<input type="checkbox"/>
Gold Sponsorship	20'000	<input type="checkbox"/>
Silver Sponsorship	10'000	<input type="checkbox"/>
Rookie Sponsorship	15'000	<input type="checkbox"/>
VIP Ticket	4'500	<input type="checkbox"/>
JAZOON Supporter	2'500	<input type="checkbox"/>
Track Partner	3'000	<input type="checkbox"/>
JAZOON Night Sponsor	5'000	<input type="checkbox"/>
Movie Night Sponsor	5'000	<input type="checkbox"/>
BAG Sponsor	5'000	<input type="checkbox"/>
Catering Sponsor	5'000	<input type="checkbox"/>
Picture Partner	5'000	<input type="checkbox"/>
Banner Area	3'000	<input type="checkbox"/>
Navigator Brochure - Ad inside front cover and 1 / 1 page	5'000 / 2500	<input type="checkbox"/>
Online Ad	1000	<input type="checkbox"/>

5. Register for JAZOON'12 today

Please complete the registration form, sign it and send it to
Keynode AG, Zypressenstrasse 71, Postfach, CH-8040 Zurich or registration@jazoon.com

Company

Contact Person

Company Name	First Name
Address 1	Last Name
Address 2	Function
Postcode	Department
Town/City	Phone
Country	Mobile Phone
Phone	e-Mail
Fax	Order Number (PO)

Billing address *(only complete if different from the address above):*

Company	Town/City
Address 1	e-Mail
Address 2	Contact Person
Postcode	Phone

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, 2012, the remaining 30% by 31 March, 2012.

Contact

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