

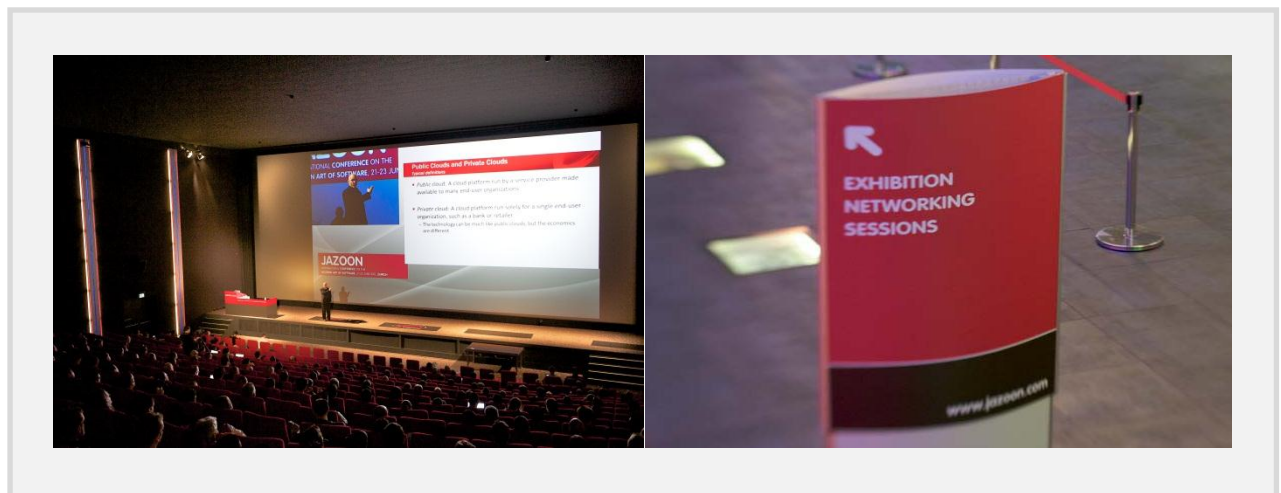
# JAZOON'12

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

## Become a JAZOON'12 Exhibitor

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

### Your benefits at JAZOON'12 – Part 1

As a JAZOON exhibitor you will benefit from a package of products and services tailored specifically to your marketing objectives, so you can make a strong impression on all your target groups on location and benefit from the attention of the IT press.

More than 600 participants are expected to attend JAZOON'12: software architects, software developers, ICT specialists, management personnel, decision-makers and opinion leaders from Switzerland, neighboring European countries, Eastern Europe, overseas, 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 will result in an 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'12** 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 further education front.

All the different people have one important thing in common, however: They have an open, enquiring attitude towards new things and developments, whether in the professional or private sphere. And they are all looking forward to having an unforgettable, inspiring experience at JAZOON'12.

About 20 Exhibitors will present a wide range of the latest products and services such as

- Development tools, environments and methods (e.g. Java and .net libraries, analysis, modeling, design, testing, debugging, quality management, configuration and change management, application lifecycle management, performance management)
- Middleware
- Security solutions
- Software development
- Systems integration and consulting
- Education, training and publications



## 1. Join us at JAZOON'12

### Your benefits at JAZOON'12 – Part 2

From Tuesday 26 to Thursday 28 June 2012, JAZOON will be a showcase for the most up to the minute products and services. By defining specific exhibition sessions during which no specialist discussions are held, JAZOON provides the right environment for supply and demand to meet. JAZOON will assist you in presenting your solutions, products, services, training programs and employment opportunities to the right target groups.

#### The JAZOON'12 exhibition program has a great deal to offer:

- An attractive target audience drawn from throughout Europe and around the world
- Clear positioning as an industry conference for ICT specialists, software developers, ICT architects, decision makers and opinion leaders
- Plenty of time for making contacts and networking, as breaks are held directly on the exhibition floor
- An attractive supplementary program that encourages discussion between exhibitors & participants
- An appealing exhibition stand concept that requires little preparation yet is cost-efficient
- Additional effective publicity opportunities with which exhibitors can further enhance their reach to the relevant target groups

In its capacity as host, JAZOON'12 will offer the international Java community more than just a functional meeting place. In a setting that is unusual and stimulating, conference participants will find it easy and enjoyable to assimilate new information and build lasting new contacts.

- **Zurich's Sihlcity is the ultimate conference location - first-class service included!**

JAZOON will once again ensure that conference participants enjoy a high level of hospitality throughout the event. From 26 to 28 June 2012, Sihlcity Center in Zurich will be transformed into the ultimate conference location offering an ideal setting for exhibitors and participants to get to know each other and engage in interesting and productive discussions. Lounges, bars and catering services will cater to the guests' culinary needs and create a positive, relaxed ambiance for sharing information and networking. Take a look at the exhibition floor plan on page 10.

- **Minimal effort, maximum return**

JAZOON'12 aims to make your life as an exhibitor as straightforward and successful as possible – we want you to feel you can just plug in your notebook and be ready to start receiving visitors. A comprehensive range of services and an attractive exhibition stand concept keep your preparation and costs to a minimum. At the same time, you benefit from direct access to a very attractive target audience.

- **Exhibition Opening Hours**

Tuesday, 26 June 2012, 12.30 to 21.00

Wednesday, 27 June 2012, 12.00 to 19.00

Thursday, 28 June 2012, 12.00 to 16.00

- **Admission to the Exhibition**

JAZOON participants: Admission to the exhibition is free of charge for JAZOON conference participants. General public: The exhibition is open to the public daily.

## 2. Facts & Figures

### JAZOON'11 Conference

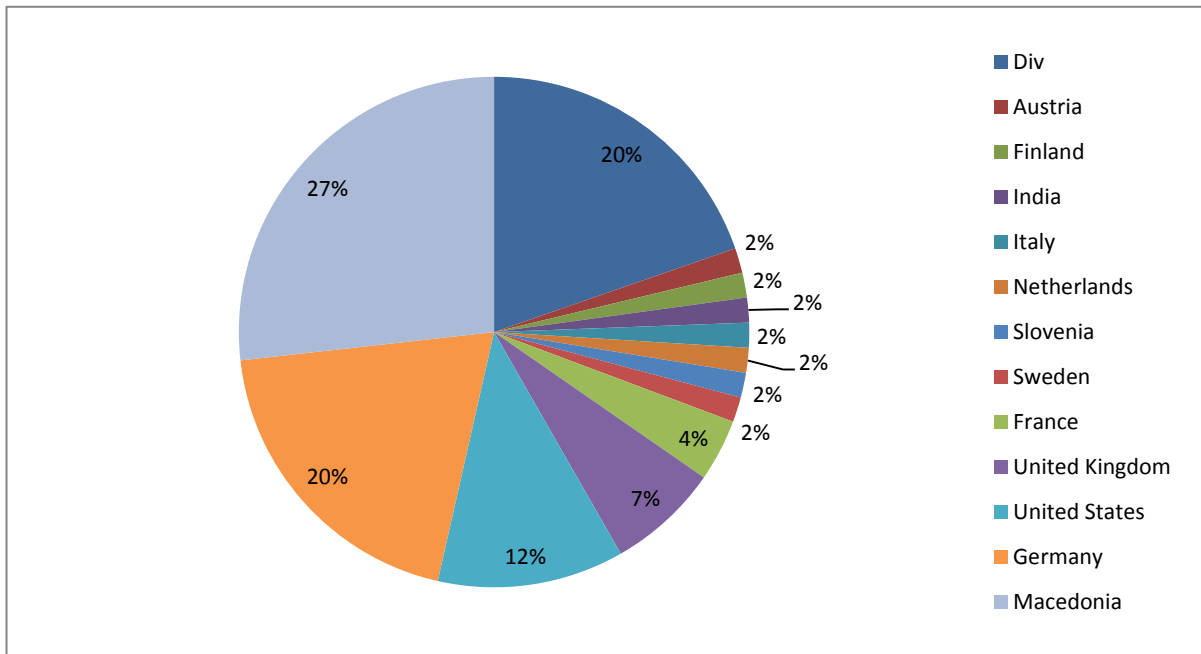
JAZOON'11 was an event full of excitements and great highlights. Over 600 participants, 112 Sessions, interesting lectures, valuable meetings, active networking and the presentation of the third JAZOON Rookie Award were well worth the visit.

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:

**2. Facts & Figures**

**JAZOON Sponsors, Exhibitors and Partners**





## 3. Exhibitor Packages

Exhibitors may choose between two service packages that differ in terms of stand size and number of desks.

### Exhibitor's Package 1

- Floor space:** approx. 4m<sup>2</sup>
- Installations:** 1 info desk, 1 stand for brochures, 1 chair
- Catering:** central catering for visitors and exhibitors included
- Admission:** 1 conference pass and 3 exhibitor passes
- Purchase of additional conference passes:** 1 conference pass at 50%
- Costs:** CHF 6'100 (excl. VAT)

### Exhibitor's Package 2

- Floor space:** approx. 8m<sup>2</sup>
- 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 and 6 exhibitor passes
- Purchase of additional conference passes:** 2 conference passes at 50%
- Costs:** CHF 11'700 (excl. VAT)



### The Exhibitor's Package includes the following

- Rent for the exhibition stand floor space
- Stand installation as per example (incl. furnishings, power source, cleaning)
- Network connection (WLAN)
- Admission to exhibition and catering areas
- Please note: Exhibitor's passes do NOT entitle the holders to attend the conference
- Vouchers for inviting visitors. Every exhibitor receives up to 100 vouchers which may be distributed to clients and prospects. The voucher number is registered online, giving the conference participant **a 15% discount on the conference fee.**
- Company entry on the JAZOON.com website (incl. link)
- Visitors to the exhibition are invited to join in afternoon coffee breaks together with the JAZOON participants.



## 3. Exhibitor Packages

### Package Price does not include

- Additional lettering on the booth (standard is included)\*
- Rent for flat screen affixed to info desk (optional) \*\*

\* approx. CHF 400

\*\* approx. CHF 1200 (depending on screen size)

### Additional Publicity and Sponsoring Options

To enhance the effectiveness of your exhibition activities even further, both before and during the conference, JAZOON offers you a variety of additional publicity and sponsoring opportunities. For details, please request our separate documentation on this option or talk to us directly.

### Registration and Contact Persons

To register as a JAZOON'12 exhibitor, please complete the accompanying form and submit it by fax or post. Upon receipt of your registration, we will send you a written confirmation along with the bill, which is payable within 30 days.

Questions about the Exhibition should be addressed to:

#### Contact

Keynode AG  
Marco Thaler  
Zypressenstrasse 71  
Postfach  
CH-8040 Zurich, Switzerland

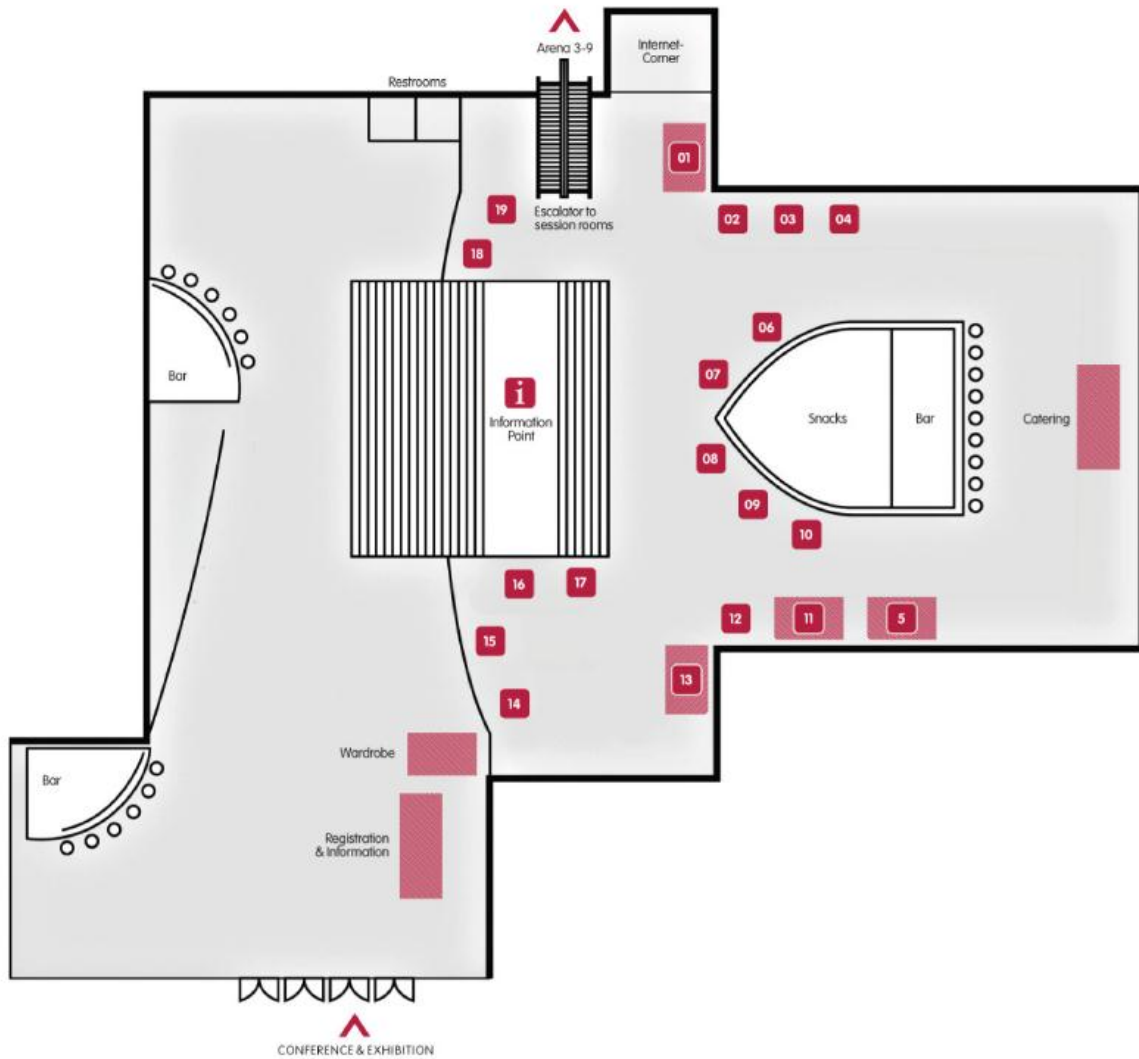
Phone: +41 43 336 40 29

E-Mail: marco.thaler@keynode.biz

URL: JAZOON.com

**4. JAZOON Floor Plan**

**Jazoon floor plan**



Floorplan may change.

## 5. Registration as Exhibitor

### Registration Form

#### JAZOON'12 Zurich (Sihlcity), Tuesday 26 to Thursday 28 June 2012

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

Please complete the registration form, sign it and send it to:  
Keynode AG, Zypressenstr. 71, Postfach, CH-8040 Zurich or marco.thaler@keynode.biz.

#### 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

#### We would like to book the following Exhibitor Package

CHF (excl. VAT)

<input type="checkbox"/> Exhibitor's Package 1	6'100
<input type="checkbox"/> Exhibitor's Package 2	11'700
<input type="checkbox"/> 5% early-bird discount for bookings made prior to 28 February 2012	

All prices subject to 8% VAT, discounts cannot be combined.

### Payment Conditions

Following receipt of your registration, an invoice will be issued which is payable within 30 days. With your signature you herewith confirm that you acknowledge the General Terms and Conditions for Exhibitors printed overleaf. Furthermore, the provisions of «Become a JAZOON'12 Exhibitor» represent an integral part of your registration.

Place, date, legally valid signature

## 6. General Terms and Conditions for Exhibitors

The following terms and conditions apply to the participation of the Exhibitor in the exhibition of the conference JAZOON pursuant to Keynode's booking confirmation and the respective details contained in «Become a JAZOON'12 Exhibitor» («Announcement»).

### 1. Scope of the Agreement

- 1.1 The Exhibitor rents a modular stand (Exhibitor Packages) at the Event against consideration. Keynode provides the stand including its furniture and outer inscriptions. Other stand constructions are prohibited.
- 1.2 Keynode decides at its free discretion whether or not an application is accepted and if Exhibitor may participate in the exhibition.

### 2. Allocation of Stands

Keynode will in principle allocate the stands to the Exhibitors in order of receipt of the applications. Keynode will so far as possible take into account any placement requests of the Exhibitor.

### 3. Design of the Stand

- 3.1 The stands shall be designed pursuant to the directions of Keynode. Keynode provides the outer inscriptions of the stands. Keynode will invoice the Exhibitor for the costs for the outer inscriptions.
- 3.2 The Exhibitor shall make available to Keynode in electronic form on first demand the trademarks and logos required for the outer inscriptions of the stand. The Exhibitors entitles Keynode to use the trademarks and logos for the purposes of the participation of the Exhibitor in the exhibition.
- 3.3 The Exhibitor warrants that it has all legal rights and title to use the trademarks and logos and that the use of the trademarks and logos by Keynode does not infringe any right of any third party.
- 3.4 It is prohibited to display trademarks and logos of enterprises not exhibiting at the Event.

### 4. Presence at the Stand

The Exhibitor shall ensure that adequate staff is present at the stand at all times during the exhibition.

### 5. Catering

Keynode shall provide for the appropriate catering. The supply of foodstuff and drink at the Event not provided by Keynode is not permissible.

### 6. Publicity and Attractions

- 6.1 Publicity measures, presentations and attractions shall not in any manner impair adjacent stands and nor visitors, nor obstruct the circulation of visitors.
- 6.2 Publicity measures infringing on legal provisions are prohibited.
- 6.3 Without Keynode's prior written consent publicity media may only be distributed within the rented stand.

### 7. Fitting-up and Disassembly

Subject to any changes communicated by Keynode, the Exhibitor shall set up and clear the stand within the following times:

- The construction of exhibition stands will take place on Monday 25 June, from 08.00 to 18.00.
- The pylons will be available from Monday 25 June 2012 from 16.00 to 19.00
- On Tuesday 26 June 2012, the opening day, you can get into the exhibition area from 8.30. The stand shall be fully set up no later than 12.00 of the first day of the Exhibition.
- Booth dismantling is Thursday 23 June from 16.30.  
Clearing: The stand shall be fully cleared by Thursday, 28 June 2012, 17.00.

### 8. Order, Cleaning and Waste Disposal

- 8.1 The Exhibitor shall ensure adequate order at the stand. The Exhibitor shall dispose of empties, if any, before the exhibition starts.
- 8.2 Keynode shall ensure that the conference and exhibition ground as well as the stands be cleaned once a day and that the waste be disposed of. The daily cleaning of the stands includes: Cleaning of the floor, emptying ashtrays and waste-paper baskets.

### 9. Guarding and Security

Keynode shall ensure a minimal guarding.

### 10. Exhibitor and Conference Passes

- 10.1 The Exhibitor receives the number of exhibitor- and conference passes referred to in the Announcement. The Exhibitor bears the costs for any additional exhibitor and conference pass for which Keynode will send an invoice.
- 10.2 Exhibitor and conference passes shall only be used by the Exhibitor and the staff at the stand.

## 6. General Terms and Conditions for Exhibitors

### 11. Prices and Payment Terms

- 11.1 The Exhibitor shall pay the consideration for the rent of the stand plus Value Added Tax (VAT) at the applicable rate (8 % at present) within 30 days from the date of Keynode's booking confirmation, but not later than 30 days prior to the commencement of the Event.
- 11.2 All other payments to Keynode shall be made within 30 days from the date of the invoice.
- 11.3 Keynode is entitled to take any disposition on the stand at its free discretion, in particular to rent the stand out to another exhibitor, if the Exhibitor does not observe the above payment terms.

### 12. Liability and Insurance

- 12.1 Keynode is not liable for the success of the exhibition, nor for any damage to, or the loss of any equipment and installation of the stand or any exhibits.
- 12.2 The Exhibitor is responsible for insuring the stand and the exhibits. The Exhibitor undertakes to take out adequate insurance coverage for his liability for any and all damages emanating from its stand.

### 13. Non-Realization and Early Termination of the Event

If the Event does not take place or is terminated early for a reason not attributable to Keynode, Keynode shall reimburse Exhibitor an amount calculated on the basis of all payments made reduced by all cost and expenses incurred. The Exhibitor shall not have any further claims against Keynode.

### 14. Exhibitor's Non-Participation

If the Exhibitor does not participate in the exhibition, it is liable for the full consideration for the rent of the stand. If it informs Keynode not later than 29 February 2012 of its non-participation, it is only liable for 25% of the consideration for the rent of the stand, but at least CHF 1,000, provided that Keynode may let the stand to another exhibitor.

### 15. Miscellaneous

- 15.1 Assignment: The Exhibitor shall not assign this Agreement or any rights or obligations hereunder without the prior written consent of Keynode.
- 15.2 Amendments: Amendments to the Agreement between Keynode and the Exhibitor, including to this clause 15.2, shall only be binding if made in writing and validly signed by Keynode and the Exhibitor.
- 15.3 Severability: In the event that any provision of the Agreement between Keynode and the Exhibitor is void or unenforceable, that part shall be severable and effect shall be given to the remainder of the Agreement. The void or unenforceable provision shall be replaced by a valid and enforceable provision which comes as close as possible to the void or unenforceable provision.

### 16. Applicable Law and Jurisdiction

- 16.1 The Agreement between Keynode and the Exhibitor is governed by and construed in accordance with the substantive law of Switzerland.
- 16.2 Any dispute relating to, or arising out of, or in connection with the agreement between Keynode and the Exhibitor shall exclusively be settled by the courts of Zurich 1, Switzerland.