



www.webdu.com.au

Swiss-Grand Bondi Beach
Sydney, Australia
6-7 May 2010

webDU 2010
WEB TECHNOLOGY
CONFERENCE

SPONSORSHIP PROSPECTUS

Welcome to Web Down Under 2010 [webDU]

webDU is the premier Australian Web Technology Conference, taking place 6-7 May 2010 in Sydney, Australia. webDU attracts top class international and local speakers who are leaders in their field and with this impressive list of talent webDU commands an audience of the best Australian web developers, designers and IT decision makers.

CONFERENCE COMMITTEE

Conference Directors:

Geoff Bowers <geoff@daemon.com.au>

Julie Steadman <julie@daemon.com.au>

Conference Project Manager:

Vanessa Torrisi <vanessa@daemon.com.au>

WEBDU 2010

www.webdu.com.au

5 May 2010, Pre-Conference Workshops

6 May 2010, Day One of Conference, including special event

7 May 2010, Day Two of Conference

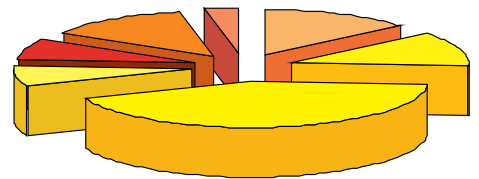
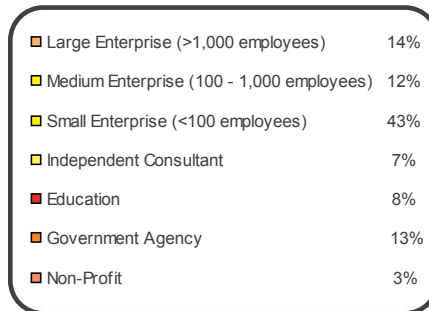
ABOUT THE CONFERENCE

The conference offers web developers, designers, managers and students the opportunity to get hands-on technical training and gain new skills. It also brings breaking industry news and an unparalleled networking opportunity with peers and industry leaders, all under one roof.

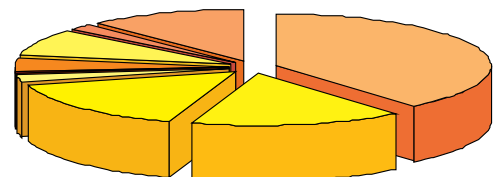
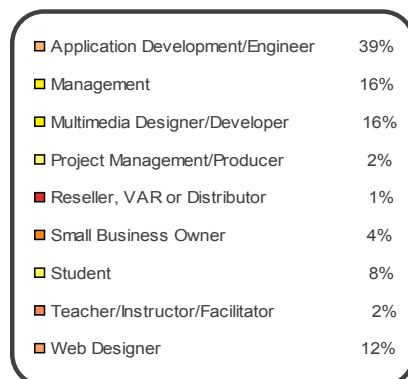
webDU 2010 is the exclusive opportunity for sponsors to showcase their products and services and demonstrate how they work to deliver industry-leading solutions. The conference attracts national and international speakers with expertise in many related fields of rich internet applications and web development. Over the years, webDU has established itself as the “must-attend” annual event for web developers, designers, decision makers and students.

Conference attendees represent an Australia-wide audience with a wide spectrum of job functions from virtually every major industry, including consumer goods and services, education/training, entertainment, financial services, government, healthcare, manufacturing, professional services, technology and telecommunications. Being associated with this conference is a premium channel for raising visibility as a company that interacts with these professionals.

ORGANISATION TYPES



OCCUPATION TYPES



SPONSORSHIP OPPORTUNITIES

The 8th annual webDU Conference provides an excellent opportunity to meet and network with delegates in a professional learning environment whilst demonstrating your commitment to community and the industry.

webDU 2010 has four different levels of sponsorship opportunities available:

- Platinum (by invite only)
- Gold
- Silver
- Bronze

Each sponsorship package includes a variety of pre-conference, on-site at the venue, and post-conference marketing opportunities. We also have a range of options that can be taken on individually or as an addition to your sponsorship to increase your company's exposure and status among the attending members of the web development community. We will work as hard as we can to accommodate all of your needs, even tailoring sponsorship for your company, in order to ensure a successful conference for all.

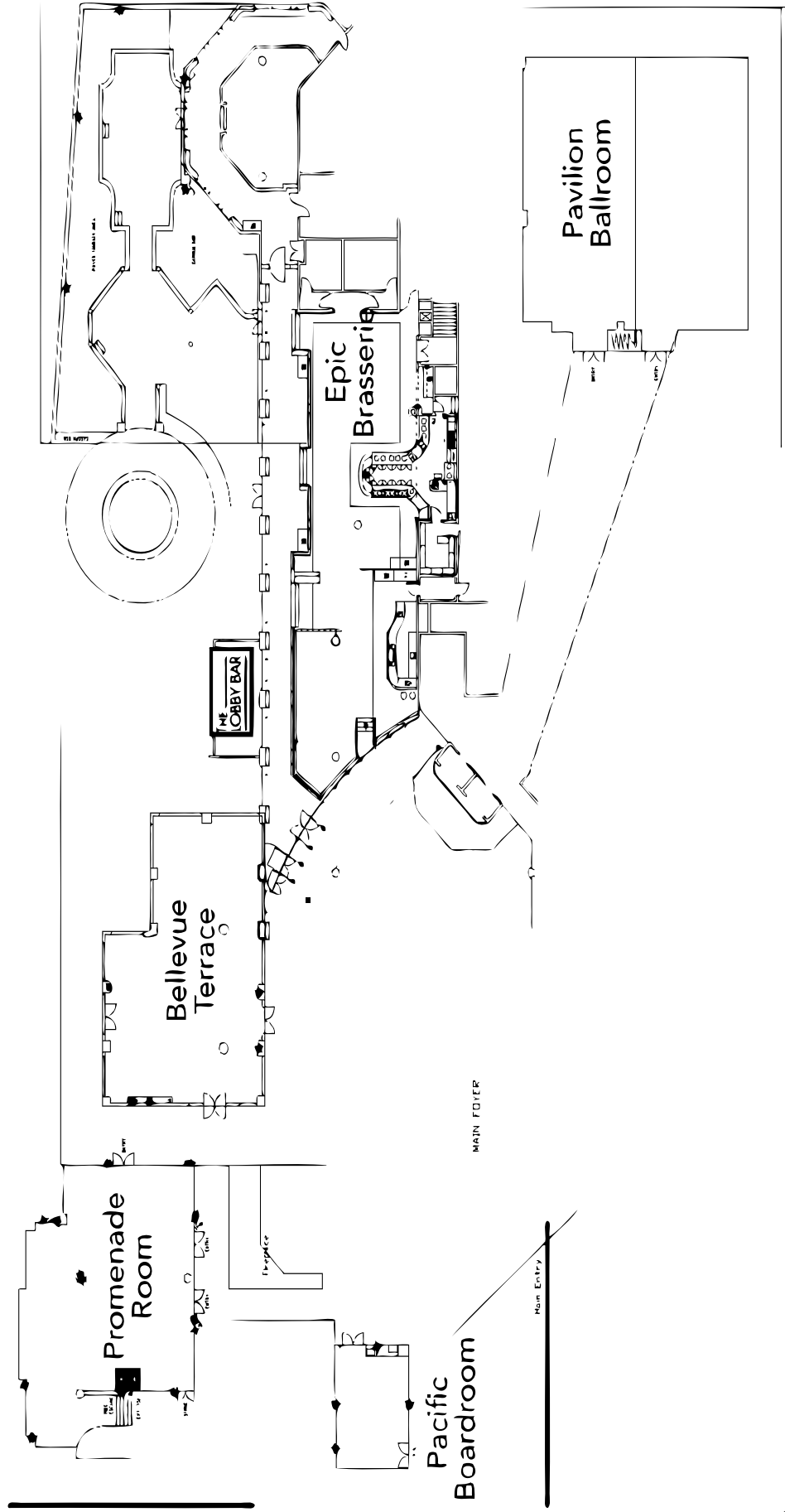
Sponsorships are limited and available on a first-commit, first-confirmed basis.

To secure a Sponsorship and/or Exhibition opportunity, please read the Terms & Conditions of the sponsorship agreement and complete the "Sponsorship Application & Acceptance Form" and forward to Daemon Pty Limited, Att Vanessa Torrisi, 17 Roslyn Gardens Elizabeth Bay NSW 2011.

VENUE

Overlooking Australia's most famous stretch of sand and surf, the Swiss-Grand Resort & Spa, Bondi Beach (<http://www.swissgrand.com.au>) offers function rooms with configurations suited to webDU. Their Event Management Team has enormous experience in creating memorable and successful conferences, with the right combination of layout, timing, great food and impeccable service. It provides a unique balance between business and pleasure.

Ground Floor



GOLD SPONSORSHIP

\$14,995 AU (INC. GST)

(2 SPONSORS ONLY)

This is a web technology conference with tremendous local and international talent represented in the agenda thus attracting a large array of Web Developers, Designers, Managers and Students. Your organisation will be making a significant contribution towards the overall success of the event, be in the position to take the pulse of the community and will receive the following benefits:

THREE (3) CONFERENCE PASSES

3 Full Conference Passes including Special Event

Sponsors may purchase additional conference passes at a special discounted rate of \$795AU per delegate

PRE-CONFERENCE MARKETING

Company logo on mail outs

Gold level branding position on website

Linked company logo and 400-word description listed on the sponsor area of conference website (<http://www.webdu.com.au>)

Company logo on all printed advertising material

ONSITE EXHIBIT

Bellevue Terrace exhibition space (12sqm) in the heart of the conference.

ONSITE MARKETING

Logo on 1/3 of conference passes (prominently displayed next to attendee details)

Up to 3 promotional pieces in conference attendee bag (to be supplied by you)

Company logo on cover of Conference Proceedings

Company logo and 200 word description in Conference Proceedings

2 x Full-page colour ads in Conference Proceedings

Sponsor banner in prime exposure general conference area (approx 5'x3' free standing banner, to be supplied by you)

2nd stream walkway/breakout area banner (to be supplied by you)

Logo on conference newsletter (A4, black & white flyer distributed daily)

POST-CONFERENCE MARKETING

Sponsor messaging in the post-conference, wrap-up email to delegates.

Company logo on post-conference web interface. The webDU website will display session presentations, examples, and sample files. Gold Sponsor logos will be included on the web interface that provides access to this valuable information for 6 months.

SILVER SPONSORSHIP

\$5,995 AU (INC. GST)

You will receive prime exposure for your company, pre and post conference advertising, and be in the position to interact, get feedback, and take the pulse of the developer community. You will receive the following benefits:

TWO (2) CONFERENCE PASSES

Includes two (2) Full Conference Passes including Special Event

Sponsors may purchase additional conference passes at a special discounted rate of \$795AU per delegate.

PRE-CONFERENCE MARKETING

Company logo on mail outs

Silver level branding position on website

Linked company logo and 200-word description listed on the sponsor area of conference website (<http://www.webdu.com.au>)

ON-SITE EXHIBIT

Bellevue Terrace exhibition space (6sqm) in the heart of the conference.

ONSITE MARKETING

Up to 2 promotional pieces in conference attendee bag (to be supplied by you)

Company logo on cover of Conference Proceedings

Company logo and 100 word description in Conference Proceedings

1 x Full-page colour ad in Conference Proceedings

Sponsor banner in prime exposure general conference area (approx 5'x3' free standing banner, to be supplied by you)

2nd stream walkway/breakout area banner (to be supplied by you)

POST-CONFERENCE MARKETING

After the conference you will have your company logo on post-conference web interface. The website will display session presentations, examples, and sample files. Silver Sponsor logos will be included on the web interface that provides access to this valuable information for 6 months.

BRONZE SPONSORSHIP

\$2,495 AU (INC. GST)

You will receive exposure for your company, pre and post conference advertising, and be in the position to interact, get feedback, and take the pulse of the developer community, your benefits include:

ONE (1) CONFERENCE PASS

Includes one (1) Standard Conference Pass

Sponsors may purchase additional conference passes at a special discounted rate of \$795AU per delegate.

PRE-CONFERENCE MARKETING

Bronze level branding position on website

Linked company logo and 100-word description listed on the sponsor area of conference website (<http://www.webdu.com.au>)

ONSITE MARKETING

One promotional piece in conference attendee bag (to be supplied by you)

Company logo and 50 word description in Conference Proceedings

Half-page colour ad in Conference Proceedings

Sponsor banner in prime exposure general conference area (approx 5'x3' free standing banner, to be supplied by you)

POST-CONFERENCE MARKETING

After the conference you will have your company logo on post-conference web interface. The website will display session presentations, examples, and sample files. Bronze Sponsor logos will be included on the web interface that provides access to this valuable information for 6 months.

MISCELLANEOUS OPPORTUNITIES

ADVERTISING IN THE CONFERENCE PROCEEDINGS

The Conference Proceedings is packed with vital conference information, including complete conference session descriptions and schedules, exhibitor lists, and general conference information.

Half Page \$750.00

Full Page \$1,250.00

All advertisements require Conference Management approval.

Note Conference packages may already include advertising in the Conference Proceedings. Please check package details.

DELEGATE BAG SPONSORSHIP (1 SPONSOR ONLY)

\$8,950 AU (INC. GST)

Each attendee will carry your company name throughout the conference. The conference bags last long after the conference ends so take advantage of this opportunity to make a lasting impression:

- Company logo will be included on the conference bag provided to each attendee.
- Company logo and 100-word description in Conference Proceedings
- Company logo and 100-word description posted to Sponsor area of the conference website

The Conference Promotional Bags are produced by the conference organiser and included in the Sponsor fee.

LANYARD SPONSORSHIP (1 SPONSOR ONLY)

\$3,950 AU (INC. GST)

Each attendee will wear your company name around their neck throughout the conference:

- Your company logo will be included on the conference lanyard which holds the conference pass.
- Company logo and 50-word description in Conference Proceedings
- Company logo and 50-word description posted to sponsor area of the conference website

Lanyards are produced by the conference organiser and included in the Sponsor fee.

(Note: The lanyard is the name for the funny ribbon that is attached to the badge that delegates throw around their neck)

NOTEBOOK SPONSORSHIP (1 SPONSOR ONLY)

\$3,950 AU (INC. GST)

Conference attendees will see your name every time they open their notebook:

- Company logo and 50-word description in Conference Proceedings
- Company logo and 50-word description posted to sponsor area of the conference website

Notebooks are produced by the conference organiser and included in the sponsorship fee.

PEN SPONSORSHIP (1 SPONSOR ONLY)

\$3,950 AU (INC. GST)

Conference attendees will see your name every time they write on their notebook:

- Company logo and 50-word description in Conference Proceedings
- Company logo and 50-word description posted to sponsor area of the conference website

Notebooks are produced by the conference organiser and included in the sponsorship fee.

WIRELESS INTERNET SPONSORSHIP (1 SPONSOR ONLY)

\$2,950 AU (INC. GST)

The Wireless Internet Sponsorship will provide wireless internet connectivity for all conference attendees to check e-mail, blog, surf the net and more. Wireless Internet Sponsorship includes the following benefits:

- Sponsor banner in prime exposure general conference area (approx 5'x3' free standing banner, to be supplied by you)
- Company logo and 50-word description in Conference Proceedings
- Company logo and 50-word description posted to sponsor area of the conference website

WELCOME DRINKS (WEDNESDAY EVENING)

There is a fantastic opportunity to sponsor welcome drinks on the eve of the conference.

- Acknowledgement as the Conference Welcome Drinks Sponsor
- Corporate signage (provided by you) prominently displayed at the party

- Company logo and 50-word description in Conference Proceedings
- Company logo and 50-word description posted to sponsor area of the conference website

Further information is available upon enquiry.

BREAKFAST SEMINAR SPONSORSHIP

There are a limited number of opportunities to host a breakfast on day two of the conference. The breakfast seminar is an opportunity for sponsors to reach a smaller, select audience of delegates (40-100). Breakfast is served at the table and the sponsor has the opportunity to deliver a presentation on the topic of their choice.

Further information is available upon enquiry.

SPECIAL EVENT SPONSORSHIP (THURSDAY EVENING)

There is an exclusive opportunity to sponsor the webDU Special Event (300–400 guests).

- Two (2) Full Conference Tickets
- Acknowledgement as the Conference Cocktail Party Sponsor
- Corporate signage (provided by you) prominently displayed at the party
- Company logo and 50-word description in Conference Proceedings
- Company logo and 50-word description posted to sponsor area of the conference website

Further information is available upon enquiry.

Should none of the above packages be suitable, Daemon are happy to discuss alternative sponsorship arrangements. Please give us a call.