



SPONSORSHIP PACKAGE

April 25, 2002

CFUN-02 Conference *for ColdFusion Internet Developers*

Organized by TeraTech, Inc. and the Maryland ColdFusion ® Users Group

June 15 - 16, 2002

DoubleTree Hotel & Executive Meeting Center
Rockville, MD

<http://www.cfconf.org/cfun-02/>

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CFUN-02 CONFERENCE, June 2002

Brought to you by TeraTech and the Maryland Macromedia® ColdFusion® Users Group

Sponsorship Package

Overview

CFUN-02 is a **ColdFusion® Conference** organized by developers for developers in the **Web Developer and IT Manager community**. Held in Rockville, MD it is the perfect opportunity to learn, network and talk with professional developers from this community and from around the globe about your products, the latest tricks, techniques and innovations in ColdFusion® and Internet development.

A wide-range of speakers have already been confirmed including ColdFusion guru, **Ben Forta**, developer/strategist and writer of development issues within the ColdFusion community, **Hal Helms**, the godfather of Fusebox, **Steve Drucker**, Founder of Fig Leaf Software and **Charlie Arehart** Founder/CTO of Systemanage,.

The two-day conference will be jam-packed with discussions, demonstrations, and other activities to keep everyone involved. The conference fee for delegates will include **a sponsored reception Saturday night at a local club**, and all conference materials and sponsor promotions. There will be a Sponsor Exhibit Area and you'll have a huge choice of forums to attend throughout the two days. Choose and pick the topics you want to hear to get the most out of your weekend!

Date (confirmed): June 15 - 16, 2002

Location: DoubleTree Hotel & Executive Meeting Center, Rockville, MD

Website: <http://www.cfconf.org/cfun-02>

Email: michael@teratech.com

About Macromedia® ColdFusion®

Macromedia ColdFusion 5, the fastest way to build and deploy powerful Web applications. ColdFusion is an Application server designed for enterprise internet applications. The ColdFusion platform represents about 45% in its software market. The major competitor to ColdFusion is Microsoft's ASP. ColdFusion was developed by Allaire Corporation which has recently merged with Macromedia, known for its FLASH® technology. Macromedia's ColdFusion pitch is *to easily assemble content publishing systems, business intelligence solutions and self-service applications with an intuitive tag-based scripting language. Deliver high performance and reliability with the widely adopted, proven ColdFusion Server technology.*

Around the globe, ColdFusion is used in many applications including Wireless Phone and PDA (Palm) solutions, many internal websites and public websites.

Conference Overview

There will be a **Sponsor Exhibit Area** where sponsors can showcase their products and get a chance to promote their skills and achievements.

The conference is being held in Rockville, MD at the Doubletree Hotel on June 15-16, 2002. The conference cost will be \$199 and we're expecting over 250 attendees from around the US and the world. Included in the conference cost is a **Saturday Night Reception at the hotel**. The event will include all conference materials consisting of, among others, a conference CD-ROM and conference program, Sponsor marketing kits and more.

Attendees

CFUN-02 attendees are top level ColdFusion programmers and IT managers. CFUN-02 is promoted not just in the Washington DC metro area but across the US and the world with attendees from:

- Washington DC
- Maryland
- Virginia
- New York
- New Jersey
- Georgia
- Pennsylvania
- Delaware
- California
- Illinois
- Canada

Corporate Position of delegates

CTO, IT Managers, Independent Consultants Jr. - Sr. level Web Developers, Project Managers

Salary Range of delegates

\$45,000 - \$100,000/yr

Buying Power of delegates

Attendees to CFUN-02 are generally be a large purchase influence for

- 1) Large-corporation Internet Server-level hardware (computers, routers, wiring, etc.);
- 2) Software solutions that can integrate into their existing (n-tier) networks;
- 3) Consultants to mid-size organizations to purchase server-grade hardware;
- 4) Database specifications and data transfer specs as well as Content Management solutions or add-ons

Developer Experience of delegates

The attendee will range from the introductory web developer to the very experienced corporate consultant or CTO.

- 10% Beginner (0 - 1 yr experience in ColdFusion & Web Development)
- 40% Intermediate (2-3 yrs experience)
- 35% Advanced (3+ yrs experience)
- 15% Management (project management)

Speakers

CFUN-02 has vast array of confirmed and targeted speakers. We are happy to have **Ben Forta**, Macromedia Inc.'s Senior Product Evangelist for the ColdFusion product line. Other confirmed speakers include CF GURU's **Charlie Arehart, Robi Sen, Hal Helms, Raymond Camden, Adam Churvis, Shlomy Gantz, Michael Dinowitz, Steve Drucker, Hal Helms, Sandra Clark, Ben Elmore**, and **Kevin Towes**. All speakers volunteer their time and cover their own costs (Hotel and Flights), which clearly demonstrates the commitment of this developer community.

About the Organizers

The Maryland Coldfusion ® Users Group

MDCFUG began in 1997 in Gaithersburg. It now meets in Rockville. It is the 10th ColdFusion user group to be started in the world and the second in the DC metro area. Starting with 6 members it now has 1000 members and an active listserv. The website <http://www.cfug-md.org/> is the most popular CFUG website on Google.

The Maryland Macromedia ColdFusion User's Group is managed by Michael Smith, President of TeraTech, Inc.

TeraTech, Inc

TeraTech is a leader in the ColdFusion development field and has organized eight national conferences over the last four years. TeraTech has been writing custom programs and tools for programmers since 1989. We currently program in Visual Basic, Access, SQL server, C, ASM, ASP and ColdFusion. Our mission is to provide high-quality, efficient, profitable software development and tools in the area of ColdFusion, Database and Visual Basic programming.

Schedule

Saturday		
7:45am - 8:45am	Registration	
8:45 - 9:00	Michael Smith	Welcome
9:00 - 10:00	Adam Churvis	"Leveraging the New MX Functions and Components In Your Applications"
10:00 - 11:00	Sandra Clark	"Migrating from CF 5 to CFMX"
11:00 - 11:15	Break - Raffle	
11:15 - 12:15pm	Benjamin Elmore	"Unlocking the power of Java in CFMX"
12:15 - 1:15	Lunch - Raffle	
1:15 - 1:45	CF Jeopardy	
1:45 - 2:45	Charlie Arehart	"CFMX Hidden Gems"
2:45 - 3:45	Raymond Camden	"Security in CFMX"
3:45 - 4:00	Break - Raffle	
4:00 - 5:00	Hal Helms	"Implementing model view controller with Fusebox"

Sunday		
7:45am - 8:45am	Registration	
8:45 - 9:00	Michael Smith	Welcome
9:00 - 10:00	Shlomy Gantz	"Project Management for the MX generation"
10:00 - 11:00	Michael Dinowitz	"UDFs and CFSCRIPT"
11:00 - 11:15	Break - Raffle	
11:15 - 12:15pm	Robi Sen	"Web Services and CF"
12:15 - 1:15	Lunch - Raffle	
1:15 - 2:15	Steve Drucker	"Printing, Reporting, and Graphing"
2:15 - 3:15	Kevin Towes	"Flash MX and ColdFusion - Advanced Techniques"
3:15 - 3:30	Break - Raffle	
3:30 - 4:30	Ben Forta	"XML"

Sponsorship Opportunities

Macromedia partners, local developers, software and hardware engineers are invited to sponsor the CFUN-02 Conference. This year's sponsorship program consists of three distinct sponsorship tiers that include exhibit opportunities – Level One, Level Two, and Level Three – as well as a number of additional high visibility options that can take your sponsorship status to the next level.

As a conference sponsor, you will have complete access to 250 conference attendees – many of whom are potential customers – including, Web and Java Developers, Web Development Managers, IT Server Managers, and other members of the web development community.

Level One Sponsorship \$5000

(Inclusive of two conference registrations)

- **Flagship Sponsor** (Branded): CFUN - 02, *sponsored by Your Company*
- Level One position of brand on ALL mail broadcasts and Website
- Letter from level one Sponsor in Conference package
- On Site Promotion @ Event Through Banners / Signage (*provided by Sponsor*)
- Promotion Materials/gifts in Delegate Bag (*provided by Sponsor*)
- Distribution of literature before general session
- Promotion time before one General Session
- Free Exhibitor Booth for Promotion of Services
- Sign at Saturday night event and welcome speech during the reception

Level Two Sponsorship \$3000

(Inclusive of one conference registration)

- Level Two position of brand on ALL mail broadcasts and Website
- On Site Promotion @ Event Through Banners / Signage (*provided by Sponsor*)
- Promotion Materials/gifts in Delegate Bag (*provided by Sponsor*)
- Distribution of literature before general session
- Promotion time before one General Session
- Free Exhibitor Booth for Promotion of Services

Level Three Sponsorship \$1000

(Inclusive of one conference registration)

- Level Three position of brand on ALL mail broadcasts and Website
- Free Exhibitor Booth for Promotion of Services
- Signage at booth only (*provided by Sponsor*)

Sponsorship Requirements and Summary

Level	Signage	Logo/Branding	Promotional Opportunities	Speaking Limitations
Level One \$5000	Level One Signage in General Session Break-Out Forums & Exhibitor Area Signature at Saturday reception	Level One branding	* Level One Branding in all conference promotional Literature Promotional Materials (1 brochure, 1 business card) & Gifts in Delegate Bags (3 Promotional Gifts Max.) 1 copy of the company package or brochure may be distributed before one general session (Same session as 10 minute introduction) Exhibitor Booth (10 x2 skirted table provided) Letter from Gold Sponsor in Conference Package	10 minutes Promotional time before One General Session 5 minutes promotional time at Saturday reception.
Level Two \$3000	Level Two Signage in General Session & Exhibitor Area	Level Two Branding	* Level Two branding on all conference promotional materials Promotional Materials (1 brochure, 1 business card) & Gifts in Delegate Bags (2 promotional Gifts Max.) Exhibitor Booth (10 x2 skirted table provided) 1 copy of the company package or brochure may be distributes before one general session (Same session as 5 minute introduction)	5 minutes promotional time before one general session.
Level Three \$1000	Level Three Signage in Exhibitor Area	Level Three Branding	Level Three Branding in all conference Promotional Literature Exhibitor Booth (10 x2 skirted table provided)	

To sign up as a sponsor contact Lucy Mwinamo 301-881-1440 x106 or email lucy@teratech.com