

CFUN8

ColdFusion Conference
for Macromedia
Internet Developers

SPONSORSHIP PACKAGE

Organized by TeraTech, Inc and the
Maryland ColdFusion Users Group

June 26th & 27th, 2004



Charlie Arehart
Jo Belyea-Doerman
Raymond Camden
Christian Cantrell
Adam Churvis
Sandra Clark
Robert Diamond
Michael Dinowitz
Steve Drucker
April Fleming
Shlomy Gantz
Citter Gewlas
Tobe GoldFinger
Mark Gorkin
Hal Helms
Simon Horwith
Chafic Kazoun
Matt Liotto
Tom Muck
Ray Muradaz
Samuel Neff
Jeff Peters
John Quarto
Michael Smith
Jeff Tapper
Dave Watts

www.cfconf.org/cfun-04/

Michael Smith
michael@teratech.com
405 East Gude Drive Ste 207, Rockville MD 20850
301.424.3903 Fax 301.762.8185



CFUN-04 CONFERENCE

June 26th & 27th, 2004

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

Sponsorship Package

Overview

CFUN-04 is a **ColdFusion® Conference** organized by developers for developers in the **Web Developer and IT Manager community**. Held in Rockville, MD at the Double Tree Hotel (just outside Washington DC) 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 on ColdFusion® Internet development.

Over 27 speaker have already been booked including **Hal Helms**, the godfather of Fusebox, **Steve Drucker**, Founder of Fig Leaf Software, and **Charlie Arehart**, CTO of New Atlanta.

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. Sponsor will be able to exhibit in the hallway of the conference rooms to showcase products and get a chance to promote skills and achievements. You'll have a huge choice of forums to attend throughout the two days, leading to attendees having to walk by your booth every hour.

Last year's statistics

- CFUN-03 brought 354 attendees, 12 sponsors, and 29 speakers.
- Last year's Sponsors included: TeraTech, MDCFUG, Macromedia, New Atlanta, ColdFusion Developer's Journal, EDGE Web Hosting, Active PDF, Fusion Authority, Synthis, O'Reilly, Capitol PC User Group, Fusetalk, and Secret Agents.
- Top five States that Attendees came from last year: 35% MD, 20% VA, 11% DC, 6%NY, and 2% FL
- CFUN is near to Washington DC and last year we had attendees from 11 Government agencies. Also many government contractors and other consulting companies attended.

Sponsor's answers to the question "What did you like about CFUN03?"

"... thanks again for putting on such a quality event! Definitely one of the best run shows we've been to." – Andrew, Synthis

"It has generated sales, interest, and awareness for our company." –Vlad, Edge Web Hosting

About Macromedia® ColdFusion®

Macromedia ColdFusion MX, 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 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 application including Wireless Phone and PDA (Palm) solutions, many internal websites and public websites.

Conference Overview

The conference is being held in Rockville, MD on June 26th and 27th, 2004. The conference cost is \$249 and we're expecting approximately 400 attendees from around the US and the world. Included in the conference cost is a Saturday Night Reception. The event will include all conference materials consisting of, among others, a conference program, t-shirt, Sponsor marketing kits, and more.

Attendees

CFUN-04 attendees are top-level ColdFusion programmers and IT managers. CFUN-04 is promoted not just in the Washington DC metro area but also 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, and Project Managers

Salary Range of delegates

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

Buying Power of delegates

Attendees to CFUN-04 will 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.

- 28% Beginner (0 - 1 yr experience in ColdFusion & Web Development)
- 42% Intermediate (2-3 yrs experience)
- 27% Advanced (3+ yrs experience)
- 12% Management (project management)

Speakers

CFUN-04 has a variety of confirmed and targeted speakers. This year we have Charlie Arehart, Jo Belyea-Doerrman, Ray Camden, Christian Cantrell, Adam Churvis, Sandra Clark, Robert Diamond, Michael Dinowitz, Steve Drucker, April Fleming, Shlomy Gantz, Critter Gewlas, Tobe GoldFinger, Mark Gorkin, Hal Helms, Simon Horwith, Chafic Kazoun, Matt Liotta, Tom Muck, Rey Muradaz, Samuel Neff, Jeff Peters, John Quarto-vonTivadar, Michael Smith, Geoff Snowman, Jeff Tapper, and Dave Watts. All speakers volunteer their time and cover their own costs (Hotel and Flights), which clearly demonstrate 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.

Michael Smith, President of TeraTech, Inc, manages the Maryland Macromedia ColdFusion User's Group.

TeraTech, Inc

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

Representative Schedule from last year

Saturday June 21st, 2003

XML, XPath, and XSLT Samuel Neff	Leveraging Java with CFMX Matt Liotta	Considering Application Architecture Neil Ross	Welcome to CF Simon Horwith
Deploying CFML with BlueDragon Charlie Arehart	Creating PDFs with CF Matteo Foschetti	Thinking Objects with a Procedural Brain Jeff Peters	Variables Hal Helms
XML in the Real World Simon Horwith	Integrating CFML and ASP.NET Vince Bonfanti	Moving To Objects with Fusebox MX Hal Helms	Loops Sandra Clark
Caching for Speed Jeff Tapper	Dreamweaver MX Tom Muck	What is New in Fusebox 4 John Quarto von Tivadar	Database I Jeff Peters
CFCs in Practice Raymond Camden	CF and .NET Geoff Snowman	Better Accessibility with Fusebox4 Sandra Clark	Database II Charlie Arehart

Sunday June 22nd, 2003

CF Performance Tuning Matt Liotta	Web Services Neil Ross	CF Pest Control Shlomy Gantz	Flash for CFers Samuel Neff
Advanced SQL Derrick Rapley	Flash Remoting Chafic Kazoun	Practicing Safe Stress for Programmers Mark Gorkin	What is New in CFMX Matt Liotta
Creating Abstract Data Types in CF Jeff Houser	Flash Communication Server Wizardry Kevin Towes	Project management Workshop Michael Smith	CF Studio Tips Jo Belyea-Doerrman
Email Headers, Rules and Spam Catching Michael Dinowitz	Flash Components for RAD Jeff Tapper	Using UML to Model Applications Simon Horwith	Security Raymond Camden
Javascript Tips and Tricks Steve Drucker	RIA Panel Matt Liotta	Don't touch My Code! Copyright for fun and profit Rey Muradaz	CF Admin Derrick Rapley

Sponsorship Opportunities

Macromedia partners, local developers, software and hardware engineers are invited to sponsor the CFUN-04 Conference. This year's sponsorship program consists of three distinct sponsorship tiers that include exhibit opportunities – Bronze, Silver, and Gold – as well as a number of additional high visibility options that can take your sponsorship status to the next level. Last year's conference was sponsored by Macromedia, BlueDragon New Atlanta, ColdFusion Developer's Journal, Edge Web Hosting, Active PDF, Fusion Authority, Synthis, O'Reilly, Capitol PC, Fusetalk, and Secret Agents.

As a conference sponsor, you will have complete access to over 400 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.

Gold Level Sponsorship \$5750 (Inclusive of two conference registrations)

- **Flagship Sponsor** (Branded): CFUN-04, *sponsored by Your Company*
- Gold Level position of brand on ALL mail broadcasts and Website
- Letter from 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 one general session
- Promotion time before one General Session
- Free Exhibitor Booth for Promotion of Services
- One full page Advertisement in Conference Handout

Silver Level Sponsorship \$3450 (Inclusive of one conference registration)

- Silver Level 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 one general session
- Promotion time before one General Session
- Free Exhibitor Booth for Promotion of Services
- One full page Advertisement in Conference Handout

Level Three Sponsorship \$1150 (Inclusive of one conference registration)

- Bronze Level position of brand on ALL mail broadcasts and Website
- Free Exhibitor Booth for Promotion of Services
- One full page Advertisement in Conference Handout
- Signage at booth only (*provided by Sponsor*)

To sign up as a sponsor contact Michael Smith 301.424.3903 x110 or email michael@teratech.com