

Fusebox-Frameworks2005 CONFERENCE

September 29th – 30th , 2005

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

Sponsorship Package

Overview

Fusebox-Frameworks2005 is a 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.

Nationally known speakers have already been booked including Hal Helms, Sandra Clark, Jeff Peters, Simon Horwith and Michael Smith.

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 Thursday night** 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.

Date: September 29th and 30th 2005

Location: Bethesda Marriott Hotel in Bethesda, MD

Conference Site: <http://www.cfconf.org/Fusebox2005/>

Email for Sponsorship: Liz@teratech.com

Conference Overview

The conference is being held in Rockville, MD on September 29th - 30th, 2005. The conference cost is \$299 and we're expecting approximately 200 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

Fusebox-Frameworks2005 attendees are top-level programmers and IT managers. Fusebox-Frameworks2005 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 Fusebox-Frameworks2005 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.

- 15.8% Beginner (0 - 1 yr experience in ColdFusion & Web Development)
- 50.5% Intermediate (2-3 yrs experience)
- 33.7% Advanced (3+ yrs experience)

Speakers

Fusebox-Frameworks2005 has a variety of confirmed and targeted speakers. Speakers include Hal Helms, Sandra Clark, Jeff Peters, Simon Horwith, John Paul Ashenfelter, Joe Rinehart, John Quarto-vonTivadar, Maxim Porges, Neil Ross, and Michael Smith.

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.

Hal Helms Inc

Hal Helms Inc is a leader in the ColdFusion, Fusebox and Mach-II training field and the founder Hal Helms is also president of Fusebox.org and one of the originators of much of Fusebox. Hal Helms has helped organized several Fusebox conferences and is also the author of the Fusebox 4 book.

Sponsorship Opportunities

Macromedia partners, local developers, software and hardware engineers are invited to sponsor the Fusebox-Frameworks2005 Conference. This year's sponsorship program consists of two distinct sponsorship tiers that include exhibit opportunities – Silver, Gold, Bronze – 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 Hal Helms, Techspedition, ColdFusion Developer's Journal, CFDynamics, Secret Agents, Adalon, Fusebuilding, and Sozo Hosting.

As a conference sponsor, you will have complete access to over 200 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 \$4000 (Inclusive of two conference registrations)

- **Flagship Sponsor** (Branded): Fusebox-Frameworks2005, 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)
- Distribution of literature before one general session
- Promotion time before one General Session
- Free Exhibitor Booth for Promotion of Services (6 foot table)
- One full page Advertisement in Conference Handout
- Opportunity to send giveaways to attendees

Silver Level Sponsorship \$1500 (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)
- Free Exhibitor Booth for Promotion of Services (6 foot table)
- One full page Advertisement in Conference Handout
- Opportunity to send giveaways to attendees

Bronze Level Sponsorship \$500

- Bronze Level position of brand on ALL mail broadcasts and Website
- One full page Advertisement in Conference Handout
- Opportunity to send give-a-ways to attendees

If you are ready to sign and know what level you want, fax us the contract and contact Liz Frederick at 301.424.3903 x107 or email liz@teratech.com

FUSEBOX 2005

Conference Contract

The following is an agreement between **TeraTech, Inc** and **sponsor** named below of the Fusebox-Frameworks2005 event September 2005.

Sponsorship Levels and Opportunities

There are two levels of sponsorship: Gold and Silver, with Gold being the primary sponsor. Each level is subject to varying recognition and opportunities during the conference. Every sponsor must agree to their designated opportunities and remain within their given parameters. Sponsorship opportunities at the various levels are outlined within the sponsorship package.

Promotional Material

Participating sponsors are allowed to bring company promotional material to distribute throughout the conference; however, promotional material should not over exceed the number of delegates taking part in the conference. This is to ensure fairness to all sponsors. Sponsors at different levels will be given varying promotional opportunity clearly outlined in the sponsorship package.

Signage

All sponsors will be given the opportunity to display signage during the conference. However, there are restrictions on the size of signage as well as where and when the signage can be displayed, depending on the level of sponsorship. Sponsors must agree and adhere to these restrictions outlined in the sponsorship package.

Speaking Limitations

Depending on the sponsorship level, sponsors will have the opportunity to publicly speak before a general session and /or provide a company representative to speak during a forum/break out session.

Promotion of Event

Sponsor agrees to promote that they are sponsoring the event by email to their customer base and their website with a banner ad linking to Fusebox-Frameworks2005 website. Fusebox-Frameworks2005 will link to the sponsors home page and list sponsor in emailing about the event.

Sponsorship Request

Sponsorship Level

- Bronze Sponsorship \$500
- Silver Sponsorship \$1500
- Gold Sponsorship \$4000

Enhancements

- \$250 Full page ad
- \$150 Half page ad
- \$250 Promo item for goodie bags

Please provide the following information and sign the agreement on the following page. Complete both forms and fax to 301.762.8185.

Company:

Event Contact:

Address:

Phone:

Fax:

Email:

Web URL:

For purposes of contacting the above individual regarding questions about the company's participation in the conference, please fill out the following and any other information you believe this event would need in case of an emergency.

Title:

Cell Phone:

Other:

If you have a representative speaking to the general audience on your company's behalf, please state their name(s) here:

To confirm your sponsorship position, send payment to TeraTech Inc, 405 East Gude Drive, Ste 207, Rockville MD 20850 or complete the credit card information below.

Credit Card Type:

Credit Card #:

Expiration Date:

If you have any questions, please contact Liz Frederick at liz@teratech.com or call 301.424.3903 x107

Sponsorship Agreement

- a) All demonstrations and other promotional activities must be confined to the limits of the space allocated to the Sponsor. Distribution of promotional materials by Sponsor out side of the designated area is strictly prohibited.
- b) Each Sponsor is allowed one sponsorship package per company. If space is not available, a waiting list will be maintained in the order of the date received by the complete application and payment. TeraTech will return all payment received by applicant for which the sponsorship has not been established.
- c) All signage is the responsibility of the Sponsor and is limited to the boundaries of the demonstration area. TeraTech may remove any signage or decorations believed to be excessive or inappropriate.
- d) Exhibit materials are the sole responsibility of the Sponsor. TeraTech is not responsible for any theft or damage of any Sponsor's property or materials.
- e) All exhibits must be continually staff during exhibit hours. TeraTech is not responsible for materials that are not removed from the Sponsor's exhibit space within the time frame designated for exhibits to be torn down.
- f) Sponsor shall be permitted to sell goods at FUSEBOX-FRAMEWORKS2005; provided that such goods are manufactured and dealt by Sponsor in the regular course of its business. Sponsor is responsible for any and all taxes, refunds, adjustments, voided sales, and any other charges related to the sale of such goods.
- g) All Sponsor booth personnel must be identified with a conference or exhibit badge.
- h) Sponsor may not conduct functions or hold general onsite or offsite gatherings that in any way conflict with the conference schedule.
- i) In order to deliver the benefits owed to Sponsor as an exhibitor at FUSEBOX-FRAMEWORKS2005, TeraTech reserves the right to use Sponsor's trademarks and logos on conference materials.
- j) Cancellation of sponsorship must be submitted in writing. If notice is received after September 1st , only a 50% refund will be granted. Cancellation after September 15th will result in no refund.
- k) Any costs or arrangements made for delivery of packages is the responsibility of the Sponsor.
- l) The representative accepting and agreeing to this Agreement on behalf of Sponsor hereby warrants and represents that he or she has full authority to accept and agree to this Agreement on Sponsor's behalf and to bind Sponsor to the terms hereof.
- m) This Agreement is between TeraTech and the Sponsor stated below. All agreements and discussion held between both parties is understood. Any modifications will not be set until submitted in writing and signed by both parties.
- n) It is the responsibility of the sponsor to obtain electrical connections and Internet through the Marriott and must be paid for prior to the event. Equipment can be ordered through Rent-a-PC and delivered to the hotel in your name. TeraTech is not responsible for equipment delivered to the hotel contracted by the sponsor named below.

Company's Name:

Company Representative's Name:

Title:

Signature

Date

This space is reserved for FUSEBOX-FRAMEWORKS2005 Conference Management only.

TeraTech Inc
Representative:

Signature

Date

Sponsorship Level:
Booth number:
Amount received:
Notes: