

## VISIBILITY

The **Kalamazoo X Conference** is actively promoted to companies, designer & developer groups, and conferences throughout Michigan and beyond. Through these partnerships, we reach a highly populated and technically involved region; including Illinois, Indiana, Kentucky, Michigan, Ohio, and Tennessee. Attendees are expected from this entire region.

## ARE YOU A SPONSOR?

Sponsors can be any company or group seeking to place their message in front of highly skilled & motivated professional developers and designers. You may have products and services targeted towards this market or you may be seeking these talented people for your own staff or project.

Additionally, consultants looking to increase their visibility, or business development groups looking to promote local technology efforts, will find a great venue to network and share with peers.

*Kalamazoo X Conferences* is a non-profit organization.  
Goal: to organize and execute educational opportunities  
for the software development community.

## WHEN

Saturday, April 21, 2012  
8:00 A.M. to 5:30 P.M.

*-FOR MORE INFORMATION-*  
[sponsors@kalamazooX.org](mailto:sponsors@kalamazooX.org)  
<http://www.KalamazooX.org>



## SPONSOR PROSPECTUS

## INTRODUCTION

The **Kalamazoo X Conference** is a one-day software development conference hosted in beautiful Southwest Michigan. The business community of Southwest Michigan is a leading force in Agriculture, Education, Future Energy, Life Sciences, and Manufacturing.

While there are many great technical conferences in the region, their focus trends toward new technologies and programming languages. The **Kalamazoo X Conference** intends to uniquely complement those conferences by enabling attendees to boost their process, design, and communication skills in the following areas:

- “Soft Skills”: including, social, personal, and career development (Human Interaction)
- Interface and graphic design (UX / Design)

## WHY BE A SPONSOR?

The **Kalamazoo X Conference** wants to lead the way in new areas. Local developers, having participated in other events in the region have high expectations for what makes a successful event.

*Your Sponsorship is Needed!*

To ensure attendees are committed to the conference, a nominal entry fee will be collected. This commitment by the attendee will enable the **Kalamazoo X Conference** to plan and host a high quality event.

Of course, this nominal entry fee will fall far short of the budget needed to cover our facility, food, promotion, audio-visual, and equipment expenses. Our sponsors are valuable to us! Become a sponsor and deliver your message directly to a group of highly skilled & motivated professional developers and designers.

## SPONSORS WANTED

### Main Conference Sponsor

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#### - Support level: \$1000 (One)

- Your banner may be hung in a prominent place in the meeting room we'll be using.
- Your logo will appear on all promotional material immediately after the conference logo
- Your logo will appear on the conference Web site (with a link to your site)
- Up to two of your personnel may attend to staff your table and also attend sessions, with no attendee fee
- Provide up to two inserts for each attendee

### Speaker / Conference Sponsors

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#### - Support Level: \$500 (Multiple)

We have up to 12 speakers at our conference, many from out of town. For the 2012 conference, we are inviting prominent speakers from across the US. We would like to do what we can to pay for their airfare and accommodations.

- You will have our undying gratitude!
- Your logo will appear on all promotional material
- Your logo will appear on the conference Web site (with a link to your site)
- You may attend sessions with no attendee fee

### Consultant Sponsors

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#### - Support Level: \$100 (Multiple)

- Your logo will appear on all promotional material
- Your logo will appear on the conference Web site (with a link to your site)
- You may attend sessions with no attendee fee

### SWAG Sponsors

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#### - Support Level: Free (Multiple)

Place literature on Community Table. Gladly trade Web links.

If you'd like to discuss a custom sponsorship amount, please email us at [sponsors@kalamazoox.org](mailto:sponsors@kalamazoox.org).