



**2013**

**Sponsor Information**

# About MidwestPHP

PHP is one of the most popular web programming languages used today, and is estimated to power 75% of all websites.

And with the release of PHP 5.4, the language continues to grow stronger, proving to be an effective enterprise solution. There has also been talk of PHP powered mobile applications down the road as the mobile industry slowly moves from native language applications (such as Java) to web based technologies (JavaScript, HTML5, CSS).

With the exploding demand for quality PHP programmers, the concept of MidwestPHP was born. Our goal is simple, to empower the local PHP communities by bringing the best speakers and latest technologies to our participants. We wanted to create a conference that would not only be geared for proficient developers, but also help new developers develop their skills, and business owners to better understand PHP and web development.

Perhaps that is what makes us different from many conferences. Our desire to create a conference for developers of all levels, with sessions designed to challenge the elite, sessions to build up the new, and everything in between all while minimizing costs to keep it affordable for our guests.

That is where you, our sponsors come in. Without your help NONE of this would be possible. Your generous support is what turns our vision into reality, and helps bolster the local community. And we want EVERYONE to know it. That is why we have worked very hard at creating a very generous sponsorship package to ensure that everyone who attends knows this conference was made possible by YOU.

## **When, Where, and Who**

MidwestPHP will take place March 2<sup>nd</sup> and 3<sup>rd</sup> in St. Paul, MN at the University of Minnesota's Continuing Education and Conference Center. We are excited to be working with the University in order to provide not only great facilities, but an excellent breakfast, lunch, and series of snacks and refreshments on both days.

We are also extremely excited to have received over 120 submissions for sessions from leading experts around the world. Our call for papers attracted submissions from not only leaders in the PHP community, but those who are the fore-front, including authors, large open-source contributors, renown speakers, and even organizers from larger conferences.

Not only were we able to attract a great mix of topics for all skill levels, but we were delighted to be able to include speakers from this year's ZendCon, PHPBeneleux, and Confoo conferences- bringing their expertise right here to Minnesota!

Through our partnership with the University of Minnesota, and the overwhelming support of the global PHP community, we have been able to put together a world-class conference that is sure to attract the 300 participants we have committed to.

## **Quick Overview**

- 2 Full Days
- 6 Different Tracks
- 30+ Local and International Speakers
- 40+ Sessions
- 300 Attendees

## The Tracks

- PHP Basics
- Advanced PHP
- PHP Frameworks
- Databases
- Other Components
- Web Development

## Our Philosophy

We understand how valuable your time and money is, and we want to work hard to show you that MidwestPHP is not only a great way to give back to the community, but also a fantastic investment. Whether you're looking for PHP developers, sell third party software/ systems, or just want name recognition, we have worked hard to put together sponsor packages that not only meet our financial obligations, but give you the most recognition, and the best return on your investment.

However, we also recognize that everyone is different, and that each sponsor has unique needs. While we hold ourselves to the highest integrity and fairness for all sponsors, we also strive to work with you to meet YOUR individual needs to ensure that MidwestPHP is a success for your company.

You can learn more about unique partnership opportunities and how we can work to meet your individual needs by contacting Michael Stowe at 507-304-0148, or via email, [mikegstowe@gmail.com](mailto:mikegstowe@gmail.com)

## **Beyond the Conference**

To help ensure the greatest return on your investment, we are committed to working to sharing the word about your company's generosity not only at the conference itself, but across the world wide web.

Your company logo will be displayed on our website throughout the year, as well as in email blasts, on Facebook, Twitter mentions, miscellaneous other social media, and in print through our various partners and newspapers.

We are also excited to announce that we will be running three full page ads in Web and PHP, a PHP magazine by S&S Media that is read around the world. These ads are just another way we are working to bring global attention to MidwestPHP and to your business.

## **Sponsorship Packages**

### **Platinum (3 slots) \$10,000**

- 1 Guaranteed Session
- Dedicated Table in Lobby
- 5 Conference Passes
- Logo on Website
- Logo on Attendee Badge
- Logo on Program and Select Communications
- Provided Materials in "Swag Bag"
- Logo on Entry Banner
- Featured in Sponsors Section
- Twitter Promotion
- 20% off Price of 5 Additional Tickets

**Gold (10 slots)**  
**\$5,000**

- Shared or Dedicated Table (Based on Availability)
- 3 Conference Passes
- Logo on Website
- Logo on Program
- Provided Materials in "Swag Bag"
- Featured in Sponsors Section
- Twitter Promotion
- 20% off Price of 3 Additional Tickets

**Silver (unlimited available)**  
**\$2,500**

- Shared Table in Exhibit Area (Based on Availability)
- 2 Conference Passes
- Logo on Website
- Provided Materials in "Swag Bag"
- Featured in Sponsors Section
- Twitter Promotion
- 15% off Price of 2 Additional Tickets

**Bronze (unlimited available)**  
**\$500**

- Logo on Website
- Provided Materials in "Swag Bag"
- Featured in Sponsors Section
- Twitter Promotion
- 10% off Price of 2 Tickets

**Community (unlimited available)**  
*For user groups/ individuals only*  
**\$100**

- Logo/ name on Website
- Twitter Promotion
- 30% off 1 Ticket

**In-kind (unlimited available)**

We are also looking for in-kind sponsors who want to donate products/ software/ books, etc to be given out as prizes or gifts.

## **Conference Details**

MidwestPHP, March 2<sup>nd</sup> and 3<sup>rd</sup> 2013, University of Minnesota Continuing Education and Conference Center, St. Paul, MN

**Twitter:** @midwestphp / #midwestphp

**Facebook:** keyword "midwestphp"

**Website:** <http://www.midwestphp.org>

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