

# ■ Sponsorship Opportunities

**Full Frontal** (<http://2012.full-frontal.org/>) is now in it's fourth year, and is the UK's leading JavaScript conference, for front end developers and engineers who want to learn more about the programming language of the web - and last year we sold out in just 4 days!

The direct dictionary definition of *Full Frontal* is: *with nothing concealed or held back*, which is the essence of the conference: to fully understand the *World's most popular programming language*<sup>†</sup> (<http://javascript.crockford.com/popular.html>).

Over two hundred and eighty web developers from all over Europe will be attending on November 9th, 2012. Tickets have been priced to be affordable and only cost £150+VAT.

## ■ Success of previous years

Below are just some of the positive things said about Full Frontal over the last 3 years, and we've captured a longer list on our **Twitter favourites** (<http://twitter.com/fullfrontalconf/favorites>):

- **markirby**: *Loved #fullfrontalconf this year, the best conference I've attended to date for quality speakers and engaging content. Good work @rem + co!* (<https://twitter.com/#!/markirby/status/135682122370383872>)
- **mwichary** (2011 speaker): *Almost seems unfair to have had so much fun and met so many great devs. #fullfrontalconf was amazing. Great job, @Julianne and @rem!* (<https://twitter.com/#!/mwichary/status/135296204673265664>)
- **codepo8**: *Had an incredible day at #fullfrontalconf today - amazing talks!* (<https://twitter.com/#!/codepo8/status/135119504291266560>)
- **dymonaz**: *Great #fullfrontalconf - really enjoyed the content. I'm impressed how it's even possible to pull it off. Thanks @ellissharp @julianne @rem* (<https://twitter.com/#!/dymonaz/status/135059578135121920>)

We also had a large collection of blog posts about our last conference collected here: **Lanyrd Full Frontal 2011 write-ups** (<http://lanyrd.com/2011/full-frontal/writeups/>).

## ■ When & Where

The one full day conference is being held on Friday 9th November at the Duke of Yorks Theatre, Brighton, UK.

The prestigious **Duke of Yorks**

([http://www.picturehouses.co.uk/cinema\\_history.aspx?venueId=doyb](http://www.picturehouses.co.uk/cinema_history.aspx?venueId=doyb)) was one of the World's first cinemas, first opening on 22nd September 1910.

## ■ Audience

The conference is catering for the front end engineers in the web development community.

Web professionals from the UK and across Europe are expected to attend.

You will meet developers with a range of experience, including designers and backend developers looking to get a better understanding of the browser platform.

## ■ The Organisers

The conference is a family run conference by **Remy Sharp**

(<http://remysharp.com>): who runs his own development agency **Left Logic** (<http://leftlogic.com>), and Julie Sharp: an events manager and running the logistics of the event.

Remy is a developer, speaker and **author** (<http://introducinghtml5.com>) for the most part on the topic of JavaScript. Out of frustration that there was no conference that catered for the JavaScript community (anymore\*), he and his wife decided to bring the conference to the UK.

\* @media Ajax was the first, and only other JavaScript conference, but it closed in 2008.

## ■ Why Sponsor Full Frontal?

Sponsoring Full Frontal will mean web developers, bloggers and other members of the community will get to know your company better and see that you want to support their community.

You will have the opportunity to promote your brand and products to attendees and meet potential new employees, clients or users. There are also networking opportunities throughout the conference and during the after party.

## ■ How to Sponsor Full Frontal

Full Monty £6,000+VAT, 2 places available	Half Monty £3,000+VAT, 4 places available	Small Monty £1,000+VAT, 4 places available
5 conference passes	2 conference passes	1 conference pass
Introduce opening or closing speaker		
Tweet from @fullfrontalconf & @rem (21k+ total followers)	Tweet from @fullfrontalconf & @rem (21k+ total followers)	Tweet from @fullfrontalconf & @rem (21k+ total followers)
Inclusion of promotional material for conference attendee	Inclusion of promotional material for conference attendee	
Top placement of logo in print promotional material & ads	Logo included in print promotional material & ads	
Top placement of logo on web site	Logo on web site	Logo on web site
Top placement of logo on screen during breaks	Logo on screen during breaks	Logo on screen during breaks
Logo on name badge/programme	Logo on name badge/programme	company name on badge/programme
Exclusive right to provide branded lanyards		
Two guest invitations to exclusive speakers' dinner		
Early access to purchase additional tickets	Early access to purchase additional tickets	
Top placement of logo on banner popups placed on the stage	Logo on banner popups placed on the stage	
Company, link and sponsor message included in our delegate newsletter	Company and link included in our delegate newsletter	Company and link included in our delegate newsletter

## ■ Additional sponsorship opportunities

If any of the additional opportunities are of interest, please get in touch. Often they will be first come, first serve.

**After party sponsor** available to Full Monty sponsors - we would like you to cover the drinks for our delegates at the after party. You will be fully credited in the programme and closing of the conference. We've found delegates may not recall the night perfectly, but usually remember who bought them the drinks!

**Pre-party** available to Full and Half Monty sponsors. Our informal pre-party has increased each year whereby our delegates take over the local pub where everyone joins us.

**Other ideas include (which we can also help organise):** branded cupcakes (**example from 2011** (<http://instagr.am/p/Tqjdy/>)), branded popcorn (it's a cinema afterall!), speaker's meal, refreshments, t-shirts or bespoke schwag - we've always wanted to provide delegates with a moleskine notebook with custom print for instance.

Get in touch if you have an idea and we'll help make it work.

## ■ Contact

Contact Remy & Julie using **events@leftlogic.com** or +44 (0)1273 557744