



{{ softshake }}

cocktail of IT experiences

Geneva October 2011

Call to sponsors

Geneva, October 2011

The conference

The conference will take place in October 2011 in Geneva, over 2 days. For the second edition we expect over 400 participants...
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The venue

Our objective was to find a venue both comfortable and central in the city. It is also well renowned...
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The association

In order to remain independent from any company or technology we created a dedicated non-profit association...
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The budget

Since we are a non-profit association, we are aiming at a balanced budget...
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In order to attract a healthy mix of small and large organisations...
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What is it?

In a nutshell

If we had to define Soft-Shake in three sentences we could say:

- I. Bring together all stakeholders of an IT project (all profiles, technologies, methodologies and project sizes)
- II. Involve the local communities and bring them together through an independent association, such that independency is guaranteed for the event
- III. One room per technology and method, as well as for incubator.

Soft-Shake is an IT conference, taking place in Geneva in October.

Several IT conferences exist in Switzerland and in Europe. However, most focus on a specific technology or aspect of the IT world. Soft-Shake will fill the void and provide sharing platform.



**5 tracks for the second edition:
agile methods, mobile, Java, Microsoft,
incubator**

A few key numbers

Following the first edition, which hosted 180 participants, we expect for this second edition, we expect 400 participants and 50 speakers, over 2 days, across 5 rooms and tracks.

In 5 years we aim to host over 800 participants, with 7 parallel tracks, in several European cities!

Do you want to be early supporters of this new generation of IT events?

En quelques dates

A few key milestones towards the event

- **May:** call for speakers
- **May:** call for sponsors
- **June:** registration opening
- **July:** end of call for speakers
- **August:** publication of the final programme
- **October:** the conference!



Not forgetting the incubator track: new technologies, innovative waves, confidential subjects, future track...



The conference

The conference will take place in October 2011 in Geneva, over 2 days. We aim at hosting 400 participants.

In order to reach the widest possible public, the fifthly speakers, some internationally renown, will deliver their presentation in French or English.

The final program will be published at the end of the summer.

The registration will require a fee, but modest, in order to contribute to the conference costs, e.g. the buffet. We are expecting the fee not to exceed 150 francs.

For this second edition, we are keeping the 4 themes from last year, with the addition of the Microsoft theme and a wider scope for the previous iPhone theme. Here are details on these:

agilité

The agile track is led by the team responsible for the Agile Tour Geneva (80 participants in 2008 and 120 in 2009) and with the support from Agile-Swiss.org (with 100 participants during the XP Day Geneva in 2009 and 2010).



often with international guest speakers.

Cocoa Heads Lausanne), which includes a community of 20 meeting monthly.

microsoft



The Microsoft track is led by a team including a Microsoft representative and a local professor

specialised in its technologies.



java

The Java track is led by organising members of the Geneva JUG, which organises monthly meetings most attended by participants ranging from several dozens to 120,

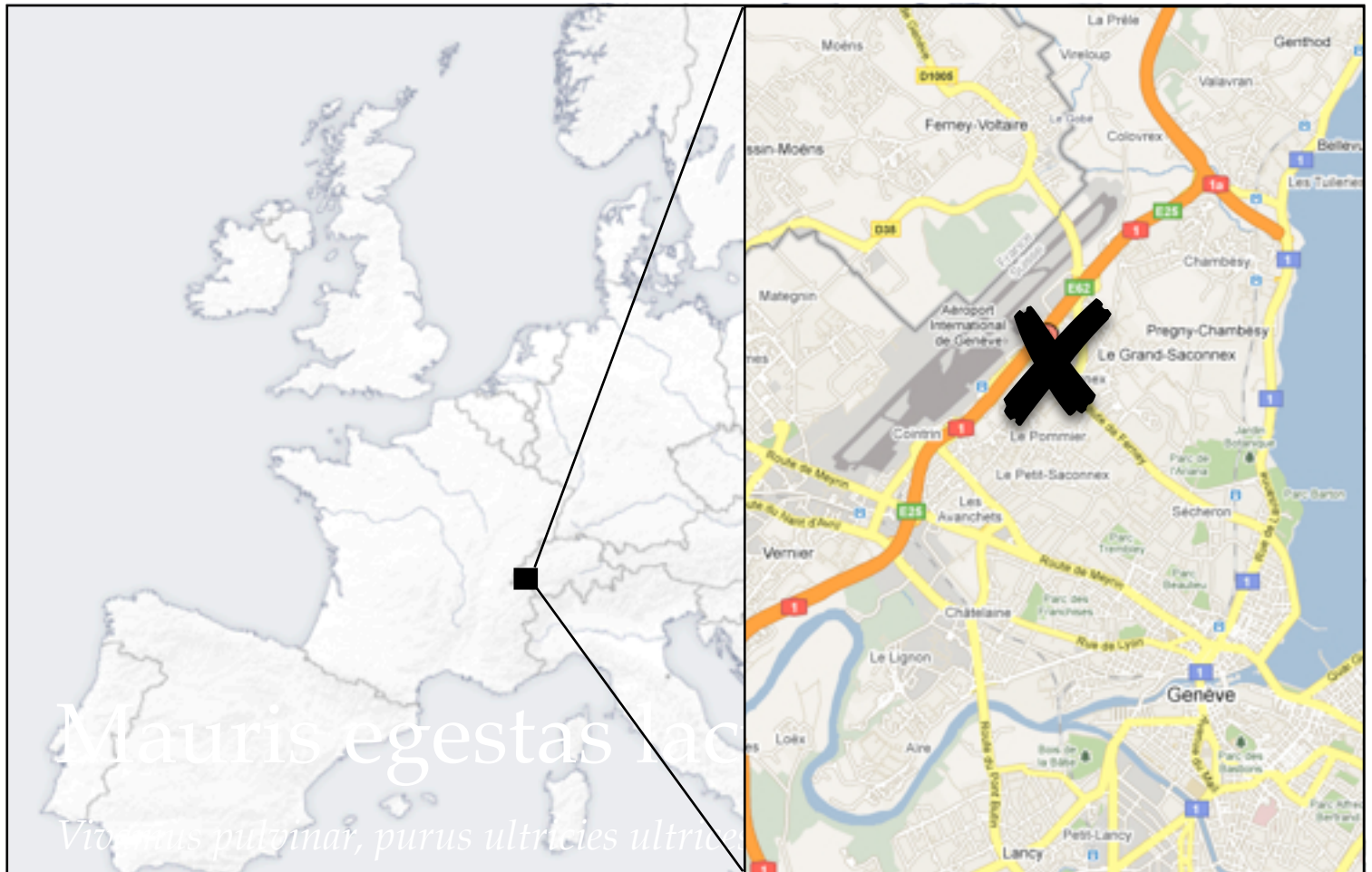


mobilité

The mobile track is led by members from the 'Groupe des développeurs iPhone de Suisse romande' (recently renamed to

incubat.

The incubateur track aims at giving a voice to speakers on novel and new topics, which can form new tracks in future editions..



Mauris egestas lac
Vivamus pulvinar, purus ultricies ultricies

The location

Palexpo

Our desire was to find a location both comfortable and central... further it is renown!

This second edition will take place at the Geneva congress centre, better known as Palexpo. Yes, the same location that hosts the famous Geneva Auto Show.

GENEVA PALEXPO offers over 102 000 m2 of exhibition space on the outskirts of Geneva, organised around 7 halls. For conferences, over 20 rooms are available with a total seating capacity of

11'000. All rooms are interconnected with fast ethernet.

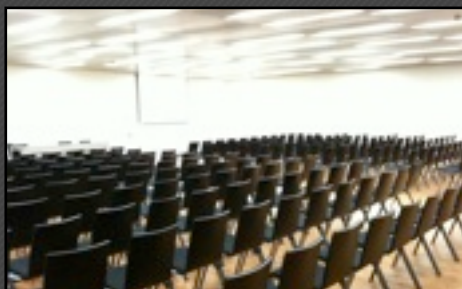
Soft-Shake will have an entire dedicated floor.

Plenty of space will be available such that participants network, exchange and eat around a large buffet.

Four large rooms of a capacity of 100, as well as several smaller rooms will make possible the creation of different session formats (e.g. talks, workshops, tutorials) in a comfortable environment.

Palexpo is central and easily accessed:

- At 2 bus stops from the Geneva international airport
- At 1 train stop from Geneva main station
- At a few bus stops from downtown Geneva
- Directly on a motorway exit.





The association

Objectif

In order to remain independent from any company or technology, we created a dedicated non-profit association.

And to maintain a healthy balance between the different tracks, the association is composed of a pair of people per track, responsible for the corresponding program. All members of the association share the incubator track.

Composition

Jacques COUVREUR

- President, track agile.
- President of the Agile-Swiss.ch association
- Co-organiser of [XP Day CH](#) (2009, 10 & 11) and [Agile Tour Genève](#) (2008 & 2009)
- Co-creator of the game Alchimiste-Agile.com
- Co-Founder inagua.ch

Marc-Elia BEGIN

- Secretary, track agile
- Co-Founder SixSq

Maxime NOWAK

- Financial Controller, track Java
- Co-Funder and Vice-President of the Geneva JUG association
- Hortis

Xavier BOURGUIGNON

- Track Java
- Co-Funder and President of the Geneva JUG association

Pierre-Yves BERTHOLOND

- Track mobile

Tien Dung THOI

- Track Microsoft

Statutes

The statutes of the association are in annex (in French) of this document.

**Non-profit association
Founded May 18 2010**



**Place du Bour-de-Four 32
CH-1204 Genève
Switzerland**



The budget

Since we are a non-profit association, we are aiming at a balanced budget.

Further, we are aiming at a low registration fee, such that we can have the largest possible reach.

Our main source of income is therefore from sponsoring.

Here are our main budgetary figures.

These numbers are based on:

- budget of the Agile Tour Geneva 2008, 2009 and 2010
- budget of XP Days CH 2009 and 2010
- budget from Geneva JUG events
- offers from providers already contacted for the event (e.g. Palexpo, food/drinks)

PROVISIONAL BUDGET	SPENDING		INCOME	
Rooms (5 rooms + 4 offices)	sFr.	12 000,00		
Buffet (for 400 participants)	sFr.	56 000,00		
Goodies	sFr.	2 000,00		
Graphical charter (offered)	sFr.	0,00		
Travel costs (speakers)	sFr.	0,00		
Gifts and books	sFr.	1 000,00		
Equipment	sFr.	4 000,00		
Registrations (400 participants)			sFr.	60 000,00
Sponsors			sFr.	15 000,00
Total:	sFr.	75 000,00	sFr.	75 000,00
Balance:		sFr. 0,00		



Sponsoring

Three...

Soft-Shake proposes three different sponsoring formulas, such that small and larger organisations can contribute to the level most appropriate to their size and ambitions.

We expect all contributions to be honoured promptly upon reception of invoices from the Soft Shake association.

All payments are non-refundable.

A logo "Sponsor Soft-Shake.ch" and a press dossier from the web page « [Kit Multimedia](#) »



« CIDRE » at 500 CHF

- Visibility on the Sponsors web page (logo)
- Badge sponsor
- Name mentioned during the welcome speech



« SPARKLING » at 2'500 CHF

- Formula « CIDRE »
- Possibility to provide goodies in the participants' bag
- Visibility on the Sponsors web page (logo + description) and all web pages (logo)
- Visibility on the flyer
- World of from the sponsor during the welcome speech
- Mailing after the event by track
- Stand (1 table)
- 2 invitations for the event



« CHAMPAGNE » at 5'000 CHF

- Formula « MOUSSEUX »
- Stronger visibility on the web site and the communication documents (logo)
- Stand (2 tables)
- Visibility on all the tracks
- 4 invitations for the event

Contact

For more information :
sponsor@soft-shake.ch



soft-shake.ch