



Birmingham Perl Mongers Sponsorship Prospectus

2006 YAPC::Europe Perl Conference

August 30th – September 1st



A letter from the organisers

Birmingham Perl Mongers, the nominated organisers of the seventh annual grassroots European Perl conference (YAPC::Europe::2006), would like to thank you for taking the time to investigate the sponsorship opportunities available this year.

As an event organised on a not for profit basis by volunteers, there is a reliance on the donations from organisations who recognise the value of a symbiotic relationship with all tiers of the open source source community.

On our part, we hope to provide more opportunities for sponsors by interacting with delegates. In particular, we are trialling a new format this year, which consists of a “open morning event”, in which we have invited other Open Source and relevant organisations to address attendees in an exhibition format. We hope that some sponsors will provide either materials, or a manned stand for this experience, so that it can become an increasingly important part of the conference in years to come.

Finally, we would appreciate the feedback of any organisation which would consider sponsoring an event such as this - positive or negative, as all feedback will benefit the organisation of future conferences. Please address feedback to the organisers (organisers@birmingham2006.com).

Thank you, once more, for taking the time to study this document.

The organisers of YAPC::Europe::2006



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1. CONFERENCE OVERVIEW

1.1. YAPC::Europe

The YAPC::Europe Perl Conference has been a regularly attended annual conference since 2000, with delegates and speakers from around the UK, Europe and the world. Although the primary subject for tutorials and presentations is the Perl programming language, many Open Source projects, such as Apache, MySQL and Linux, are covered too.

1.2. YAPC::Europe::2006

Previous conferences have taken place in London, Amsterdam, Munich, Paris, Belfast and Braga, with the 7th annual YAPC::Europe Perl Conference taking place in Birmingham, UK.

The conference will take place over 3 days, Wednesday 30th August to Friday 1st September. The theme of the conference is “The Accessibility of Perl”, and is aimed at encouraging talks and tutorials centred around the many aspects of accessibility.

1.3. Conference Organisation

The organisation of the YAPC::Europe Perl Conference is done at a grass roots level, and is the responsibility of a local Perl Mongers user group, who nominate themselves to host the conference. For 2006 the Birmingham Perl Mongers have the honour of hosting the conference.

As a grass roots conference, primary funding is through personal donations and sponsorship. The conference is targeted at individuals and companies who would find commercial conventions price restrictive. By maintaining a low price point, the conference facilitates knowledge sharing and participation, as many of the speakers and attendees are key contributors to Perl and Open Source development.

1.4. Birmingham Perl Mongers

The Birmingham Perl Mongers user group was formed in September 2000 and has now grown to over 70 subscribers. The group now holds regular social and technical meetings each month.

The success of the group has been largely thanks to our dedicated focus on actively promoting and educating others in the use of Perl. Our regular monthly technical meetings have benefited from presentations not only from those in the group, but also trainers, authors and notable members of the Perl and wider Open Source communities. Some of our core members are also firmly established within the Perl community, and have presented at other Perl Monger user groups and Linux user groups in the UK, and at several conferences in the UK, Europe and North America.



2. LEVELS OF SPONSORSHIP

2.1. Platinum Sponsorship (£3,000 - £5,000)

- Room named after sponsor.
- Company Name and/or Logo to appear on the following items:
 - YAPC::Europe Perl Conference promotional material.
 - Website homepage with link to sponsor's site.
 - Primary branding in registration area.
- 2 employees may attend the whole event with their conference fee waived.
- 250 word company/product/service description in the Proceedings Guide.
- Full or half page advert in Proceedings Guide.
- Small exhibition space (on last day) and other sponsorship opportunities.
- A 20 minute presentation slot during the conference lecture timetable.

Items available:

1. Main Concert Hall (£5,000)
2. Lecture Room 1 (£3,000)
3. Lecture Room 2 (£3,000)
4. Conference Dinner (£3,000)

2.2. Gold Sponsorship (£2,000-£2,999)

- A specific large item available for sponsorship.
- Company Name and/or Logo to appear on the following items:
 - YAPC::Europe Perl Conference promotional material.
 - Website homepage with link to sponsor's site.
 - Small branding in registration area.
- 2 employees may attend the whole event with their conference fee waived.
- Half page advert in Proceedings Guide.
- 100 word company/product/service description in the Proceedings Guide.

Items available:

1. Workshop Room (£2,000)
2. Wireless Internet Connection & Equipment (£2,000)
3. Refreshments (morning & afternoon for all 3 days) (£2,000)

2.3. Silver Sponsorship (£1,000-£1,999)

- A specific small item available for sponsorship.



- Company Name and/or Logo to appear on the following items:
 - YAPC::Europe Perl Conference promotional material.
 - Website homepage with link to sponsor's site.
- 2 employees may attend the whole event with their conference fee waived.
- Half page advert in Proceedings Guide.
- 100 word company/product/service description in the Proceedings Guide.

Items available:

1. Printed Proceedings - logo printed on cover (£1,500)
2. The Perl Review magazine - logo printed on cover (£1,500)
3. Conference CD (logo on CD) (£1,000)
4. Speaker Sponsorship (£1,000 - £2,000, dependant on speaker)

2.4. Media Sponsorship (less than £1,000)

- Company Name and/or Logo to appear on the following items:
 - YAPC::Europe Perl Conference promotional material.
 - Website homepage with link to sponsor's site.
- Branding in the Proceedings Guide.

All sponsorship packages are dependant upon a receipt of a signed contract and payment. All sponsorship items are subject to availability. If your chosen item is no longer available, an alternative will be offered in its place.



3. WHY SPONSOR?

3.1. Brand and Product Awareness

The conference is attended by IT professionals - the majority of whom are from around the UK and Europe, with a small number from further overseas, most notably from Northern America.

Most of the attendees are Developers, System Administrators and Technical Architects, although there is also a significant proportion of CTOs and CEOs.

The impact of the conference can be felt far wider than the number of attendees – many open source websites, will feature references to YAPC::Europe and attract high traffic, which will provide exposure for key sponsors.

3.2. Recruitment Opportunity

Historically YAPC::Europe has attracted some of Europe's leading Perl talent, and the format of this conference will provide sponsors with a fantastic opportunity to have representatives on site to meet and discuss issues and opportunities with delegates.

3.3. Promote your Open Source Credentials

What better way to promote your organisation's commitment to leverage the benefits of Open Source technologies, than to sponsor an event such as the European Perl Conference? By demonstrating a symbiotic relationship with the grass roots of a large Open Source movement such as the European Perl Community, you can demonstrate a level of understanding and commitment to Open Source that will distinguish yourself from your competitors.



4. NOTABLE SPONSORSHIP ITEMS

4.1. Rooms

There are 4 rooms are available for sponsorship:

- 1 x Main Concert Hall (£5,000)
- 2 x Lecture rooms (£3,000)
- 1 x Workshop room (£2,000)

Room sponsorship will involve having the company name advertised outside each room, in the venue foyer and on direction signs around the conference venue. Company logos will be included where possible.

The main concert hall will be used throughout the whole conference. It will hold all major sessions, and be the principal lecture room for all high profile speakers. The workshop room will be used for developer and project discussions throughout the conference, with several hands-on tutorials and “hackathons” planned.

4.2. Exhibition Space

Exhibition space will be available all day during the last day of the conference, for sponsors and exhibitors to promote themselves. Space will be available in the foyer and in the main hall for both manned and unmanned promotional stands.

This will provide key sponsors with the opportunity to appear in person at the conference, to either promote their products and services or be used as a recruitment venture. Exhibitors will also include notable Open Source Software projects and initiatives, with a view to providing a worthwhile experience for attendees by providing a full spectrum view of the industry.

The size of exhibition space available to sponsors will be determined once contracts have been signed with the venue. Whilst we anticipate no more than 2 members of staff will be required to man your stand, we are more than willing to discuss the possibilities of more attendees, or an unmanned stand. In some circumstances, we may be able to provide a volunteer to distribute your materials.

4.3. Proceedings Guide

The proceedings guide will be available to attendees in paper format and/or in PDF format.

The content will be driven by the articles and papers provided by the speakers to support their talks and tutorials. In addition it will be a resource to further thank our sponsors and give them further



space to promote themselves.

Sponsor logos will be included on a dedicated sponsors page. If sponsoring the proceedings guide itself, the sponsor logo may appear on the cover, with the text "Proceedings Guide sponsored by XXXX".

Half page and full page adverts will be available, dependant on level of sponsorship.

4.4. Conference Promotional Material

Key conference promotional material will include:

- conference newsletters sent to registered attendees.
- press releases sent to on-line Perl forums and mailing lists.
- press releases sent to media agents (including IT/Open Source magazines).
- promotional posters sent to media agents and European user group leaders.

4.5. Sponsors Promotional Material

There will be a small area set aside for the distribution of small promotional material. Larger promotional items, such as hoardings, may also be used by arrangement.

4.6. Presentation Slot

For those sponsors wishing to take advantage of the opportunity to conduct a presentation, please note that this presentation slot will be during the regular talks and tutorial sessions of the event. They will not be allocated during the all attendee sessions.

The deadline for submitting proposals for these sessions is **23:59 GMT, Friday 2nd June 2006.**

4.7. Conference Dinner

The Conference Dinner is now a regular feature of the conference, for all the speakers and attendees. The evening will be a 'Balti Night', in keeping with customary dishes of the place where the conference is being held. The Balti dish is an Indian curry dish, which was created in Birmingham by the large Indian community that has grown up in and around the city. The evening is a more organised gathering of speakers and attendees, providing a chance for them to have many informal discussions regarding the conference, projects and networking.



4.8. Speaker Sponsorship

While many of the speakers will be from the UK and Europe, there are a number of high profile speakers we would like to invite to the conference. These speakers include Larry Wall, the creator of Perl, together with other notable Perl authors, trainers and developers from further afield.

Sponsorship of an specific individual may not be possible, but any speaker sponsorship will be collectively ranked in order of contribution. Costs for speakers will include flights and accommodation, which are expected to be between £1,000 and £2,000, depending upon their distance from Birmingham.

4.9. Use of Logos

Use of a company logo image, both for on-line and printed media presentation, requires the sponsor to provide the appropriate image they wish for us to use. Images will be reduced in size if they do not meet the dimensions requested, so please ensure images submitted follow the dimensions below.

- Conference Website (all pages) – 120 x 120 pixels
- Conference Website (sponsors page) – 200 x 150 pixels
- Proceedings Guide – 200 x 150 pixels
- Room Signs – minimum 400 x 200 pixels (for A4 printing)

Excepted where noted, these are maximum dimensions and images smaller than these dimensions will not be resized. Web images should be no less than 72dpi, and images for printed media should not be less than 300dpi. Image formats should be either JPG, GIF or PNG for on-line presentation, and JPG, GIF, PNG, XCF, PSD or TIFF for printed media.

4.10. Attendee Pack Items

Sponsors may wish to provide promotional items for conference bags, which will be given out to all attendees at the beginning of the conference. Promotional items should be provided to the organisers by **Friday 18th August 2006**, in quantities of 300. In the past items have included pens, mouse mats, t-shirts, writing pads and USB sticks.

4.11. Auction Items

Sponsors may provide items for the end of conference auction. The auction is a regular feature to help raise funds for the following year's conference. Books, t-shirts and some very unusual items have featured in the auction. If a sponsor wishes to provide items, please ensure they are provided to the organisers by **Friday 18th August 2006**.



5. ADMINISTRATION

5.1. *Birmingham Perl Mongers Limited*

Birmingham Perl Mongers Limited, operating as Birmingham Perl Mongers, is an incorporated, not-for-profit company, registered in England and Wales. All written correspondence should be through the following address.

**Birmingham Perl Mongers Limited
15 Graham Crescent
Rubery
Birmingham
West Midlands
B45 9DD
United Kingdom**

Email may be sent to the conference address, organisers@birmingham2006.com, while facsimiles may be sent to +44(0) XXXX-XXX-XXX.

The organisation team consist of Development Managers and Senior Software Engineers for their respective companies, along with a willing group of volunteers from the Birmingham Perl Mongers user group.

5.2. *Administrivia*

Application Forms, Contract and Payment Details are available on request.

Upon receipt of the contract and payment, excepting circumstances not reasonable within the organisers control, sponsors information will be place on the website within 4 working days of payment.

We would request that sponsors return their contracts and payment by **Friday 2nd June 2006**, to ensure maximum exposure. We would also request that on-line images are submitted as soon as possible to ensure that they can be prepared for placement on the website. Images or text for printed material must be submitted by **Friday 28th July 2006**.

Any hoardings to be displayed in the registration or breakout areas, must be provided to the sponsors by **Friday 18th August 2006**.