



Birmingham Perl Mongers Sponsorship Application & Contract

2006 YAPC::Europe Perl Conference

August 30th – September 1st



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1. SPONSOR APPLICATION

Please sign and return the completed application form, which constitutes the contract, to the Birmingham Perl Mengers Limited business address:

by Post:

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

by FAX:

+44(0)-XXXX-XXX-XXX

Please print your company name exactly as it should appear in all marketing and promotional materials for the event:

Company Name:

Primary contact information:

Name _____

Email _____

Phone _____

Fax _____

Mailing Address _____

Postal Code _____

Country _____

[Birmingham Perl Mengers](http://birmingham.pm.org)
<http://birmingham.pm.org>

Sponsorship Application & Contract

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2. SPONSORSHIP PACKAGE

2.1. *Sponsored Items*

Where appropriate, please indicate which item you wish to sponsor. Items will be allocated subject to availability. If the item you wish to sponsor is not available an alternative will be suggested for your approval.

_____ Platinum Sponsor (£3,000+) _____

- ☐ Main Room (£5,000)
- ☐ Lecture Room 1 (£3,000)
- ☐ Lecture Room 2 (£3,000)
- ☐ Attendees Conference Dinner (£3,000)

_____ Gold Sponsor (£2,000 - £2,999) _____

- ☐ Workshop Room (£2,000)
- ☐ Wireless/Broadband Connection & Equipment (£2,000)
- ☐ Refreshments (morning & afternoon tea & coffee) (£2000)

_____ Silver Sponsor (£1,000 - £1,999) _____

- ☐ Conference Proceedings Guide (£1,500)
- ☐ The Perl Review Magazine (£1,500)
- ☐ Conference CD (£1,000)
- ☐ Speaker Sponsorship (£1,000 - £2,000)

_____ Media Sponsor (less than £1,000) _____

- ☐ Logo & link online and in printed media.



2.2. Promotional Items (Swag)

We are happy to receive any promotional items from sponsors. Items in sufficient quantities will form part of the attendees conference pack, with surplus or small quantity items will be distributed freely to all attendees at the registration desk. Please note that we are anticipating an attendance of 200 - 250 delegates.

Small quantity items may also be put forward as part of the Conference Auction. The auction is a feature of the conference to help raise funds for the organisers to cover extra costs, or to donate to the following year's conference organisers.

All items should be delivered to the Birmingham Perl Mongers Limited business address by **Friday 18th August 2006**.

Please list below the items and quantities you anticipate sending, if known at the current time.

Item _____	Qty _____
Item _____	Qty _____
Item _____	Qty _____

2.3. Proceedings Guide Adverts

Advertising space is available to sponsors, if they so choose. Images and text for inclusion in the guide should be submitted to organisers@birmingham2006.com no later than **Friday 28th July 2006**.

- ☐ Proceedings Guide, 1 x Full Page Advert (Platinum Sponsorship)
- ☐ Proceedings Guide, 1 x Half Page Advert (Silver/Gold Sponsorship)

2.4. Speaker Presentation

Platinum sponsors may submit a presentation for inclusion in the conference schedule. Your presentation should be submitted to talks@birmingham2006.com no later than **Friday 2nd June 2006**. Submissions should include speaker name, talk title and talk abstract.

- ☐ Speaker Presentation Slot (Platinum Sponsorship)

2.5. Promotional & Exhibition Items

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.

All sponsors may supply promotional material that can be distributed at the registration desk



throughout the full 3 days of the conference.

- ☐ Manned Exhibition Stand (Platinum Sponsorship) (*)
 - ☐ Unmanned Exhibition Stand (Platinum Sponsorship) (*)
 - ☐ Promotional Material
- (*) subject to availability.

Promotional Material should be delivered to the Birmingham Perl Mongers Limited business address by **Friday 18th August 2006**.

Exhibition stand displays and hoardings should be delivered to the following venue address on **Wednesday 30th August 2006** or **Thursday 31st August 2006**, or may be delivered personally on **Friday 1st September 2006**. No deliveries before or after these dates will be accepted.

**CBSO Centre
Berkley Street
Birmingham
B1 2LF
United Kingdom**

Please note that any exhibition stand or hoardings delivered to the Birmingham Perl Mongers Limited business address will not be accepted, and the courier will be requested to return the items to you.



3. PAYMENT INFORMATION

Full payment, to be made in Pound Sterling (GBP), must accompany this form in order to secure your place as a sponsor.

Cancellations: We will refund 50% of the total sponsor fee for cancellations received in writing by 5:00 PM on **Friday 2nd June 2006**. After that date, no refunds will be made. In any event of cancellation of the conference, the liability of Birmingham Perl Mongers Limited is limited to the return of paid fees.

3.1. *Monetary Amount*

Please indicate the monetary amount of sponsorship you will be providing.

£ _____

3.2. *Payment Type:*

- ☐ Company cheque
- ☐ Bank Transfer
- ☐ Credit Card

3.3. *Company Cheque*

For non-UK sponsors we recommend a bank transfer or credit card payment, due to the high charges applied by UK banks for non-UK money orders.

Company cheques may be sent to the Birmingham Perl Mongers Limited company address. Please allow at least 7 working days for funds to clear. For non-UK drawn cheques, your cheque may be returned if the commission fee charged by the bank is deemed to be too high.



3.4. Bank Transfer

Our bank account is held in the UK with the Co-Operative Bank PLC. Funds may be transfer using the following account number details:

Sort Code	XX-XX-XX
Account Number	XXXXXXXXX
IBAN	XXXXXXXXX XXXXXXXXXXXXXXXXX
BIC	XXXXXXXXX

3.5. Credit Card

Credit card payments are handled via PayPal (<https://www.paypal.com>). All details regarding your credit card transaction are processed by PayPal, and only your company name, payment amount and a reference number will be passed to ourselves. The account is being handled by Belfast Perl Mongers (organisers of the 2004 conference) on our behalf. Please use the email address xxx@birmingham.pm.org.

3.6. Invoices & Receipts

If you request an invoice, payment must be settled in full within 7 days of receiving the invoice. Failure to do so will result in this contract becoming null and void. In this instance, Birmingham Perl Mongers reserve the right to offer the sponsorship package in question to another party.

Receipts can be issued after payment has cleared, upon request.



4. CONTRACT SIGNATURES

I have read all of the terms and conditions of the Participation Agreement and agree to comply with these terms.

Sponsor _____
Signatory _____
Title _____
Date _____
Signed _____

Upon receipt of this contract and your payment, Birmingham Perl Mongers Limited will countersign and return a copy to the contact listed on page one of the application form & contract.

Company Birmingham Perl Mongers Limited.
Signatory _____
Title _____
Date _____
Signed _____



5. COMPANY LOGO AND INFORMATION

Please email a company logo, a 250/100-word (as appropriate) company/product profile and URL for website links to organisers@birmingham2006 and/or barbie@missbarbell.co.uk.

5.1. Logo Images

Birmingham Perl Mongers Limited is authorised to make use of this information for the conference proceedings guide and web site. Print and web logos should be submitted via email and should comply with one of the following print specs:

1. minimum 300 dpi Photoshop ® TIFF or PSD file
2. minimum 300 dpi The GIMP ® XCF, TIFF or PSD file
3. minimum 72 dpi web version image (PNG, GIF or JPG)

Logo images must be non-animated. All printed and on-line images will appear on a white background. Image sizes should be equal to or less than the following dimensions, depend upon their usage. Multiple logos may be submitted for the different presentations.

- Conference Website (all pages) – 120 pixels wide by 120 pixels tall
- Conference Website (sponsors page) – 200 pixels wide by 150 pixels tall
- Proceedings Guide – 200 pixels wide by 150 pixels tall
- Room Signs – minimum 400 pixels wide by 200 pixels tall

Images will be resized if they do not fit the dimensions requested. No further alteration of images will be exercised.

Room signs will be printed on A4 paper and displayed around the venue to direct attendees to the appropriate rooms.

Logos and web links should be submitted as soon as possible following signing the application form and contract. Upon receipt of the contract and payment, excepting circumstances not reasonable within the organisers control, sponsors information will be placed on the website within 4 working days of payment clearing.

5.2. Company/Product Profile

Dependant on the level of sponsorship, a 250/100-word description may be included within the proceedings guide, alongside the sponsor's logo. Profile should be submitted via email no later than **23:59 GMT Friday 28th July 2006**.



6. PARTICIPATION AGREEMENT

Terms and Conditions for Sponsor Participation in the 2006 YAPC::Europe Perl Conference (August 30–September 1, 2006).

TERMS: The Contract constitutes this signed application form. The Company is “Birmingham Perl Mongers Limited”.

ASSIGNMENT OF SPACE: The Company shall assign the display space to The Sponsor for the period of the conference, such assignment to be made within six weeks after The Company’s receipt of this application and payment for the amount of the sponsorship. Location assignments will be on a first-come, first-served basis and will be made solely at the discretion of The Company.

USE OF DISPLAY SPACE: Sponsors may provide small display stands and distribute literature, which will be place in the registration or breakout areas during the conference. The Sponsor shall not assign to a third party its display space or any portion of that space without the prior written consent of The Company, which The Company may grant or withhold at its sole discretion.

USE OF EXHIBITION SPACE: Sponsors are allowed to distribute literature, run demonstrations, and sell products in their assigned exhibit space. Sponsor shall not assign to a third party its display space or any portion of that space without the prior written consent of The Company, which The Company may grant or withhold at its sole discretion. If such permission is given, the Sponsor shall assume full responsibility for the conduct of the assignee and all its representatives. Sponsor’s product demonstration may in no way interfere with demonstrations at adjacent tables. Demonstrations using audio must use headsets to demonstrate audio capabilities.

INDEMNITY AND LIMITATION OF LIABILITY: Neither The Company, any co-sponsor or display space provider nor any of their officers, agents, employees, facilities, other representatives, or assigns shall be liable for, and Sponsor hereby releases them from, any claims for damage, loss, harm, or injury to the person, property, or business of the Sponsor or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, accident, or any other reason in connection with the display at the conference. The Sponsor shall indemnify, defend, and protect The Company and hold The Company, any co-sponsor, and space provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney’s fees, and expenses which might result or arise from Sponsor’s participation in the conference or any actions of its officers, agents, employees, or other representatives. Under no circumstance will The Company, any cosponsor, or the exhibit space provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall The Company’s liability under any circumstance exceed the amount actually paid to it by the Sponsor for display and/or exhibition space. The Company makes no representations or warranties regarding the number of persons who will attend the conference.

OBSERVANCE OF LAWS: Sponsor shall abide by and observe all laws, rules and regulations,



and ordinances. No Licensee or exhibitor may dispense any food or beverage samples from exhibits, booths or any other areas within the conference without the prior written permission of The Company.

CANCELLATION OR TERMINATION OF EXHIBITS: If for any reason beyond its reasonable control including fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, act of God, or any similar reason, The Company shall determine that the conference or any part may not be held, The Company may cancel the conference, including the exhibition space, table top displays or any part thereof. In that event, The Company shall determine and refund to the Sponsor its proportionate share of the balance of the aggregate display fees received which remains after deducting all expenses incurred by The Company.

SPONSOR CANCELLATION: All payments made to The Company under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by The Company and The Company's lost or deferred opportunity to provide display space to others.

SPONSOR CONDUCT: Sponsor and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. The Company reserves the right to eject from the conference any Sponsor or representative violating those standards.

AGREEMENT TO TERMS, CONDITIONS, AND RULES: Sponsor agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by The Company from time to time for the efficient and safe operation of the conference. This application represents the entire agreement between the Sponsor and The Company concerning the subject matter of this application. The Company is not making any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by The Company. The rights of The Company under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of The Company. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect. This agreement shall be binding upon the heirs, successors, and assigns of the Sponsor subject to the terms of this agreement regarding assignment.