

# Scaling PHP in the Cloud

A one-day conference on making the  
transition to cloud computing

Saturday, 9 July 2011  
Bangalore

**Sponsor Kit**



# About

- **Scaling PHP in the Cloud** is a participant-driven conference on scaling web applications
- PHP is today the world's most popular open source web development language. It is used by millions of websites, most often via applications like WordPress and Drupal. Deploying a PHP website is straightforward and supported by nearly every web hosting provider. (*continued...*)



- There are limits to how much load a single web server can take though. For your website to scale, you will sooner or later need to a transition to a multi-server deployment, and this can be hard. It requires thinking about web development in entirely new ways.
- The exciting new world of cloud computing promises to make all this much better. “Cloud computing” is an umbrella term for a range of tools and techniques that make scalability possible. **Scaling PHP in the Cloud** is a one day conference on what it takes to make the leap from single server to multi-server deployments, and of making sense of the new world beyond.



# Online Resources

- Participant-driven agenda creation:  
<http://funnel.hasgeek.in/phpcloud/>
- Event website:  
<http://phpcloud.hasgeek.in/>
- Ticketing:  
<http://phpcloud.doattend.com/>



# At Venue Resources

- The venue has a large 450-seater hall and two 80-seater lecture rooms
- All three equipped with projectors, sound systems and video recording of the sessions
- Garden behind the main hall for lunch area



# Sponsorship Proposal

- Five categories of sponsorship: Community ( $\infty$ ), Silver (3), Gold (2), Platinum (1) and Title (1)
- All categories of sponsorship get access to our community outreach channels
- Benefits are incremental: higher categories get everything the lower categories do, except where noted
- All prices are inclusive of taxes



# Community Sponsorship

- **Option 1:**  
Logo, landing page and link to sponsor website from the event website
- Landing pages encourage participants to explore sponsors and their involvement in the event, improving return on investment
- **Rs 8,192**
- **Option 2:**  
The previous, but you may also bring your own banners (2x 6'x3' standee) to display at the event
- **Rs 16,384**
- The community sponsorship is intended for startups that want to recruit or improve awareness of their product



# Silver Sponsorship

- Silver sponsors are featured on our official event banners at the venue
- Silver sponsors get top billing at one of these (exclusive to the silver sponsorship category)
  - Videos (posted after the event)
  - Lunch
  - Session track (apart from the main hall)
- **Rs 32,768**



# Gold Sponsorship

- Gold sponsors may setup a stall at the venue
- We will provide a table (6' wide), power and internet access
- Rs 65,536



# Platinum Sponsorship

- Platinum sponsors get a reserved sponsor session in the main hall before lunch (45 min)
- This session will be after the opening keynote session, which is reserved for a community-selected speaker and is expected to set the tone for the day
- The sponsor gets a full audience
- Rs 1,31,072



# Platinum++ Sponsorship

- This advanced category has the same benefits and title as the Platinum category, but also buys out the Gold category, ensuring high visibility for the sponsor at the event
- **Rs 2,62,144**



# Title Sponsorship

- The sponsor's name is added to the event name. This category buys out both Gold and Platinum categories
- Rs 5,24,288



# Free Sponsor Passes

Community	2
Silver	4
Gold	8
Platinum	16
Title	32



# Privacy Policy

- We value the trust participants place in us and have a strict privacy policy
- Email addresses will not be shared without the participant's permission
- You may offer participants goodies in exchange for contact information, and we will facilitate this from our website and in one email newsletter post-event



# Important Dates

- Event: July 9, 2011
- Last date for confirmation of Gold and Silver categories: July 1
- Last date for confirmation of Platinum and Title categories: June 24
- Payment due: July 9, 2011



# Contact Information

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