

# MARKETING PLAN



**OXENTE  
RAILS  
2010**

**AUGUST 6-7**

Natal - Brazil - Praia Mar Hotel & Convention

**A world class Rails happening in the  
northeast of Brazil!**

More information:  
<http://oxenterails.com/en>



**6 E 7 DE AGOSTO**  
Prata Mar (Paraná) - Paraná - Rio Grande do Norte



**OXENTE  
RAILS  
2010**





# Presentation

The event **Oxente Rails 2010** will take place on August 6th and 7th in Natal, in Praia Mar Hotel & Convention, located at one of the most beautiful beaches of Brazil (<http://www.praiamarnatal.com.br/ingles/index.php>), and will count with the presence of national and international speakers. We expect to have about 400 attendants in this second edition to consolidate as a reference event in Brazil as well as in Latin America.

## Goal

The goal of the event is to share Ruby on Rails and its environment around Brazil and Latin America by talking about related subjects like agile methodology and entrepreneurship through presentations, exposition, classes, papers, and birds of feather. Also, to promote the socialization, integration and knowledge and experience sharing amongst the participants of the event.

## History

The first edition of **Oxente Rails** happened in August of 2009 and had more than 200 participants of the whole country and over 300 viewers over the internet in many countries and was considered one of the most valuable events of technology of Brazil and got into the Rails world's schedule. National and international speakers like Yehuda Katz, Jon Larkowsky, Geoffrey Grosenbach, Fábio Akita, Carlos Brando and many others were present talking about many subjects that surround Rails, Agility and Entrepreneurship.





## Sponsorship Opportunities

The sponsor will participate of the event with financial support associating their brand and name to the event with the options listed below. Please see next pages for further details.

TYPE	AVAILABILITY	INVESTMENT
PLATINUM	EXCLUSIVE	U\$ 25K
GOLD	UP TO 3 COMPANIES	U\$ 15K
SILVER	UP TO 6 COMPANIES	U\$ 5K
BRONZE	UP TO 10 COMPANIES	U\$ 3K

The sponsorship investment can be paid up to 07/01/2010.





## PLATINUM

### BENEFITS

Placement of the company logo on all the event's publicity as PLATINUM sponsor

Placement of the company logo on all event's screens around the event (10 second still)

Free merchandising on the event plus flyer on the participant's material

Present a 15 minute spot to all audience

Bottoms with the company logo on the staff's tees

Exposition of exclusive banners on the lobby, credentials and auditoriums front doors

100 square feet exclusive to expose your company and products

Exclusive newsletter to attendants after the event

05 free tickets to the event (to indicate or to give away)

Preference on the distribution of exclusive pens, lanyards and paper notebooks for the attendants

All the exclusive material that is required to be distributed or given away must be created, produced and delivered by the sponsor to the event, including bottoms, fliers, presentations, videos, banners, pens, lanyards and notebooks, etc.







## GOLD

### BENEFITS

Placement of the company logo on all the event's publicity as GOLD sponsor

Placement of the company logo on all event's screens around the event (5 second still)

Flyer on the participant's material

Exposition of one exclusive banner on the main lobby only

40 square feet exclusive to expose your company and products

03 free tickets to the event (to indicate or to give away)

All the exclusive material that is required to be distributed or given away must be created, produced and delivered by the sponsor to the event, including buttons, fliers, presentations, videos, banners, pens, lanyards and notebooks, etc.





## SILVER

### BENEFITS

Placement of the company logo on all the event's publicity as SILVER sponsor

Placement of the company logo on all event's screens around the event (3 second still)

Flyer on the participant's material

20 square feet exclusive to expose your company and products

01 free ticket to the event (to indicate or to give away)

All the exclusive material that is required to be distributed or given away must be created, produced and delivered by the sponsor to the event, including bottoms, fliers, presentations, videos, banners, pens, lanyards and notebooks, etc.





## BRONZE

### BENEFITS

Placement of the company logo on all the event's publicity as BRONZE sponsor

Placement of the company logo on all event's screens around the event (2 second still)

Flyer on the participant's material

All the exclusive material that is required to be distributed or given away must be created, produced and delivered by the sponsor to the event, including buttons, fliers, presentations, videos, banners, pens, lanyards and notebooks, etc.







## Other Opportunities

To participate in other specific sponsorship opportunities please contact us to get further details. Here we list some of those options:

**Room for exhibition (stand)**

**Lanyards**

**Pens**

**Paper Notebooks**

**Gifts for giving away**

**Wi-Fi Internet**

**Power outlets**

**Hacker Lounge**

**Video Games**

**Lunch**

**Coffee Breaks**

**Happy Hour**

**Cocktail**





## Sample layout of the pieces







## Sample layout of the pieces

CARTAZ



BANNER



FRANEL DE MESA / PÔSTER







## Contato

**Site:**

<http://oxenterails.com/en>

**E-mail:**

[sponsor@oxenterails.com](mailto:sponsor@oxenterails.com)

**Phone:**

**Paulo Fagiani +55 (84) 8855-0250**

