

**"The Frontend Conference is a two-day event with inspiring talks on frontend and UX technologies presented by leading specialists in the field."**

## About

Our goal is to initiate and establish the Frontend Conference Zurich ("Front /> Conf" - frontendconf.ch) as a leading conference about state-of-the-art frontend and UX technologies in Europe and as the leading frontend/UX conference in Switzerland.

The conference is an excellent platform for Swiss and European scientists, developers and designers to present their projects, latest research and technologies in the fields of Web technologies, Web design and UX/HCI (Human Computer Interaction). We'll offer an opportunity to network with and learn from peers and leading experts in their fields, appreciating contributions both from practitioners and academics likewise. Zurich, conveniently located in the heart of Europe, with the University of Zurich (UZH), Federal Institute of Technology (ETHZ) and other institutions of higher education and a strong and flourishing IT sector is an ideal place to establish this conference.

With the "Frontend Conference" association as organizer and legal body, we strive to develop the relationship and exchange between local and international professionals interested in frontend technologies and UX, hereby emphasizing the importance of the according fields and the relevance of Zurich as a major IT hub.

This event will be the beginning of a series of annual Frontend Conferences in Zurich.

## What

- > Frontend Conference, Zurich (frontendconf.ch)
- > Conference topics: Web technologies, Web design and UX/HCI (Human Computer Interaction)
- > Invited talks/keynotes and call for presentations/sessions
- > Abstracts/drafts of presentations reviewed by the organizing committee for quality assurance

## When and Where

- > Sept 9 and 10, 2011
- > University of Zurich, Department of Informatics, Binzmühlestrasse 14

## Target Audience and Community

- > 200-250 attendees
- > Practitioners, researchers, professionals interested in front-end technologies and UX
- > From Zurich, Switzerland, Europe and abroad
- > 2 days with 2 parallel tracks, in total 24 presentations (3 in the morning, 3 in the afternoon per track)
- > Official language of conference and presentations: English

## Venue Requirements / Logistics

- > Ideally at the premises of the University of Zurich at the Department for Informatics (IFI) in Zurich, Switzerland
- > 2 lecture halls/rooms, each offering seating space for 90-150 people
- > 2 smaller rooms for the organizing committee and the speakers to rehearse and prepare
- > Recreational area/"hall" as a place to meet, network, chat, relax for the attendees and as an area for the sponsors to present themselves.
- > Lunch catering on both days, with coffee breaks in the mornings and afternoons (provided by ZFV)

## Financial figures

- > Organized by the "Frontend Conference" association as a not-for-profit conference, currently 6 IT professionals from Zurich
- > Financed through sponsoring and ticket sales
- > Ticket sales should help cover costs and yet be as affordable as possible
- > Anticipated: Average ticket price of 100-300 CHF for 2 days

## Marketing

- > Website (with online ticketing)
- > Word of mouth, Social Media (Twitter, Facebook, Blogs)
- > Posters at UZH, ETHZ, FHs
- > Announcements in IT newspapers and journals
- > Announcements via IT associations (S-I, ICTSwitzerland etc.)

## Sponsoring

### Platin

- > There are only 2 Platin sponsors in total
- > 1 Room named like the sponsor (with banner)
- > Logo on web site, web site footer, e-mail footer and program guide
- > Logo, link & description on conference's sponsoring web page
- > Dedicated slide for the conference's sponsoring presentation slides
- > 6 free tickets
- > Hiring corner: A3 paper
- > Program guide ad: Half page
- > Contribution to the goodie bag

**CHF 10'000.-**

### Gold

- > Logo on web site and program guide
- > Logo, link & description on conference's sponsoring web page
- > Shared (2x) slide for the conference's sponsoring presentation slides
- > 3 free tickets
- > Hiring corner: A4 paper
- > Program guide ad: Quarter page
- > Contribution to the goodie bag

**CHF 5'000.-**

### Silver

- > Logo on web site and program guide
- > Logo, link & description on conference's sponsoring web page
- > Shared (3x) slide for the conference's sponsoring presentation slides
- > Contribution to the goodie bag

**CHF 2'500.-**

## Sponsoring contact

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