

# Functional Conf 2014

## Sponsorship

(Opportunities for participation)

**Naresh Jain,**  
Sponsor liaison  
[naresh@agilefaqs.com](mailto:naresh@agilefaqs.com)

# Welcome to Functional Conf 2014

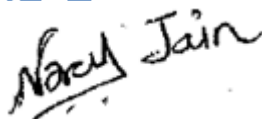
Functional Conf 2014 is the 1<sup>st</sup> Functional Programming Conference in Asia. Functional Conf is designed to bring the growing community of functional programmers together under one roof. We are planning a grand event, with **more than 50 Sessions over 3 days**. We plan to bring together thought leaders from all over the globe to India.

For over 35 years, functional programming has been a hot research topic. However in the last 5 years, driven by the need to **build massively concurrent systems** and to **handle big-data**, we've experienced a rapid adoption of functional programming concepts by diverse companies, ranging from tech start-ups to financial institutes. These days, functional programming is at the heart of every, new generation programming technologies. Companies are employing functional programming to enable **more effective, robust, and flexible software development**. This has given birth to a very vibrant community of functional programmers, who are constantly exploring ways to bring functional programming concepts to the world of enterprise software development. This conference creates an exceptional opportunity for functional programming enthusiasts to come together to have the conversations necessary to push the movement forward.

Join us! We expect to host up to **500 passionate attendees** in Bengaluru, India, on October 9-11, 2014.

Special events are planned to showcase this grand, international conference on Functional Programming. Your presence will help create an international event.

I invite you to participate and tell your story at this international gathering. This is an opportunity to stand out on an international stage.



Naresh Jain  
Sponsor Liaison  
<http://functionalconf.com>

### Plan for the conference:

- Structure
  - 3-Day Conference
  - **3 Parallel Tracks**
  - *Over 50 sessions (Talks, Tutorials, Workshops, Demos, Panel, etc.)*
  - A total of 120 Hours of content will be presented at this conference.
- Target Audience
  - Size: 500 Delegates

The conference will be hosted at [Hotel Chancery Pavilion](#), a 5 Star Luxury Business Hotel, located in the heart of the city.



## Premier Exhibition Opportunities:

**Title Sponsor ₹9,00,000 INR or \$15,500 USD\* Limited to 2!**

**Functional benefits include:**

- **3x2 Meters Exhibit Booth Space in premier location**
- Logo(s) shared on Conference Lanyard (or 50%)
- Registration badges will display your company logo
- Premier advertisement in Conference Program Guide
- Conference Bag will display your company logo
- Opportunity to run a special contest during the conference
- 10 Complimentary Conference Registrations (This is the total number of included registrations - booth workers must be registered at the conference.)
- Bag insert (6 A4-Pages [12 sides] - Literature or SWAG) (Insertions require pre-approval)
- 200 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in selected onsite materials (banners, slideshow, etc)
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Conference T-Shirt will display your company logo
- Conference videos will show your company logo
- Logo Hot link from the Functional Conf 2014 website to your company home page
- 1 email message sent to attendees on your behalf (attendees may opt out)

**Platinum Sponsor ₹6,00,000 INR or \$10,500 USD\* Limited to 3!**

**Platinum benefits include:**

- **2x2 Meters Exhibit Booth Space in premier location**
- Premier advertisement in Conference Program Guide
- Opportunity to run a special contest during the conference
- 5 Complimentary Conference Registrations (This is the total number of included registrations - booth workers must be registered at the conference.)
- Bag insert (4 A4-Pages [8 sides] - Literature or SWAG) (Insertions require pre-approval)
- 200 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in selected onsite materials (banners, slideshow, etc)
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Conference T-Shirt will display your company logo
- Conference videos will show your company logo
- Logo Hot link from the Functional Conf 2014 website to your company home page
- 1 email message sent to attendees on your behalf (attendees may opt out)

**Gold Sponsor      ₹2,50,000 INR or \$4,500 USD\*      Limited to 4!**  
**Gold benefits include:**

- Standard advertisement in Conference Program Guide
- 3 Complimentary Conference Registrations (This is the total number of included registrations - booth workers must be registered at the conference.)
- Bag insert (3 A4-Pages [6 sides] - Literature or SWAG) (Insertions require pre-approval)
- 100 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in selected onsite materials (banners, slideshow, etc)
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Logo Hot link from the Functional Conf 2014 website to your company home page

**Conference Bag      ₹3,00,000 INR or \$5,500 USD\*      Exclusive! (Limited to 1)**  
**Conference Bag benefits include:**

- Exclusive placement of your company logo on one side of the Conference Bag [Functional Sponsors, Conference logo & Functional Conf logo on reverse]
- 3 Complimentary Conference Registration
- 100 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in conference banners
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Logo Hot link from the Functional Conf 2014 website to your company home page

**Conference T-Shirt      ₹3,00,000 INR or \$5,500 USD\*      Exclusive! (Limited to 1)**  
**Conference T-Shirt benefits include:**

- Exclusive placement of your company logo on left sleeves of the Conference T-Shirt
- 3 Complimentary Conference Registration
- 100 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in conference banners
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Logo Hot link from the Functional Conf 2014 website to your company home page

**Conference Book ₹3,00,000 INR or \$5,500 USD\***

**Exclusive! (Limited to 1)**

**Functional Programming Book benefits include:**

- We'll select a latest, popular Functional Programming book and hand it over to all the attendees in their delegate kits. There will be an exclusive placement of your company or product logo on one corner of the book and a one-page ad inside the book.
- 3 Complimentary Conference Registration
- 100 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in conference banners
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Logo Hot link from the Functional Conf 2014 website to your company home page

**Conference Notepad ₹2,00,000 INR or \$3,650 USD\***

**Exclusive! (Limited to 1)**

**Conference Notepad benefits include:**

- We'll select a premier quality notepad and hand it over to all the attendees in their delegate kits. There will be an exclusive placement of your company or product logo on the notepad.
- 1 Complimentary Conference Registration
- 100 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in conference banners
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Logo Hot link from the Functional Conf 2014 website to your company home page

**Conference Pen ₹2,00,000 INR or \$3,650 USD\***

**Exclusive! (Limited to 1)**

**Conference Pen benefits include:**

- We'll select a fine metal ball-pen and hand it over to all the attendees in their delegate kits. Your company or product name will be engraved on the pen.
- 1 Complimentary Conference Registration
- 100 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Recognition in conference banners
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)
- Logo Hot link from the Functional Conf 2014 website to your company home page



**Reception ₹2,00,000 INR or \$3,650 USD\***

**LIMITED to 1!**

**Reception benefits include:**

- Your company logo will be prominently displayed on a large banner during the reception
- Opportunity to address the gathering (30 mins talk) (**strictly no marketing talk.**)
- Exclusive invitation cards will be handed out to all delegates with your company logo
- 1 bag insert (1 A4-Page [2 sides] - Literature or SWAG) (Insertions require pre-approval)
- 100 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)

**Lunch/M meal ₹1,00,000 INR or \$1,850 USD\***

**Limited to 2, one per lunch!**

**Lunch/M meal benefits include:**

- Your company logo will be prominently displayed on a large banner during lunch breaks
- 100 Word Description on website and in conference program guide
- Recognition in all media and printed marketing materials from signing forward
- Recognition in all electronic marketing materials from signing forward
- Verbal Recognition during conference (Welcome remarks, Closing remarks, etc)

**Track Sponsor ₹1,00,000 INR or \$1,850 USD\***

**Limited to 4, one per track per day!**

**Track benefits include:**

- Your company logo will be prominently displayed in the sponsored track room
- Standard advertisement in Conference Program Guide
- 50 Word Description on website and in conference program guide
- 1 bag insert (2 A4-Pages [4 sides] - Literature or SWAG) (Insertions require pre-approval)

**A La Carte**

**Opportunities include:**

2 A4-Page Bag Insert ₹75,000 INR\*  
Logo on Website ₹50,000 INR\*

Full page Ad in Program Guide ₹75,000 INR\*  
1/2 page Ad in Program Guide ₹50,000 INR\*

**\* 12.36% service tax applicable on these amounts.**

Have we missed something? Have something else in mind?

Let [naresh@agilefaqs.com](mailto:naresh@agilefaqs.com) know!

# SPONSOR PLEDGE FORM

***We hereby pledge support in the amount of:***

Sponsorship Level Description

Amount

**Instructions:** Complete all sections. Sign and email a scanned copy to [naresh@agilefags.com](mailto:naresh@agilefags.com). Read and initial the Policies & Regulations page. Please make a copy for your files. Upon acceptance, we will e-mail a sponsorship confirmation / instruction packet to you.

**Please Complete:**

Date \_\_\_\_\_

Company Name \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

**\*\*Exclusive Point of Contact for fulfillment:**

email/phone \_\_\_\_\_

## **PAYMENT & CANCELLATION POLICY:**

In regards to the opportunity of sponsoring the Functional Conf 2014 Conference, and for the privileges provided by the related to Sponsorship Level \_\_\_\_\_, and according to the policies governing sponsorships as printed in the attached Policies & Regulations, and which are part of this agreement, we promise to pay at least 50% of the total Sponsorship Amount (\_\_\_\_\_) within 30 days of signing with the remainder due by July 1, 2014. Agreements received after July 1, 2014 must include full payment.

All requests for sponsorship cancellation must be received in writing. If we receive a written request for cancellation on or before July 1, 2014, the sponsor will be liable for 50% of the total sponsorship pledge. For cancellations received after July 1, 2014, sponsors are liable for 50% of the total sponsorship pledge plus 100% of cost of exhibitor space that was reserved.



All payments must be made in Indian Rupees OR US Dollars.

**METHOD OF PAYMENT:**

- ☐ Cheque
- ☐ Demand Draft
- ☐ Online Transfer (Domestic)
- ☐ International Wire

All cheque/DD must be drawn in favor of **Agile FAQs Technology Private Limited** payable at Bangalore.

Please note that there will be a 12.36% service tax applicable on all sponsorship payments.

**Return Forms to:**

Naresh Jain,  
Sponsor Liaison  
Functional Conf 2014

SCAN or PDF to: [naresh@agilefaqs.com](mailto:naresh@agilefaqs.com)

**Cheques/DD can be mailed to:**

Naresh Jain  
Agile FAQs Technology Pvt. Ltd.  
No. 20, 12<sup>th</sup> Cross, Cubbonpet  
Bengaluru - 560002  
Email: [naresh@agilefaqs.com](mailto:naresh@agilefaqs.com) (preferred)  
Ph No. +91 99309 33302 (emergency)

## **Functional Conf 2014 CONFERENCE SPONSORSHIP AGREEMENT / POLICIES AND REGULATIONS**

This form indicates the policies and regulations set forth as part of the contract for Sponsorship with Functional Conference 2014 and its organizing committee, hereinafter referred to as AgileFAQs.

AgileFAQs reserves the sole right to render all interpretations, amend and enforce these policies and regulations and to establish any and all further regulations not specifically covered below to assure the general success and well being of the conference. AgileFAQs reserves the right to decline, prohibit, deny any sponsorship, which in its sole judgment is contrary to the character, objectives, and best interests of the conference or suitable for its attendee audience.

### **SPONSOR PAYMENT**

**A minimum of 50% must be paid within 30 days of signing.** The balance will be due by July 1<sup>st</sup>, 2014. All agreements received after July 1<sup>st</sup> 2014 must include full payment. Your company logos will be uploaded on the conference website, only after the initial payments are received. Any deviations from this provision, including but not limited to acceptance of late payments specified herein, shall not be construed as a waiver of rights to cancel a sponsor's contract for such non-compliance. Delays in payment may result in missed marketing deadlines and sponsor exclusion from marketing campaigns and advertising opportunities.

### **CANCELLATION AND REFUNDS**

All cancellations of sponsorship must be received in writing. If AgileFAQs receives a written request for cancellation of sponsorship on or before July 1<sup>st</sup> 2014, the sponsor will be liable for 50% of the total sponsorship canceled. For cancellations received after July 1<sup>st</sup> 2014, sponsors are liable for 50% of the total sponsorship pledge plus 100% of cost of exhibitor space that was reserved.

### **EXHIBIT SPACE AND COMPLIMENTARY REGISTRATIONS**

A sponsor who chooses exhibit space as a sponsor privilege or through payment will be required to sign an Exhibitor Application and abide by the General Rules and Regulations for exhibiting.

### **AUTHORIZED REPRESENTATIVE**

The sponsoring organization assumes responsibility for its authorized representative to follow all contract Rules and Regulations.

### **INDEMNIFICATION**

Sponsor agrees that it will indemnify and hold and save AgileFAQs whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or averted against AgileFAQs on account of injury or damage to person or property to the extent that any such damage of injury may be incident to, arise out of, or be caused by an act, omission, negligence or misconduct on the part of Sponsor or any of its employees, or when any such injury or damage is the result of the violation by Sponsor or any of its employees of any law, ordinance or governmental order. Sponsor covenants and agrees that in case AgileFAQs shall be made a part to any litigation commenced by or against Sponsor in relation to the aforementioned indemnification/hold harmless then

Sponsor shall and will pay all costs and expenses, including reasonable lawyer's fees and court costs, incurred by or imposed upon AgileFAQs by virtue of any such litigation.

The Exhibitor assumes all responsibility for their exhibit booth including theft, accidents and injuries.

#### **WAIVER**

AgileFAQs shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by an authorized AgileFAQs organizing committee member. No delay or omission by AgileFAQs in exercising any of its right shall operate as a waiver of such rights and waiver of rights in writing on one occasion shall not be construed as consent to, or a waiver of any right or remedy on any future occasion.

#### **LAWYER'S FEES**

Should AgileFAQs or the Sponsor find it necessary to employ a lawyer to enforce any of the provisions of this agreement or to protect in any manner its interest or interests under this agreement, the prevailing party shall be entitled to recover from the other party all reasonable costs, charges, and expenses including lawyer's fees.

#### **SOCIAL FUNCTIONS / SPECIAL EVENTS**

Any social function or special event planned by a sponsoring organization, to take place during the Conference, must be approved by AgileFAQs.

#### **OTHER REGULATIONS**

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of AgileFAQs. AgileFAQs shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of sponsors. Each sponsor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

Agreed to by: \_\_\_\_\_ Date: \_\_\_\_\_