Contributor Information

March 26, 2011

Location: Seminole State College

www.orlandocodecamp.com

Event Overview

Code Camp are a free, one day learning event for programming professionals and students with a focus on .NET and other related technologies. Code Camps are "grass roots" mini application platform developer conferences, free of charge to attendees and open to presenters of all stripes and experience. Code Camps are:

By and for the developer community

Always free

Community developed material

No fluff – only code

Community ownership

Never occur during working hours

The Orlando .NET Code Camp is organized by the Orlando .NET User Group (www.onetug.org). Details of the event can be found at www.orlandocodecamp.com. Below outlines some of the highlights with regard to contributors.

We have four goals for this event:

Provide a first class training experience for our attendees. Even though it will be free, we plan to make it as good as or better than a similar paid event.

Provide a great networking experience for .NET professionals, vendors and employers.

Build our speaker pool. We've worked hard to get local speakers for the event. Mentorship is being offered for new speakers with assistance to prepare for the event.

Build relationships with sponsors. The local user groups are funded entirely by donations and we hope that you will see them as a good venue for highlighting your products, services or just as a good place to look for .NET talent.

This is the sixth time this event will be held in Orlando. Last year we hosted over 530 attendees and our goal is to have higher attendance this year – building on the success of previous Code Camp events. Our target audience is Software, IT, and Database professionals and managers working in the state of Florida. Traditionally, our attendees come from all experience levels ranging from beginning level to senior level positions.

We are advertising via .NET user groups, SQL user groups, posts in several local blogs and mentions in newsletters of User Groups, Community Credit, PASS and MSDN Flash, Facebook, Twitter, and LinkedIn. We are also working with our personal contacts and asking our friends in the staffing community to help us get the word out.

We hope you will support our event! Please contact us at sponsor@onetug.org or call Brian Mishler at 407-253-2266 or Esteban Garcia at 407-435-9073.

Event Logistics

Our event follows the standard conference model. We are planning on 60 sessions across 10 tracks. These sessions will run 60 minutes; with 15 minute breaks between to allow time to visit with our sponsors. Registration will open at 7:00 am. Our keynote will start at 8:00 am and sessions will begin at 8:30 am. Breakfast and lunch will be provided on site. The last session will end at 5:00, followed by closing remarks and prize give-away.

Upon arrival, attendees will complete the registration process and receive an event bag containing a full schedule, flyers and other items from sponsors – PLUS – two items that will be of particular interest to our sponsors. The first will be a set of printed cards with the attendee's name and contact information. They will have the option to give their card in trade for whatever free items you may be giving away or just to enter a raffle, if you are sponsoring one. This should help avoid delays encountered while people queue to fill out contact forms at your table. These will also assure that the information you receive is legible. The second item will be a Sponsor card. Attendees can earn an extra raffle ticket at the end of the day by visiting all of our sponsors. (We will provide the means of validating the cards.)

We will end the day with a closing session and prize raffles. For the raffles, we are looking at prizes like a Windows Phone, Zune, Xbox, GPS units, free training, gift cards, etc. To qualify for the raffle, attendees will earn a raffle ticket for the end of day raffle by completing an evaluation form and can earn additional entries from various contests throughout the day.

After the event we will send a follow up email that will recap the day, provide links to the files from the event for download and provide a list of all sponsors with a links to their designated sites on the OrlandoCodeCamp.com site. This provides sponsors with one more opportunity to interact with attendees once the event has completed.

Contribution Levels

Contributor Option Prepaid	Benefit
Diamond - $2,000	• * Logo on Polo Shirts for speakers and volunteers • * Lunch • 1 personalized e-mail sent to attendees two to three days before the event • 1 personalized e-mail sent to attendees within one month after the event • Platinum Benefits
Platinum - $1,500	• * Logo on T-shirts for attendees • * Attendee PubClub • 3 minutes to speak to attendees during the keynote • 3 sentences and logo with link in Code Camp e-mail reminders • Gold Benefits
Gold - $1,000	• * Speaker PubClub • Electronic copy of raffle tickets with printed attendee information collected during the event • Logo on directional and room signs • Silver Benefits
Silver - $500	• Booth near food and registration • Announced at Code Camp Keynote • Slide in PowerPoint shown at Code Camp • Multipage flyer and/or CD in attendee bags • May donate prizes for end of day raffle • Bronze Benefits
Bronze - $200	• Logo in Code Camp flyers and program • Logo in Code Camp e-mails • 1 page flyer in attendee bags

Companies donating prizes such as books, training or software will be listed as a Contributor.

* Limited to one contributor. If T-shirts are given out due to budget constraints, posters will be setup in the registration area, providing the same value to the sponsor.

You may go to www.OrlandoCodeCamp.com to sign up for sponsorship and make donations or you may contact sponsor@onetug.org.

Sample Raffle Ticket

Attendees will receive printed sheet(s) of 8 tickets upon check in at the event. We will support same day registration and print tickets as needed. Ticket sizes are 1.83" X 4" on light card stock. Each ticket will be marked with the attendee name and email address so that it's easy to read. Note that not all information elements may be provided by each attendee, but at a minimum they will provide their name and email address. Ticket is not shown to scale.

Raffle Ticket
001234

Attendee Name

attendee@company.com

Sample Sponsor Card

Note: This will be printed on 5-1/2 X 8-1/2 card stock