

# Sponsorship opportunities for

**26 - 29 March 2006**

The Robinson Centre, Bedfordshire, England



SPA2006 continues the 13-year tradition of the world-famous OT conferences by once again bringing together software development practitioners to share their latest thinking and develop new ideas.

Leading IT organisations and companies with forward-thinking IT departments can be high-profile participants at this exciting event by becoming conference sponsors.

SPA is the foremost conference on contemporary software practice. Now in its 13th year, this event attracts many participants who are experts in their fields, and who often play a leading role in product and service recommendation and acquisition: our audience comprises both technical software specialists and IT management.

In addition, the conference attracts prominent industry figures: In recent years those participating have included Ivar Jacobson, Martin Fowler, Joshua Bloch, Michael Jackson, Kent Beck, Dick Gabriel and Alistair Cockburn. This conference is firmly established as the event at which new ideas and fresh thinking on software practice emerge.

SPA2006 will explore a broad range of subjects from leading-edge technology, through pioneering software development and deployment practices, to innovative techniques for managing projects and the people that make up the project team.

Becoming a sponsor of SPA2006 provides the highest possible profile at the event.

**T E C H N O L O G Y**

**P E O P L E**

**P R O C E S S**

**P R A C T I C E**

Organised by The Software Practice Advancement Specialist Group of  
The British Computer Society



# Sponsorship Benefits

## Before the conference

- **Prominent billing as a sponsor in all promotional activities and materials.**
  - Over 7000 pieces of publicity displaying sponsor details will be produced. 5000 brochures will be distributed to a highly qualified list of IT professionals including SPA members, members of other BCS and professional groups.
  - Leaflets and posters will be displayed at other leading IT conferences in Europe and the USA.
  - Advertisements will be placed in the computer press and will include sponsor logos
  - The SPA website forms a vital part of the conference both before and after the event will display sponsors logos with links to sponsor web locations.
- **Billing in Press Releases.**

All Press Releases issued for the conference will explicitly list the names of sponsors of the event.
- **A supply of conference brochures.**

Sponsoring organisations are encouraged to promote themselves as supporters of this key event. The conference organisers are happy to mail brochures and personalised invitations on your behalf to your clients and prospective customers.

## At the conference

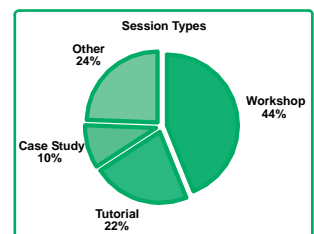
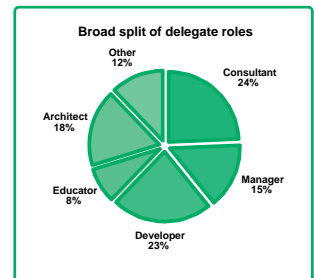
- **Display stand and demonstration area.**

Display stands and demonstration areas are provided in the main conference breakout/lounge area which is a hive of activity at breaks, meal times and well into the evening.
- **Speaking slot in the conference programme.**

Each sponsor has the option of providing a speaker to present a full 75 minute session in the conference programme. Well-known speakers tend to attract larger audiences, and so we encourage sponsors to provide headline presenters.
- **Four conference places with full accommodation.**

These places may be used for the sponsors' own staff or for client personnel. The full attendance fee for a non-sponsors participant is £1200. Previous sponsors have found that many of the most fruitful conversations take place during evenings and hence residential attendance is extremely valuable.
- **Logo on items given to all conference participants.**

Such items include the conference documentation, CD and bag.



- **Insertion of sponsor provided materials.**

Sponsors can provide marketing materials, whitepapers and other promotional goods to be included in delegate packs. A4 materials can be bound directly into Conference Documentation. Space is made available on the Conference Proceedings CD for sponsor provided materials.

- **Additional promotional activities**

Sponsors are usually invited to contribute a small prize to our written competition and they will be promoted and verbally thanked for so doing. Additional opportunities exist for sponsoring receptions and similar events which provide further marketing opportunities.

- **Guaranteed high profile among participants**

The number of headline sponsors is restricted to four to ensure the high and effective impact of sponsorship participation. Attendance at the event is typically 120 participants.

### After the conference

- **Delegate List**

A full list of all delegates with contact details will be provided including any data protection opt-outs. All delegates who have not explicitly opted out of direct marketing, may be contact by post as and when the sponsor wishes. Those delegates who have explicitly opted-in during the conference registration process may be contacted electronically.

- **Delegate Feedback**

The organisers will share with sponsors the delegate feedback collected during the event to enable them to evaluate the success of sponsoring the event.

### Previous Sponsors

- **Microsoft**
  - **IBM**
  - **Oracle**
  - **Thoughtworks**
  - **Zühlke**
  - **Hitachi**
  - **KPMG**
  - **QA**
  - **Cincom**
  - **Lucent**
  - **Versant**
- and many more**

### Fees

The sponsorship fee is £8000 + VAT. This includes four delegate places with all accommodation and meals for the duration of the conference. The full attendance fee for a non-sponsors places is £1200 + VAT.



### Contact details

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