



**5 - 8 April 2009**  
The Robinson Centre,  
Bedfordshire UK

## **Sponsorship opportunities for Software Practice Advancement 2009**



### **Technology... Practice... Process... People**

The SPA Conference provides a unique high-energy learning experience that explores a broad range of subjects from lead-edge technology, through pioneering software development and deployment practices, to innovative techniques for managing projects and the people that make up the project team.

The British Computer Society's Software Practice Advancement Specialist Group wishes to invite leading IT organisations and companies with forward-thinking IT departments to be high-profile participants at this exciting event by becoming conference sponsors.

#### **Now in its 17th year - why choose SPA?**

Participants:

- are experts in their fields
- are decision makers/advisors in product and service acquisition
- range from technical software specialists and IT management
- include prominent industry figure - in recent years, we've welcomed Tony Hoare, Dave Thomas, Brian Marick, Ivar Jacobson, Martin Fowler, Joshua Bloc and Alistair Cockburn.

SPA is firmly established as the event at which new ideas and fresh thinking on software practice emerge. Becoming a sponsor of SPA2009 provides the highest possible profile at the event, and this year we've made it easier than ever. In response to feedback we have introduced a menu-based scheme. Now sponsors can choose benefits that match their marketing objectives and budgets.



## Sponsorship Options and Benefits

### Meal Sponsorship

Sponsors who want maximum impact and value can sponsor a dinner and/or lunch.

Dinner on Sunday is preceded by a reception; dinner on Tuesday is followed by a tasting. Lunches are lower-key events, and this is reflected in the sponsorship cost.

Sponsoring a meal ensures prominent billing in all promotional materials and advertisements. Promotional materials will be distributed to a highly qualified list of IT professionals including SPA members, members of other BCS and professional groups. Advertisements will be placed in the computer press and will include sponsor logos. You will be mentioned in all the conference Press Releases. You will also be mentioned by name before the meal you sponsor, and you can conduct a business card draw during the meal if wished. Your sponsorship of the meal will also be reflected in the programme.

### Additional Options

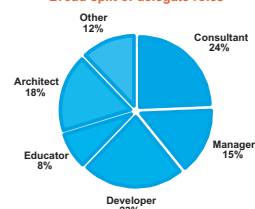
You can choose a number of options in addition to, or as an alternative to, sponsoring a dinner or lunch.

- You can choose to have your logo and a short message displayed on the conference sponsor page.
- You can have your logo printed on the delegate bags, and you can provide materials for distribution to delegates, in electronic and/or physical format.
- You can choose to have a stand in the main conference area (a large stand, small stand or simple banner).
- You can get delegate details in electronic format (subject to delegate consent). SPA delegates are very loyal, so each year's delegate list overlaps with those of previous years; for that reason, the cost of the details is substantially reduced if you sponsored the conference last year.

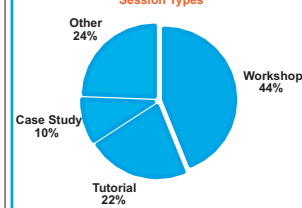


### At a glance

Broad split of delegate roles



Session Types



### Previous Sponsors

- Google
  - IBM
  - Microsoft
  - Oracle
  - Zühlke
  - Cincom
  - ILOG
  - Thoughtworks
  - Hitachi
  - KPMG
- and many more



## Sponsorship costs (exclusive of VAT)

### Meal sponsorship

	Sunday	Monday	Tuesday	Wednesday
Lunch	£670 (limited numbers)	£970	£970	£970
Dinner	£2280 (includes reception)	£1280	£1980 (includes tasting)	-

### Other options:

Small logo on website, 100 words on sponsor page	£300
Large logo on website, 150 words on sponsor page	£500
Logo on bags	£600
Electronic content on memory stick	£200
Materials in delegate bag	£350
Banner stand in main area	£450
Small stand (1m x 2m)	£650
Large stand (2m x 3m)	£950
Delegate list (if you sponsored last year)	£1000
Delegate list (new sponsors)	£2000

### Additional benefits:

- All sponsors will be mentioned in the opening and closing plenary sessions, and all sponsors will receive copies of the delegate feedback.
- All sponsors can book conference places at the super early bird rate.
- Major sponsors are entitled to a number of free places, and may be entitled to a speaker slot.

Sponsorship level	Free places
£3000-£4799	1
£4800-£6999	2 + Speaker slot*
£7000+	3 + Speaker slot*

\* If the program committee selects a session led by someone from the sponsor's organisation, that will count as the sponsor speaker slot.

### Contact details

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