

# Exhibitor and Sponsor Prospectus

# DEVLINK 2012



**devLINK**  
Technical Conference



# Exhibitor and Sponsor Prospectus

## OUR MISSION

The devLink Technical Conference (DEVLINK) was established to educate IT professionals on current and emerging technologies. The sole purpose of this 501(c)(3) non-profit organization is an annual event that brings industry experts together to present the latest information available at the lowest cost to our attendees.

## CONFERENCE FACTS

The devLink Technical Conference will hold its 7<sup>th</sup> annual conference August 29-31, 2012, in Chattanooga, Tennessee. Since it's inception the conference has helped educate over 3000 individuals from across the United States, Canada and abroad. Despite annual declines in corporate training budgets and large technology conferences, DEVLINK has continued to see attendees turn out year after year.



ACCESS TO HUNDREDS OF PROFESSIONALS  
IN THE FIELD OF TECHNOLOGY

OPPORTUNITIES TO MEET AND DEMONSTRATE  
YOUR PRODUCTS/SERVICES

# Exclusive Social Sponsorship Opportunities



Geographic summary of 2011 attendees (US and Canada only)

## WELCOME RECEPTION

Take advantage of the opportunity to welcome attendees to Chattanooga and DEVLINK 2012 as the exclusive sponsor of the DEVLINK 2012 Welcome Reception. The event would be held the evening of August 28, 2012 for attendees to meet and greet.

**\$3,000** – Includes promotion via newsletter and logo on tickets to event

## ATTENDEE PARTY

Show attendees that you are all about them by participating as the exclusive sponsor of the DEVLINK 2012 Attendee Party. This event would be held the evening of August 29, 2012 for attendees and speakers to enjoy and evening of fun and networking.

**\$5,000** – Includes promotion via newsletter & advertisement in guide

## LUNCH SYMPOSIUM

Would you like to bring in your own speaker to present demonstrate a product or entertain attendees? We can provide you an exclusive opportunity to reach attendees with a Lunch Symposium sponsorship. These events would be limited to Wednesday, August 29, 2012 and Thursday, August 30, 2012 only.

**\$3,000** – Includes promotion via newsletter & advertisement in guide

# Exclusive Sponsorship Opportunities

## REUSABLE WATER BOTTLES

Put your logo in the hands of every attendee with this sponsorship option. A 25oz water bottle will be provided upon check-in to each attendee for use throughout the conference.

**\$3,000** – includes sponsor logo accompanied by DEVLINK 2012 logo

## REUSABLE CONFERENCE BAGS

Put your logo in the hands of every attendee with this sponsorship option. This 15" x 13" bag will be provided upon check-in to each attendee for use throughout the conference.

**\$1,500** – includes sponsor logo accompanied by DEVLINK 2012 logo

## CONFERENCE T-SHIRT

Help us cover the cost of attendee t-shirts with your logo on the sleeve of every attendee with this sponsorship option. You will be the only sponsor with your logo presented on the DEVLINK 2012 t-shirt. Logo will be screen printed in one color, shirts will be dark blue with white print.

**\$3,000** – includes sponsor logo on the left sleeve of the DEVLINK 2012 t-shirt



Attendee Outing – Chattanooga Lookouts baseball game (DEVLINK 2011)

# Sponsorship Levels Overview



## **DIAMOND PARTNER (\$10,000 – ONLY ONE ALLOWED)**

The Diamond Partner is our most exclusive sponsorship which gives you the maximum visibility possible with DEVLINK 2012 attendees. Details are listed on the following page, but this sponsorship is customizable to meet the goals of the sponsor. Since the sponsor will be closely associated with DEVLINK 2012 this sponsorship is subject to approval of the Devlink Technical Conference leadership.

## **EMERALD SPONSOR (\$7,500) – ONLY TWO ALLOWED)**

The Emerald sponsorship is one of the most valuable sponsorships in that they include a number of sponsor benefits to maximize visibility and premium placement of exhibit space to give continuous traffic during the conference. Details are listed on the following page.

## **SAPPHIRE SPONSOR (\$5000) & RUBY SPONSOR (\$2500)**

Our most popular sponsorship levels include the Sapphire and Ruby sponsorships. Companies interested in exhibiting at the conference will appreciate the options included to provide optimal traffic and visibility. Details are listed on the following page.

## **PEARL SPONSOR (\$1,000)**

The Pearl sponsorship is our only non-exhibitor sponsorship, but gives you the opportunity to be visible to DEVLINK 2012 attendees via the website and conference guide. Sponsors that provide additional resources (i.e. prizes, books, etc...) can receive a courtesy upgrade to Ruby, but will not be able to exhibit.

# Sponsorship Levels Detail

Sponsorship Level	Diamond	Emerald	Sapphire	Ruby	Pearl
Listing in Sponsor Directory (Guide & Website) Website listings includes logo, guide is limited	✓ + logo	✓ + logo	✓	✓	✓
Company description (word limit)	250	150	100	75	✗
Inclusion in mobile apps	✓	✓	✓	✓	✓
Logo on conference homepage (Rotating)	Persistent	Persistent	✓	✓	✓
Complimentary DEVLINK 2012 passes	4x	2x	✓	✓	✗
6' Tabletop (includes electricity & 2 chairs)	2x	✓	✓	✓	✗
Attendee bag insert	2x	✓	✓	✗	✗
Keynote item placement (seats before keynote)	✓	✗	✗	✗	✗
Logo on conference displays (Rotating)	Persistent	✓	✓	✓	✓
Badge scanner for attendee contact info	2x	✓	✓	✓	✗
Conference pass for exhibit staff	4x	2x	2x	2x	✗
Logo associated with room (Guide & outside room)	Keynote 3 room equivalent	✓	✓	✓	✗
Advertisement in conference guide	Back cover (color)	Full page (color)	Half page (b & w)	✗	✗
Complimentary tickets to VIP (Speaker) dinner	4x	2x	✗	✗	✗
Rotating advertisement on conference displays	✓	✗	✗	✗	✗
Logo in pre-event e-mail to registrants	✓	✓	✗	✗	✗
Logo in post-event e-mail to registrants	✓	✓	✗	✗	✗
Social media (Twitter) announcement of DEVLINK 2012 sponsorship	✓	✗	✗	✗	✗
Logo on Attendee Badges	✓	✗	✗	✗	✗
Advertisement on DEVLINK 2012 website	✓	✗	✗	✗	✗

# Contact Information

## HAVE QUESTIONS OR READY TO SPONSOR?

Contact John Kellar via e-mail [Sponsor@devlink.net](mailto:Sponsor@devlink.net) or (615) 945-2024.

## PAYMENT OPTIONS

We accept payment via check or credit card (PayPal). All payments must be received no later than June 30, 2012.

**YOUR SPONSORSHIP IS TAX DEDUCTIBLE**

