



**OBJECTIVE()**

June 14 17, 2016

University of St Thomas Minneapolis MN

# dev.Objective() 2016

Developing Apps, Developing Skills, Developing Community

## SPONSOR GUIDE



# OBJECTIVE()

June 14-17, 2016

University of St Thomas Minneapolis MN

The dev.Objective() conference will be held in Minneapolis, MN on June 14-17, 2016. The event will attract intermediate and advanced-level programmers and IT professionals from the world of web development as attendees to the conference. Historically, dev.Objective() has attracted the top speakers from the ColdFusion development world, and with the recent shift in dev.Objective() branding, we plan to pique the interest of speakers and attendees from all areas of web and mobile development. The program has been designed to appeal to all types of developers, from JavaScript to mobile development, from server administration to testing, and all areas in between. The dev.Objective() conference has always been unique in its feeling of community and its ratio of speakers to attendees, and as we grow we plan to keep this feeling by maintaining those ratios and by staying engaged with the community year-round. Sponsors have close access to all attendees through strategic locations of tables and booths throughout the show. Sponsored sessions and ad-hoc demonstrations add to the experience, giving attendees the opportunity to ask questions and increase their industry knowledge. Contests and promotions at sponsor booths are encouraged and can be promoted during the conference.

## Steering Committee

- Steven Hauer
- Jared Rypka-Hauer
- Tim Cunningham
- Jason Dean
- Christine Dohmen
- James Louis
- Ryan Vikander
- Stephen Withington

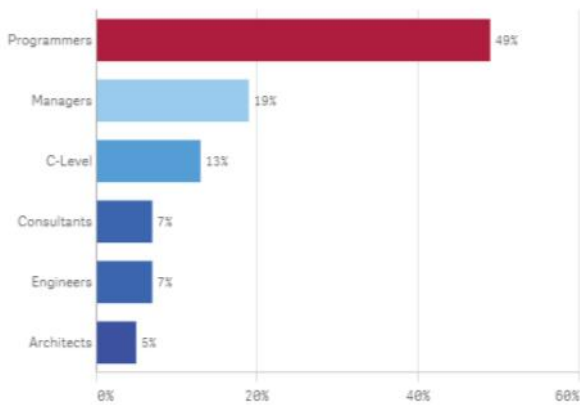
## dev.Objective() Schedule

- June 14, 2016 Welcome Reception
- June 15, 2016 Day One of Conference
- June 16, 2016 Day Two of Conference
- June 17, 2016 Day Three of Conference

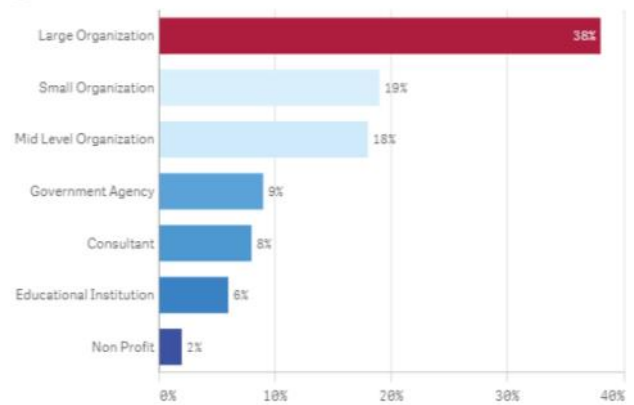


The cf.Objective() organization was created in 2006 to address a gap in training for advanced-level ColdFusion programmers and has grown into the leading web development conference in the Midwest and Great Plains states. The dev.Objective() conference hosted 100 attendees and 28 sessions in its inaugural year; both doubled in 2007 and the conference has grown steadily since, now attracting over 200 attendees each of the last several years. The organization was renamed to dev.Objective() in 2014 in order to include all members of the development community. Conference sessions cover JavaScript, server-side programming, testing, automation, security, and mobile application development, and will appeal to the widest audience of developers of any conference in the area. We are expecting another great turnout in 2016 as we broaden our branding to reflect the growth of the conference. Attendees come from all types of organizations including large and medium-sized companies, government agencies, contractors and freelance developers, and consulting firms.

Attendee Breakdown



Organizational Breakdown

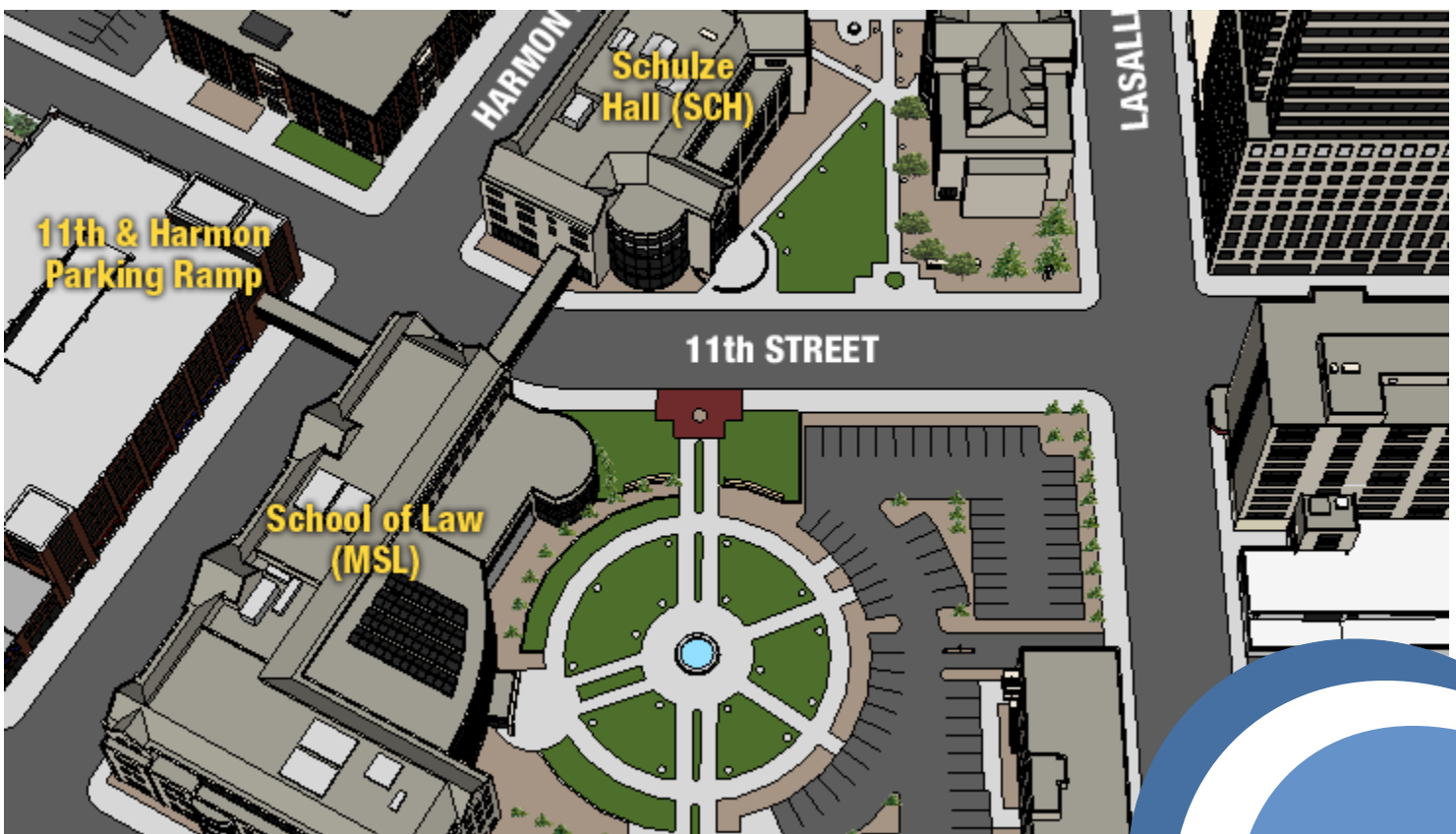




## Location

dev.Objective() will take place at the University of St Thomas—Minneapolis Campus. We honor the philosophy of the University of St. Thomas, an internationally recognized leader in higher education, combining advanced technology conference facilities with an affordable and comfortable learning environment. As part of this philosophy, we are dedicated to the highest level of satisfaction. We will be having the opening Reception at the Hyatt Regency on Tuesday Night then moving over to the School of Law Building for Breakfast, Breaks and Lunch on each day of the conference. We will be using the Auditorium in Schultz Hall for the keynote and general sessions. The breakout rooms/sessions are located on the second and third floor in the School of Law Building.

Exhibitors will be placed on the First or Second Floor of the School of Law Building depending on number and sponsorship level.





## Sponsor Opportunities:

The 11th Annual dev.Objective() Conference is a unique opportunity for attendees to network and collaborate while solving problems facing all organizations. This conference brings together some of the greatest minds in the web development community, with experts in JavaScript, mobile application development, application architecture and interactive UI/UX design, as well as ColdFusion, database and security experts.

This conference has five levels of sponsorship:

- Diamond (Contact us for pricing)
- Platinum
- Gold
- Silver
- Bronze

Sponsorships are described in detail on the following pages of this brochure, but all levels include an assortment of marketing opportunities for pre-, during, and post-conference. Additional opportunities may also be selected on an individual basis or added to a sponsorship level to increase your attendee exposure and greatly enhance their experience at dev.Objective().

Other sponsorship opportunities are:

Opening Night Reception, Attendee Giveaway Item or Lanyard.

Sponsorships are available on a first-come, first-serve basis and are limited by level.

If you are interested in sponsoring dev.Objective(), please complete the sponsorship application and send to Best Meetings Inc., 2626 E 82nd St., Suite 270, Bloomington MN 55425, fax (952)858-8950 or digitally sign and email to [jim@bestmeetings.com](mailto:jim@bestmeetings.com).

If you have questions please feel free to contact Jim Louis at (800)958-8875 or (952)858-8875.



## Diamond Sponsor

Contact us for pricing.

The dev.Objective() 2016 conference brings together a vast array of the best web developers, managers and experts from around the world. As a Diamond Sponsor your company will be able to customize your sponsorship to maximize your contact with attendees and helping dev.Objective() be a successful event. In addition to the following benefits, your company will have other exclusive opportunities to connect with attendees:

### Pre-Conference Benefits

- Company logo on all advertising pieces.
- Diamond-level sponsor recognition on all website pages.
- Linked company logo and a 600-word description of your company on the conference website sponsor page.
- Company logo on all advertising materials as a Diamond sponsor

### Onsite Benefits

- Seven (7) full conference registrations.
- School of Law Building booth space (20x10 ft) in a preferred location located in the heart of the conference.
- Allow to select your booth's location on the floor plan.
- One (1) General session when no other sessions will be taking place.
- Three Breakout Session speaking slots (Topic must be coordinated with the Content Advisory Board)
- Up to five (5) promotional pieces with the Attendee Giveaway Item (to be supplied by sponsor).
- Company logo on the cover of conference proceedings.
- Mobile App Ad with five times the frequency of Bronze sponsor.
- Sponsor banner in general conference area for prime exposure (approx. 5'x3' free standing banner, to be supplied by sponsor).
- Breakout area banner (approx. 5'x3' free standing banner, to be supplied by sponsor).
- 75 drink tickets at the opening reception.



# OBJECTIVE()

June 14 17, 2016

University of St Thomas Minneapolis MN

## Diamond Sponsor

Contact us for pricing

### Post Conference Benefits

- Sponsor logo on post-conference, wrap-up email to delegates.
- Sponsor information left online on archived page.
- Sponsor information on main site from October 1st 2015 to September 30th 2016



## Platinum Sponsor

\$15,000

The dev.Objective() 2016 conference brings together a vast array of the best web developers, managers and experts from around the world. As a Platinum Sponsor your company will be an integral part of dev.Objective() helping to ensure a successful event. You will be given a prime location to interact with the community, in addition to the following benefits:

### Pre-Conference Benefits

- Company logo on all advertising pieces.
- Platinum-level sponsor recognition on all website pages.
- Linked company logo and a 600-word description of your company on the conference website sponsor page.
- Company logo on all advertising materials as a platinum sponsor

### Onsite Benefits

- Five (5) full conference registrations.
- School of Law Building booth space (20x10 ft) in a preferred location located in the heart of the conference.
- Allow to select your booth's location on the floor plan.
- One (1) General session when no other sessions will be taking place.
- Three Breakout Session speaking slots (Topic must be coordinated with the Content Advisory Board)
- Up to five (5) promotional pieces with the Attendee Giveaway Item (to be supplied by sponsor).
- Company logo on the cover of conference proceedings.
- Mobile App Ad with four times the frequency of Bronze sponsor.
- Sponsor banner in general conference area for prime exposure (approx. 5'x3' free standing banner, to be supplied by sponsor).
- Breakout area banner (approx. 5'x3' free standing banner, to be supplied by sponsor).
- 50 drink tickets at the opening reception.





# OBJECTIVE()

June 14 17, 2016

University of St Thomas Minneapolis MN

## Platinum Sponsor

\$15,000

### Post Conference Benefits

- Sponsor logo on post-conference, wrap-up email to delegates.
- Sponsor information left online on archived page.
- Sponsor information on main site from October 1st 2015 to September 30th 2016



## Gold Sponsor

\$6,000

The dev.Objective() 2016 conference brings together a vast array of the best web developers, managers and experts from around the world. As a Gold Sponsor your company will be an integral part of dev.Objective() helping to ensure a successful event. You will be given a prime location to interact with the community, in addition to the following benefits:

### Pre-Conference Benefits

- Company logo on all advertising pieces.
- Gold-level sponsor recognition on all website pages.
- Linked company logo and a 400-word description of your company on the conference website sponsor page.

### Onsite Benefits

- Three (3) full conference registrations.
- School of Law Building booth space (20x10 ft) located in the heart of the conference.
- Allow to select your booth's location on the floor plan.
- One Breakout Session speaking slot (Topic must be coordinated with the Content Advisory Board)
- Up to three (3) promotional pieces with the Attendee Giveaway Item (to be supplied by sponsor).
- Company logo on the cover of conference proceedings.
- Mobile App Ad with three times the frequency of Bronze sponsor.
- Sponsor banner in general conference area for prime exposure (approx. 5'x3' free standing banner, to be supplied by sponsor).
- Breakout area banner (approx. 5'x3' free standing banner, to be supplied by sponsor).
- 20 drink tickets at the opening reception.

### Post Conference Benefits

- Sponsor logo on post-conference, wrap-up email to delegates.
- Sponsor information left online on archived page.
- Sponsor information on main site from October 1st 2015 to September 30th 2016



## Silver Sponsor

\$3,000

The dev.Objective() 2016 conference brings together a vast array of the best web developers, managers and experts from around the world. As a Silver Sponsor your company will be an integral part of dev.Objective() helping to ensure a successful event. You will be given a prime location to interact with the community, in addition to the following benefits:

### Pre-Conference Benefits

- Company logo on all advertising pieces.
- Silver-level sponsor recognition on all website pages.
- Linked company logo and a 200-word description of your company on the conference website sponsor page.

### Onsite Benefits

- Two (2) full conference registrations.
- School of Law Building booth space (10x10 ft) located in the heart of the conference.
- Up to two (2) promotional pieces with the Attendee Giveaway Item (to be supplied by sponsor).
- Mobile App Ad with two times the frequency of Bronze sponsor.
- 10 drink tickets at the opening reception.

### Post Conference Benefits

- Sponsor information left online on archived page.
- Sponsor information on main site from October 1st 2015 to September 30th 2016



## Bronze Sponsor

\$1,200

The dev.Objective() 2016 conference brings together a vast array of the best web developers, managers and experts from around the world. As a Bronze Sponsor your company will be an integral part of dev.Objective() helping to ensure a successful event. You will be given a prime location to interact with the community, in addition to the following benefits:

### Pre-Conference Benefits

- Company logo on all advertising pieces.
- Bronze-level sponsor recognition on all website pages.
- Linked company logo and a 100-word description of your company on the conference website sponsor page.

### Onsite Benefits

- One (1) full conference registrations.
- School of Law Building booth space (10x10 ft) located in the heart of the conference.
- Mobile App Ad.
- 8 drink tickets at the opening reception.

### Post Conference Benefits

- Sponsor information left online on archived page.
- Sponsor information on main site from October 1st 2015 to September 30th 2016



## Other Sponsorship Opportunities

### Video Sponsor

\$20,000

Benefits Include:

- Company logo on all session videos as “Special thanks to {Your Company}”
- Company logo on cover of conference proceedings.
- Company logo and 300-word description of your company on the conference website sponsor page.
- Sponsor information left online on archived page.
- Sponsor information on main site from October 1st 2015 to September 30th 2016

### Attendee Giveaway Item Sponsorship (Limit of one)

\$3,000

Benefits Include:

- Company logo will be included on the Attendee Giveaway Item provided to each attendee.
- Small Company logo on cover of conference proceedings.
- Company logo and 100-word description of your company on the conference website sponsor page.
- The Attendee Giveaway Item is produced by the conference organizer and included in the Sponsor fee.
- Sponsor information left online on archived page.
- Sponsor information on main site from October 1st 2015 to September 30th 2016



## **Other Sponsorship Opportunities**

### **Apparel Sponsorship (Limit of one)**

\$5,000

Benefits Include:

- Your company logo on the Attendee Apparel item.
- Company logo and 100-word description of your company on the conference website sponsor page.
- The conference apparel item is produced by the conference organizer and included in the Sponsor fee.
- Sponsor information left online on archived page.
- Sponsor information on main site from October 1st 2015 to September 30th 2016

### **Lanyard Sponsorship (Limit of one)**

\$3,150

Benefits Include:

- Your company logo will be included on the conference lanyard which holds the conference pass.
- Company logo and 50-word description of your company on the conference website sponsor page.
- The Conference Lanyards are produced by the conference organizer and included in the Sponsor fee.
- Sponsor information left online on archived page.
- Sponsor information on main site from October 1st 2015 to September 30th 2016



## Other Sponsorship Opportunities

### Opening Night Reception (Limit of one)

\$4,000

#### Pre-Conference Benefits

- Company logo on all marketing pieces including the Managers' Guide.
- Silver-level sponsor recognition on all website pages.
- Linked company logo and a 200-word description of your company on the conference website
- Listing on sponsor page on conference website

#### Onsite Benefits

- Two (2) full conference registrations
- 10 Minutes to talk about your product during the opening night reception.
- Up to two (2) promotional pieces with the Attendee Giveaway Item (to be supplied by Sponsor).
- Small company logo on cover of conference proceedings.
- Sponsor banner in general conference area for prime exposure (approx. 5' x 3' free standing banner, to be supplied by sponsor).

#### Post Conference Benefit

- Sponsor information left online on archived page.
- Sponsor information on main site from October 1st 2015 to September 30th 2016.

### Not finding what you are looking for?

If you are looking for any sponsorship opportunities that are not listed or would like one tailored to your needs, please feel free to contact Best Meetings Inc. about arranging a package for your organization. Please give us a call at 1-800-958-8875.



## 2016 Sponsorship Application

Please provide contact information:

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

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

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

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

Email \_\_\_\_\_ Website \_\_\_\_\_

dev.Objective() Sponsorship Levels:

- Diamond (Please Contact us)
- Platinum \$15,000
- Gold \$6,000
- Silver \$3,000
- Bronze \$1,200
- Video Sponsorship \$20,000
- Attendee Apparel Item \$5,000
- Attendee Giveaway Item \$3,000
- Lanyard Sponsorship \$3,150
- Opening Night Reception \$4,000

Please return application form no later than January 31, 2016. Payment can be by check or credit card – MasterCard, Visa or American Express. Sponsorships are available on a first-come, first-serve basis.

Payment will be by: \_\_\_\_ Check \_\_\_\_ Credit Card

Make checks payable to: Continuum Media Group

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_

Authorized Signature \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Cardholder Billing Address \_\_\_\_\_

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

Cardholder Phone Number \_\_\_\_\_

Cardholder E-Mail Address \_\_\_\_\_

Mail or fax this application to:

dev.Objective()

2626 E 82nd Street, Suite 270 Bloomington, MN 55425

Phone 952-858-8875 or 800-958-8875 Fax 952-858-8950

Email jim@bestmeetings.com Continuum Media Group Taxpayer ID: 41-2020843