

## « What's Next » Conference

The « **What's Next** » **conference** will be the biggest Java event ever organized in France as of 2011, gathering the vibrant French community.

It will gather all the most important Java experts of the world around various high-level interventions. The goal of this annual conference is to bring to the audience the most up-to-date information on the coming technologies, mainly around Java. “What's Next” for new technologies ? What new agreements ? What about the new companies ?

Take the opportunity to be associated with the first most important and at the forefront of technology event organised in France around Java and JEE technologies.

The event will take place on May 26<sup>th</sup> and 27<sup>th</sup> in the famous venue called the Grand Rex in the center of Paris with a goal of welcoming from 500 to 1000 participants.

The attendees will pay to be able to assist the event, the full price for a two day tickets being 350 euros.

We are keenly aware that the success of an event such as this depends on support from individuals, organizations, and especially, sponsors.

That's where you come in.

**Be a sponsor of the « What's Next » Conference!**

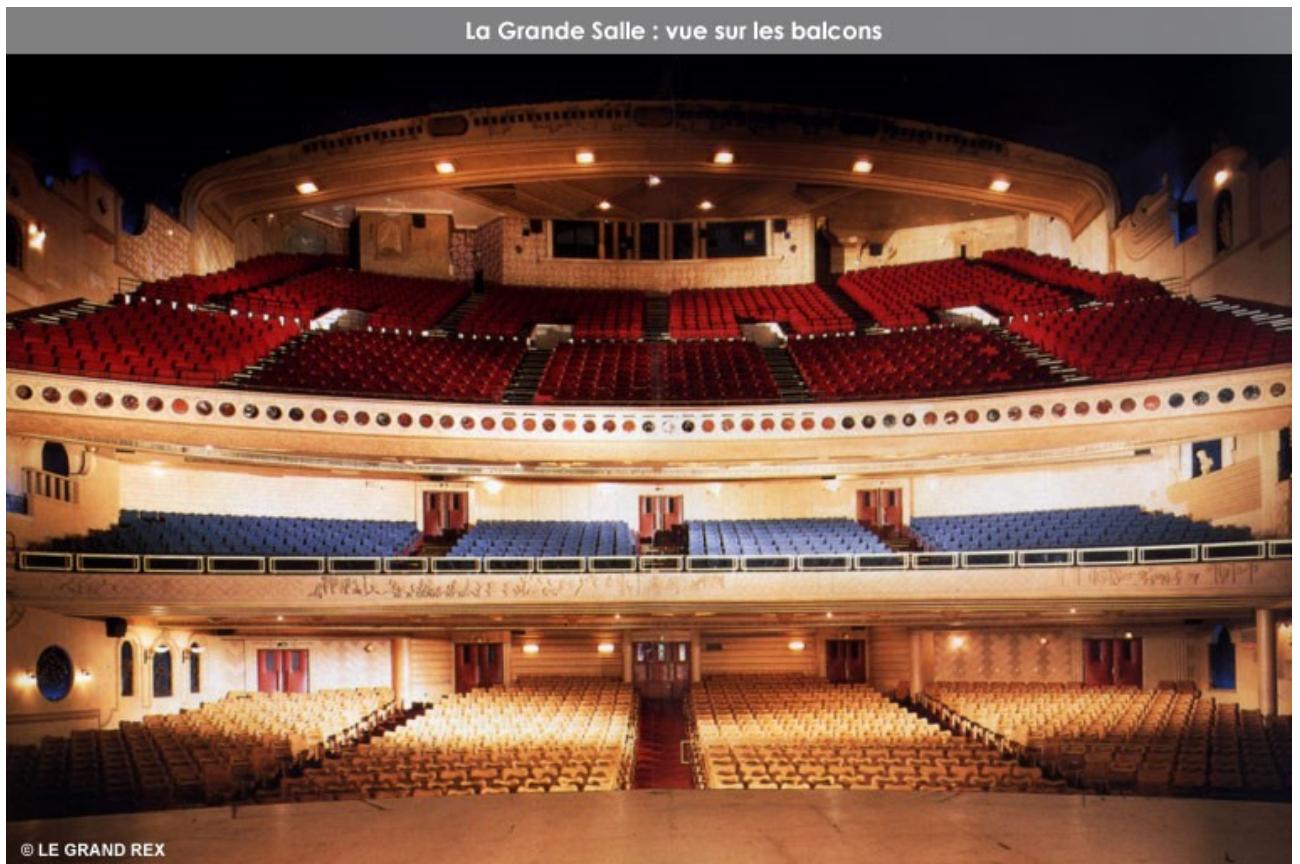
## The Grand Rex

The conference will take place in the **Grand Rex**, a famous venue in the center of Paris. This venue has been chosen because it is in the center of Paris, close to all the train stations and just a short walk away from the famous Opera area.

### The big room:

- This room can welcome up to 2650 people.
- Comfortable seats
- A giant screen
- A big stage
- Private lodges

Everything is here to welcome the best experts and visionaires of the world!



## Targeted audience

The goal of this annual conference is to bring to the audience the most up-to-date information on the technologies, mainly around Java. "What's Next" for new technologies ? What new agreements ? What about the new companies ?

We expect from **500 to 1000 participants** : developers, architects, project managers and executives.

This conference will interest national but also international Java users and leads, mostly from Europe.

Many developers and architects are working on Java technologies in France. As we organize smaller-sized conferences throughout the year, we are already recognized on the conference scene, and we have gathered an accurate list of interested people that we will contact to promote the event.

### Developers, architects, project managers:

All the most important Java experts of the world will make some various high-level interventions on next technologies.

This will bear a particular interest for developers, architects and project managers.

### Executives:

Executives need to have a global vision of their sector to be efficient: what are the new technologies, the new companies, service and product offers, and new business opportunities.

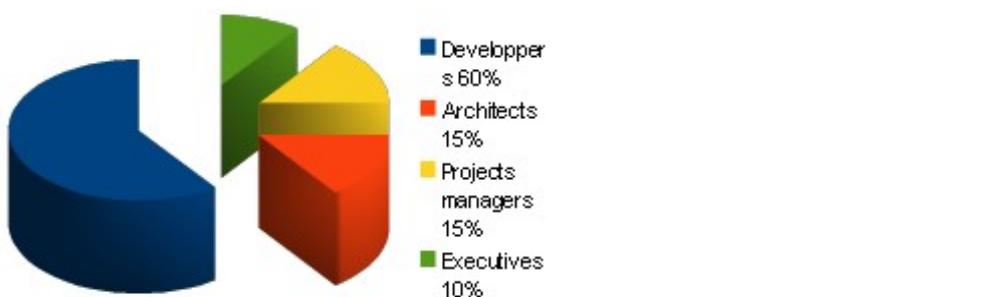
The What's Next conference will give them the opportunity to stay informed with the most up-to-date information on technologies, mainly around Java.

### Preconisations

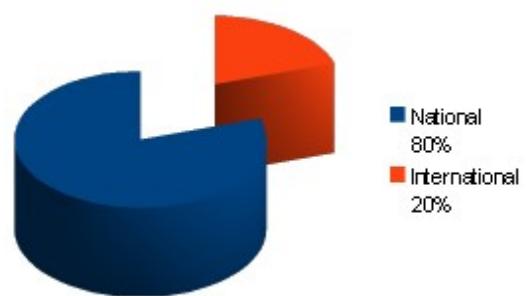
**Nb of participants:** 500-1000

**Sectors:** Java is used by various sectors. We expect all sectors to be interested.

### Jobs targeted:



### Geographic:



## Communication Plan

For this first edition, we are going to give an very important part to our communication.

Our communication plan includes the visibility of the What's Next Conference and of your sponsorship before and after the event.

It's why we are going to make some partnerships with the press, with some state organizations and with the vibrant community.

We are going to be very careful with the quality of our various partnerships.

- Website and internet visibility

The website will gather all the informations about the What's Next Conference. It will be the central landing page of all the actions of communication.

So we are going to give a particular importance at the visibility of your company on the website.

The event will be announced on all the java groups and hubs on the net and the most influential websites (eg InfoQ, The Server Side, etc).

- Press partnerships with the IT Press

Partners will be chosen for the compatibility of their audience with our targeted audience, but also for their strategical content (What's Next).

- Announcement of the event on their Agenda
- Articles before the event
- Banners and advertising
- Emailing on their readers' database
- Journalists to cover the event
- Articles on the event

- JUG partnerships

- Organization partnerships

These partnerships will contribute legitimity to the event. Moreover, most of them have huge databases and could announce the What's Next Conference.

- Advertising in the IT press

To complete the different partnerships, we are going to spend an advertising budget in the press, especially in the IT Press.

- Press release agency

A press release agency will be in contact with the national and international press (IT and more general press) during and after the event.

PR, articles, testimonials, expert reviews, etc. will be organised to increase the visibility of the What's Next Conference.

Nobody will ignore the What's Next Conference.

- Sales Force

We are also going to train our sales force to promote the event in our clients' IT services, and to make sure they mention the event for our current and coming leads.

## Promotion of your sponsorship!

One of an important part of our communication plan is to help sponsors promote their sponsorship and to be associated to the biggest Java event, at the forefront of technology, in France.

For this reason we are going to make available some customizable:

- email signature
- banners
- logos, etc.

Sponsors, and especially Platinum/Gold ones, will have meetings organized to see how they can communicate on their sponsorship. (on their blogs, newsletters, websites, etc.)

## Fafiec support:

The attendees will pay to be able to assist to the event, the full price for a two-day tickets will be 350 euros.

**This price could be supported by the Fafiec for french companies. Fafiec is the name of a state organization that can support the price for IT trainings.**

## Sponsorships levels

- Platinum Sponsorship
- Gold sponsorship
- Silver sponsorship
- Marketing Options

### Platinum Sponsorship

**Please note:** The number of platinum sponsorship is limited to 1.

	<b>Platinum Sponsor</b>
Exhibition on the ground floor	✓
Package corporate logo	✓
Access to the VIP area	✓
Corporate logo on badges	✓
Access to the Press room	✓
25 seats free (equivalent to 8750 euros)	✓
<b>Total sponsorship amount (VAT excluded)</b>	<b>6 000,00 €</b>

#### **The corporate logo package includes:**

- Corporate logo on the « What's Next » Conference website + web link to your URL
- Abstract to describe your company on the « What's Next » Conference website as Platinum Sponsor
- Corporate logo on printed conference program
- Corporate logo on communication : poster, roll-up the day of the event, etc.
- Your press release posted in the Press room.

#### The exhibition package:

Exhibitions will be installed on the ground floor and on the first floor.

Sponsors will be installed in order of signup and effective payment.

The ground floor and the first floor will both welcome participants.

## Sponsorship document What's Next

### Gold Sponsorship

**Please note:** The number of Gold sponsorship is limited to 4.

	<b>Gold Sponsor</b>
Exhibition package	✓
Package corporate logo	✓
2 e-mails to the « What's Next » Conference database*	✓
Access to the VIP area	✓
Access to the Press room	✓
20 seats free (equivalent to 7000 euros)	✓
<b>Total sponsorship amount (VAT excluded)</b>	<b>5 000,00 €</b>

\* It will be an individual e-mailing. This e-mail will be sent by the « What's Next » Conference organizers, at the visitors which will give their agreement, until 6 months after the event.  
Deadline: november 28th 2011.

#### **The corporate logo package includes:**

- Corporate logo on the « What's Next » Conference website + web link to your URL
- Abstract to describe your company on the « What's Next » Conference website as Gold Sponsor
- Corporate logo on printed conference program
- Corporate logo on communication : poster, roll-up the day of the event, etc.
- Your press release posted in the Press room.

#### **The exhibition package:**

Exhibitions will be installed on the ground floor and on the first floor.  
Sponsors will be installed in order of signup and effective payment.  
The ground floor and the first floor will both welcome participants.

### Silver Sponsorship

This is a visibility sponsorship.

	<b>Silver Sponsor</b>
Package corporate logo	✓
1 e-mail to the « What's Next » Conference database*	✓
10 seats free (equivalent to 3500 euros)	✓
<b>Total sponsorship amount (VAT excluded)</b>	<b>2 500,00 €</b>

## **Sponsorship document What's Next**

\* This e-mail will be sent by the « What's Next » Conference organizers, at the visitors which will give their agreement, until 6 months after the event.

Dead line: november 28th 2011.

### **The corporate logo package includes:**

- Corporate logo on the « What's Next » Conference website + web link to your URL
- Abstract to describe your company on the « What's Next » Conference website as Silver Sponsor
- Corporate logo on printed conference program
- Corporate logo on communication : poster, roll-up the day of the event, etc.
- Your press release posted in the Press room.

Please note that Silver Sponsors will be added on the web site in order of arrival.

## **Marketing Options**

### **To sponsor a break : 2500 € VAT**

Take the opportunity to sponsor a break the morning or the afternoon.

- Announcement by microphone at the participants just before the break.
- A slide with your logo will be displayed in the room during the break
- Your logo or your own visuals on the buffet.

## Sponsorship document What's Next

### Sign up today !

**Sponsorship will not be confirmed until full payment of the sponsorship fee is received.**

Sponsoring Company: \_\_\_\_\_

Street/Billing address: \_\_\_\_\_

City: \_\_\_\_\_ Zip code: \_\_\_\_\_

Country: \_\_\_\_\_

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

Sponsoring company purchase order : \_\_\_\_\_

Please attach a copy of the purchase order to this agreement

Authorized signature: 

Date: \_\_\_\_\_

Accountant Contact : \_\_\_\_\_ Tel: \_\_\_\_\_

Email: \_\_\_\_\_

Marketing Contact : \_\_\_\_\_ Tel: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsorship :

<input type="checkbox"/> Platinum sponsor	6 000 €	
<input type="checkbox"/> Gold sponsor	5 000 €	number: _____
<input type="checkbox"/> Silver sponsor	2 500 €	number: _____

Marketing Option :

<input type="checkbox"/> <b>To sponsorize a break</b>	2 500 €	number: _____
<input type="checkbox"/> AM		
<input type="checkbox"/> PM		

**Total Sponsorship amount due:** .....Euros (VAT excluded)

Sponsorship will not be confirmed until full payment of the sponsorship fee is received.

## **Sponsorship document What's Next**

### **More informations:**

#### **Payment:**

- By check at **Zenika** (order)
- By bank transfer

Thank you to precise « What's Next Conference » on the back of the check or on the title of the bank transfer.

#### **Payment Address:**

Zenika – « What's Next » Conference  
51, rue Le Peletier  
75009 Paris – FRANCE

#### **Bank details:**

Please ask us, we will send you by e-mail.

Contact: [marketing@zenika.com](mailto:marketing@zenika.com)

#### **Cancellation / Refund:**

- Any cancellation by the sponsoring company before March 1<sup>st</sup>, will be refunded at 50%.
- After this date, cancellations will not be refunded except in case of the cancellation of the event.