



Announcement for sponsors Dutch Joomla!days 2010 is 'Extraordinary'

Conference & Expo | Utrecht

April 23 and 24 • 2010

Building on the great success of the Dutch Joomla!days from 2006, this fifth edition will have an regional perspective. With 500 open source experts and business people attending, the event will be bigger and even more exciting than the previous editions.

Together they will put Joomla! in the spotlight. During the conference, attention will be given to the theme 'Extraordinary' in three tracks:

- Beauty, show great things
- Empowerment of users
- Great Extensions (above standard)

This year Joomla awards will be handed over in three categories.

The Joomla!days help to gain knowledge, carry out successful projects and implementations, develop tools, and improve techniques. You will also have the opportunity to broaden your network.

The conference is intended for CIOs, CTOs and general management, Joomla! developers, designers and hosting companies. Although both days have their own special focus, the two days conference offers a perfect brief encounter with business and community aspects of Joomla! and partner projects.

Exhibitors/sponsors will find the Joomla!days a perfect setting to expose their products and services to the growing open source web marketplace. The Joomla!days is one of the most targeted events in the industry. You will have the opportunity to meet hundreds of attendees, speakers, Core team members – all with the joint mission of making open source (business) applications successful and building the necessary bridges to nearby technologies. The organisers of the Joomla!days are operating on a non-profit-making basis. The expo ground also serves as a central meeting place and provides access to the plenary (large) hall.

Facts

Date: April 23th and 24th 2010
Location: Het Vechthuis, Utrecht
Attendees: 400 (1st day: 200, 2nd day: 200)
Languages: Dutch/English
Focus 1st day: Business Community
Focus 2nd day: Developers Community

Conference overview

Bringing together Joomla! developers, partners, commercial service suppliers, end users and others, the 2010 Dutch Joomla!days will offer a focused range of seminars and sessions on both days. Several topics will be covered, varying from an overview of the latest business applications and project developments to an in-depth look at safety, ways to make applications more professional, Joomla!'s inner workings, and bridges to extensions and other web-based systems.

On the eve...

On the eve of the event we will have a meet and greet session with Joomla! (Ex)core and OSM team members in the centre of Utrecht. Main suppliers of extensions will be there as well.

First day (Friday): Joomla! Business

On the first day commercial service suppliers will meet business decision makers and end users. Our organisation facilitates this social event and makes it useful at the same time. End users share their experiences with - and appreciation of - the value of Open Source based development.

Business applications are widely presented in the Expo.

For decision makers this day provides an overview of the potential of Open Source for their business and an opportunity to meet service providers in the field. In a short time, they will have the opportunity to assess the value of Joomla! in business applications and Joomla!'s positioning relative to other CMS systems.

For decision makers in end-user organisations, the Joomla! Open Source framework and other OS CMS systems will become more transparent during those days. As a result, they will be able to: better formulate their own selection criteria, make comparisons, assess providers, and compose their own complete service package. There will be both parallel and plenary sessions. Icons will indicate the required knowledge level.

During those sessions, business, non-profit and community applications will be discussed. The goals of those sessions is improving the quality of applications in the broadest sense.





Second day (Saturday): Joomla! Community

The second day is the traditional Joomla! day. The community gets together and is joined by business people who want to stay around a bit longer. And there is good reason for this: this year, attention will be given to other projects as well.

The second day focuses on professional developers in the PHP/MySQL/Joomla! Open Source field. Attendees are technology-minded. In-depth courses will cover linking and interaction with adjacent OSS technologies. High-level workshops will directly offer added value for their work, hobbies or community efforts. Topics include: components, multilingual sites, templates, hosting, web services.

Sponsoring offer

Exposure level: sponsor

The third Dutch Joomla!days has its Expo mainly oriented towards Dutch speaking visitors. Sponsors with floorpresence can adjust the presentation of their products and services to the presence of potential leads and prospects. It also offers an excellent opportunity to present themselves to possible employees. Experience in Germany and The Netherlands has shown that this set-up works best for sponsors with a local orientation. But also internationally oriented sponsors might attract some groups of visitors from our 250 visitors a day.

I. Exposure level: Sponsor

Offer:

- Space on the pavilion exhibition floor
- A page (company profile) in Joomla! congress handout
- Banner space, logo and brief company profile on the sponsor page of the Dutch Joomla!days website
- Logo and name on the visitors list
- Logo on the visitors Invoice
- Name exposure in the email campaign for early subscribers)
- 2 all-day entrance tickets

Package price: 1,950 Euros, VAT excluded

Package price: 1,450 Euros, VAT excluded - only banner no staff no entrance tickets

Exposure level: supporter

The value of this exposure level 'website presence' should not be underestimated. The Joomla! Day website of the 2009 event www.joomladagen.nl already has more than 200,000 hits. Sponsors that have limited budget available for Joomla! / Open Source matters still can support the event and get some exposure and presence in return.

II. Exposure level: Supporter

- Name and logo on website sponsor page
- Name and logo in Joomla!days handout
- Logo and name on the visitors list
- Name exposure in the email campaignss (for early subscribers)
- 2 all-day entrance tickets

Package price: 750 Euros, VAT excluded

Summary - Our offer is:

Sponsor: 1950 euro , VAT excluded

Sponsor with only a banner (max. 1.6x2.0 meter) - but no staff - on the exposition floor 1450 euro , VAT excluded

Supporters 750 euro, VAT excluded

Organisatie

Sponsor relationships

Meta Kruijs - meta@joomladagen.nl

Stichting POST/organisator

Henk van Cann - henk@joomladagen.nl

Website & shop

Sander Potjer and Hans Kuijpers, resp

sander@joomladagen.nl and hans@joomladagen.nl

Website: <http://www.joomladagen.nl>

