

VISIBILITY

The **Kalamazoo X Conference** is actively promoted to companies, designer & developer groups, and conferences throughout Michigan and beyond. Through these partnerships, we reach a highly populated and technically involved region; including Illinois, Indiana, Kentucky, Michigan, Ohio, and Tennessee. Attendees are expected from this entire region.

ARE YOU A SPONSOR?

Sponsors can be any company or group seeking to place their message in front of highly skilled & motivated professional developers and designers. You may have products and services targeted towards this market or you may be seeking these talented people for your own staff or project.

Additionally, consultants looking to increase their visibility, or business development groups looking to promote local technology efforts, will find a great venue to network and share with peers.

WHEN

Saturday, April 25, 2009
8:00 A.M. to 6:00 P.M.

WHERE

Kalamazoo Valley Community College
Center for New Media - Downtown Campus
Michigan Avenue next to Radisson
Easy Access: from I-94 or U.S. 131

-FOR MORE INFORMATION-

sponsors@kalamazoox.org

<http://www.kalamazoox.org>

Kalamaxoo
C O N F E R E N C E

SPONSOR PROSPECTUS

INTRODUCTION

The **Kalamazoo X Conference** is a one-day software development conference hosted in beautiful Southwest Michigan. The business community of Southwest Michigan is a leading force in Agriculture, Education, Future Energy, Life Sciences, and Manufacturing.

While there are many great technical conferences in the region, their focus trends toward new technologies and programming languages. The **Kalamazoo X Conference** intends to uniquely complement those conferences by enabling attendees to boost their process, design, and communication skills in the following areas:

- Human interaction, including social, personal, and career development
- Interface and graphic design
- Development processes and best practices
- Requirements analysis, architecture, design, and modeling

WHY BE A SPONSOR?

The **Kalamazoo X Conference** wants to lead the way in new areas. Local developers, having participated in other events in the region have high expectations for what makes a successful event.

Your Sponsorship is Needed!

To ensure attendees are committed to the conference, a nominal entry fee will be collected. This commitment by the attendee will enable the **Kalamazoo X Conference** to plan and host a high quality event.

Of course, this nominal entry fee will fall far short of the budget needed to cover our facility, food, promotion, audio-visual, and equipment expenses. Our sponsors are valuable to us! Become a sponsor and deliver your message directly to a group of highly skilled & motivated professional developers and designers.

Kalamazoo
SPONSORS WANTED

ONE Conference Sponsor

- Support level: \$1250

- Table at main entry
- Display your banner
- Your logo will appear on all promotional material immediately after the conference logo
- Up to three of your personnel may attend to staff your table and also attend sessions, with no attendee fee
- Provide up to two inserts (demo disk, small brochure, or flier) for each attendee

FIVE Room Sponsors

- Support Level: \$750

- Table outside session room
- Display your banner
- Your logo will appear on all promotional material, following Conference Sponsor's logo
- Up to two of your personnel may attend to staff your table and attend sessions, with no attendee fee
- Provide one insert (demo disk, small brochure, or flier) for each attendee

UNLIMITED General Sponsors

- Support Level: \$500

- Place literature or demos on our Sponsor Table
- Your logo will appear on all promotional material following the Room Sponsor logos
- One of your personnel may attend sessions with no attendee fee
- Provide one flier for each attendee

UNLIMITED Consultant Sponsors

- Support Level: \$100

- Place literature on our Consultants Table.
- Your logo will appear on the conference Web site (with a link to your site)
- You may attend sessions with no attendee fee

UNLIMITED Door Prize Sponsors

- Support Level: Door Prize

- Your prize(s) will be announced, described, and raffled off at the end of the conference
- Your personnel may briefly describe the prize

UNLIMITED Group/Conference Sponsors

- Support Level: Free

Place literature on Community Table. Gladly trade Web links.