



2010 | Developers Conference

Partner Opportunities

This year we provide more opportunities to create a relationship with your company's next client.

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<http://www.oredev.org/2010>

ØREDEV  2010



The largest event about software development in Europe!

I am pleased to announce that Malmö will host the 6th Edition of Øredev Conference, for developers and programmers, hackers and geeks, enterprise developers and managers, entrepreneurs, activists, designers, IT managers, trainers, educators and enthusiasts!

The Conference and Exhibition will take place November 10-12, 2010, in Malmö, Sweden.

About Øredev: It's the best chance for any European or internationally-focussed entity to have a complete overview of the software development chain, and to share their own experience while joining peers and the industry's top experts in advancing the field. In keeping with Øredev's growth, we are expecting attendance between 1000 and 1200 people.

The partnership opportunities described in this Prospectus will provide your organisation with access to an international crowd at the cross section of the market, the development process - industry leaders and decision makers will be present. The Partners' opportunities are designed to provide maximum value and exposure. Please review the enclosed Partnership prospectus to discover which item(s) would suit your organisation's need. The possibilities are not restricted to those provided in this document, so please contact me so we can help you create the very best opportunity.

I would be pleased to discuss with you about any additional or alternate suggestions you may have for recognition, such as a contribution of goods and services.

Please contact me using the information below to join in the special event that is Øredev or let me answer any questions you may have regarding the range of partnership opportunities.

Looking forward to speaking with you,

Handwritten signature of Michael Tiberg in blue ink.

Michael Tiberg
CEO - Øredev AB

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You don't want to miss it!

Conference Fact Sheet

Dates

- Courses and Tutorials Days
8-9 November 2010
- Conference and Exhibition
10-12 November 2010

Venue

Slagthuset Conference Center
Jörgen Kocksgatan 7A
211 20 Malmö-Sweden

Estimated attendance

1200 Attendees, speakers, guests.

List of topics, preliminary Programme

Architecture, .NET, Web Development, HTML 5, JVM as Platform, Cool Languages, Leadership, Software Craftmanship, Cloud, DevOps, Lateral Thinking, Agile, Java, UX, Android, iPhone OS, Test Automation, NOSQL, Social Media, Domain Driven Design, Pattern Languages.

2010 Theme : Get Real!

The last couple of years, we have witnessed the development of cloud, the explosion of agile, social media, mobility, exploratory testing, you name it. And we are all taken away by all the opportunities given by these revolutions and getting real in our daily work- quickly catching up on us.

Clients, project and IT managers, developers, testers are all looking for balance, keeping going forward... Can we help them to get real when the world is in constant movement?

Previous Partners

Oracle, Microsoft, Jayway, Sony Ericsson, Enea, SyBase, JavaBLACKbelt, Epsilon, Sigma, Alladin, Qi4j, Omicron, Test Automation FX, Prevas, Azul Systems, Det Norske Veritas, DevelopMentor, Informator, Endevo, Intel, SAS, Spring Source, Kaazing, Øresund IT, ÅF Engineering, IT Mill, Hewlett Packard, SUN Microsystems, Beijer Electronics, Aepona, Escenic, Infragistics, EDP Consult, Netviewer, Cornerstone, Projektplatsen, PMI, Gigaspaces, Quest Software, PC-Ware, Nohau, Ilog.



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Our Partnership in 2010

Marketing has gone beyond simply advertising, to the recognition that it is better, in the long run, to build relationships. Partnership opportunities at Øredev can help you do that.

As a Partner, you're ideally positioned to build and reinforce relationships, influence discussion of the key industry issues, and demonstrate your organization's ability to respond to those issues.

Partners receive recognition and profile throughout the entire process. It's a great way to affirm and demonstrate market leadership, and raise the profile of your organization.

Øredev has a large impact on the business.

With the number of media sources and bloggers in attendance growing each year, partners will have easy access to get the attention of this valuable promotion resource.

With signage, giveaways, event sponsorships and more, you can stay "top of mind" with developers and the press before, during, and after Øredev.

Advertising campaign generates interest within target market.

Your logo will be on Øredev's website and if you become a partner before the 30th of June, your logo will be in Øredev's conference brochure.

The brochures are distributed through different magazines.

Øredev advertises through various targeted software development communities and networks.



As a Partner with Øredev 2010

- Align yourself with the growth of Øredev and its distinguished speakers and industry leaders.
- Increase your exposure and brand recognition in the marketplace.
- Position your company as an industry resource. Build an image.
- Give your company the opportunity to reach its sales goals through direct contact with customers and prospects.
- Connect with a highly qualified audience of developers, testers and decision-makers at a hands-on, technical level.

Gold Partner Package

Gold partners are looking to make a big splash in the Scandinavian Software Development Industry and work very hard on brand association within the Industry. Have a big product launch planned for late 2010? Go GOLD at Øredev!

Features:

- A 16 square meter booth in the exhibition hall with white back walls and two 10 amp outlets.
- Two bar-tables (height 110cm and 60cm diameter) and two bar stools.
- Free Wireless Internet (subject to availability, reliability not guaranteed).
- Listed as Gold Partner in conference brochure, conference program and conference web site.
- Corporate Logo and company description on conference web site.
- Corporate Logo on printed advertisement.
- 1 Long talk slot in the ordinary program (chosen by the program committee).
- Attendees mailing list (mail and email) after the conference.
- Conference bag insert.
- Priority access to first-come-first-served Add-On Options (until September 15, 2010).
- Six Exhibition-Hall-Only Passes including lunch, coffee and dinner at the conference party, for your booth staff.
- Six full conference passes (worth more than €6.000).
- A bonus **25% discount** on all employee registration (cannot be combined with group discounts).
- Exhibition Hall Game



Partnership	Price
Gold Partner	€18,000
Options	
Evening Reception at the conference party Includes identification of sponsorship in the conference program and signage during reception. Announced during morning before the Keynote	+ €3,000
Lanyard Sponsorship Your organization logo/mark together with Øredev logo on dark blue or white lanyard.	+ €4,000
Video sponsor All the seminars are recorded. You will get 4 seconds introduction on all videos. The videos will be available on www.oredev.org after the conference.	+ €10,000
Total	=

Silver Partner Package

Silver partners are looking to put an extra push in their marketing plan and work hard to establish their brand in the Scandinavian Software Development Industry.

Features:

- A 5 meter (10 m2) booth in the exhibition hall with white back walls and a 10 amp outlet.
- Two bar-tables (height 110cm and 60cm diameter) and two bar stools.
- Free Wireless Internet (subject to availability, reliability not guaranteed).
- Listed as Silver Partner in conference brochure, conference program and conference web site.
- Corporate Logo and company description on conference web site.
- Attendees mailing list (mail and email) after the conference.
- Priority access to first-come-first-served Add-On Options (until September 15, 2010).
- Four Exhibition-Hall-Only Passes including lunch, coffee and dinner at the conference party, for your booth staff.
- Two full conference passes (worth more than €2.000).
- A bonus **10% discount** on all employee registration (cannot be combined with group discounts).

Partnership	Price
Silver Partner	€6,000
Options	
Exhibition Hall Game A Must Have! Drive traffic to your booth! Each attendee receives a game card and collect stamps from participating companies. Completed cards are then entered into a drawing to win valuable prizes.	+ € 500
Conference bag insert A single item of your choice into the conference bags.	+ €800
Lunch sponsorship Includes identification of sponsorship in the conference program and signage during lunch. Announced during morning before the Keynote.	+ €2,000
Total	=



Bronze Partner Package

Bronze partners are generally looking for a high-value way to introduce themselves to the Scandinavian Software Development Industry with a small booth.

Features:

- A 3 meter (6 m²) booth in the exhibition hall with white walls and a 10 amp outlet.
- One bar-table (height 110cm and 60cm diameter) and one bar stool.
- Free Wireless Internet (subject to availability, reliability not guaranteed).
- Listed as an exhibitor in conference program and on the conference web site.
- Two Exhibition-Hall-Only Passes including lunch, coffee and dinner at the conference party, for your booth staff.

Partnership	Price
Bronze Partner	€3,000
Options	
Exhibition Hall Game A Must Have! Drive traffic to your booth! Each attendee receives a game card and collect stamps from participating companies. Completed cards are then entered into a drawing to win valuable prizes.	+ €500
Conference bag insert A single item of your choice into the conference bags.	+ €800
Attendees mailing list (mail and/or e-mail) to opt-in conference attendees.	+ €2,000
Total	=



Partner overview

Features	Gold	Silver	Bronze
Booth size	16 m2	10 m2	6 m2
Includes in the booth	Two bar tables Two bar stools Two 10 amp	Two bar tables Two bar stools One 10 amp	One bar table One bar stool One 10 amp
Corporate logo on all pages on Øredev 2010 website	✓		
Corporate logo on printed ads	✓		
One long talk in the ordinary program	✓		
Conference bag insert	✓		
Shared access to meeting room	✓		
Attendees mailing list	✓	✓	
Page of presentation of your company on Øredev website	✓	✓	
Corporate logo on Øredev website, brochure and program	✓	✓	✓
Free wireless internet	✓	✓	✓
Exhibition-Hall-Only Passes	6	4	2
Full Conference Passes	6	2	0
Discount on Conference Passes	25%	10%	No discount
Price	€18,000	€6,000	€3,000

Contact

Please contact Michael Tiberg, Øredev AB, for more information at michael.tiberg@oredev.org or +46-(0)40-602 31 34.

Read more about Øredev at: www.oredev.org/2010