ØREDEV ☆

2011 | Developers Conference

Partner Opportunities

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

Contents

http://oredev.org

The premiere software development event in Europe!

I am pleased to announce that Malmö will host the 7th Edition of the Øredev Conference, for developers and programmers, hackers and geeks, enterprise developers and managers, entrepreneurs, designers, IT managers, trainers, educators and enthusiasts!

The Conference and Exhibition will take place November 9 -11, 2011, in Malmö, Sweden.
Øredev is 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 1400 and 1500 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 needs. 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,

Mattias Georgson Petrén
CEO - Öredev AB
E-mail: mattias.petren@oredev.org
Tel: +46 (0) 707 39 86 16

Øredev 7th Edition

Øredev 2011 Fact Sheet

Dates

Courses and Tutorials Days
7-8 November 2011

3 Days Conference and Exhibition
9-11 November 2011

Venue

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

Estimated attendance 2011

• **1500 attendees from 20 different countries**
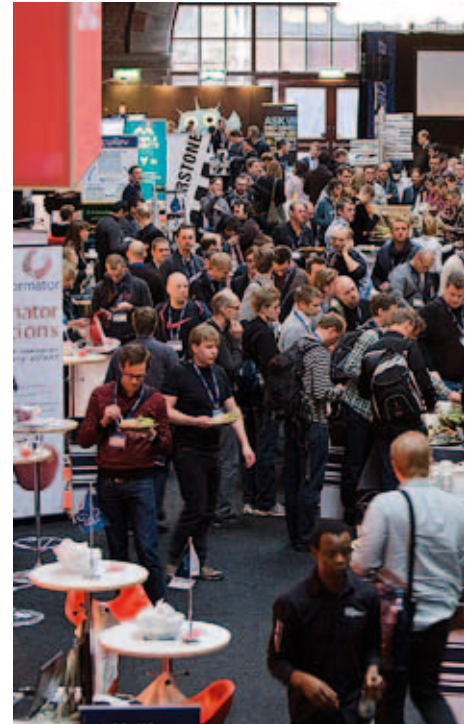
Exhibition floor opening hours

Tuesday 8th - 12h00, setting up the exhibition floor
Wednesday 9th - 08h00 > 22h30
Thursday 10th - 08h00 > 22h30
Friday 11th - 08h00 > 17h00

Limited Numbers of booths: Maximum 18

3 Main Partners
11 Partners
4 Posters partners

The exhibition floor

- Free of charge for participants
- **Long pauses in between the sessions**
- Open to 22h30 on wednesday and thursday
- Free lunch, coffee and non stop fresh drinks and candies
- Book store
- Stage with interviews during the day
- Stage with Jazz music and animation in the evenings
- **Two exclusive evening receptions in a pub like atmosphere**
- A chalk talk space with places to sit and white boards
- A dedicated café
- Free wireless
- Exhibition Hall Game
- Cosy atmosphere
- No walls in between the booths, creating better flow from one booth to another

Øredev 2011 fact Sheet

Theme of the year : Enter Userverse

• Developers know it: the satisfaction of the end-user is key. But too often the idea gets lost in the feedback loop; the complexity, the beauty of one technology, or the immensity of the project. Sometimes, the developer is simply kept away from knowing who he/she codes for.

• Developers who know who their end-user is and have the ability to communicate about them with the customer have a huge advantage, they can then work from an end-user's perspective, have fun, open up new possibilities, making an end product that not only spares frustration, but that can work faster and can be the secret to making the magic happen.

List of topics, preliminary Programme 2011

• JavaScript, Agile Testing, Context-Driven Testing, Functional Programming, Algo- rithms , Cloud, Xtra(ck), Mobile Platforms, Business, Mobile Technics, Tools for Qual- ity, Systems Thinking, Individual Productivity, Hands-On, Web Sites, Visualisation, Web Client, Server Side Web Tech, Rest, Data + Domain, .NET, Java, Physical UX, Agile in the large, Agile UX, Pushing Agile, Teams, Agile Planning, End-User Programming, Shiny.

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, Hewlet Packard, SUN Microsystems, Beijer Electronics, Aepona, Escenic, Infragistics, EDP Consult, Netviewer, Cornerstone, Projektplatsen, PMI, Gigaspaces, Quest Software, PC-Ware, Nohau, Ilog, BlackBerry, QlikView, Spree, JetBRAINS, AccuRev, Mobile Heights, K3, Nokia, Accenture.

Øredev audience

• Developers and programmers, hackers and geeks, enterprise developers and managers, entrepreneurs, designers, IT managers, trainers, educators and enthusiasts.

Your contacts at Øredev

• Mattias Georgson Petrén CEO, Program Committee Chairman:
mattias.petren@oredev.org, +46 (0) 707 39 86 16

• Emily Holweck, Event Architect, Marketing and Communication:
emily.holweck@oredev.org, +46 - 40 - 602 31 03

• Our website: www.oredev.org

Main Partners (x3)

Main 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 2011? Go for Øredev!

Features:

• A 16 square meter booth.
• Two bar tables and two bar stools.
• Corporate logo in conference brochure, conference program and conference web site, venue.
• Corporate Logo on all the website pages and company description on partner page.
• Corporate Logo on printed advertisement.
• Corporate Logo in Øredev Newsletter.
• Attendees mailing list (mail and email) after the conference.
• Conference bag insert.
• Six Exhibition-Hall-Only Passes including lunch, coffee and evening reception.
• Six full conference passes (worth more than €8.000).
• A bonus 25% discount on all employee registration (cannot be combined with group discounts).
• **New!** Exhibition Hall Game. Each attendee using the Øredev smart phone app collects puzzle pieces from participating companies. Completed puzzles turn into valuable prizes. The app facilitates also the exchange of contact information.

Partnership	Price
Main Partner	€21,000 *
Pick ONE option and increase your visibility	+
Evening Reception at the conference party (x2) Includes identification of sponsorship in the conference program and signage during reception (printed napkins, 30 flags on the tables). Sponsorship announced during morning before the Keynote. Signed agreement received before the 15th of August	€4,000
Lanyard Sponsorship (x1) Your organization logo/mark together with Øredev logo on dark blue or white lanyard. Signed agreement received before the 15th of August.	€5,000
Video sponsor You will get 4 seconds introduction on all videos. The videos will be available on www.oredev.org after the conference.	€1,000 / track and day
Booth upgrade 2 sofas, 2 coffee tables, one 50 inch plasma screen on a stand.	€650

* 10 % off on the regular price - Received agreement before 31 May 2011
* 5 % off on the regular price - Received agreement before 30 June 2011

Partners (x11)

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:

• An 8 square meter booth.
• Two bar tables and two bar stools.
• Corporate logo in conference brochure, conference program.
• Corporate Logo and company description on conference web site.
• Attendees mailing list (mail and email) after the conference.
• Four Exhibition-Hall-Only Passes including lunch, coffee and evening reception.
• Two full conference passes (worth more than €2.500).
• A bonus 10% discount on all employee registration (cannot be combined with group discounts).
• **New!** Exhibition Hall Game. Each attendee using the Øredev smart phone app collects puzzle pieces from participating companies. Completed puzzles turn into valuable prizes. The app facilitates also the exchange of contact information.

Partnership	Price
Partner	€8,000*
Pick ONE option and increase your visibility	+
Conference bag insert A single item of your choice into the conference bag.	€1,000
Lunch sponsorship (x3) Includes identification of sponsorship in the conference program and signage during lunch (printed napkins, 30 flags on the tables).	€2,500
Booth upgrade 2 armchairs, 1 coffee table, one 50 inch plasma screen on a stand.	€500

* 10 % off on the regular price - Received agreement before 31 May 2011
* 5 % off on the regular price - Received agreement before 30 June 2011

Poster Partners (x4)

Poster Partners are generally looking for a high-value way to introduce themselves to the Scandinavian Software Development Industry with a little space and a lot of mingling.

Features:

• A two square meter space.
• A bar table and a bar stool.
• Corporate logo in conference program and venue.
• Corporate Logo and company description on partner page.
• Two Exhibition-Hall-Only Passes including lunch, coffee and evening reception.

Partnership	Price
Poster Partner	€2,200*
Take the opportunity, increase your visibility	+
Conference bag insert A single item of your choice into the conference bag.	€1,000

* 10 % off on the regular price - Received agreement before 31 May 2011
* 5 % off on the regular price - Received agreement before 30 June 2011

Partnership Overview

Features	Main	Partner	Poster
Booth size	16 m^2	8 m^2	2 m^2
Includes in the booth	Two bar tables Two bar stools	Two bar tables Two bar stools	One bar table One bar stool
Corporate logo in conference program.	✔	✔	✔
Corporate Logo and company description on partner page	✔	✔	✔
Attendees mailing list	✔	✔	
Exhibition Hall Game	✔	✔	
Corporate logo on all pages on Øredev 2011 website	✔		
Corporate logo in Øredev newsletter	✔		
Corporate logo on printed ads	✔		
Corporate logo in conference brochure	✔		
Conference bag insert.	✔		
Exhibition-Hall-Only Passes	6	4	2
Full Conference Passes	6	2	0
Discount on Conference Passes for your company's employees	25%	10%	No discount
Price	€21,000*	€8,000*	€2,200*

* 10 % off on the regular price - Received agreement before 31 May 2011
* 5 % off on the regular price - Received agreement before 30 June 2011

Contact

Please contact **Mattias Georgson Petrén** CEO, mattias.petren@oredev.org, +46 (0) 707 39 86 16