

2013 | Developers Conference

Partner Opportunities

Øredev provides opportunities to create a relationship with your company's next client

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The Øredev Conference is for developers and programmers alike, as well as hackers, geeks, IT managers, entrepreneurs, designers, trainers, educators and enthusiasts!

The 9th annual Øredev Conference will take place 4-8 November, 2013.

Øredev is the premiere opportunity for any European or internationally focused organization to have a complete overview of the software development chain, as well as to contribute their own experience. You will be among peers and the industry's most advanced experts in their field. In keeping with Øredev's organic growth, expected are 1 500 -1 600 attendees in 2013.

Partnership options presented in this prospectus will provide your organization with access to industry leaders and decision makers. We offer you maximum value according to your needs, whether it be exposure, networking, a launching pad, or a combination of any or all of the above.

Within this presentation, discover which package will best suit your organization's needs. All offered is not restricted to what lies within- we can help you create the best opportunities or alternate suggestions you may envision for superior recognition for your venture at Øredev.

I look forward to meeting with you to discuss partnership opportunities that take advantage of the unique value that is Øredev.



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



Øredev 9th Edition

Øredev 2013 Fast Sheet

Dates

Courses and Tutorials Days:
4- 5 November 2013

3 Days Conference and Exhibition :
6 - 8 November 2013

Exhibition floor opening hours

- **Tuesday 5th - 12h00, setting up the exhibition floor**
- Wednesday 6th - **08h00 > 22h30**
- Thursday 7th - **08h00 > 22h30**
- Friday 8th - 08h00 > 17h00

Venue

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

Expected attendance 2012

1500 - 1600 attendees

Your contacts at Øredev

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

• **Robert Johnsson, VP Sales and Partnership:**
robert.johnsson@oredev.org ,
+46-(0)70 992 31 61 or +49 151 5679 3067

• Our website: www.oredev.org

Øredev audience

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

Previous partners

Oracle, Microsoft, Jayway, Sony Ericsson, Enea, Sy-Base, 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, Tretton37, Avega Group, DevExpress, ContinuousTests, DatorMagazin, SwCG, InterSystems, Embarcadero, Telerik, Informator, Alfasoft.

List of conference 2012 topics, preliminary Programme

JavaScript, Agile Testing, Context-Driven Testing, Functional Programming, Algorithms , Cloud, Mobile Platforms, Business, Mobile Technics, Tools for Quality, 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, Big Data.

The Exhibition Floor

Everything is done with quality so the attendees and you can have full focus on your relationship:

- Free of charge for conference participants
- Free breakfast, lunch, coffee and non stop fresh drinks, fruits and candies
- Two exclusive evening receptions in a jazzy atmosphere
- A coffee shop
- Free wireless
- No walls in between the booths, for a better flow
- A shalk talk space with white boards and places where to sit



Quality food for everybody



Things are always happening on the exhibition floor



**.NET rocks
Interviews**

Stage with interviews during the day and jazz music in the evenings



Open to 22h30 on wednesday and thursday

Platinum Partnership

There is only one sponsorship available at this unparalleled level. It is reserved for the most serious and ambitious of enterprises who are seeking maximum exposure. Your brand receives nearby recognition as that of Øredev itself. The Platinum partner enjoys name and logo recognition at every offered opportunity. Platinum acquisition produces benefits during conference launch, for the duration of the conference itself and perhaps most beneficially, long into the future with your branding embedded and introducing all session videos, to be seen thousands of times over.

Partnership	
Platinum SEK 360 000*	
Features	Logo visibility
12 "Exhibition only" passes	Logo appears more prominently
8 x 3-day conference passes (non transferable)	Unique logo on the registration confirmation
25% discount on conference passes**	Logo will be featured on:
Large booth: 25 square meters (5x5)	<ul style="list-style-type: none"> All Øredev conference website pages Top of the Partners webpage Øredev newsletters Conference invitations (print and web) Print ads Partners flags (on site) On daily program (on site) In program (on site) On all info screens in between sessions
Two 10 amp outlet, WIFI, Ethernet cable	
Furniture: 3 sofas, 2 armchairs, 3 coffee tables	
Company logo on lanyards beside Øredev logo	
Free bag insert + A free item of your choice***	A 6 second intro on all 2013 Øredev videos.
Dedicated meeting room for 20 persons	Around 120 hours of sessions are recorded and available online after the conference. The attendees or anyone can download, embed, watch the videos online for free.
Listed as evening reception partner, in the conference program and during the evening with your logo printed on flags and napkins + 5 evening tickets	
Speaking opportunity upon agreement with the program committee	
After the conference we will provide you with the attendees mailing list ****	



* 20 % off on the regular price - Received agreement before 15th of April 2013
 10 % off on the regular price - Received agreement before 15th of July 2013
 ** For your organisation members
 *** Øredev offers you to choose an insert from an assortment, contact us for more details (value: sek 45 000)
 **** Email addresses from attendees who agree to receive messages from Øredev Partners



Gold Partnership

Gold commitment provides excellent exposure before and during the conference. Your logo is prominently placed on promotional materials, the conference website and throughout the venue. Your dedicated space on the exhibition floor demonstrates that what you have to communicate is worth the attendees consideration, giving you a chance to convey your message in a unique, innovative and fun way. Gold partnership guarantees being noticed.

Partnership
Gold SEK 180 000*
Features
6 "Exhibition only" passes
4 x 3-day conference passes (non transferable)
20% discount on conference passes**
Large booth: 16 square meters (4x4)
Two 10 amp outlet, WIFI, Ethernet cable
Furniture: 2 sofas, 1 armchair, 2 coffee tables
Bag Insert Option
Listed as lunch partner, in the conference program and during the evening with your logo printed on flags
Speaking opportunity upon agreement with the program committee
After the conference we will provide you with the attendees mailing list ***
Shared access to a meeting room for 20 pers

Logo visibility
Your logo will be featured on:
<ul style="list-style-type: none"> • All Øredev conference website pages • Partners webpage • Øredev newsletters • On conference invitations (print and web) • Print ads • Partners flags (on site) • On daily program (on site) • In program (on site) • On all info screens in between sessions
Option
Bag insert item**** - SEK45 000



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 ** For your organisation members
 *** Email addresses from attendees who agree to receive messages from Øredev Partners
 **** Øredev offers you to choose an insert from an assortment, contact us for more details (value: sek 45 000)



Silver Partnership

Being a silver partner is a great option for being both economical and having enough exhibition floor space in which to network with attendees. Organizations that prefer to manage their own marketing at the conference are good candidates for this level partnership.

Partnership
Silver SEK 90 000*
Features
4 "Exhibition only" passes
2 x 3-day conference passes (non transferable)
10% discount on conference passes**
Booth: 8 square meters (4x2)
Two 10 amp outlet, WIFI, Ethernet cable
Furniture: 3 armchairs, 1 coffee table
After the conference we will provide you with the attendees mailing list ***
Bag Insert Option
Shared access to a meeting room for 20 pers

Logo visibility
Your logo will be featured on:
<ul style="list-style-type: none"> • Partners webpage • Partners flags (on site) • In program (on site) • On all info screens in between sessions



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** For your organisation members

*** Email addresses from attendees who agree to receive messages from Øredev Partners

Bronze Partnership

Bronze 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 that kick your endeavours up to the next level.

Partnership
Bronze SEK 45 000*
Features
2 "Exhibition only" passes
Booth: 4 square meters (2x2)
Two 10 amp outlet, WIFI, Ethernet cable
Furniture: 2 bar stools, 2 tables

Logo visibility
Your logo will be featured on:
<ul style="list-style-type: none">• Partners webpage• Partners flags (on site)• In program (on site)• On all info screens in between sessions



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Partners overview	Platinum	Gold	Silver	Bronze
Booth size	25 m ²	16 m ²	8 m ²	4 m ²
Booth furniture	3 sofas, 2 armchairs, 3 coffee tables	2 sofas, 1 armchairs, 2 coffee tables	3 armchairs, 1 coffee table	2 bar tables 2 bar stools
Booth equipment	Two 10 amp outlet, WIFI, Ethernet cable	Two 10 amp outlet, WIFI, Ethernet cable	Two 10 amp outlet, WIFI, Ethernet cable	One 10 amp outlet, WIFI, Ethernet cable
Bag Insert	Free	Free	Free	-
Meeting room for 20 persons	Dedicated room	Shared access	Shared access	-
Insert Item	Free	SEK 45 000	-	-
Your logo will be featured on: <ul style="list-style-type: none"> Partners page Partners flags (on site) In program (on site) On all info screens 	✓	✓	✓	✓
Attendees mailing list	✓	✓	✓	-
Speaking opportunity	✓	✓	-	-
Your logo on print ads	✓	✓	-	-
Your logo on conference invitations	✓	✓	-	-
Your logo on daily program	✓	✓	-	-
Your logo on Øredev newsletters	✓	✓	-	-
Company listed as evening reception or lunch partner	Evening reception	Lunch	-	-
Your logo on the registration confirmation	✓	-	-	-
Your logo on lanyards	✓	-	-	-
A 6 seconds intro on all 2013 Øredev videos	✓	-	-	-
Exhibition-Hall-Only Passes	12	6	4	2
3 Day Conference Passes	8	4	2	0
Discount on Conference Passes	25%	20%	10%	No discount
Prices	SEK 360 000*	SEK 180 000*	SEK 90 000*	SEK 45 000*

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