

# Sponsorship Prospectus

## **What is Day of .NET in Ann Arbor?**

Day of .NET is a free one-day conference targeted for developers using the Microsoft .NET platform. It is a collaborative effort between the Great Lakes Area .NET User Group, the Ann Arbor .NET Developer Group and the Northwest Ohio .NET User Group.

2007 marks the second consecutive year that the Day of .NET in Ann Arbor has taken place. The first event was overwhelmingly successful, with around 150 software professionals from southeast Michigan and northwest Ohio in attendance. A second event was held in the Spring of 2007 event, and was attended by 205 people.

By popular demand, the Day of .NET in Ann Arbor will become a semi-annual event. The Fall 2007 conference will be held on October 20, 2007 on the campus of Washtenaw Community College in Ann Arbor, Michigan from 8:00 am to 5:15 pm.

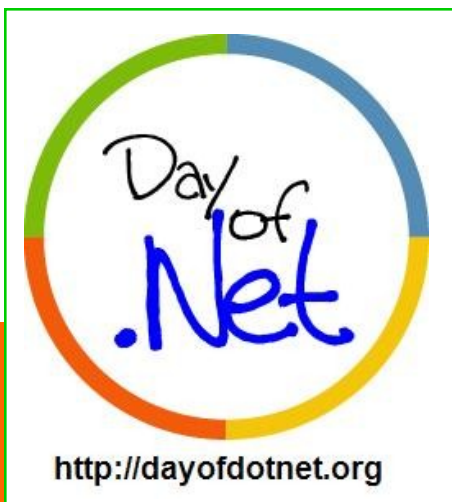
## **Why Does Day of .NET in Ann Arbor Need Partners?**

This event is being offered at a no cost to interested professionals. However, an event like this is not free to organize. There are charges for food, facilities, promotion & equipment. As a partner, you'll help to offset these costs, and in exchange, get great exposure to a group of passionate, motivated professionals.

## **What Sort of Company Partners with Day of .NET in Ann Arbor?**

Since the audience of Day of .NET in Ann Arbor consists of software developers and architects, our sponsors have typically been companies with products targeted towards the same individuals (i.e., control vendors, software vendors, and publishing companies). However, our audience is also largely regional, so there is great value to companies who are actively recruiting talent.

**Questions or comments? Email [sponsors@dayofdotnet.org](mailto:sponsors@dayofdotnet.org)**



**What:** Day of .NET in Ann Arbor  
**When:** Saturday, October 20, 2007 8:00 am to 5:15 pm  
**Where:** Washtenaw Community College, Ann Arbor, MI  
**Who:** Free to all software developers and architects  
**Why:** This conference is a natural extension to the networking and education that is normally provided by the user groups organizing this event

*in Ann Arbor*

# Sponsorship Levels

Level	Price	Logo	Exhibitor	T-Shirt	Session
Silver	\$50 + trade	■			\$250
Gold	\$500	■	■		\$100
Platinum	\$1000	■	■	■	\$50
Titanium	\$1500+	■	■	■	\$0

## Contributions

All levels contribute cash, which is used to defer the costs of the event (venue, food, beverage, printing, etc). Silver is a special category that also requires a donation of trade (books, software, etc) to be given away at the end of the event raffle drawing.

## Benefits

**Logo:** Your company logo will be displayed on our website (hyperlinked to your company homepage). In addition, we will have a collage of sponsor logos that will adorn the back of the attendee credentials, and will be included in bookend slides that are displayed during the beginning and/or end of each breakout session.

**Exhibitor:** By exhibiting at the event, you will have direct access to our attendees during the breaks between sessions. Use this opportunity to answer questions, demonstrate your products, or allow your recruiters to talk to potential employees. Our audience loves swag, so bring your coolest marketing giveaways to draw them to your table!

**T-Shirt:** Every attendee will receive a T-shirt with the Day of .NET logo on the front, and sponsor logos on the back (Platinum and Titanium sponsors only).

**Session:** The Fall 2007 event will provide a single 30-minute timeslot dedicated for only vendor presentations (four concurrent sessions during the timeslot). Because there are only four total slots, this is a first-come-first-served and pay-to-play offering. Here's the chance to show a captive audience exactly why your product is superior to the competition!



## Factoid

At the inaugural Day of .NET in Ann Arbor, every attendee received a book, and over \$40,000 worth of software licenses were given away to lucky raffle prize winners at the end of the event!

*in Ann Arbor*

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## Sponsor both the Fall 2007 and Spring 2008 events at the same time

For those sponsors who are willing, the Day of .NET in Ann Arbor will accept one payment now that will cover sponsorship of not only the Fall 2007 event, but the Spring 2008 event as well. To take advantage of this offer, simply inform [sponsors@dayofdotnet.org](mailto:sponsors@dayofdotnet.org) of your intentions, and an appropriate invoice will be created.

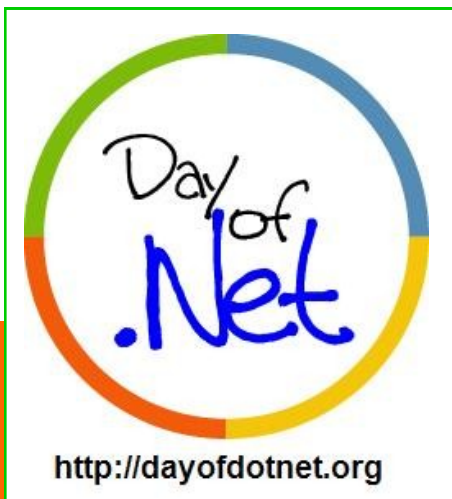
Note that this will be the only way to lock in the Fall 2007 pricing for the Spring 2008 event, should the price schedule change. Any sponsor taking advantage of this offer may upgrade their Spring 2008 sponsorship level by paying the difference at that time (Example: Pay now for a Gold sponsorship of both the Fall and Spring events, then to upgrade to a Platinum sponsorship in the spring, you simply pay the fall price difference.).

## How to move forward

Ready to make the commitment? Simply email [sponsors@dayofdotnet.org](mailto:sponsors@dayofdotnet.org) with the following information:

- Company Name
- Web Site URL (landing page that you want Day of .NET to link to)
- Contact Name, Email, Phone Number
- Sponsorship Level (and do you want to buy a Vendor Session?)

An invoice will be generated and returned to you. Day of .NET will follow up with a request for a corporate logo graphic for the web site, as well as camera-ready artwork (preferably converted to Curves) if a T-Shirt logo is required. The latter file format should be readily available from your logo's designer.



## Quote

"The last Day of .NET was the best conference I've been to and I'm already looking forward to October's!"

- David Smith, GLUGnet Program Director

*in Ann Arbor*