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 will take place. The first event was overwhelmingly successful, with around 150 software professionals from southeast Michigan and northwest Ohio in attendance. Based on the feedback collected last year, we expect this year's attendance to be even higher.

This rare event is occurring on Saturday, May 5, 2007 on the campus of Washtenaw Community College in Ann Arbor, Michigan from 8:00 am to 5:15 pm.
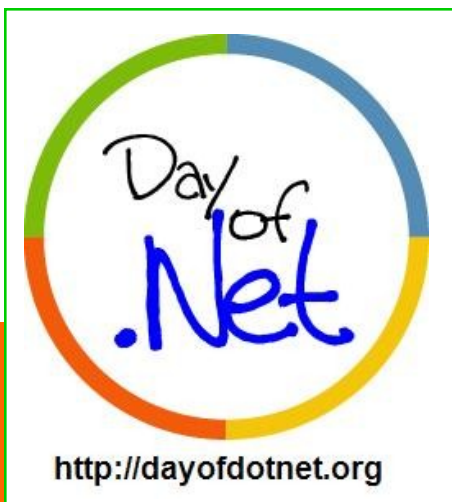
Why Does Day of .NET in Ann Arbor Need Partners?

This event is being offered at a no cost to interested professionals. However, an event like this is not cheap 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   partners@dayofdotnet.org

http://dayofdotnet.org

What:	Day of .NET in Ann Arbor
When:	Saturday, May 5, 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.
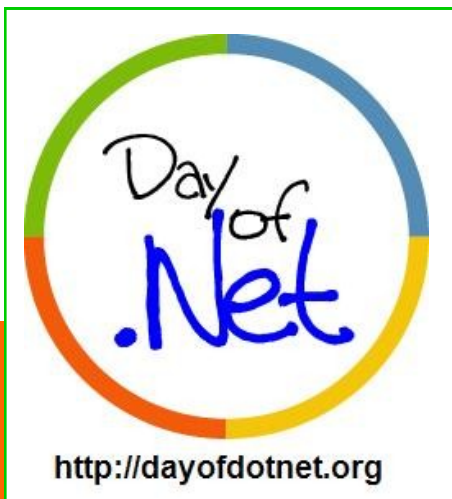
Benefits

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: New this year, we will have two 30-minute timeslots dedicated to only vendor presentations (four concurrent sessions during each timeslot). Because there are only eight 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!

http://dayofdotnet.org

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