

# Sponsorship Prospectus

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

Day of .NET is a one-day conference with content targeted towards developers who use 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. This year's event also has significant contribution by members of the Greater Lansing User Group .NET, the West Michigan .NET User Group, and the Microsoft Developers of Southwest Michigan.

The Spring 2010 event will be the fifth Day of .NET in Ann Arbor. The first four conferences were overwhelmingly successful, averaging 225 software professionals from southeast Michigan and northwest Ohio attending each event. Based on the feedback collected since the last conference held in the fall of 2008, we expect this year's attendance to be even higher.

This rare event is occurring on Saturday, May 1, 2010 on the campus of Washtenaw Community College in Ann Arbor, Michigan from 8:00 am to 5:15 pm.

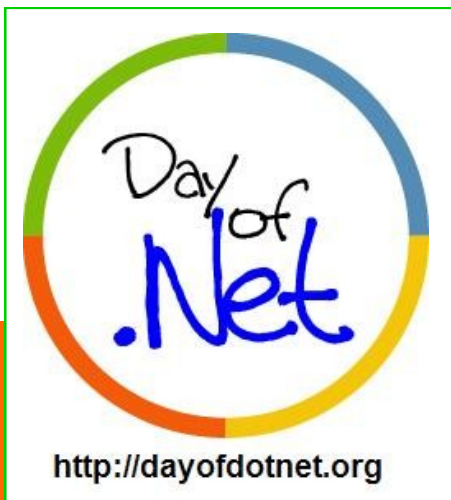
## **Why Does Day of .NET in Ann Arbor Need Partners?**

This event is being offered at a very minimal 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](mailto:partners@dayofdotnet.org)**



<b>What:</b>	Day of .NET in Ann Arbor
<b>When:</b>	Saturday, May 1, 2010 8:00 am to 5:15 pm
<b>Where:</b>	Washtenaw Community College, Ann Arbor, MI
<b>Who:</b>	Software developers and architects
<b>Why:</b>	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
Regular	\$300	■	
Exhibitor	\$500	■	■
Premium Exhibitor (4 total)	\$750	■	■

## Contributions

All levels contribute cash, which is used to defer the costs of the event (venue, food, beverage, printing, etc). In addition, we have a very limited number of Premium sponsorships that are aligned to the rooms where the sessions will take place. Premium sponsors will be granted naming rights over the room, and will be permitted to set up an exhibit booth directly outside of the room.

## Benefits

**Logo:** Your company logo will be displayed on our website (hyperlinked to your company homepage). The user groups organizing this event will also acknowledge your company's sponsorship to their membership prior to the day of the event. 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! **We are limiting the number of Premium Exhibitors to four, aligned with the number of session rooms that are available**



## 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*