



7th annual Conference 2005

Sponsorship Package and Contract
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CFUnited Conference

June 29 - July 1, 2005

Brought to you by TeraTech and the Maryland Macromedia® ColdFusion® Users Group

Sponsorship Package

Overview

CFUNITED is the **Premier ColdFusion Conference** organized by developers for developers in the **Web Developer and IT Manager community**. Held in Rockville, MD (just outside Washington DC) it is the perfect opportunity to learn, network and talk with professional developers from this community and from around the globe about your products, the latest tricks, techniques and innovations on ColdFusion Internet development.

Over 30 nationally known speakers were booked last year including **Ben Forta**, famous book author, **Hal Helms**, the godfather of Fusebox, **Steve Drucker**, Founder of Fig Leaf Software, and **Charlie Arehart**, CTO of New Atlanta.

The two-day conference this past summer was jam-packed with discussions, demonstrations, and other activities to keep everyone involved. The conference fee for delegates included **a sponsored reception**, and all conference materials and sponsor promotions. Sponsors exhibited in the hallway of the conference rooms to showcase products and got a chance to promote skills and achievements. There was a huge choice of forums to attend throughout the two days, leading to attendees having to walk by booths every hour.

The conference was originally named CFUN but with the increased popularity a new name was needed. CFUNITED has now become the premier ColdFusion conference. This year the event is 50% longer over a span of three days. With the move from the weekend to weekdays we expect over 1,000 attendees this year.

Last year's statistics

- CFUN-04 brought 576 attendees, 24 sponsors, and 36 speakers.
- Last year's Sponsors included: TeraTech, Interakt, Hostmysite.com, MDCFUG, Macromedia, New Atlanta BlueDragon, ColdFusion Developer's Journal, Fusetalk, EDGE Web Hosting, Webcore Technologies, Paperthin, activeSoftware, CFDynamics, Active PDF, House of Fusion, Sams, O'Reilly, Byteback, HalHelms Inc., Reiter's Bookstore, O'Reilly, Capitol PC User Group, and Secret Agents.
- Top five States that Attendees came from last year: 27% MD, 20% VA, 9% DC, 5%NY, and 4% PA. 50% of attendees traveled from outside this metro area
- CFUN is near to Washington DC and last year we had attendees from 21 different Government agencies. Also many government contractors and other consulting companies attended.

Sponsor's answers to the question "What did you like about CFUN04?"

"Overall I thought the conference went well. The Teratech staff was courteous and professional. Great location - thank you! We were very busy! Thank you for letting us give our servers away on Sunday - I think that our end of show offers were a great touch - thanks! It was pretty crowded." - Jason Egan, CFDynamics 2004

"I really enjoyed working with you on CFUN 04. I'm looking forward to CFUN 05; the show gets better each year. If there's anything I can do to help out with that, please let me know!" - Geoff Snowman, Microsoft 2004

"... thanks again for putting on such a quality event! Definitely one of the best run shows we've been to." - Andrew, Synthis 2003

"It has generated sales, interest, and awareness for our company." -Vlad, Edge Web Hosting 2003

About ColdFusion

ColdFusion, the fastest way to build and deploy powerful Web applications. ColdFusion is an Application server designed for enterprise Internet applications. The ColdFusion platform represents about 45% in its software market. The major competitor to ColdFusion is Microsoft's ASP. ColdFusion was developed by Allaire Corporation which has merged with Macromedia, known for its FLASH® technology.

Macromedia's ColdFusion pitch is to easily assemble content publishing systems, business intelligence solutions and self-service applications with an intuitive tag-based scripting language. Deliver high performance and reliability with the widely adopted, proven ColdFusion Server technology.

Around the globe, ColdFusion is used in many application including Wireless Phone and PDA (Palm) solutions, many internal websites and public websites.

Attendees

CFUNITED attendees are top-level ColdFusion programmers and IT managers. CFUNITED is promoted not just in the Washington DC metro area but also across the US and the world with attendees from:

- Washington DC
- Maryland
- Virginia
- New York
- New Jersey
- Georgia
- Pennsylvania
- Delaware
- California
- Illinois
- Canada

Corporate Position of delegates

CTO, IT Managers, Independent Consultants, Jr. - Sr. level Web Developers, and Project Managers

Salary Range of delegates

\$45,000 - \$100,000/yr

Buying Power of delegates

Attendees to CFUNITED will generally be a large purchase influence for

- 1) Large-corporation Internet Server-level hardware (computers, routers, wiring, etc...);
- 2) Software solutions that can integrate into their existing (n-tier) networks;
- 3) Consultants to mid-size organizations to purchase server-grade hardware;
- 4) Database specifications and data transfer specs as well as Content Management solutions or add-ons.

Developer Experience of delegates

The attendee will range from the introductory web developer to the very experienced corporate consultant or CTO.

- 30% Beginner (0 - 1 yr experience in ColdFusion & Web Development)
- 48% Intermediate (2-3 yrs experience)
- 22% Advanced (3+ yrs experience)
- 12% Management (project management)



Speaker Quotes

Just some of the Answers to the Question: What did you like about CFUN-04?

"Excellent crowd, very well run event."

"Excellent turnout and speaker line up "

"Focus on cf, many tracks, high attendance"

"Having the opportunity to speak there. All the support I got for being a first time speaker. "

"I thought the e-mail interviews with speakers were a good idea. I liked the sense of community at the show. CFUN does a better job of supporting speakers than many other shows, with things like speaker coaches and speaker buddies. "

"It's very low on marketing, very high on content. "

"People, all the topics "

"Strongest CFUN event yet. Very good turnout, and plenty of variety. "

"The organization and the big crowd "

"Very well organized. Excellent value for money. Great speakers."

Speakers

CFUN-04 had a variety of confirmed and targeted speakers. This past year we had Charlie Arehart, Jo Belyea-Doerrman, Ray Camden, Christian Cantrell, Adam Churvis, Sandra Clark, Robert Diamond, Michael Dinowitz, Steve Drucker, April Fleming, Shlomy Gantz, Critter Gewlas, Tobe GoldFinger, Mark Gorkin, Hal Helms, Simon Horwith, Chafic Kazoun, Matt Liotta, Tom Muck, Rey Muradaz, Samuel Neff, Jeff Peters, Michael Smith, Geoff Snowman, Jeff Tapper, and Dave Watts. All speakers volunteer their time and cover their own flight costs, which clearly demonstrate the commitment of this developer community.

About the Organizers

The Maryland ColdFusion ® Users Group

MDCFUG began in 1997 in Gaithersburg. It now meets in Rockville. It is the 10th ColdFusion user group to be started in the world and the second in the DC metro area. Starting with 6 members, it now has 1000 members and an active listserv. The website <http://www.cfug-md.org/> is the most popular CFUG website on Google.

Michael Smith, President of TeraTech, Inc, manages the Maryland Macromedia ColdFusion User's Group.

TeraTech, Inc

TeraTech is a leader in the ColdFusion development field and has organized twelve national conferences over the last five years. TeraTech has been writing custom programs and tools for programmers since 1989. We currently program in Visual Basic, Access and ColdFusion. Our mission is to provide high-quality software development and tools in the area of ColdFusion, Database and Visual Basic programming.

Representative Schedule from last year

Saturday

	Bootcamp	Advanced CF	Empowered Programming	MX Integration
	Keynote - Stephen Shapiro			
1	Simon Horwith Welcome to CF	Charlie Arehart Deploying CFML on J2EE: Opportunities and Challenges	Neil Ross Application Blue Printing	Matt Liotta Utilizing Web Services
2	Hal Helms Variables & Conditions	Raymond Camden CFC Best Practices, Tips, and Tricks	Mark Gorkin Managing Project Conflict	Geoff Snowman CF and .NET
L	Hosting Problems BOF HostMySite	How to Market Yourself BOF Joe Coleman	Entrepreneur Coaching Clinic BOF Margarita Rozenfeld	Methodologies BOF Hal Helms
3	Neil Ross Loops	Samuel Neff Integrating CF with Microsoft Office	Shlomy Gantz Managing CF Projects	Steve Drucker Leveraging Macromedia Flex and ColdFusion MX
4	Charlie Arehart Database	Simon Horwith Oh Grow Up! "kiddie scripter" to "software architect"	Jeff Peters Want to succeed, Here's the one thing you need	Tom Muck Flash Remoting
5	Matt Liotta What's New in CFML	April Fleming XSLT for Data Manipulation	Rey Muradaz How NOT to FB - Lessons from the Trenches	Hal Helms Fusebox and Outsourcing
	CFDJ Panel - Robert Diamond			

Sunday

	Bootcamp	Advanced ColdFusion	Accessibility	Empowered Programming	MX Integration
6	Jo-Belyea Doerrman CF Studio Tips	Jeff Tapper CFMX XML Tricks & Traps	John Hamman Accessibility Topic (coming soon)	X	Chafic Kazoun Component Dev in Flash MX 2004
7	Christian Cantrell Flash for CFers	Michael Smith How to be a Guru Coder	Larry Hull How Disabled People use the Web	X	Bogdan Ripa Building a ColdFusion CMS with Dreamweaver and the MX Kollektion in less than 50 minutes
8	Jo Belyea- Doerrman User Defined Functions	Michael Dinowitz Working with Remote Data	Sandra Clark CSS for Better Sites	Sean Corfield Mach II at Macromedia	X
	Keynote - Ben Forta				
9	Matt Liotta Security	Dave Watts Intro to SQL Server 2000 Security	David Epler HTML Markup for Better Access	X	Jeff Peters Fusebox
10	Nate Nelson CF Admin	Geoff Snowman SQL Server Reporting Services	Sandy Clark Accessible Web Forms	X	Hal Helms Java for CF Programmers

Exhibitor Outline

There are selected times for attendees to explore the Exhibitor hall. This year we are creating an exhibitor show space. This space will also include a bookstore, Internet Café, and more. We are also holding a social event surrounding the Exhibitor hall.

Hours of operation for exhibiting:

9am - 7pm Wednesday, Thursday, and 9am - 5pm Friday.

Our agenda has been created to maximize traffic in the booth area:

User Group Community Corner headed by Macromedia

Internet Café

Bookstore, also providing a book signing

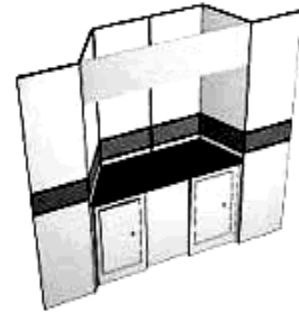
Macromedia product purchase counter

Coffee stands placed through out exhibitor hall space

Exhibitor event including all sponsors for a long break after keynote including drinks

Booth Space

We will be providing sponsors with a panel display frame for their booth. We will ask for you to submit a logo to be printed as the insert on your booth. You are free to use the space in front of your booth with materials, chairs, podiums, etc. Internet and electrical access will be provided. Please contact Rent-a-PC.com to reserve monitors and other equipment for your booth.



Selection will give precedence to those who have completed their contract and payment on a first-come, first-pay basis. We will be contacting you with the layout once you've completed the sponsorship process.

One month before the conference begins you will receive a package of your materials and sponsor guidebook. Each sponsorship level provides you with a certain number of passes. Please remember to request how many you need before attending the event. We do not handout free passes at the door.

Sponsor Card

One of the great perks for our attendees/sponsor program is that we require each person to hold a **Sponsor Card**. This card has to be stamped by each exhibitor, stamps are provided. Once they fill it up, it can be submitted towards a raffle for large prizes.

Spread the News

For anyone: Post a link to our conference and we will post a link back to you. We use this method of advertising to get the word about CFUNITED out there to the public. So spread the news to others.

Sponsorship Opportunities

Product vendors, local developers, software and hardware engineers are invited to sponsor the CFUNITED Conference. This year's sponsorship program consists of three distinct sponsorship tiers that include exhibit opportunities - Bronze, Silver, and Gold - as well as a number of additional high visibility options that can take your sponsorship status to the next level.

As a conference sponsor, you will have access to 1,000 conference attendees - many of whom are potential customers - including, Web and Java Developers, Web Development Managers, IT Server Managers, and other members of the web development community.

Enhancement sponsor opportunities

If you would like to increase exposure at the conference you may contribute by purchasing any of the following:

- \$1500 Full-page ad in Conference Handout or \$1000 Half page ad
- \$1000 Send us your promotional item and we will insert it into goodie bags
- \$1000 The Conference Scratch-pad can include your company's logo on every page (Deadline April 1-)

	Bronze	Silver	Gold
Website link with logo	✓	✓	✓
Participation at Exhibitor reception	✓	✓	✓
Exhibitor Booth	Single	Double	Double
Signage at Booth	✓	✓	✓
Ads in Show guide	1/2 pg	Full pg	2 Full pgs
Promotion time before general audience		✓	✓
Distribute literature before one general audience			✓
Promotion materials/gifts in conference souvenir bag (provided by sponsor)		✓	✓
Logo on t-shirt <small>Must be a sponsor by 3/15/05</small>		✓	✓
Logo on souvenir bag <small>Must be a sponsor by 3/1/05</small>		✓	✓
Signage in session rooms			✓
Case Studies 10 min slot <small>Must comply within CFUNITED requirements. Must be a sponsor by 3/31/05</small>		✓	✓
Full speaker session <small>Offer ends 3/31/05. Must comply within CFUNITED requirements. First 9 slots on first come basis.</small>		✓	✓
Keynote <small>Must comply within CFUNITED requirements.</small>			✓
Flagship sponsor (branded) <small>CFUNITED, sponsored by Your Company</small>			✓
Early Bird Price Offer ends 3/11/05	\$3,500	\$5,900	\$17,000
Regular Price	\$5,000	\$8,000	\$20,000

Details of Benefits

Full page Advertisement in Conference Handout

These black and white ads will be placed within the conference handout in strategic locations throughout to ensure attendees read them. (Contact us for 4 color rates)

Logo on Website

When you've signed with us you will need to submit a logo in GIF format at a maximum of 120 pixels wide. This logo will contain a link to your site. On our exhibitor page we will post a description of your company in 150 words or less.

Promotion of Event

Sponsor agrees to promote that they are sponsoring the event by email and postal mail (postal mail paid for by CFUNITED) to their customer base and their website with a banner ad linking to CFUNITED website. CFUNITED will link to the sponsors home page and list sponsor in emailing about the event.

Booth Space

Each sponsor may pick from any of the booth spaces once a contract is signed, received, and paid for. (The booth outline has not been released at this time.) Space will be assigned in the order that the sponsorship fee is received.

Promotional Materials

Participating sponsors are allowed to bring company promotional material to distribute at their booth only; however, promotional material should not over exceed the number of delegates taking part in the conference. This is to ensure fairness to all sponsors. Sponsors at different levels will be given varying promotional opportunity clearly outlined in the sponsorship package.

Distribution of literature before one general session

Silver/Gold Level sponsors must have a representative arrange with TeraTech the time and day in which this will occur. Same rules apply under "Promotional Materials".

Souvenir Bag Inserts

Silver/Gold Level sponsors are required to deliver materials for inserting into the bag by May 31st 2005. Each promotional item must be small enough to place into an eleven-inch carry bag. Approximately 1,000 attendees are expected; please check with us for updates. The Conference Manager must approve all promotional items.

Signage

All sponsors will be given the opportunity to display signage during the conference. However, there are restrictions on the size of signage as well as where and when the signage can be displayed, depending on the level of sponsorship. Sponsors are responsible for setting up and removing all signage from walls. Sponsors must agree and adhere to these restrictions outlined in the sponsorship package.

Sponsor Case Study Session

Silver/Gold Level sponsors can choose to represent their company for ten minutes during a Case Study session. This session consists of 10 slots, each designated for a sponsor representative to demonstrate real-world examples using their products. This presentation must be submitted prior to the event for approval. We have limited spaces for this portion of the event, so please inquire as soon as possible.

Sponsorship Cocktail Hours

There will be a welcome cocktail reception on the first night of the conference in the exhibitor area. Additionally there will be an event directly after an important Keynote on the second day of the conference. During this time attendees are enticed to stick around with the offer of food and drinks for free. This part of the program will last for approximately two hours.

Contact Us!

If you have an idea for other sponsorship ideas, please contact Liz Frederick at liz@teratech.com or 301-424-3903 x107.

Sponsorship Request

Sponsorship Level (prior to 3/11/05)

- Bronze Sponsorship \$3,500
- Silver Sponsorship \$5,900
- Gold Sponsorship \$17,000

Enhancements

- \$1500 Full page ad
- \$1000 Half page ad
- \$1000 Promo item for goodie bags
- \$1000 Scratch-pad to include company logo

Please provide the following information and sign the agreement on the following page. Complete both forms and fax to 301.762.8185. Once contract and payment have been received, you will be asked to choose a booth placement on page 6 of this package.

Company:

Event Contact:

Address:

Phone:

Fax:

Email:

Web URL:

For purposes of contacting the above individual regarding questions about the company's participation in the conference, please fill out the following and any other information you believe CFUNITED would need in case of an emergency.

Title:

Cell Phone:

Other:

If you have a representative speaking to the general audience on your company's behalf, please state their name(s) here:

To confirm your sponsorship position, send payment to TeraTech Inc, 405 East Gude Drive, Ste 207, Rockville MD 20850 or complete the credit card information below.

Credit Card Type:

Credit Card #:

Expiration Date:

If you have any questions, please contact Liz Frederick at liz@teratech.com or call 301.424.3903 x107

Sponsorship Agreement

- a) All demonstrations and other promotional activities must be confined to the limits of the space allocated to the Sponsor. Distribution of promotional materials by Sponsor out side of the designated area is strictly prohibited.
- b) Each Sponsor is allowed one sponsorship package per company. If space is not available, a waiting list will be maintained in the order of the date received by the complete application and payment. TeraTech will return all payment received by applicant for which the sponsorship has not been established.
- c) All signage is the responsibility of the Sponsor and is limited to the boundaries of the demonstration area. TeraTech may remove any signage or decorations believed to be excessive or inappropriate.
- d) Exhibit materials are the sole responsibility of the Sponsor. TeraTech is not responsible for any theft or damage of any Sponsor's property or materials.
- e) All exhibits must be continually staff during exhibit hours. TeraTech is not responsible for materials that are not removed from the Sponsor's exhibit space within the time frame designated for exhibits to be torn down.
- f) Sponsor shall be permitted to sell goods at CFUNITED; provided that such goods are manufactured and dealt by Sponsor in the regular course of its business. Sponsor is responsible for any and all taxes, refunds, adjustments, voided sales, and any other charges related to the sale of such goods.
- g) All Sponsor booth personnel must be identified with a conference or exhibit badge.
- h) Sponsor may not conduct functions or hold general onsite or offsite gatherings that in any way conflict with the conference schedule.
- i) In order to deliver the benefits owed to Sponsor as an exhibitor at CFUNITED, TeraTech reserves the right to use Sponsor's trademarks and logos on conference materials.
- j) Cancellation of sponsorship must be submitted in writing. If notice is received after April 1st, only a 50% refund will be granted. Cancellation after May 1st will result in no refund.
- k) Any costs or arrangements made for delivery of packages is the responsibility of the Sponsor.
- l) The representative accepting and agreeing to this Agreement on behalf of Sponsor hereby warrants and represents that he or she has full authority to accept and agree to this Agreement on Sponsor's behalf and to bind Sponsor to the terms hereof.
- m) This Agreement is between TeraTech and the Sponsor stated below. All agreements and discussion held between both parties is understood. Any modifications will not be set until submitted in writing and signed by both parties.

Company's Name:

Company Representative's Name:

Title:

Signature

Date

This space is reserved for CFUNITED Conference Management only.

TeraTech Inc
Representative:

Signature

Date

Sponsorship Level:
Booth number:
Amount received:
Notes: