



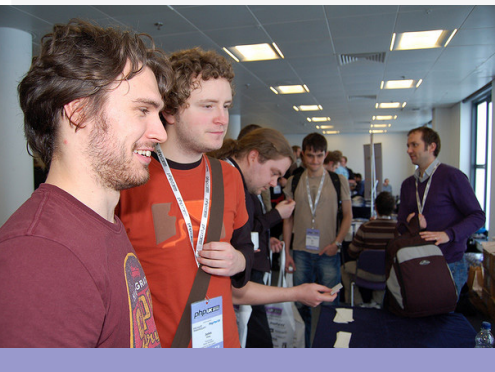
Sponsorship Packages

Business Design Centre in Islington, London
Friday 24th & Saturday 25th February 2012



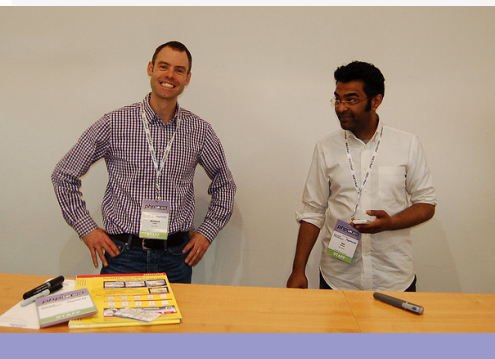
About the PHP UK Conference 2012

The PHP London user group's seventh annual PHP UK Conference is a full-day event of lectures and networking for web developers and managers at the Business Design Centre in central London on Friday 24 February and Saturday 25 February 2012.



The PHP UK Conference attracts PHP talent from all over the UK and beyond - with users coming to learn about best practice, the latest industry news, or to find other members to collaborate with on some cutting edge projects.

The schedule will be finalised closer to the date but usually begins with registration from 8am. The talks start with an introduction at 9.15am swiftly followed with a keynote session at 9.30am. After that the day will split into three simultaneous tracks, two tracks comprising of 5 one hour long speaker sessions and the remaining track of either hour long or half-hour sessions.



There will be short breaks after every talk session where delegates will be able to visit the stalls laid out in the 500m² exhibition space. An hour long buffet served on the premises will provide delegates and sponsors the chance to talk interact over lunch. Proceedings will continue into the evening with a social event at the conference centre running until 8 or 9pm.

Our call for papers usually attracts more than 100 submissions, allowing the PHP UK Conference organisers to choose the most interesting topics for our talks. The speakers and final schedule will be decided early in December.



Following the success of last year's venue and the feedback received, the 2012 conference will again be held at the Business Design Centre in Islington but this time over two days. More than 550 delegates attended last year's event and with the additional day we expect to welcome more than 750 individual delegates in 2012. Standard registration will be priced at £140 ex. VAT for a one-day ticket and £250 ex. VAT for a two-day ticket.

The conference venue is attractive, well situated for Euston, Kings Cross, St Pancras International and the City, as well as the London airports and a range of hotels, pubs, and restaurants on Islington High Street. It's also just a short walk from the Northern Line underground station at Angel.

Our sponsorship packages for the 2012 conference

Year after year, the PHP UK Conference delivers invaluable content, compelling lectures, cutting-edge insights and extensive networking opportunities.

As a conference sponsor you can ensure that your brand engages with PHP professionals at all levels, from junior developers to senior managers.

This year we have four types of sponsorship opportunity. Our three standard sponsorship packages are listed below while our 'social sponsorship' and other unique packages can be found over the page.

As well as the benefits listed below, a full description of each sponsor will appear in the conference programme provided to every delegate upon arrival.

All sponsors will also be free to provide flyers or gifts for conference bags which will be provided for all delegates.

If you have any questions about sponsoring the conference, would like to book a sponsorship package, or want to talk about creating a bespoke package please get in touch with us using the details at the bottom of the page.

Silver

- Small logo shown on all pages of the website and delegate bags
- Sponsor profile on website
- Appearance on the conference program
- Exhibition stand (2m x 2m)
- 1 exhibitor pass

£1250.00 (unlimited)

Gold

- Medium logo shown on all pages of the website and delegate bags
- Sponsor profile on website
- Appearance on the conference program
- Exhibition stand (3m x 3m)
- Logo on second and third track signs & screen between talks
- 2 exhibitor passes

£3,900.00 (4 available)

Platinum

- Large logo shown on all pages of the website and delegate bags
- Sponsor profile on website
- Appearance on the conference program
- Large sized exhibition stand (3m x 3m)
- Logo on main signage and screen between talks
- 5 exhibitor passes
- Nomination of one hour-long speaker session

£9,200.00 (2 available)

PHP UK Conference Social Sponsorship Overview

The social events are always a highlight of any conference, providing a fun and relaxing environment to network with delegates and exhibitors alike.

Our social sponsor package is our second highest visibility level for sponsors, after the platinum package.

Sponsoring with the social package is a dynamic opportunity to shape the socials into a unique event that fits your marketing goals perfectly and leaves the delegates remembering your brand.

The social sponsor will sponsor 3 events:

1. Pre-conference social (Thursday)
2. Speaker's Dinner (Thursday)
3. Post or mid-conference social (Friday or Saturday, to be confirmed)

The pre-conference social is a 'teaser' event run very similarly to PHP London's monthly meetings. Held at a pub local to the conference centre, the evening begins around 7pm with drinks, snacks, and networking. From 8pm-9pm a speaking session is held getting the delegates warmed up for all the content to be delivered the following day at the conference. The evening finishes with more drinks and networking. The event is open to everyone.

The speaker's dinner is a special event for the conference speakers, organisers, and social sponsors to meet and network prior to the conference starting. The small and personal setting allows the group to really engage each other. The speaker's dinner starts around 7pm at the London Hilton Islington Hotel with drinks, then the group will continue on to a local restaurant for dinner. We aim to finish dinner around 9pm so the group may join the pre-conference social to meet and network with delegates and the local PHP community.

The post-conference social is the main event of the social sponsors package. Taking place immediately after the conference, the event is traditionally held in the Gallery Hall of the conference centre where all delegates will constantly pass through - and most will stop for drinks and chat with delegates and visit exhibit stalls. Complimentary wine, beer and soft drinks are laid out for delegates to enjoy and a cash bar can be made available for other needs. Once the complimentary drinks tab is used, delegates are welcome to continue to the function room of a local pub to continue the evening.



Social Sponsorship Package Details

There will be only one social sponsor, but there are two social sponsor packages available depending on your marketing needs.

Managed package

£6900

- Full event management
- Venue hire for Thursday and Friday evenings
- Snacks at pre-conference social
- Restaurant hire and bill for speaker's dinner
- Complimentary wine, beer and soft drinks at post-conference social (approximately 1-2 hours worth)

Additional amenities can be added to this package at the sponsor's expense

Bespoke package

£4000 Base

- Partial event management
- Venue hire for Thursday evening pre-conference social
- Snacks at pre-conference social
- Restaurant hire and bill for speaker's dinner

The bespoke package allows the social sponsor freedom to work with the conference organisers to choose the venue and catering available for the Friday night social, allowing the sponsor to make a truly unique and memorable event. All costs for venue hire, catering, and any other amenities for the post-conference social must be taken on by the sponsor separately from the base package cost.

Benefits

The benefits of both the Basic and Bespoke packages are as follows:

- A 3x3 metre exhibition stand and 5 exhibitor passes
- Logo on all signage directing delegates to socials and all signage at socials
- Logo on the conference website (near top but under header) and on bags, registration materials, and conference program
- Sponsor profile on website
- Flyers & gift options for the conference bags
- Opportunity to market the pre and post-conference socials with your brand to registered delegates in pre-conference e-mails.

Sponsorship of Specific Areas

If you would like to sponsor a particular area of the conference we may have something that will fit your sponsorship profile perfectly.

There are many different things that could be sponsored and we are open to your ideas. We've provided three examples here to get you started.

WiFi Sponsorship

On average we have 1.4 devices per delegate connected to the WiFi! Sponsoring the conference WiFi is a great way to get your name in front of every delegate. Usually this takes the form of the WiFi network taking your company's name and having your logo on all of the WiFi password signs.

Staircase Sponsorship

The venue takes the form of a large open area with a mezzanine level above it. To get access to the mezzanine we pay to have a large staircase put into the centre of the room. Why not have your company's logo across the sides of the staircase?

Unconference Sponsorship

This year the mezzanine level will host the PHP UK Unconference, an area where anyone can stand up and give their own lightning talk. As the unconference is completely participant-driven the management of it will be very hands off. The unconference sponsor is invited to have as much or as little involvement as they like.

Got your own ideas? Email sponsorship@phplondon.org and we'll work something out with you.

Sponsorship In More Detail

Conference website advertising

All sponsors are given the opportunity to display their logo on all pages of the conference website (www.phpconference.co.uk) which can link through to a URL of their choice.

In addition to this, a separate sponsors page will list all of the sponsors in full; in package order and then alphabetically within packages. This will include a description of up to 150 words and a linked URL provided by each sponsor.

Package	Location	Apprx. logo size
Platinum	Alongside site title	234 x 90 pixels
Social	First	120 x 90 pixels
Gold	Second	120 x 90 pixels
Silver	Third	120 x 90 pixels

Advertising during the conference

All sponsors will be free to provide flyers or gifts for conference bags which will be provided for all delegates. These bags will have the logos of each sponsor printed on them.

A printed conference schedule will be provided to all delegates in the conference bags with the full description of each sponsor in package order and alphabetically within packages. In addition the social sponsor's name will be printed alongside the drinks reception in the schedule.

Should platinum sponsors wish to run competitions and provide prizes they will need to arrange with the conference organisers a suitable time for presentations.

Package	Your logo will be displayed...
Platinum	On signs directing delegates to the event. On screen in the auditorium between talks.
Social	On signs directing delegates to the post-conference social.
Gold	On screen in the second track between talks.
Silver	On screen in the third track between talks.

Provision of speaker sessions

Platinum sponsors are each entitled to nominate 1 speaker of their choice to host an hour-long session at the conference. This session's time and track will be entirely at the discretion of the conference organisers.

Exhibition Space

Space will be made available for sponsors to exhibit in the Gallery Hall at the conference venue. A rough floor plan is available upon request and a detailed plan with the location of exhibitors will be distributed prior to the conference. Lectures will take place in the Auditorium and the adjacent rooms. Limited additional space will be made available for storage.

Basic furniture and power will be provided free of charge but there may be an additional charge for additional furniture or for high-power equipment such as TVs and consoles which we will pass on to you from the conference centre at cost.

The described stand sizes are approximate and locations are entirely at the discretion of PHP UK.

Package	Stand Size
Platinum	1 of 4 x 3 metres
Social	1 of 3 x 3 metres
Gold	1 of 3 x 3 metres
Silver	1 of 2 x 2 metres

Conference Passes

The venue is open for exhibitors from 8am to 6pm on Friday 26 February. Stands and equipment must be completely cleared from the venue by 6pm, 8am - 6pm, though an extension to 10pm is possible subject to confirmation of a drinks reception.

We will need to notify the venue in advance of the number of attendees so please let us know how many exhibitors you will require to man your stands. We estimate the following maximum requirements although these are negotiable.

Package	Estimated number of exhibitors
Platinum	5
Social	3
Gold	2
Silver	1

There is limited space in the auditorium and break-out rooms. Exhibitors will be welcome to attend lectures but if a room is full priority will be given to delegates. If this is likely to present a problem sponsors are welcome to buy tickets for their company staff at a reduced rate of £90 +VAT per delegate.

Conference Recordings

Audio and video recordings of all the speaker sessions will be made available after the event to all delegates and eventually to everyone.

All sponsors will have their names read and their logos displayed on each video. Platinum sponsors will appear at the beginning of the video in alphabetical order and all other sponsors will appear at the end of the video in order of sponsorship level (social, gold, silver, media, partner) and then alphabetically within each level. Please note that this is subject to change, dependant on the sponsorship packages taken.

Lunch

A packed lunch will be provided for each exhibitor separately from the delegate lunch break to allow you to man your stand during the break. Snacks and drinks will be made available during the day and exhibitors are welcome to join the post-conference social event. The pre-conference social event is open to all.

Speakers' Dinner

This year the speakers' dinner will only be made available free of charge to the speakers, organisers, and the social sponsor. At the sole discretion of the social sponsor, a maximum of two representatives of any platinum or gold sponsor will be able to attend the dinner at additional cost.

Internet Access

Wireless Internet access is being provided at the conference by the venue and all sponsors will be able to use this service but we cannot guarantee the connection. If your exhibit requires a reliable wired connection to the Internet there will likely be an additional charge which we will pass on to you from the provider at cost.

Announcements, Competitions and Prizes

The venue has a working public address system and we will be happy to announce any competitions, discounts, or prizes you may wish to give away at your stand. For Platinum sponsors we will also offer this service on our Twitter account. We are always on the lookout for more official prizes to give away during the lunch break and post-conference social, and are willing to negotiate a reduction in the package rates in return. This is especially applicable to the silver package.

Mailing List

PHP London will not provide access to our mailing list or make any delegate's details available to sponsors except where strictly necessary to award a prize or giveaway. We are, however, happy to post to our mailing list or the delegates on your behalf in conjunction with other official announcements before or after the conference.

Bronze Sponsorship

We greatly value the resources provided by other members of the PHP community and offer a bronze sponsorship option to help support them.

If you have something of value that we can give away to our delegates you might be interested in bronze sponsorship.

In addition to the exposure gained from giving away your product or service we will display your logo alongside our other sponsors. Your logo will be shown below our silver sponsors everywhere that they are shown and you will have your company name and a description shown on both the conference website and in the conference booklet.

Bronze sponsors are able to buy exhibitor passes at a reduced rate of £20 per head. This includes a cold lunch but no access to talks or exhibition space.

We do ask that bronze sponsors link to us or advertise the conference to their customer base but this is optional.

Media Partnership

Every year the PHP UK Conference exchanges links/logos with a number of media partners. As well as a reciprocal link on the conference websites, media partners are offered up to two 'media passes' that allow access to the conference. Media passes are only available to media organisations and include access to talks and a cold lunch.

Community Groups

We welcome mutual publicity from other community groups. This might be a logo on your website, a mailing to your members, or just mentioning the conference at one of your members' events. In return we'll display your logo on our delegates' bags and event programmes and even mention your event during our conference or monthly meetings. We will also provide a limited number of clothed tables for community groups at the conference.

Useful Web Links

- <http://www.phpconference.co.uk/>
- <http://www.phplondon.org/>
- <http://www.businessdesigncentre.co.uk/internal/100083/100182/organiser/>