

YAPC::NA 2010

June 21 - 23, 2010 @ The Ohio State University

Columbus Perl Mongers Sponsorship Prospectus

2010 YAPC North America Perl Conference

June 21st – June 23rd
At The Ohio State University



A Letter from the organizers

The Columbus Perl Mongers would like to thank you for taking the time to investigate the sponsorship opportunities available for this year's "Yet Another Perl Conference", YAPC.

As an event organized on a not for profit basis by volunteers, there is a reliance on the donations from organizations who recognize the value of a symbiotic relationship with all tiers of the open source community.

On our part, we hope to provide more opportunities for sponsors to interact with delegates. In particular, we are continuing the tradition of a Tuesday afternoon job fair. We hope that some sponsors will provide either materials, or a manned stand for this experience, so that it can become an increasingly important part of the conference in years to come.

Finally, we would appreciate the feedback of any organization which would consider sponsoring an event such as this - positive or negative, as all feedback will benefit the organization of future conferences. Please address any feedback or questions to the organizers of this year's conference at organisers@yapc2010.com . Thank you, once more, for taking the time to study this document.

The organizers of 2010 YAPC North America
organisers@yapc2010.com
<http://yapc2010.com>



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CONFERENCE OVERVIEW

1.1 YAPC North America (YAPC::NA)

The YAPC::NA Perl Conference has been a regularly attended annual conference since 1999, with delegates and speakers from around North America, UK, Europe and the world. Although the primary subject for tutorials and presentations is the Perl programming language, many Open Source projects, such as Parrot, Apache, MySQL and Linux, have been covered as well.

1.2 YAPC::NA::2010

Previous conferences have taken place in Pittsburgh, Montreal, St Louis, Boca Raton, Buffalo, Toronto, Chicago, and Houston, with the 11th annual YAPC::NA Perl Conference taking place in Columbus, OH, on the campus of the Ohio State University. The conference will take place over 3 days, Monday June 21st through Wednesday June 23rd. The theme of this year's conference is "Forward Looking Perl", and is aimed at encouraging talks and tutorials centered on the many new aspects of the language.

1.3 Conference Organization

The organization of the YAPC::NA Perl Conference is done at a grass roots level, and is the responsibility of a local Perl Mongers user group, who nominate themselves to host the conference. For 2010 the Columbus Perl Mongers have the honor of hosting the conference. As a grass roots conference, primary funding is through personal donations and sponsorship. The conference is targeted at individuals and companies who would find commercial conventions price restrictive. By maintaining a low price point, the conference facilitates knowledge sharing and participation, as many of the speakers and attendees are key contributors to Perl and Open Source development.

1.4 Columbus Perl Mongers

The Columbus Perl Mongers user group was formed in November 2005 and has now grown to over 50 subscribers. The group now holds regular social and technical meetings on the third Thursday of each month. The success of the group has been largely contributed to our dedicated focus on actively promoting and educating others in the use of Perl. Our regular monthly technical meetings have benefited from presentations not only from those in the group, but also trainers, authors and notable members of the Perl and wider Open Source communities. Some of our core members are also firmly established within the Perl community, and have presented at other Perl Monger user groups are published CPAN authors.



WHY SPONSOR YAPC::NA?

2.1 Executive Summary

Perl is an Open Source and Open Community programming language, and among the top ten in the world*. All improvements to the language are done on a personal time donation basis or by community grants. YAPC (Yet Another Perl Conference) is the only annual Perl specific conference. This year YAPC NA (North America) will be held on the campus of The Ohio State University, June 21st – 23rd, 2010.

YAPC::NA has been a regularly attended annual conference since 1999, with delegates and speakers from around North America, UK, Europe and the world. Although the primary subject for tutorials and presentations is the Perl programming language, many Open Source projects, such as Parrot, Apache, MySQL and Linux, have been covered as well.

When a company sponsors YAPC they are really supporting the Perl language and the Perl community. The stronger the community becomes the more robust and the better the language becomes.

The YAPC conference is run on minimal cost basis (\$33.00 per attendee per day) so that a couple of objectives can be met:

- 1) Education of the masses. The cheaper the registration fees the more people that can attend. The larger the attendance the more the community grows.
- 2) Perl is a fun language. If attendees have a fun and educational experience the more they want to use the language and the bigger the community grows.
- 3) YAPC gives back. The initial goal of the YAPC conference is to cover all of its costs; once all costs are resolved the remaining funds are given back to the community through grants.
- 4) YAPC helps companies promote their business. As a sponsor of YAPC you get exposure to all of top talent of the Perl community. The exposure helps to recruit talent to better your company and your bottom line.

Every donation makes a difference to the community. Sponsorship starts as little as \$200.00 at the bronze level and goes all the way up to helping carry the conference for \$10,000 at the platinum level. Please take a moment and consider what your company can do to help the Perl Community through a donation to the YAPC conference.

* Data taken from [TIOBE Programming Index](#)



2.2 Brand and Product Awareness

The conference is attended by IT professionals - the majority of whom are from around North America, UK and Europe, with a small number from further overseas. Most of the attendees are Developers, System Administrators and Technical Architects, although there is also a significant proportion of CIO's and CEOs. The impact of the conference can be felt far wider than the number of attendees – many open source websites, will feature references to YAPC::NA and attract high traffic, which will provide exposure for key sponsors.

2.3 Recruitment Opportunity

Historically YAPC::NA has attracted some of North America's leading Perl talent, and the format of this conference will provide sponsors with a fantastic opportunity to have representatives on site to meet and discuss issues and opportunities with delegates.

2.4 Promote your Open Source Credentials

What better way to promote your organization's commitment to leverage the benefits of Open Source technologies, than to sponsor an event such as the North American Perl Conference? By demonstrating a symbiotic relationship with the grass roots of a large Open Source movement such as the North American Perl Community, you can demonstrate a level of understanding and commitment to Open Source that will distinguish yourself from your competitors.

2.5 Tax deductible contributions

The YAPC Conference is a part of the Perl Foundation a non-profit, 501(c)(3) organization based in Holland, Michigan. Contributions made to the YAPC Conference may be tax deductible. More information on the tax status of The Perl Foundation can be found at <https://donate.perlfoundation.org/>.



LEVELS OF SPONSORSHIP

The success of YAPC::NA really depends on the amount and types of sponsorship received. The conference in general is run by volunteers on a zero cost-basis plan. Any enhancements to the YAPC experience are all funded by our many sponsors so please take a moment and review the different sponsorship levels. If you have any questions please email us at organizers@yapc2010.com.

3.1 Platinum Sponsorship with Corporate Attendance (\$10,000)

(Please contact us at organisers@yapc2010.com for more information)

Everything in section 3.2 plus a special registration code will be provided to the sponsoring corporation for a free one day pass to all of its employees. The registration code will only be valid through online registration on the conference website and can be used for any one single day of the three days. A report can be generated listing the employees that took advantage of the corporate code. If a corporate employee wishes to attend the entire conference then they are required to pay the full conference price.

For more detailed information on the single day passes please review addendum section 6.2.

3.2 Platinum Sponsorship (\$5,000 - \$9,999)

(Please contact us at organisers@yapc2010.com for more information)

Room named after sponsor. (See Room Availability Below)

Company Name and/or Logo to appear on the following items:

- YAPC::NA Perl Conference promotional material
- Website homepage logo with link to sponsor's web site
- Primary branding in registration area
- 250 word company/product/service description in the Proceedings Guide.
- Four free general registrations to the conference
- Full or half page advert in Proceedings Guide.
- Small exhibition space (on Tuesday) and other sponsorship opportunities

Sponsorship Room Naming Rights: (please choose 1, first come first serve)

1. Main Hall
2. Lecture Room 1
3. Lecture Room 2
4. Lecture Room 3
5. Registration Room
6. Social Gathering Area
7. Conference Dinner



3.3 Gold Sponsorship (\$1,000 - \$4,999)

(Please contact us at organisers@yapc2010.com for more information)

A single item available for sponsorship (See List Availability Below)

Company Name and/or Logo to appear on the following items:

- YAPC::NA Perl Conference promotional material.
- Website homepage logo with link to sponsor's site.
- Small branding in registration area.
- Two free general registrations to the conference
- Half page advert in Proceedings Guide.
- 100 word company/product/service description in the Proceedings Guide.
- Small exhibition space (on Tuesday)

Items available: (please choose 1, first come first serve)

1. Monday Morning Break
2. Monday Afternoon Break
3. Tuesday Morning Break
4. Tuesday Afternoon Break
5. Wednesday Morning Break
6. BOF Room(s)

3.4 Silver Sponsorship (\$500 - \$999)

(Please contact us at organisers@yapc2010.com for more information)

A single item available for sponsorship

Company Name and/or Logo to appear on the following items:

- YAPC::NA Perl Conference promotional material.
- Website homepage logo with link to sponsor's site.
- One Free General Registration for the Conference
- Half page advert in Proceedings Guide.
- 100 word company/product/service description in the Proceedings Guide.

Items available:

1. Printed Proceedings logo printed on cover
2. Speaker Sponsorship

3.5 Bronze Sponsorship (less than \$500)

(Please contact us at organisers@yapc2010.com for more information)

Company Name and/or Logo to appear on the following items:

- YAPC::NA Perl Conference promotional material.
- Branding in the Proceedings Guide.

All sponsorship packages are dependant upon a receipt of a signed contract and payment.



NOTABLE SPONSORSHIP ITEMS

4.1 Rooms

There are 7 rooms are available for platinum sponsorship:

- 1 x Main Concert Hall
- 3 x Lecture Rooms
- 1 x Workshop Room
- 1 x General Gathering Area
- 1 x Registration Area

Room sponsorship will involve having the company name advertised outside each room, in the venue foyer and on direction signs around the conference venue. Company logos will be included where possible. The main concert hall will be used throughout the whole conference. It will hold all major sessions, and be the principal lecture room for all high profile speakers. The workshop room will be used for developer and project discussions throughout the conference, with several hands-on tutorials and “hackathons” planned.

4.2 Exhibition Space (Job Fair)

Exhibition space will be available all afternoon the second day (Tuesday June 22nd from 11:30AM – 5:00PM EST) of the conference, for sponsors and exhibitors to promote their companies. Space will be available in the general gathering area, registration area, and job fair area for both manned and unmanned promotional stands. This will provide key sponsors with the opportunity to appear in person at the conference, to either promote their products and services or be used as a recruitment venture. Exhibitors will also include notable Open Source Software projects and initiatives, with a view to providing a worthwhile experience for attendees by providing a full spectrum view of the industry. The size of exhibition space available to sponsors will be determined once contracts have been signed with the venue. Whilst we anticipate no more than 2 members of staff will be required to man your stand, we are more than willing to discuss the possibilities of more attendees, or an unmanned stand. In some circumstances, we may be able to provide a volunteer to distribute your materials.

4.3 Proceedings Guide

The proceedings guide will be available to attendees in paper format and/or in PDF format. The content will be driven by the articles and papers provided by the speakers to support their talks and tutorials. In addition it will be a resource to further thank our sponsors and give them further space to promote themselves. Sponsor logos will be included on a dedicated sponsor’s page. If sponsoring the proceedings guide itself, the sponsor logo may appear on the cover, with the text



“Proceedings Guide sponsored by COMPANY”. Half page and full page adverts will be available, dependant on level of sponsorship.

4.4 Conference Promotional Material

Key conference promotional material will include:

- Conference newsletters sent to registered attendees.
- Press releases sent to on-line Perl forums and mailing lists.
- Press releases sent to media agents (including IT/Open Source magazines).
- Promotional posters sent to media agents and NA user group leaders.

All conference promotional material that requires printing must be submitted by May 1st 2010

4.5 Sponsors Promotional Material

There will be a small area in the registration room set aside for the distribution of promotional material. Larger promotional items may also be used by arrangement.

4.6 Presentation Slot

For those sponsors wishing to take advantage of the opportunity to conduct a presentation, please note that this presentation slot will be during the regular talks and tutorial sessions of the event. They will not be allocated during the all attendee sessions. All presentations need to be entered on the conference website at “Submit a talk proposal”.

4.7 Conference Banquet

The Conference Banquet is a regular feature of the conference, for all the speakers and attendees. The evening will be a dinner and auction, with funds raised to go to the Perl Foundation to be used for future grants and language enhancements. The evening is a more an organized gathering of speakers and attendees, providing a chance for them to have many informal discussions regarding the conference, projects and networking. Auction items are either purchased with sponsorship money or colleted from sponsors directly. Any sponsor wishing to make an item(s) donations to the banquet please contact organisers@yapc2010.com with the details.

4.8 Speaker Sponsorship

While many of the speakers will be from the US, there are a number of high profile speakers will be invited to the conference. These speakers include Larry Wall, the creator of Perl, Damian Conway author and Perl philanthropist, and Randal Swartz author and lecturer, together with other notable Perl authors,



trainers and developers from further afield. Sponsorship of an specific individual may not be possible, but any speaker sponsorship will be collectively ranked in order of contribution. Costs for speakers will include flights and accommodation, which are expected to be between \$500 and \$2000, depending upon their distance from Columbus, Ohio.

4.9 Use of Logos

Use of a company logo image, both for on-line and printed media presentation, requires the sponsor to provide the appropriate image they wish for us to use. Images will be reduced in size if they do not meet the dimensions requested, so please ensure images submitted follow the dimensions below. When possible please submit a “Scalable Vector Graphic”, ie Adobe Illustrator file.

Minimal Requirements are as follows:

- Conference Website (all pages) – 120 x 120 pixels
- Conference Website (sponsors page) – 200 x 150 pixels
- Proceedings Guide – 200 x 150 pixels
- Room Signs – minimum 400 x 200 pixels (for A4 printing)

Excepted where noted, these are maximum dimensions and images smaller than these dimensions will not be resized. Web images should be no less than 72dpi, and images for printed media should not be less than 300dpi. Image formats should be JPG, GIF or PNG for on-line presentation, and “Scalable Vector Graphic”, ie Adobe Illustrator files, for printed materials.

4.10 Attendee Pack Items

Sponsors may wish to provide additional promotional items or printed materials to go into the guests “Swag Bags”, given at sign-in.

4.11 Auction Items

The Auction, held at the Tuesday evening Banquet, is a way of offsetting Conference costs and making a general contribution to the Perl Foundation. Auction items are either purchased with sponsorship money or colleted from sponsors directly. Any sponsor wishing to make an item(s) donations to the banquet please contact organisers@yapc2010.com with the details. Such items might be: Technical or Programming Books, Electronic or Computer Equipment, Electronic Gadgets, or any general items that would interest a technical attendee. For other ideas please contact organisers@yapc2010.com.



ADMINISTRATION

5.1 The Perl Foundation (TPF)

The Perl Foundation is a legally registered DBA (Doing Business As) name of "Yet Another Society". The foundation incorporated as "Yet Another Society", so that's the name you'll see in the earlier documents. These days we mainly use the name The Perl Foundation, because it does a better job of explaining what we do. The Perl Foundation is a non-profit, 501(c)(3) organization based in Holland, Michigan.

General Information

How TPF Works (http://www.perlfoundation.org/how_tpf_works)

Press Kit: (<http://www.perlfoundation.org/attachment/press/TPFPK.pdf>)

Legal Information (<http://www.perlfoundation.org/legal>)

Sponsorship Check Payments are to be made to:

Yet Another Society
6832 Mulderstraat
Grand Ledge, MI 48837

Online donations can be made at <https://donate.perlfoundation.org>. When making an online donation please make sure to choose 'Conferences and Workshops' in the 'For' field or include a comment that the money is to be used for the YAPC::NA Conference.

The YAPC::NA::2010 organization team consists of Development Managers and Senior Software Engineers for their respective companies, along with a willing group of volunteers from the Columbus Perl Mongers user group.

5.2 Administration

Application Forms, Contract and Payment Details are available on request. Upon receipt of the contract and payment, excepting circumstances not reasonable within the organizers control, sponsors information will be placed on the website within 4 working days of payment. We would request that sponsors return their contracts and payment as soon as possible, to ensure maximum exposure. We would also request that on-line images are submitted as soon as possible to ensure that they can be prepared for placement on the website. Images or text for printed material can be submitted by email to sponsors@yapc2010.com . Any hoardings to be displayed in the registration or breakout areas, must be provided to the organizers by Friday May 28th 2010.



ADDEMDIUMS

6.1 General Registration

General Registration can only be purchased at the conference website and for YAPC::NA::2010 the cost will be **\$100** for the three days. Your registration will include the following:

- Entrance into all YAPC::NA::2010 classes and events
- Entrance into the Tuesday evening Banquet and Auction
- Printed class materials and other printed conference details
- Swag Bag of Sponsorship items
- YAPC::NA::2010 Tee-Shirt

6.2 Single Day Passes

Single day passes can be purchased for any of the three days of the conference at the following prices.

Monday June 21 st 2010	\$30.00
Tuesday June 22 nd 2010	\$40.00 *
Wednesday June 23 rd 2010	\$30.00

* The Tuesday single day pass is \$10.00 additional for a free entrance into the afternoon Job Fair.

Single day passes can not be stacked. To attend more than 1 day you need to pay the General Registration fee. See Section 6.1

The single day passes will get you the following details:

- Registration on the YAPC::NA::2010 Conference Website
- Entrance into all of the lectures on the day purchased
- Printed and electronic session information for the day attending
- Morning and Afternoon snacks, coffee, tea, juice and pop
- Free entrance into the Tuesday afternoon Job Fair *

(* only for those with a Tuesday Day pass)

The single day passes **WILL NOT** get you the following

- YAPC::NA::2010 Tee-Shirt
- Swag Bag of Sponsorship items
- Entrance into the Tuesday evening Banquet



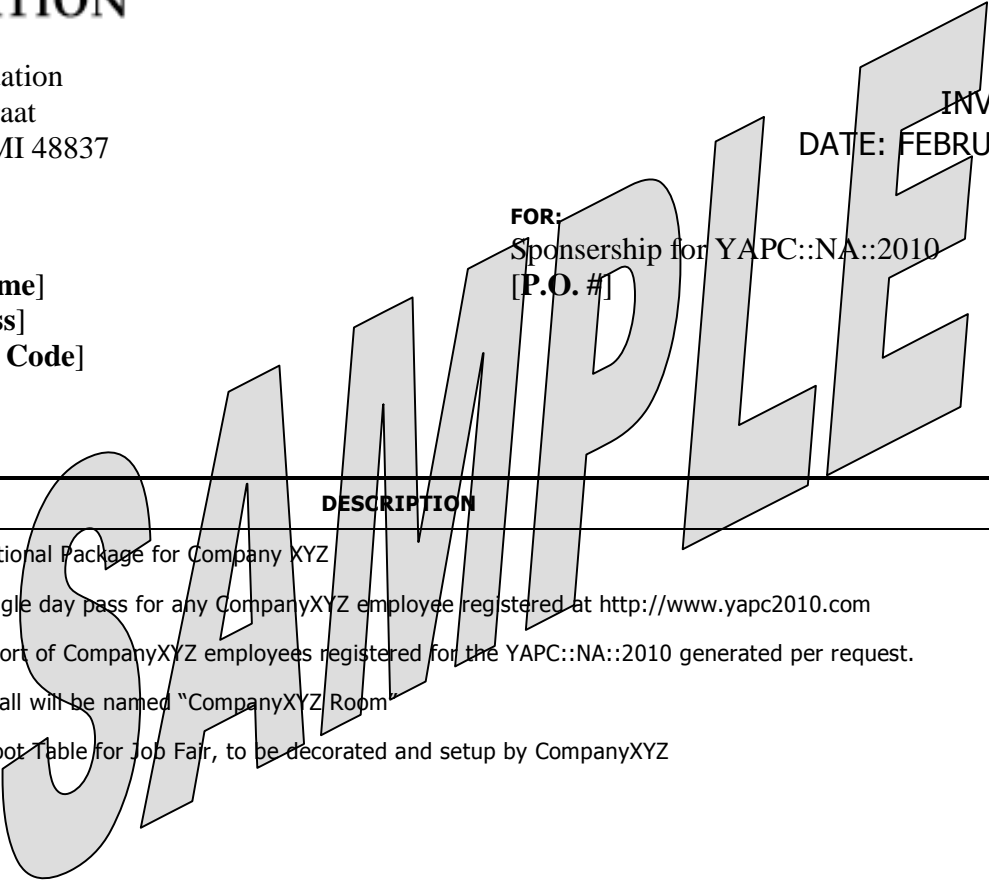
INVOICE

The Perl Foundation
 6832 Mulderstraat
 Grand Ledge, MI 48837

INVOICE #**[100]**
 DATE: FEBRUARY 28, 2010

TO:
 [Name]
 [Company Name]
 [Street Address]
 [City, ST ZIP Code]
 [Phone]

FOR:
 Sponsorship for YAPC::NA::2010
 [P.O. #]



DESCRIPTION	AMOUNT
Example1: Educational Package for Company XYZ Terms: 1 Free single day pass for any CompanyXYZ employee registered at http://www.yapc2010.com Terms: Excel Report of CompanyXYZ employees registered for the YAPC::NA::2010 generated per request. Terms: Lecture Hall will be named "CompanyXYZ Room" Terms: 1 Eight Foot Table for Job Fair, to be decorated and setup by CompanyXYZ Notes: For information about this invoice please contact sponsors@yapc2010.com Notes: Please send company description, details, contacts, and logos to sponsors@yapc2010.com Notes: Notes: Notes:	\$10,000
TOTAL:	\$10,000

Please remit payment online at <http://donate.perlfoundation.org> under 'YAPC Funds' or by check to 'The Perl Foundation' mailed to: The Perl Foundation, 6832 Mulderstraat, Grand Ledge, MI 48837

Please fax a signed copy of this invoice to (614) 961-3352

Thank you for your support!