Four large, stylized blue circles are positioned around the page: one in the top right, one in the bottom right, one in the bottom left, and one in the top left. Each circle consists of a solid blue center surrounded by a white ring, all within a larger blue circular outline.

cf.Objective() 2010 SPONSOR GUIDE



The cf.Objective() 2010 Conference is the only enterprise level ColdFusion conference. From April 22-24, 2010 in Minneapolis, MN, cf.Objective() will attract the top ColdFusion speakers as well as the most advanced and guru level programmers and IT professionals in the world. Speakers will be talking about the latest trends and programming techniques for ColdFusion and related technologies. The cf.Objective() conference is unique in its feeling of community and ratio of speakers to attendees. Sponsors have close access to all attendees.

Steering Committee

Steven Hauer
Jared Rypka Hauer
Sean Corfield
Nicholas Tunney
Adam Lehman
Matt Woodward
James Louis
Andy Pittman

cf.Objective() Schedule

April 20, 2010 Preconference Classes

April 21, 2010 Preconference Classes, Welcome Reception

April 22, 2010 Day One of Conference

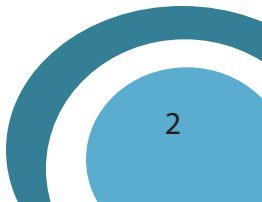
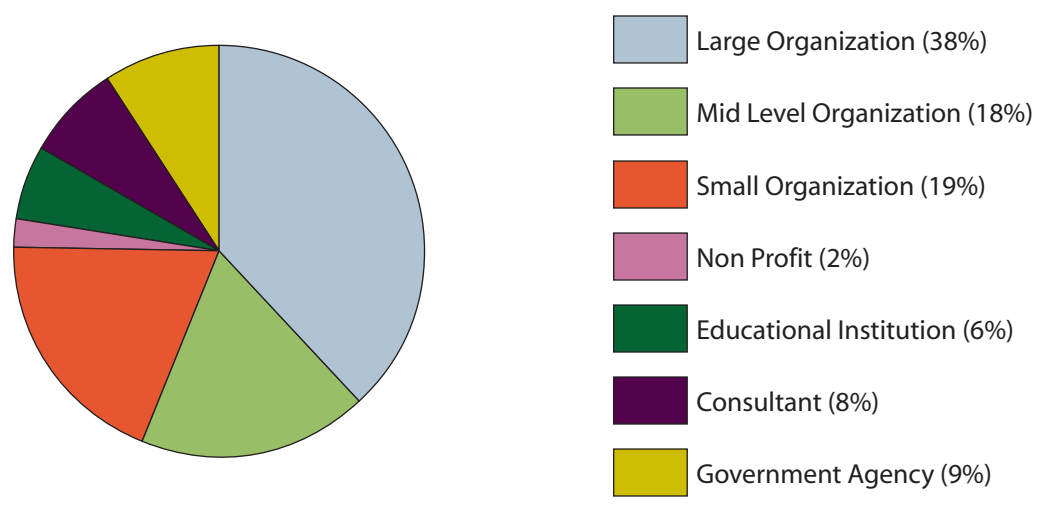
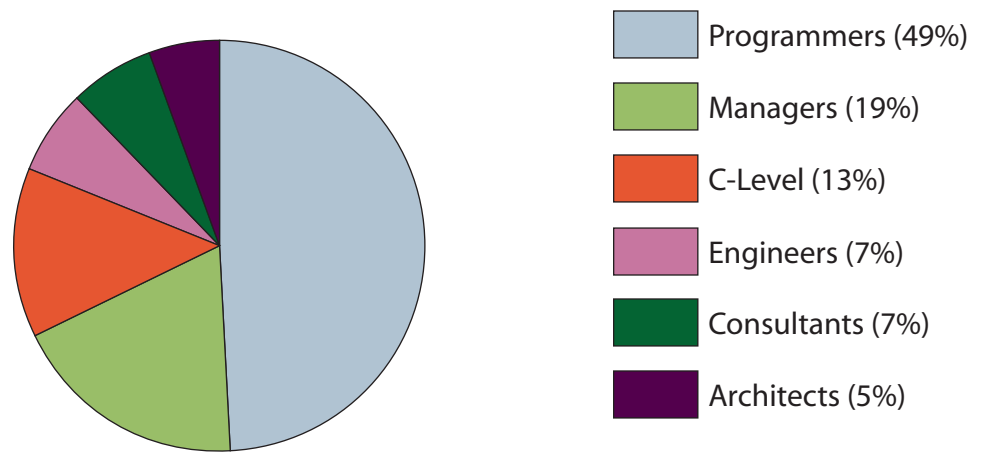
April 23, 2010 Day Two of Conference

April 24, 2010 Day Three of Conference



About the Conference

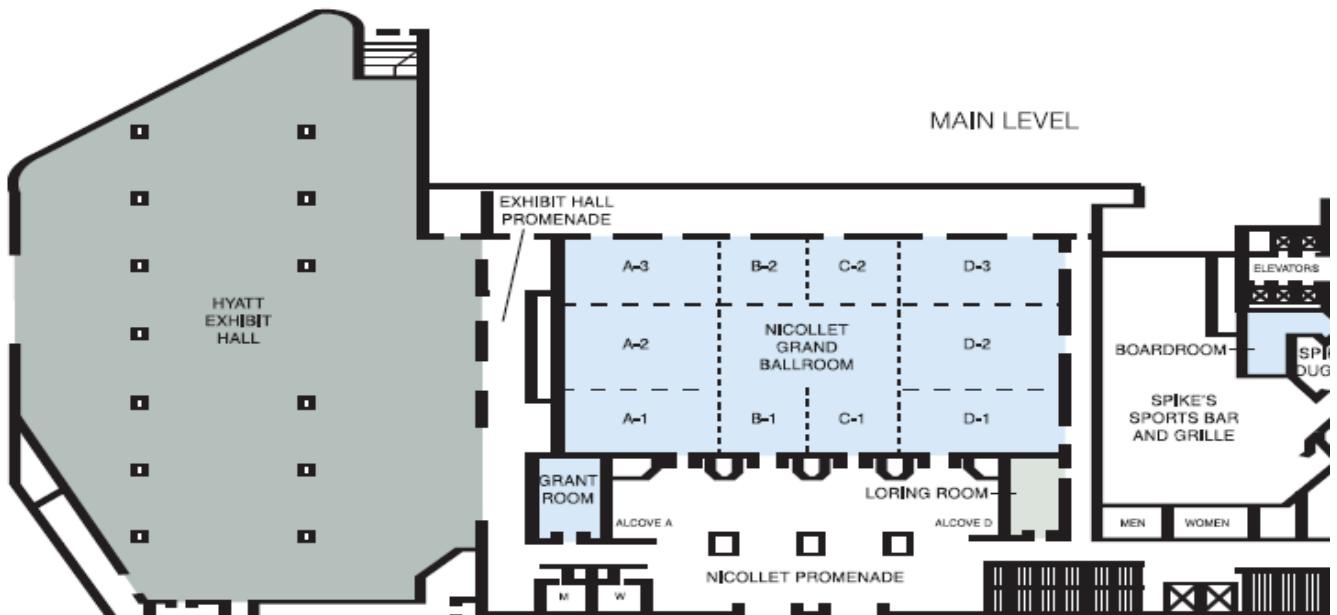
cf.Objective() was developed to address a gap in training for advanced level ColdFusion programmers. The conference was started in 2006 with 100 attendees and 28 sessions. In 2007 it grew to 230 attendees and 60 sessions. 2008, saw 272 attendees, 60 sessions and 2 preconference sessions. Last year, 2009 due to the economy we saw a decrease to 210 attendees, 60 sessions and 1 preconference session. This conference is attended by all types of organizations including large corporations, government employees and contractors, individual employees and consultants.





Location

cf.Objective() will take place at the Hyatt Regency Minneapolis (<http://minneapolis.hyatt.com>). Look no further for your ideal downtown Minneapolis meeting facility than Hyatt Regency, the Hyatt offers the finest in personalized service, state-of-the-art equipment and elegant meeting rooms. This hotel provides a mix of meeting rooms with small lounge areas for networking. There are many locations through out the hotel for sponsors and attendees to mix, discuss and synergize new opportunities for new solutions.





Sponsor Opportunities

The Fifth Annual cf.Objective() Conference is a unique opportunity for attendees to network and collaborate while solving problems facing all organizations in these trying economic times. This conference brings together some of the greatest minds in the ColdFusion community with leaders in application architecture and Rich Internet Application (RIA) development, as well as database and security experts.

This conference has four levels of sponsorship:

Platinum (Invite only)

Gold

Silver

Bronze

Sponsorships are described in detail on the following pages of this brochure, but all levels include an assortment of benefits for pre-, post- and during the conference marketing opportunities. Additional opportunities may also be selected on an individual basis or added to a sponsorship level to increase your attendee exposure and greatly enhance their experience at cf.Objective().

Other sponsorship opportunities are:

Opening Night Reception, Chill Out Room, Internet Access, Attendee Giveaway Item, Laynard and Friends of cf.Objective() (Friends of cf.Objective() is only open to speakers and their companies).

Sponsorships are available on a first-come, first-serve basis and are limited by level.

If you are interested in sponsoring cf.Objective(), please complete the sponsorship application and send to Best Meetings Inc, 2626 E 82nd St., Suite 270, Bloomington MN 55425, fax (952)858-8950 or digitally sign and email to jim@bestmeetings.com.

If you have questions please feel free to contact Jim Louis at (800)958-8875 or (952)858-8875



Gold Sponsor

\$5,000 (Four Sponsors Only)

The cf.Objective() 2010 conference brings together a vast array of the best web developers, managers, and experts from around the world. Your company will be an integral part of cf.Objective() helping ensure a successful event and being in the prime position to interact with the community. In addition, you will also receive the following benefits:

Pre-Conference Benefits

Company logo on all marketing pieces including the Managers Guide.

Gold Level sponsor recognition on all website pages.

Linked company logo and a 400 word description of your company on the conference website sponsor page (<http://www.cfobjective.com>).

Onsite Benefits

Three (3) full conference registrations.

Nicollet Ballroom Prefunction area booth space (20x10 ft) located in the heart of the conference.

Up to three (3) promotional pieces with the Attendee Giveaway Item (to be supplied by sponsor).

Company logo on cover of conference proceedings.

Company logo and 200 word description in conference proceedings.

Full-page ad in conference proceedings.

Sponsor banner in general conference area for prime exposure (approx. 5'x3' free standing banner, to be supplied by sponsor).

Breakout area banner (approx. 5'x3' free standing banner, to be supplied by sponsor).

Logo in conference newsletter (letter sized black & white flyer distributed daily).

Post Conference Benefits

Sponsor messaging in the post-conference, wrap-up email to delegates.

Company logo on post-conference web interface for six months (the cf.Objective() website will display session presentations, examples, and sample files).

Silver Sponsor

\$3,750 (Eight Sponsors Only)

The cf.Objective() 2010 conference brings together a vast array of the best web developers, managers, and experts from around the world. As a Silver Sponsor your company will be an integral part of cf.Objective(), helping ensure a successful event and being in the prime position to interact with the community. In addition, you will also receive the following benefits:

Pre-Conference Benefits

Company logo on all marketing pieces including the Managers Guide.

Silver Level sponsor recognition on all website pages.

Linked company logo and a 200 word description of your company on the conference website sponsor page (<http://www.cfobjective.com>).

Onsite Benefits

Two (2) full conference registrations.

Nicollet Ballroom Prefunction area booth space (10x10 ft) located in the heart of the conference.

Up to two (2) promotional pieces with the Attendee Giveaway Item (to be supplied by Sponsor).

Small company logo on cover of conference proceedings.

Company logo and 100 word description of your company in the conference proceedings.

Half-page ad in conference proceedings.

Sponsor banner in general conference area for prime exposure (approx. 5'x3' free standing banner, to be supplied by sponsor).

Post Conference Benefit

Company logo on post-conference web interface for six months (the cf.Objective() website will display session presentations, examples, and sample files).

Bronze Sponsor

\$1,100

The cf.Objective() 2010 conference brings together a vast array of the best web developers, managers, and experts from around the world. As a Bronze sponsor, your company will be an integral part of cf.Objective(), helping ensure a successful event and being in the prime position to interact with the community. In addition, you will also receive the following benefits:

Pre-Conference Benefits

Bronze Level sponsor recognition on all website pages.

Linked company logo and a 100 word description on the conference website sponsor page (<http://www.cfobjective.com>).

Onsite Benefits

One (1) full conference registration.

Nicollet Ballroom Prefunction area booth space (10x10 ft) located in the heart of the conference.

Small company logo on cover of conference proceedings.

Company logo and 50 word description of your company in the conference proceedings.

Post Conference

Company logo on post-conference web interface for six months (the cf.Objective() website will display session presentations, examples, and sample files).



Other Sponsorship Opportunities

Attendee Giveaway Item Sponsorship (Limit of one)

\$3,000

Benefits Include:

Company logo will be included on the Attendee Giveaway Item provided to each attendee.

Small Company logo on cover of conference proceedings.

Company logo and 100-word description of your company in conference proceedings.

Company logo and 100-word description of your company on the conference website sponsor page (<http://www.cfobjective.com>).

The Attendee Giveaway Item is produced by the conference organiser and included in the Sponsor fee.

Lanyard Sponsorship (Limit of one)

\$1,200

Benefits Include:

Your company logo will be included on the conference lanyard which holds the conference pass.

Company logo and 50-word description of your company in conference proceedings.

Company logo and 50-word description of your company on the conference website sponsor page (<http://www.cfobjective.com>).

The Conference Lanyards are produced by the conference organiser and included in the Sponsor fee.

Internet Sponsorship (Limit of three, one per day)

\$2,000

Benefits Include:

Sponsor banner in prime exposure general conference area (approx. 5'x3' free standing banner, to be supplied by sponsor).

Internet sponsor recognition on the website on all pages (<http://www.cfobjective.com>).

1 promotional pieces with the Attendee Giveaway Item (to be supplied by sponsor).

Company logo and 50-word description of your company in conference proceedings.

Company logo and 50-word description of your company on the conference website sponsor page (<http://www.cfobjective.com>).



Other Sponsorship Opportunities

Chill-out Room Sponsorship (Limit of one)

\$4,500

Pre-Conference Benefits

Company logo on all marketing pieces including the Managers Guide.

Silver Level sponsor recognition on all website pages.

Linked company logo and a 200 word description of your company on the conference website sponsor page (<http://www.cfobjective.com>).

Onsite Benefits

One (1) full conference registrations.

Exclusive table space in the Chill-out Room.

Up to two (2) promotional pieces with the Attendee Giveaway Item (to be supplied by Sponsor).

Small company logo on cover of conference proceedings.

Company logo and 100 word description of your company in the conference proceedings.

Half-page ad in conference proceedings.

Sponsor banner in general conference area for prime exposure (approx. 5' x 3' free standing banner, to be supplied by sponsor).

Post Conference Benefit

Company logo on post-conference web interface for six months (the cf.Objective() website will display session presentations, examples and sample files).



Other Sponsorship Opportunities

Opening Night Reception (Limit of one)

\$4,000

Pre-Conference Benefits

Company logo on all marketing pieces including the Managers Guide.

Silver Level sponsor recognition on all website pages.

Linked company logo and a 200 word description of your company on the conference website sponsor page (<http://www.cfobjective.com>).

Onsite Benefits

One (2) full conference registrations.

10 Minutes to talk about your product during the opening night reception.

Up to two (2) promotional pieces with the Attendee Giveaway Item (to be supplied by Sponsor).

Small company logo on cover of conference proceedings.

Company logo and 100 word description of your company in the conference proceedings.

Half-page ad in conference proceedings.

Sponsor banner in general conference area for prime exposure (approx. 5' x 3' free standing banner, to be supplied by sponsor).

Post Conference Benefit

Company logo on post-conference web interface for six months (the cf.Objective() website will display session presentations, examples and sample files).



Other Sponsorship Opportunities

Friends of cf.Objective()

Companies who have a speaker presenting at the conference can become a Friend of cf.Objective() by paying for your speaker's hotel room for this conference. This would be at a cost of approximately \$500 (\$149+tax per night) for three nights.

Pre-Conference Benefits

Your logo and a 20 word description on the cf.Objective() website sponsors page under Friends of cf.Objective()

Onsite Benefits

Your company name listed under Friends of cf.Objective() on a conference sign at the registration desk. Your company name and url listed in the cf.Objective() onsite program under Friends of cf.Objective(). Recognition at the start of your speaker's session(s) indicating the session is partially sponsored by your company.

Conference Proceedings Advertising

The conference proceedings is the on-site booklet where attendees will find information on the conference schedule, descriptions of the sessions, sponsors information and other conference information. It is the main source for what is happening for the attendees.

Half Page \$800

Full page \$1,500

All advertisements require approval by the conference organizers

Not finding what you are looking for?

If you are looking for any sponsorship opportunities that are not listed or would like one tailored to your needs, please feel free to contact Best Meetings Inc. about arranging a package for your organization. Please give us a call at 1-800-958-8875.



**cf.Objective()
2010 Sponsorship Application**

Please provide contact information:

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

cf.Objective() Sponsorship Levels:

- Gold \$5,000
- Silver \$3,750
- Bronze \$1,100
- Chill out Room \$4,500
- Opening Night Reception \$4,000
- Internet Sponsorship \$2,000
- Attendee Giveaway Item \$3,000
- Lanyard Sponsorship \$1,200
- Friends of cf.Objective() \$500 Approx (Speakers Only)

Conference Proceedings Advertising

- Half Page \$800
- Full page \$1,500

Please return application form no later than April 10, 2009. Payment can be by check or credit card – MasterCard, Visa or American Express. Sponsorships are available on a first-come, first-serve basis and are limited by level.

Payment will be by: ___ Check ___ VISA ___ MasterCard ___ American Express

Make checks payable to: Continuum Media Group

Credit Card Number _____ Expiration Date ____/____/____

Authorized Signature _____

Name on Credit Card _____

Address where Credit Card Bill is sent _____

City _____ State _____ Zip _____

Mail or fax this application to:
cf.Objective()
2626 E 82nd Street, Suite 270
Bloomington, MN 55425
Phone 952-858-8875 or 800-958-8875
Fax 952-858-8950
Email jim@bestmeetings.com
Continuum Media Group Taxpayer ID: 41-2020843

For cf.Objective() Purposes Only
Date Received: ____/____/____
Amount Received: \$_____

