



cfunited

A ColdFusion, Flex & Air Conference

11th Annual Conference 2009

Sponsorship Package and Contract
www.cfunited.com

We are the best connection to ColdFusion developers and more.
CFUnited is operated by the Stellr group

Conference Advisory Board:

Charlie Arehart
Raymond Camden
Sean Corfield
Michael Dinowitz
Shlomy Gantz
Simon Free
Adam Wayne Lehman
Nate Nelson
Michael Smith
Joe Rinehart
Christian Ready
Peter Bell
Bob Flynn
Clark Valberg
Josh Adams
Ben Nadel
Scott Stroz
Liz Frederick, Stellr
Nafisa Sabu, Stellr
Elliott Sprehn, Stellr

List of Companies attended in 2008

14 Theories Inc.	Datatel, Inc.	Kroger/Peyton's	Savings Bank of Walpole
ABA-Rule of Law Initiative	dataTV	Lake Land College	Savvy Software
AboutWeb, LLC	Dauphin Island Sea Lab	LHSFNA	Scepter 7 Technologies
Academy for Educational Development	Dealerskins	Lifepoint Informatics	Schedule Star
Acquisition Solutions Inc.	DECADE Consulting, LLC	LMCO	SeeProgress.com
Adam Howitt Consulting Inc.	Defense Logistics Agency	Lockheed Martin	Segue Technologies
Adobe Systems	Delta Resources, Inc.	LogicDepot, Inc.	Sharp Interactive, LLC
Adobe Systems, Inc.	Digital Primates Consulting Group	Logitech	Shoes For Crews, LLC
ADP VirtualEdge	DISA	M.D. Anderson Cancer Center	SilkRoad
Advanced Concepts, Inc	DIT	Macro International	SilkRoad Technology
Advanced Media Productions, Inc.	Division of IT	MainStreet Lender	Skidmore College
Alagad	DoD	Management Simulations, Inc.	Smithsonian Air and Space Museum
Albuquerque Public Schools	Dolphin Stadium	Managing Editor	Social Security Administration
Allbritton Communications Company	Dynaportal.com	Mannix Marketing	Software Engineering Institute
American Academy of Neurology	East Carolina University	Mannix Marketing, Inc.	SOM
American Kennel Club	Eastman	MARMC	SOsensible
American Physical Society	Edgewebhosting.net	Mastery Marketing Group	Southcentral Foundation
American Physics Society	Edgewood Solutions	Matrix Group International	Spectral Fusion Design
American Psychological Association	eDonor	Md National Capital Park & Plan	SRA International
American Sociological Association	EMS, Inc.	Md Natonal Capital Park & Plann	Stiarya Inc.
Amkor Technology	Epicenter Consulting	Memorial Sloan-Kettering Cancer Cen	Strike Interactive LLC
Anadarko Industries, LLC	ERA Europe	Mentor Graphics Corporation	SystemsForge
Andera, Inc.	ESRI	Meridian Health	T.I.S. Inc.
Anne Arundell Community College	etech-Event Technology A/V Company	Miami Dolphins LLC	Technology & Management Service
AOPA	Event Technology dba etech	Michigan State University	Technology Concepts & Design, I
Archives of Amer. Art Smithsonian	Expo Logic	MicroNetworkers, Inc	Technology Concepts & Design, I
ASRC Management Services	Express Scripts	Missile Defense Agency/BAH	Telarus
Atos Origin India Pvt Ltd.	Fairfax County Public Schools	MLP	Telos Corporation
AvMet Applications Inc.	Famous Smoke SHop	Modotech Inc	TeraTech, Inc.
Babson College	FCPS	Mohamed	Tessada & Associates, Inc.
Ball Aerospace	Federal Government	msag, inc.	The Boeing Company
Bandon Systems, LLC	Federal Reserve Bank of Atlanta	MSKCC	The Jockey Club Technology Services
Barnes & Noble Booksellers	Federal Reserve Bank of Chicago	MTA	The MayaTech Corporation
Bay Cove Human Services	Federal Reserve Bank of NY	National Library of Medicine	The MITRE Corporation
Bay Cove Human Services	Federal Reserve Bank of St. Louis	NaturalInsight	The Raymond Corporation
BearingPoint, Inc	Firemoss, LLC	NC State University	The Soft Edge, Inc
BFSFCU	Foundeo Inc.	NC4	The University Of Western Ontario
Biondi Motor Company	Franklin County Data Center	NCI INC	Time Warner Cable
Blue Raster	Franklin Pierce School District	NetShops, Inc.	TLA Entertainment Group
BlueBrick Inc.	FRB ATL	Nevada LCB	Topcon Medical Systems
Boeing	Fulbright & Jaworski	Nevada State Legislature	U.S. EPA Region 3
Botci Solutions	FusionLink Inc	Newkirk Products Inc.	U.S. Probation /District Clerk
Boxwood Technology, Inc.	Garland ISD	NGA	U.S. Probation/District Court
Broadchoice, Inc.	Geisinger Health System	NicheClick Media	U.S. Senate Sergeant at Arms
Broadridge Financial Services	Geisinger Medical Center	NicheClick Media	Uhlig LLC
CACI	General Dynamics IT	Nike	UNC Charlotte
Callison	Georgia Tech	NIST	UNCC Housing Technology Services
Camden Media, Inc	GetFused Inc	Northrop Grumman	United States Senate
Capsim Management Simulations, Inc.	Global Marketing Services, Inc.	Northrup Grumman	UNITeS-SAIC
Carahsoft	Go2RIA	Northwestern University	Unitrin Specialty
Carehart.org	Goodville Mutual Casualty Company	NSA	Univ. of Guelph
Case Design	Grand Valley State University	NXGEN Payment Services	University of Baltimore
Catholic University of America	GSA/OIG/IT Division	Nylon Technology	University of Illinois
CCI	Hamilton College	NYU Medical Center	University of Michigan
Cedarville University	Harrisburg Area Community College	Ohio University	University of Michigan Health Syste
Children's Hospital of Philadelphia	Henry Jackson Foundation	O'Neil & Associates, Inc.	University of New Hampshire
ChinaOpen	HostMySite.com	Orenco Systems, Inc.	University of North Carolina
Circle Solutions, Inc.	House of Fusion	Palmetto Health	UNM Hospitals
Citizen.org	Howling Chihuahua Productions	Panos Communications,LLC	UNMC
Citizens Bank	IADB	PaperThin Inc.	US Senate
City of Chesapeake	IANet	PAR Technology Corporation	USAMMA
City of Overland Park	IAP World Services	Parts Express	USDA, ARS, SMML
CityMind Group, LLC	ICF	PelicanStar.com	USPS OIG
Citynet	ICMA	Penn State University	Utah State University
College of William & Mary	Idaho Power	Perficient, Inc.	Vente, Inc.
Communications Technologies, Inc.	Idaho Public TV	Performance Cruising Inc.	Versatile Internet Solutions, LLC
CommunityMX	IEXP FusionDox	Pimsol	Vertex Pharmaceuticals, Inc.
Computer Sciences Corporation (CSC)	Indiana University	Pimsol	Virginia Mason Medical Center
Congruent Media	Indiana University Bloomington	Pratt Corporation	Virginia Tech
Cornell University	Integrated Device Technology, Inc.	PSI	Vivio Technologies
Council for Logistics Research, Inc	IntelliSites	public citizen	Vortex Solution
County of Los Angeles - ISD	Inter-American Development Bank	Quaker Special Risk	Wabash College
CTC, Inc.	Interfolio, Inc.	RAC DevTech Studio	Web Valve
CUnet	Integral - FusionReactor	RainKing Software	Webapper Services, LLC
Curascript	Integral GmbH	Ravenglass Technologies	WebEvents Global
DataCurl LLC	Integral Information Solutions Gmb	Regents Information Systems	West Virginia University
	Intergraph	Reliant Energy	Westat
	Intergraph Solutions Group	Research Services and Administratio	Western New England College
	IU School of Law Indianapolis	RiteTech LLC	WMATA
	JHU/Applied Physics Laboratory	Round Table Group	World ZhuLu Corp.
	JIFSAN	RUWebby, LLC	Wyle
	Jobscience	S. J. Systems, Inc.	Yulista Management Services
	Judson ISD	S3	Z2 Technologies
	Kesem Technology	SAIC	ZoobieSoft
	Kinky Solutions	Sanifi Pasteur	
	Kroger	SAS Institute	



Agenda

The typical agenda for CFUnited is that the main event occurs on Wednesday through Saturday. The 4 day event is a full package. Other options are that attendees can purchase the 3 day package or just the Saturday Only package. Saturday is for repeating the most popular sessions. Keynotes only occur on Wednesday, Thursday, and possibly Friday.

Tuesday

- Pre-Conference Classes
- MiniMAX - Free event
- Sponsors set up all day
- Sponsor/Speaker Dinner

Wednesday

- Expo Hall Open
- Keynote
- Breakout Sessions
- Hands-on Sessions
- Round Table Discussions
- Birds of Feather Sessions
- Sponsor Welcome Reception

Thursday

- Expo Hall Open
- Keynote
- Breakout Sessions
- Hands-on Sessions
- Round Table Discussions
- Birds of Feather Sessions
- Pool Party

Friday

- Expo Hall Open
- Breakout Sessions
- Hands-on Sessions
- Round Table Discussions
- Raffle
- Demo Session

Saturday

- Repeat Sessions
- Attendee Get-Together
- Sponsors tear down after 5pm

Expo Hall Outline

There are selected times for attendees to explore the Expo hall. This year we are creating an expo hall show space like no other. We are also holding a social event within the Expo hall.

Hours of operation for exhibiting:

9am - 9pm Wednesday

9am - 5pm Thursday

9am - 5pm Friday

9am - 5pm Saturday (optional)

Booth Space

The Expo Area will be located in the Hallway outside the General Session and Break Out Sessions. This grand hall is the central location for high traffic between sessions and lunch.

We will not be providing booth structures this year. Instead we are encouraging sponsors to come up with imaginative ways to show case their company. We will provide a 6' table and two chairs. There are several decorators and audio/visual companies in the city that can help you order other materials.

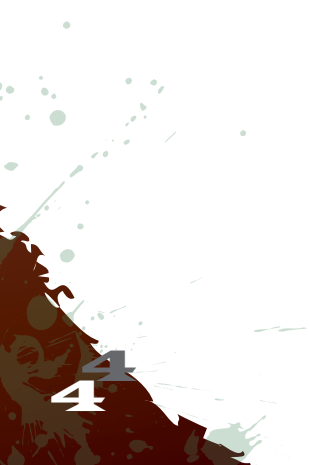
The Stellr team is also available for \$1000 to help you boost your marketing and presence at the event. This includes helping you come up with a theme and ideas to draw traffic to your booth. We have been running CFUnited for over 8 years and we know what works and what the audience gets excited about. We have lots of fun ideas that can add to the experience of CFUnited and we can help you fit to a budget that suits your company's needs. If you are near the DC metro area, we are also available to visit for brainstorming.

Starter has a 3' table for one day

Bronze has a 6' table inside 8'x8' of space for Wednesday, Thursday, Friday

Silver has a 6' table inside 10'x10' of space for Wednesday, Thursday, Friday, Saturday

Gold has multiple table options inside 20'x10' of space for Wednesday, Thursday, Friday, Saturday



conference center

Expo Hall



Sponsorship Opportunities

Product vendors, software and hardware engineers, software consultants, training services, hiring services, and hosting companies are invited to sponsor the CFUnited Conference. As a conference sponsor, you will have access to almost 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.

Contributor \$250 Show Guide 1/2 page Ad Logo on Website	Starter \$500 Show Guide 1/2 page Ad 1 day 3'x3' table in expo Logo on Website 1 Expo Pass	Bronze \$2,500 Show Guide Full page Ad 3 day 8' space in expo Logo on Website 1 Full Pass
Silver \$6,000 Show Guide Full page Ad 4 day 10'x10' space in expo Logo on Website Logo on T-shirt Signage in session rooms Promo item in bag Newsletter/Blog entry 2 Full Passes 2 Expo Passes Speaker slot if available	Gold \$14,000 Show Guide 2 Full page Ad 4 day 20'x10' space in expo Logo on Website Logo on T-shirt Logo on Delegate bag Signage in session rooms Promo item in bag Newsletter/Blog entry 4 Full Passes 4 Expo Passes 1 hour full speaking slot 5 minute general audience	

* Contact Conference Manager for other opportunities and customized packages

Details of Benefits

Full page Advertisement in Conference Handout

These ads will be placed within the conference handout in strategic locations throughout to ensure attendees read them.

Logo Requirements

Sponsor must provide their company logo in color eps format, black & white eps format, and 180 pixel wide gif format. Logo's are to be emailed to nafisa@teratech.com in a zip file. Logo's will be used on CFUnited website and various materials thought the conference.

Promotion of Event

Sponsor agrees to promote that they are sponsoring the event by mass email or 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 layout 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 and various other points around the conference. Please ask the coordinator for details

Distribution of literature before one general session

Gold Level sponsors must have a representative arrange with Conference Manager the time and day in which this will occur.

Souvenir Bag Inserts

Silver/Gold Level sponsors are required to deliver materials for inserting into the bag by July 1,2009 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.

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. During this time attendees are enticed to stick around with the offer of food and drinks for free

CFUnited Sponsorship Request

Sponsorship Level :

- ☐ Contributor
- ☐ Starter
- ☐ Bronze
- ☐ Silver
- ☐ Gold

Discount Authorization:

Please provide the following information and sign the agreement on the following page.
Complete both forms and fax to 301.762.8185.

Company:

Phone:

Event Contact:

Fax:

Address:

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:

Email:

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:

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 partially 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. _____ *Initial here.*
- 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. This contract replaces all previous oral and written communication on this project. Change to the contract must be made in writing signed by both parties. A waiver of one breach of terms of this contract by either party does not imply that any future breaches are waived.

Company's Name:

Company Representative's Name:

Title:

Signature

Date

This space is reserved for CFUnited Conference Management only.

Representative:

Booth Placement Number Order:

Amount received: