



FUSEBOX Conference

4th Annual Fusebox conference on
Fusebox 4 and Mach-II

SPONSORSHIP PACKAGE

Fusebox 4 Conference

Organized by TeraTech, Inc. and the Maryland ColdFusion Users Group

August 30th – September 1st, 2003

Rio Hotel
Las Vegas NV

<http://www.cfconf.org/fusebox2003/>

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FUSEBOX 4 CONFERENCE, June 2003

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

Sponsorship Package

Overview

FUSEBOX 4 is a **ColdFusion® Conference** organized by developers for developers in the **Web Developer and IT Manager community**. Held in Las Vegas NV, 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 in Fusebox and Internet development.

A wide-range of speakers are booked including Fusebox gurus, **Hal Helms, John Quarto-vonTrivita, Jeff Peters, Nat Papovich, Sandy Clark, Michael Smith, Ben Edwards**.

The two-day conference will be jam-packed with discussions, demonstrations, and other activities to keep everyone involved. The conference fee for delegates will include a **sponsored Foosball reception Saturday night at the hotel**, and all conference materials and sponsor promotions. There will be a Sponsor Exhibit Area and you'll have a excellent forums to attend throughout the two days.

Date: August 30th – Spetember 1st, 2003

Location: Rio Hotel, Las Vegas NV

Website: <http://www.cfconf.org/Fusebox4/>

Email: michael@teratech.com

About Fusebox

Fusebox is the most popular development methodology for ColdFusion applications, used by approximately 17,000 programmers worldwide. The new version 4 is being released prior to the conference.

About Macromedia ColdFusion

Macromedia ColdFusion MX, 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 Macromedia Corporation. 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 applications including Wireless Phone and PDA

(Palm) solutions, many internal websites and public websites.

Conference Overview

There will be a **Sponsor Exhibit Area** where sponsors can showcase their products and get a chance to promote their skills and achievements.

The conference is being held in Las Vegas. The conference cost will be \$149 and we're expecting over 100 attendees from around the US and the world. Included in the conference cost is a **Saturday Night Foosball Reception at the hotel**. The event will include conference materials consisting of, among others conference program, Sponsor marketing kits and more.

Attendees

FUSEBOX 4 attendees are top level ColdFusion programmers and IT managers. FUSEBOX 4 is promoted not just in the Washington DC metro area but across the US and the world with attendees from:

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

Corporate Position of delegates

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

Salary Range of delegates

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

Buying Power of delegates

Attendees to FUSEBOX 4 are 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.

- 10% Beginner (0 - 1 yr experience in ColdFusion & Web Development)
- 40% Intermediate (2-3 yrs experience)
- 35% Advanced (3+ yrs experience)
- 15% Management (project management)

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.

The Maryland Macromedia ColdFusion User's Group is managed by Michael Smith, President of TeraTech, Inc.

TeraTech, Inc

TeraTech is a leader in the ColdFusion development field and has organized ten 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, SQL server, C, ASM, ASP and ColdFusion. Our mission is to provide high-quality, efficient, profitable software development and tools in the area of ColdFusion, Database and Visual Basic programming.

Schedule

Saturday

7pm-8pm Registration

8:00pm-10:00pm Networking party and **Foosball tournament**

Sunday

Registration and Coffee: 7:30 - 8:15

Welcome (Michael Smith): 8:15 - 8:30

Introduction to Fusebox 4 (Hal Helms): 8:30-10:15

Plugins, Security, and Exception Handling (John Quarto): 10:30-12:15

Lunch break: 12:15-1:15

Content Component Variables and Layouts (Sandy Clark): 1:30-3:15

Fusedocs (Jeff Peters): 3:30-4:15

FB4 and Flash Remoting (TBA): 4:30-5:15

Dinner break: 5:15-7:15

Real-world FIIP Workshop (Michael Smith): 7.30-8.30

FusePanel: 8.45-10.00

Monday

Introduction to Mach-II (Hal Helms and Ben Edwards): 9:00-12:00

Sponsorship Opportunities

Macromedia partners, local developers, software and hardware engineers are invited to sponsor the FUSEBOX 4 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 complete access to 100 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.

Gold Level Sponsorship \$3000

(Inclusive of two conference registrations)

- **Flagship Sponsor** (Branded): Fusebox 4, *sponsored by Your Company*
- Gold Level position of brand on ALL mail broadcasts and Website
- Letter from Sponsor in Conference package
- On Site Promotion @ Event Through Banners / Signage (*provided by Sponsor*)
- Promotion Materials/gifts in Delegate Bag (*provided by Sponsor*)
- Distribution of literature before one general session
- Promotion time before one General Session
- Free Exhibitor Booth for Promotion of Services
- Sign at Saturday night event and welcome speech during the reception

Silver Level Sponsorship \$1500

(Inclusive of one conference registration)

- Silver Level position of brand on ALL mail broadcasts and Website
- On Site Promotion @ Event Through Banners / Signage (*provided by Sponsor*)
- Promotion Materials/gifts in Delegate Bag (*provided by Sponsor*)
- Distribution of literature before one general session
- Promotion time before one General Session
- Free Exhibitor Booth for Promotion of Services

Level Three Sponsorship \$1000

(Inclusive of one conference registration)

- Bronze Level position of brand on ALL mail broadcasts and Website
- Free Exhibitor Booth for Promotion of Services
- Signage at booth only (*provided by Sponsor*)

Sponsorship Requirements and Summary

| Level | Signage | Logo/Branding | Promotional Opportunities | Speaking Limitations |
|-------------|---|---------------------|---|--|
| Gold \$5000 | Gold Level Signage in General Session Break-Out Forums & Exhibitor Area | Gold Level branding | *Gold Level Branding in all conference promotional Literature | 10 minutes Promotional time before One General Session |

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|---------------|--|-----------------------|---|--|
| | Signature at Saturday reception | | <p>Promotional Materials (1 brochure, 1 business card) & Gifts in Delegate Bags (3 Promotional Gifts Max.)</p> <p>1 copy of the company package or brochure may be distributed before one general session (Same session as 10 minute introduction)</p> <p>Exhibitor Booth (10 x2 skirted table provided) Letter from Gold Sponsor in Conference Package</p> | 5 minutes promotional time at Saturday reception. |
| Silver \$3000 | Silver Level Signage in General Session & Exhibitor Area | Silver Level Branding | <p>* Silver Level branding on all conference promotional materials</p> <p>Promotional Materials (1 brochure, 1 business card) & Gifts in Delegate Bags (2 promotional Gifts Max.)</p> <p>Exhibitor Booth (10 x2 skirted table provided)</p> <p>1 copy of the company package or brochure may be distributes before one general session (Same session as 5 minute introduction)</p> | 5 minutes promotional time before one general session. |
| Bronze \$1000 | Bronze Level Signage in Exhibitor Area | Bronze Level Branding | <p>Bronze Level Branding in all conference Promotional Literature</p> <p>Exhibitor Booth (10 x2 skirted table provided)</p> | |

To sign up as a sponsor contact Michael Smith 301-881-1440 x110 or email michael@teratech.com