

# DNN

## WORLD 2012

ORLANDO OCTOBER 10-12

JOIN THE SOCIAL CONVERSATION

[dnnworld.dotnetnuke.com](http://dnnworld.dotnetnuke.com)

SPONSORSHIP OPPORTUNITIES

ANNUAL DOTNETNUKE USER AND DEVELOPER CONFERENCE

### What is DNN World?

DNN World is a unique opportunity for DNN Community Members and Partners to come together and share expertise, insights, best practices, and ideas. Geared toward developers, web designers, users, administrators, and business decision makers from all industries, DNN World offers an information rich environment for all participants. Attendees will have the opportunity to learn about important developments within the DNN ecosystem and explore the trends that are shaping the Web and the social revolution. Our partnerships are crucial for this development.

DNN World 2012 will continue its focus of featuring the brightest, most well-respected speakers and panelists in the DNN ecosystem, and the popular tradition of the DNN social evening with awards ceremony. We invite you to join us in sunny Orlando Florida for this exclusive, interactive event this October 10th – 12th.

### Who Attends?

The annual DNN conference attracts a diverse range of DNN users from around the globe, from individuals interested in training and networking opportunities to large businesses who rely on the product for mission-critical solutions. Many of the brightest minds in the DNN community participate as speakers and panelists, as well as representatives from DNN Corporation.

### Why Sponsor?

At DNN, successful partnerships are a core value of our business. Our belief in the power of partnerships guides how we serve and interact with our customers and community, and how we work together with our partners to deliver business value and measureable results. From sales and implementation to training and support, we strive to create a rich client experience with all our partner integrations. Sponsoring DNN World is a great way to promote your company's products, solutions, or services directly to the people who use, develop, design, and support DNN. It also provides a great way to increase the value of your brand, strengthen relationships, and access new opportunities.

Your DNN World sponsorship brings you unparalleled access to the world wide community of 1 million members, all looking to improve productivity and business results. Do not miss your opportunity to:

- have face-to-face access to an expected event audience of over 400 users, developers, partners, press and analysts
- promote your products, solutions, and services
- get your message before a targeted audience
- make special announcements to the DNN World audience
- include your company's branding and messaging on the DNN World website and in weekly emails and social media posts
- generate qualified leads

## Date and Venue

DNN World 2012 is being hosted at the Buena Vista Palace in Orlando, Florida ([www.buenavistapalace.com](http://www.buenavistapalace.com)). Situated in the heart of America's favorite vacation destination, Buena Vista Palace Hotel & Spa is an official hotel of Walt Disney World Resort. Buena Vista Palace is a luxurious haven offering unsurpassed comfort, hospitality and design. A comfortable and memorable stay is assured within their premium collection of newly refurbished rooms and suites, designed to give every guest a fresh and lively atmosphere.

The conference dates are October 10th – 12th, 2012.

## Conference Schedule

*\*The following denotes when exhibitor hours will be in operation.*

### Wednesday, October 10, 2012

9:00 AM - 4:00 PM	Pre-Conference Training
4:30 PM - 6:30 PM	Welcome Cocktail Reception*

### Thursday, October 11, 2012

7:00 AM – 8:00 AM	Breakfast*
8:00 AM – 9:00 AM	Keynote One
9:00 AM – 10:00 AM	Keynote Two
10:00 AM – 10:30 AM	Break*
10:30 AM – 12:30 PM	Breakout Sessions
12:30 PM – 1:30 PM	Lunch*
1:30 PM – 3:20 PM	Breakout Sessions
3:30 PM – 4:00 PM	Break*
4:00 PM – 5:00 PM	Breakout Sessions
6:30 PM – 10:00 PM	DNN After Dark

### Friday, October 12, 2012

7:00 AM – 8:00 AM	Breakfast*
8:00 AM – 9:00 AM	Keynote Three
9:00 AM – 10:00 AM	Keynote Four
10:00 AM – 10:30 AM	Break*
10:30 AM – 12:30 PM	Breakout Sessions
12:00 PM – 1:30 PM	Lunch*
1:30 PM – 3:20 PM	Breakout Sessions
3:30 PM – 4:00 PM	Break*
4:00 PM – 5:00 PM	Wrap-up

## Sponsorship Opportunities

Sponsorship packages for DNN World 2012 have been designed to allow companies with varying levels of budgets to participate in this year's event. Benefits to sponsorship include full conference passes for employees, exhibit space, marketing on the event web site and conference guide, collateral inclusion, and post-show marketing.

**Exhibit space is limited, so be sure to act quickly if your organization or business is interested.**

### DIAMOND SPONSORSHIP

- Sponsorship Pavilion premier booth location
- 10 x 20 booth
- 4 free full-conference passes
- Conference keynote session. Session will be promoted on conference web site, email marketing, and social media.
- Exclusive sponsorship of the cocktail party
- Full page (color) ad in the conference
- Company logo and profile with link on DNN World website
- Company logo and profile in conference brochure
- Company logo and link included in pre-conference mailings
- Company logo on signage in main conference hall(s)
- Company collateral or promotional item included in attendee welcome bag (some restrictions apply)

PLEASE INQUIRE

### PLATINUM SPONSORSHIP

- Sponsorship Pavilion preferred booth selection
- 10 x 10 booth
- 3 free full-conference passes
- One post lunch co-sponsored breakout session
- Full page (color) ad in the conference
- Company logo and profile with link on DNN World website
- Company logo and profile in conference brochure
- Company logo and link included in pre-conference mailings
- Company logo on signage in main conference hall(s)
- Company collateral or promotional item included in attendee welcome bag (some restrictions apply)

COST \$8,000

## Additional Opportunities

Additional opportunities include the ability to sponsor individual or custom items, including:

- Breakfast Sponsorships
- Lunch Sponsorships
- Custom Options (Conference Bag, etc.)

For further information, please contact us today.

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## GOLD SPONSORSHIP

- Sponsorship Pavilion exhibit space
- 10 x 10 booth
- 2 free full-conference passes
- 1/2 page (color) ad in the conference
- Company logo and profile with link on DNN World website
- Company logo and profile in conference brochure
- Company logo and link included in pre-conference mailings
- Company logo on signage in main conference hall(s)
- Company collateral or promotional item included in attendee welcome bag (some restrictions apply)

**COST \$5,000**

## SILVER SPONSORSHIP

- Sponsorship Pavilion exhibit space
- Draped tabletop display area
- 1 free full-conference pass
- 1/4 page (color) ad in the conference
- Company logo and profile with link on DNN World website
- Company logo and profile in conference brochure
- Company logo and link included in pre-conference mailings
- Company logo on signage in main conference hall(s)
- Company collateral or promotional item included in attendee welcome bag (some restrictions apply)

**COST \$3,500**

## Sponsorship Benefits Summary

	DIAMOND	PLATINUM	GOLD	SILVER
Complimentary full conference passes. Includes meals, access to conference sessions, keynotes, welcome cocktail reception and social evening.	4	3	2	1
Conference keynote session. Session will be promoted on conference web site, email marketing, and social media.	●			
Cocktail Party Sponsorship	●			
Breakout (post-lunch)		●		
Post DNN World Web Seminar		●		
Sponsor logos on all event signage: near exhibit entrance; registration area; directional signs; session signs.	●	●	●	●
Opportunity to include collateral in conference bag.	●	●	●	●
Sponsor logo on the event web site and all other DNN World 2012 marketing materials.	●	●	●	●
Exhibit Space	Premier	Preferred	10x10	Tabletop
DNN World Website: Company Logo/Profile with Link	●	●	●	●
Pre-conference Mailings: Logo and link	●	●	●	●
<b>SPONSORSHIP COST</b>	<b>PLEASE INQUIRE</b>	<b>\$8,000</b>	<b>\$5,000</b>	<b>\$3,500</b>

## Sponsorship Order Form

Please check desired option below:

DIAMOND SPONSORSHIP

PLATINUM SPONSORSHIP

GOLD SPONSORSHIP

SILVER SPONSORSHIP

PLEASE INQUIRE

\$8,000 USD

\$5,000 USD

\$3,500 USD

## Sponsorship Payment Information

Date

Company

Name and Title

Billing Contact

Billing Phone

Billing Address

Billing E-Mail

Signature

## Payment Method

Credit Card

PayPal

Wire Transfer

Check

If paying with PayPal, please include your PayPal email address:

Terms for this Sponsorship Order Form are Net 30.

Changes to these terms must be included in writing on this form and approved by an authorized DNN Corp. representative.

### Payment and Allocation of Space

Completed copies of both the Sponsorship Order Form and Payment Information Form (above) need to be received, accompanying full payment, to obtain your exhibit space.

Forms may be scanned and emailed to [dnnworld@dotnetnuke.com](mailto:dnnworld@dotnetnuke.com) or faxed to +1(650) 332-3006.

### Notes and Policies

The conference organizers reserve the right to cancel the conference by refunding the Sponsorship fee. Updates will be posted on our conference website.

**LIABILITY:** Conference organizer assumes no liability for Sponsor's equipment. It is recommended that Sponsors have insurance to cover their property. Sponsors should especially be careful about their laptop computers and not leave them unattended.

### Cancellation Policy

Sponsors may cancel participation in the Event and/or terminate the Agreement at any time and for any reason by giving written notice to DNN Corporation. Requests submitted prior to August 31st entitle the Sponsor to a full refund less \$25.00 administrative fee. Requests received between September 1st and September 30th will receive a 50% refund less \$25.00 administrative fee. NO REFUNDS will be provided for no-shows or cancellations received after September 30th. By signing the agreement below sponsors are certifying that they have read and agree with the cancellation policy.