



SQLSaturday Orlando 2007

November 10, 2007

At

Seminole Community College
Center for Economic Development at Heathrow

Sponsorship Information

Revision 2 – August 29, 2007



Event Overview

Sponsor Focus

SQLSaturday is a one day free learning event focused on SQL Server that is being organized by the Orlando SQL Server Users Group (oPASS, located at www.opass.org) and hosted by Seminole Community College. Details of the event can be found at www.sqlsaturday.com and we outline some of the high points below with a focus on sponsors.

We have four goals for this event:

- Provide a first class training experience for our attendees. Even though it will be free, we plan to try to make it as good or better than a similar paid for event
- Provide a great networking experience for SQL Server professionals, vendors, and employers
- Build our speaker pool. We've worked hard to get local speakers for the event and have even worked out an arrangement with a local training company to help them prepare for the event.
- Build relationships with sponsors. oPASS is funded entirely through donations and we hope that you'll see oPASS as a good venue for highlighting your products, services, or just as a good place to look for SQL talent.

This is the first time we're holding this event so it's hard to predict attendance, but as of late August we have 125 people that have joined the mailing list and we have more than 25 speakers that have committed to presenting technical sessions. We hope to attract more than 200 attendees this time, and to grow that further for our November 2008 event.

We're advertising this via SQL user groups (Orlando, Tampa, Sarasota, and Jacksonville), the Orlando .Net Users Group (ONETUG), posts to several local blogs, and mentions in the newsletters of SQLServerCentral.com and SQLTeam.com, and soon a mention in the MSDN Flash newsletter. We're also working our personal contacts and asking our friends in the staffing community to help us get the word out.

We hope you'll support this event! Please contact us at webmaster@opass.org, or call Andy Warren at 407-875-0067.



Event Logistics

Our event follows the standard conference model. We have speakers committed to supporting 30 sessions across 5 tracks. Most of the sessions will run 50 minutes; our last session of the day will be 80 minutes and will spotlight some of the most popular speakers and topics. Registration will open at 8 am, sessions begin at 9 am, we will be providing lunch on site, and we will close out the day around 4:45 pm.

Upon arrival attendees will complete the registration process and receive an event bag containing a full schedule, flyers and other items from sponsors, and two items that will be of particular interest to sponsors. The first will be a set of printed cards with their name and contact information. They will have the option to give sponsors their card in trade for whatever free items you may be giving away, or just to enter a raffle if you're sponsoring one. This will avoid the delays encountered while people queue to fill out a contact form at your table and it eliminates the inevitable 20-30% loss that results from not being able to read their writing. The second item will be a Sponsor Stampede card. Attendees can earn an extra raffle ticket in the end of day raffle by visiting all of our sponsors (we will provide rubber stamps for you to use to validate the cards).

We plan to conduct raffles hourly at 5 minutes before the hour and each raffle will highlight 1-2 sponsors. Sponsors will be brought to the central area of the event and can draw winners from the list of contact cards they have collected. Once the winners are announced we will mention who the sponsor will be for the next raffle; further incentive for our attendees to come by your table if they have not already.

We will also be hosting an end of day raffle and we hope to gather some larger prizes from our sponsors, things like a Zune or Xbox, free training, Disney tickets, etc. Attendees will earn a raffle ticket for the end of day raffle by completing an event evaluation form and can earn additional entries from various contests throughout the day.

After the event we will send a follow up email to the attendees that will recap the day, provide links to files from the event for download, and provide a list of all sponsors with a link to a form on the SQLSaturday.com site where they can request more information. We will transmit these requests to you via email as they are received. This provides sponsors one more opportunity to interact with attendees once the event has completed.



Sponsorship Options

Corporate Sponsorship Benefits - \$100 prepaid

- Listed on our sponsor page on the SQLSaturday.com web site
- Included in the printed event guide given to all attendees upon arrival
- Option to include a one page flyer in the event bag given to each attendee upon arrival (sponsor must provide)
- May donate prizes for the end of event raffle
- Mentioned at the end of event wrap up

Bronze Sponsorship Benefits - \$350 prepaid

- Includes all benefits of the Corporate sponsorship
- One table in our exhibitor area located near registration and food, two chairs, and some access to 110v power
- Can include a multi page brochure and DVD in the event bag

Silver Sponsorship Benefits - \$500 prepaid

- Includes all benefits of the Bronze sponsorship
- Option to present a vendor session during lunch (limited to available space)
- One email blast to all event attendees consisting of up to 2 pages of text that can be sent out before or after the event

Gold Sponsorship Benefits - \$1000 prepaid

- Includes all benefits of the Silver sponsorship
- Electronic copy of the attendee list that includes email address, first and last name (Sponsor must agree to provide an opt-out link on all email sent to the list and to clearly state the list was obtained from SQLSaturday.com)

Breakfast Sponsor - \$5 per attendee (\$1000 min, post paid)

- Limited to one sponsor
- All the benefits of the Gold sponsorship
- Breakfast will be an assortment of doughnuts and bagels, coffee, juice
- We will post very visible signage at the food area recognizing the sponsor (sponsor may provide additional signage)
- Sponsor will be billed post event at \$5 per actual attendee

Lunch Sponsor - \$10 per attendee (\$1000 min, post paid)

- Limited to one sponsor
- Includes all benefits of the Gold sponsorship
- Lunch will be provided by a local restaurant and includes bottled water and a variety of soda
- We will post very visible signage at the food area recognizing the sponsor (sponsor may provide additional signage)
- Sponsor will be billed post event \$10 per actual attendee



Sponsor Stampede!

Get your card stamped by each vendor and turn it in to the registration desk by 4:30 pm and you earn an extra entry in the end of day raffle!

Please print your name here: _____

Sponsor	Sponsor	Sponsor	Sponsor	Sponsor
Sponsor	Sponsor	Sponsor	Sponsor	Sponsor
Sponsor	Sponsor	Sponsor	Sponsor	Sponsor
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Note: This will be printed 5-1/2 x 8-1/2 on card stock



Sponsorship Application For SQLSaturday 2007

Note: You may complete this online at www.sqlsaturday.com/sponsorsignup.aspx

Sponsor Contact Information

Company Name: _____
Address: _____
City, State, Zip: _____
Country: _____
Contact Person: _____
Contact Phone: _____
Contact Email: _____
Web site: _____

Sponsorship Level

(Please pick one)

- | | |
|--|---|
| <input type="checkbox"/> Corporate (\$100) | <input type="checkbox"/> Gold (\$1000) |
| <input type="checkbox"/> Bronze (\$350) | <input type="checkbox"/> Breakfast (\$1000 min, \$5/person) |
| <input type="checkbox"/> Silver (\$500) | <input type="checkbox"/> Lunch (\$1000 min, \$5/person) |

Payment Method

(Please pick one)

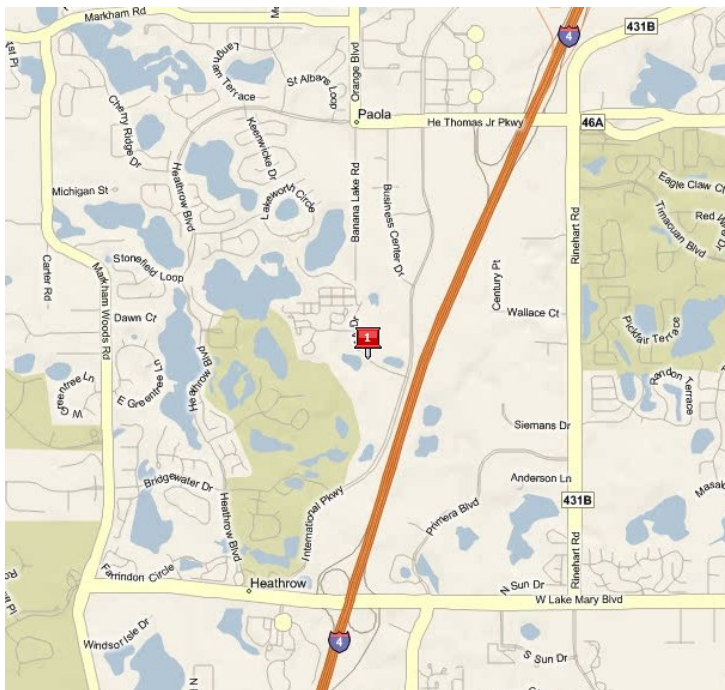
- | | |
|--------------------------------|--------------------------------------|
| <input type="checkbox"/> Check | <input type="checkbox"/> Credit Card |
|--------------------------------|--------------------------------------|

Mail the completed form to Fourdeuce Inc, 2700 Westhall Ln Ste 118, Orlando, FL 32751. We will provide you with an invoice once we confirm your sponsorship with you via phone or email. All payments are due prior to the event with the exception of the breakfast/lunch sponsors. For more information, please email webmaster@opass.org, or contact Andy Warren at 407-875-0067.



Map to SQLSaturday Event Site

SQLSaturday is being held at the Seminole Community College Center For Economic Development, 1055 AAA Drive, Heathrow, FL 32746. It's a brand new site and as of mid August still doesn't show up in Google maps, but can be found on Microsoft Live Search or Mapquest.





Sample Raffle Ticket

Attendees will receive a printed sheet(s) of 10 tickets upon check in at the event. We will support same day registration and print tickets as need. Ticket sizes are 1.83" x 4" on light card stock. Each ticket will be marked with a sponsor name so that it's easy to make sure you only give incentive items to each person once. Note that not all information elements may be provided by each attendee, but at a minimum they will provide their name and email address. Tickets shown are not to scale.

John Doe 101 Main St Orlando, FL 00000 407-555-1212 johndoe@opass.org Some Company Inc Senior DBA Sponsor Name Here	John Doe 101 Main St Orlando, FL 00000 407-555-1212 johndoe@opass.org Some Company Inc Senior DBA Sponsor Name Here
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Draft After Event Email

Thanks for attending our recent SQLSaturday event. We hope you had fun and found it a good use of your Saturday. If you've got comments or suggestions what would help us do a better job next time, please drop a note to webmaster@opass.org.

Download Presentations

Presentations and support files for most of the sessions can be found [here].

Remember the Sponsors

Sponsors paid all the expenses for this event. We hope you had to time to meet with a few of them on Saturday, but we know sessions are more compelling than sponsors! If you missed getting information from a few that looked interesting we're going to make it easy to contact them. Just click the appropriate link below and we'll send them your name and email address. We hope you'll keep our sponsors in mind the next time you need a product or service.

- Sponsor1
- Sponsor2
- Sponsor3
- Etc

Upcoming Events

- The next oPASS meeting is scheduled for December 18th and will feature Brian Knight, SQL MVP and partner in End to End Training doing a presentation 12 Days of Integration Services. RSVP for the meeting using this [link].
- The Jacksonville SQL Server Users Group will be hosting their own SQLSaturday in Feb/Mar 2008. You can join the mailing list for that event right now by using this [link], or just drop by the www.sqlsaturday.com site.
- The next Orlando Code Camp will be [insertdate]

SQL User Groups

- oPASS, of course!
- Jacksonville SQL Server Users Group, web site is www.jssug.com. Managed by Brian Knight.
- Tampa SQL Server Users Group, web site is www.tampasql.com. Managed by Pam Shaw.
- Sarasota SQL Server Users Group, web site is www.sarasotasql.com. Managed by Mike Wells.