

DRUPALCON MUNICH

WHAT IS DRUPALCON?

DrupalCon is an international event that brings together the people who use, develop, design, and support the Drupal platform. More than just another trade show or industry conference, it's a shared experience that seeks to inspire and engage. DrupalCon Munich will feature dozens of curated sessions and panels from some of the most influential people and brightest minds within the Drupal community and beyond, as well as countless opportunities for networking, code sprints, informal conversations, and more. Whether you're new to the community, have been around a while, or are just curious to see what all the fuss is about, we have a place for you.

DATES

August, 21-23, 2012

VENUE

Westin Grand Munich at Arabella Park
Arabellastrasse 5&6
81925 Munich, Germany

DRUPALCON BY THE NUMBERS

The Drupal community is a diverse group, with a variety of interests, that span the globe. Hundreds of these Drupal enthusiasts will be in attendance at DrupalCon Munich. Past attendees ranged from businesspeople, developers, themers and project managers.

1,900 ESTIMATED Munich 2012	1,700 London 2011	1,200 Copenhagen 2010	750 Paris 2009	550 Szeged 2008	400 Barcelona 2007
--	-------------------------	------------------------------------	-----------------------------	------------------------------	---------------------------------

150 Vancouver, BC 2006	25 Antwerp, Belgium 2005
-------------------------------------	---------------------------------------

WHY SPONSOR AT DRUPALCON

Sponsoring DrupalCon is not only a great way to get your message before a targeted audience of Drupal users, developers, businesspeople, and other Web professionals, it's also a great way to increase the equity of your brand as a company or organization that supports one of the fastest-growing open source software communities in the world.

The sponsorship packages are priced to fit a wide range of budgets and designed to help you achieve your business goals. Sponsor benefits provide highly targeted branding, lead generation and talent recruitment.

DRUPALCON MUNICH: SPONSORSHIP PACKAGE

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
EUR USD Equivalent	20,000 28,300	10,000 13,900	6,000 8,400	3,500 5,000	1,500 2,100
CONFERENCE PASSES (must be redeemed by August 1, 2012)	20	10	5	3	1
QUANTITY	2	5	7	23	Unlimited
EARLY BIRD RATE (Expires July 1, 2012. For sponsors' employees only.)	Unlimited	Unlimited	10	5	3
EXHIBIT HALL	Double Booth	Double Booth	Booth	Table	-----
EVENT SITE: COMPANY LOGO, LINK, & DESCRIPTION	Yes	Yes	Yes	Yes	Yes
WEB AD ON EVENT WEBSITE 300x250	Ads to appear 50% more times than Platinum	Ads to appear 50% more times than Gold	Ads to appear 50% more times than Silver	Yes	-----
LOGO ON HOME PAGE	Yes	Yes	-----	-----	-----
LOGO ON ALL WEB PAGES	Yes	-----	-----	-----	-----
SPECIAL OFFER POSTING	Yes	Yes	Yes	Yes	Yes
ONLINE JOB POSTING	Yes	Yes	Yes	Yes	Yes
LOGO ON PLENARY SCREEN	Yes	Yes	Yes	Yes	Yes
PROGRAM GUIDE AD (Sizes will be adjusted if guide format changes)	Full Page	Full Page	Half Page	Quarter Page	Acknowledgement
DAY STAGE PRESENTING OPPORTUNITY	Session	Session	Panel	-----	-----
NAMED SESSION ROOM	Yes	Yes	-----	-----	-----
REGISTRATION DESK HANDOUT	Yes	Yes	----	-----	-----
DRUPAL ASSOCIATION PANEL & COCKTAIL EVENT	4 tickets	4 tickets	2 tickets	-----	-----
LOGO ON GENERAL SIGNAGE	Yes	Yes	----	-----	-----
KEYNOTE INTRODUCTION	Yes	-----	-----	-----	-----
DRUPALCON PARTY BENEFITS	Yes	-----	-----	-----	-----
KEYNOTE ROOM BANNER	Yes	Yes			

* Sponsorship packages sold only in EUR. US equivalent pricing provided for your convenience.

ADDITIONAL SPONSOR PACKAGES

Day Stage Sponsor

EUR: 10,000/ USD 14,200

- ⤴ Five conference passes & party tickets
- ⤴ 10 early bird rate tickets
- ⤴ **Named Day Stage Room**
- ⤴ **One Day Stage session**
- ⤴ **One single booth**
- ⤴ Full page ad in program guide
- ⤴ Logo, link, company description on sponsor page
- ⤴ Logo on plenary screen
- ⤴ Acknowledgement in program
- ⤴ Job & Special offer posting
- ⤴ Event site web ad
- ⤴ 4 tickets to Drupal Association panel & cocktail party

Biergarten Sponsor

EUR: 8,000 / USD 11,400

- ⤴ Two conference & party tickets
- ⤴ Two tickets to Drupal Association panel & cocktail party
- ⤴ Biergarten promoted in program guide
- ⤴ Logo signs hung from table umbrellas
- ⤴ Logo on on-site signage
- ⤴ Staff wears your T-shirt (sponsor produces T-shirt)
- ⤴ Staff uses your branded napkins, cups, beer coasters (sponsor produces items)
- ⤴ Literature distribution in front of Biergarten
- ⤴ Logo on plenary screen
- ⤴ Acknowledgment in Program
- ⤴ Logo, link, company description on sponsor page
- ⤴ Job & Special Offer posting
- ⤴ Event site web ad

Cafe Sponsor

EUR: 7,500 / USD 10,600

- ⤴ Two conference & party tickets
- ⤴ Two tickets to Drupal Association panel & cocktail party
- ⤴ On-site signage in front of cafe
- ⤴ Cafe promoted in program guide
- ⤴ Half page ad in program guide
- ⤴ Literature distribution in front of cafe
- ⤴ T-shirts worn by cafe staff (shirts provided by sponsor)
- ⤴ Staff to use sponsor branded napkins & cups (items produced by sponsor)
- ⤴ Logo on plenary screen
- ⤴ Logo, link, company description on sponsor page
- ⤴ Job & Special Offer posting
- ⤴ Event site web ad

DrupalCon Party Sponsor

The party concept is being defined. Contact megan@association.drupal.org if you are interested in this opportunity.

Room Key – Only for Platinum/Diamond sponsors

EUR 3,500/USD 5,000

Your logo on guest room keys

Name Badge Lanyard

One sponsor. Only for Platinum/Diamond sponsors

EUR: 7,000 / USD 10,000

Your one-color logo will be printed on the lanyard in the color of your choice.

Social Event Promotion

750 EUR (\$1,000) with any other sponsorship

Plan an evening event and DrupalCon will promote on DrupalCon site, @Drupalcon and in attendee email (email will cover several topics.)

DRUPALCON MUNICH: SPONSORSHIP PACKAGE

Lunch Sponsorship One sponsor per day

EUR: 4,000 / USD 5,700

- ⤴ Two conference passes
- ⤴ On-site signage at lunch
- ⤴ Distribution of sponsor branded napkins (item produced by sponsor)
- ⤴ Logo on plenary screen
- ⤴ Logo, link, company description on sponsor page
- ⤴ Acknowledgment in program guide
- ⤴ Job & Special Offer posting
- ⤴ Event site web ad

Coffee/Tea Sponsorship – One sponsor per day

EUR: 4,000 / USD 5,700

- ⤴ Two conference passes
- ⤴ Logo on coffee station(s) signage
- ⤴ Distribution of sponsor branded napkins & cups (items produced by sponsor)
- ⤴ Logo, link, company description on sponsor page
- ⤴ Logo on plenary screen
- ⤴ Acknowledgment in program
- ⤴ Job & Special offer posting
- ⤴ Event site web ad

Individual Sponsor

EUR: 75/ USD 106

Your donation will go toward DrupalCon scholarships for worthy Drupal community contributors

Media Partner

Media sponsorships are a great way to exchange links and co-promote services,

Code Sprint Sponsor – One sponsor

EUR: 2,500 / USD 3,500

- ⤴ Two conference passes
- ⤴ Logo, link, company description on sponsor page
- ⤴ Logo on plenary screen
- ⤴ On-site signage at Code Sprint
- ⤴ Acknowledgment in Program
- ⤴ Job & Special Offer posting
- ⤴ Event site web ad

Coder Lounge Sponsor: One sponsor

EUR: 2,500 / USD 3,500

- ⤴ Two conference passes
- ⤴ Logo, link, company description on sponsor page
- ⤴ Logo on plenary screen
- ⤴ On-site signage
- ⤴ Acknowledgment in Program
- ⤴ Job & Special Offer posting
- ⤴ Event site web ad
- ⤴ Sponsor can provide individually wrapped branded candy

Afternoon Snack Sponsor

One sponsor per snack. Possibly 2 snacks/break

EUR: 2,000 + the catering cost USD: 2,800

- ⤴ Two Conference passes & party tickets
- ⤴ Logo on signage at the snack station(s)
- ⤴ Distribution of sponsor branded napkins (item produced by sponsor)
- ⤴ Logo, link, company description on sponsor page
- ⤴ Logo on plenary screen
- ⤴ Acknowledgment in program guide
- ⤴ Job and Special offer posting

DRUPALCON MUNICH: SPONSORSHIP PACKAGE

ORDER FORM

SPONSOR LEVELS <input type="checkbox"/> Diamond 20,000 EUR <input type="checkbox"/> Platinum 10,000 EUR <input type="checkbox"/> Gold 6,000 EUR <input type="checkbox"/> Silver 3,500 <input type="checkbox"/> Bronze 1,500 EUR	ADDITIONAL PACKAGES <input type="checkbox"/> Day Stage 10,000 EUR <input type="checkbox"/> Cafe 7,500 EUR <input type="checkbox"/> Biergarten 8,000 EUR <input type="checkbox"/> Room Key 3,500 EUR <input type="checkbox"/> Lanyard 7,000 EUR <input type="checkbox"/> Lunch 4,000 EUR <input type="checkbox"/> Coffee/Tea 4,000 EUR <input type="checkbox"/> Afternoon Snack 2,000 EUR <input type="checkbox"/> Code Sprint 2,500 EUR <input type="checkbox"/> Coder Lounge EUR <input type="checkbox"/> DrupalCon Party TBD <input type="checkbox"/> Social Event Promotion 750 EUR <input type="checkbox"/> Individual Sponsor 75 EUR
---	--

****ALL PAYMENTS DUE BY JULY 31, 2012****

TOTAL AMOUNT DUE: _____ (All packages charged in EUR)

PRIMARY CONTACT

Name: _____
Company: _____
Email: _____
Phone: _____
Mailing Address: _____

BILLING INFORMATION

Name: _____
Company: _____
VAT# _____
Email: _____
Phone: _____
Mailing Address: _____

PAYMENT INFORMATION

Company Cheque Visa MasterCard American Express Other
Print Cardholder Name: _____
Cardholder Signature: _____
Card Number: _____
Expiration Date: _____
 Purchase Order Number: _____

QUESTIONS? Call phone: +1 480.818.9825, skype megan.sanicki, or email megan@association.drupal.org. Please return signed paperwork via fax to: 202-204-0620, or mail to: DrupalCon Inc., c/o Daniel Finnerty, 300 Beale St., Ste. 101, San Francisco, CA 94105

DRUPALCON MUNICH: SPONSORSHIP PACKAGE

EXHIBITOR AND SPONSORSHIP AGREEMENT

This exhibitor agreement is entered into by and between DrupalCon, Inc. a District of Columbia not-for-profit organization with its principal place of business located at c/o Daniel Finnerty, 300 Beale st. Ste. 101, San Francisco, CA 94105 (hereinafter "DCI"), and _____, with its principal place of business located at _____ (hereinafter "Exhibitor"), effective on the date signed below.

- 1. Booth Reservation:** Exhibitor hereby reserves booth number ____ for the DrupalCon Munich conference scheduled for August 21-23, 2012, to be held at Westin Grand Munich at Arabella Park.
- 2. Booth Fee:** The fee for the reservation and use of your space is included with your sponsorship. Furnishings for each space includes one table, two chairs, a power source and Internet access. The table for the Silver sponsors will have a power source and Internet access. Other equipment is available for an additional fee by separate agreement and upon request.
- 3. Advertisements:** Exhibitor agrees to provide suitable copy for an advertisement in the program booklet, as included with the sponsorship package.
- 4. Registration Fee Waived:** Exhibitor is entitled to the number of registrations included with their sponsorship. Free conference passes must be redeemed by August 1, 2012. Early Bird Rate ends July 1, 2012 and can only be used for sponsors' employees. Additional registrations may be purchased at the then current registration cost or at the early bird rate if that is provided with the sponsorship package.
- 5. Restriction on Location of Exhibits & Solicitation:** Exhibitor agrees not to conduct or solicit business in the exhibit hall or other designated area unless they have rented exhibit space. Exhibitor agrees not to exhibit products and services at the conference except in the exhibit hall, other designated area, or conference program time slot.
- 6. Booth Assignments:** Exhibitor understands that booth assignments will be made in the order that full payment is received at DCI. Assignments will not be made until all required fees have been paid. DCI reserves the right to change booth assignments at any time.
- 7. Booth / Table Size and Equipment:** Exhibitor agrees to the following Booth terms: each exhibit space (Single booth: 2 meters deep x 3 meters wide. Double booth is 6 meters wide x 2 meters deep) includes back and sides, and, if requested one 6' draped table, 2 chairs, and two electrical outlets. Tables are 2 meters wide. No credit is provided for equipment that is not used. Additional booth furnishings, audiovisual equipment, electrical and telephone connections, signs and drayage services are available for an additional charge. If Exhibitor plans to install a completely constructed display so that the standard booth equipment is not desired, no part of the constructed display shall project so as to obstruct the view of adjacent booths. Island exhibits must not include any walls that block visibility of neighboring booths. Any exception must first

DRUPALCON MUNICH: SPONSORSHIP PACKAGE

be approved by DCI. Audiovisual equipment must not be played at a level that would interfere with adjacent exhibitors.

8. Internet Connections: Network access will be provided through a wireless connection (wifi); actual throughput speeds and up times are not guaranteed.

9. Payment & Cancellation: Applicable fees are based on the date that payment is received by DCI. Exhibitor may cancel this agreement by written notice to DCI. Cancellation made on or before August 22, 2011 is subject to a 25% cancellation fee. Cancellation on or before December 22, 2011 is subject to a 50% cancellation fee. Cancellation on or before March 22, 2012 is subject to a 75% cancellation fee. No refunds will be granted on cancellation made on or after March 23, 2012.

10. Payment Plan: Option 1: Only for DrupalCon London sponsors. Sign by September 30th, 2011 and divide payments over 5 months with full payment by February 29, 2012. The payment schedule is: 20% now, 20% Oct 31st, 20% Nov 30th, 20% Dec 31st, 20% Jan 31st, 2012. Upon receiving your deposit, you can select your booth. However, if we don't receive your final payment, then we will release your booth and you will be able to select again once you've paid in full.

Sign up after September 30th, 2011 with the following payment plans. However, sponsors select their booth upon final payment.

Option 2: Sign up by October 31st with the following payment schedule: 25% now, 25% November 30th, 25% December 31st, 25% January 31st, 2012

Option 3: Sign up by November 30th with the following payment schedule: 33% now, 33% Dec 31st, 33% January 31st, 2012

Option 4: Sign up by December 31st with the following payment schedule: 50% now, 50%, January 31st, 2012

All sales made after January 1, 2012 is NET 30 Days

11. Union Clearance & Exclusivity: If required by union contract rules and regulation for the convention location, Exhibitor agrees to use qualified union personnel for the various services required for installation and dismantling of exhibits and for material handling within the show. Exhibitor must use the service provider designated by DCI for drayage and rigging, electrical, plumbing, and custom cleaning services. For other services and for other contractors other than those designated above, Exhibitor shall submit the necessary certificates of insurance in advance so that permission can be secured for said contractor to operate.

12. Use of Space: Exhibitor shall not permit any other corporation or firm or its representatives to use the space allotted to the signer of this contract, nor shall Exhibitor display articles not manufactured or normally sold by the Exhibitor. Requests for co-participation by any other corporation or firms in space assigned to the original applicant must be made in writing to DCI. If permission is granted by DCI, there may be an additional charge for each additional firm, and the additional firm must purchase a

DRUPALCON MUNICH: SPONSORSHIP PACKAGE

conference registration for each of its its Representatives at the then current registration cost. Exhibitor is not permitted to sublet booths or assign this lease in whole or in part.

13. Limitation of Liability: Exhibitor shall be fully responsible to pay for any and all damages to property owned by the venue facility, its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, DCI and the venue facility as well as their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

14. Security & Insurance: DCI is not liable for damage or loss to Exhibitor's property, nor shall DCI be liable for any injury that may occur in the exhibition area. Exhibitor is responsible for obtaining any insurance required to participate.

15. Protection of the Exhibit Hall Facility: Nothing shall be posted or tacked, nailed, screwed or other wise attached to the columns, walls, floors, or other parts of the conference hotel without permission from the proper building authority and exhibition management.

16. Drayage: DCI will appoint an exhibition management firm. Shipments to the hotel must be arranged through them.

17. Installation & Dismantling: Packing, unpacking, and assembly of exhibits will be done only in designated areas at designated times under the direction of exhibition management. Space not set up by one hour before the official opening of the exhibit hall may be reassigned by exhibition management for other purposes and will not be made available to the Exhibitor. No exhibits shall be dismantled before the official closing time of the show.

18. Distribution of Printed Matter, Samples, etc: Exhibitor shall not distribute to the conference attendees printed matter, samples, souvenirs, or the like, except from within the rented space or through insertion into conference registration packets as provided for by the organizers.

19. Listing of Exhibitors in Conference Material: Exhibitor will be listed on the Conference Web site and in the printed material distributed at the Conference. Exhibitor must supply a brief description (25 words or less), a vector-based file of the Exhibitor's logo or wordmark and a URL (Exhibitor Content). All Exhibitor Content must be received by June 1, 2012 to ensure appearance in the print materials. If Exhibitor does not provide a Exhibitor Content prior to that date, it may be listed by name only.

DRUPALCON MUNICH: SPONSORSHIP PACKAGE

20. Agreement to Conditions: Exhibitor agrees for itself and its employees to abide by these conditions, it being understood and agreed that the sole control of the exhibition hall rests with exhibition management.

21. Amendments: DCI shall have sole authority to interpret and enforce all rules and regulations contained herein, and to make any amendment thereto and to make such further rules and regulations as shall be necessary for the orderly conduct of the exhibition.

22. Observance of Laws: Company shall abide by and observe all laws, rules and regulations, and ordinances in connection with the conference and this agreement.

23. Company Conduct: Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. DCI reserves the right to eject from the conference any Company or Company representative violating those standards.

NAME _____
EXHIBITOR _____
SIGNED _____ Date _____

NAME _____
DRUPALCON INC. _____
SIGNED _____ Date _____