

# DRUPALCON LONDON

## 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 London 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, 22 - 26, 2011

### VENUE

Fairfield Halls  
Park Lane  
Croydon, Surrey, CR9 1DG

## 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 London. Past attendees ranged from businesspeople, developers, themers and project managers.

<b>1,500</b> ESTIMATED London 2011	<b>1,200</b> Copenhagen 2010	<b>750</b> Paris 2009	<b>550</b> Szeged 2008	<b>400</b> Barcelona 2007	<b>150</b> Vancouver, BC 2006	<b>25</b> Antwerp, Belgium 2005
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## 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.

New this year, businesses, attendees and job applicants can find you on the web based on your sponsorship level and country. Also, DrupalCon London will feature a special Drupal Evaluator Event, where you can sponsor to network with companies who are evaluating Drupal.

**DRUPALCON LONDON: SPONSORSHIP PACKAGE**

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
<b>GBP</b>	17,600	<del>8,600</del>	<del>5,200</del>	<del>2,600</del>	860
<b>EUR Equivalent</b>	20,000	<b>SOLD</b>	<b>SOLD</b>	<b>SOLD</b>	1,000
<b>USD Equivalent</b>	28,300	<del>13,900</del>	<del>6,400</del>	<del>4,200</del>	1,400
<b>CONFERENCE PASSES</b>	20	10	5	3	1
<b>EARLY BIRD RATE</b> (buy at anytime)	Unlimited	Unlimited	10	5	3
<b>EXHIBIT HALL</b>	Double Booth	Double Booth	Booth	Table (manning table is optional)	-----
<b>COMPANY LOGO, LINK, &amp; DESCRIPTION</b> on sponsor web page	Yes	Yes	Yes	Yes	Yes
<b>WEB AD ON EVENT WEBSITE</b> 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	-----
<b>LOGO ON HOME PAGE</b>	Yes	-----	-----	-----	-----
<b>LOGO ON ALL WEB PAGES</b>	Yes	-----	-----	-----	-----
<b>ONLINE JOB POSTING</b>	Yes	Yes	Yes	Yes	-----
<b>LOGO ON PLENARY SCREEN</b>	Yes	Yes	Yes	Yes	Yes
<b>PROGRAM GUIDE AD</b> (Sizes will be adjusted if guide format changes)	Full Page	Full Page	Half Page	Quarter Page	Acknowledgement
<b>PROMOTIONAL FLYER ON BULLETIN BOARD</b>	-----	-----	Yes	Yes	Yes
<b>BANNER</b>	Yes	Yes	-----	-----	-----
<b>PRESENTING OPPORTUNITY</b>	Session on Sponsor Fair Stage	Panel or Lightning Talk	Panel or Lightning Talk	-----	-----
<b>NAMED SESSION ROOM</b>	Yes	Yes	-----	-----	-----
<b>DRUPAL ASSOCIATION AND COMMITTEE DINNER</b>	4 tickets	4 tickets	2 tickets	-----	-----
<b>LOGO ON GENERAL SIGNAGE</b>	Yes	Yes	-----	-----	-----

## DRUPALCON LONDON: SPONSORSHIP PACKAGE

KEYNOTE INTRODUCTION	Yes	-----	-----	-----	-----
MAIN EVENING EVENT BENEFITS	Yes	-----	-----	-----	-----
PPT slide rotating on main lobby/sponsor fair screen	Yes (1 dedicated slide)	Yes (2 sponsors per slide)			
Logo + tag line on main stairway	Yes				
Logo clings on stairway glass wall and mezzanine glass balcony	Yes				
VIP Box seat (seats 6)	2	1			

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

## ADDITIONAL SPONSOR PACKAGES AND ADD-ONS

### Afternoon Snack Sponsor

One sponsor per snack. Possibly 2 snacks/ break

**GBP:** 1,720 for branding opportunity + catering/rental cost

**EUR:** 2,000 + the catering/rental cost

**USD:** \$2,800

Work with us and our cater to select the snack (i.e. Crepes, Smoothies).

- ⤴ Logo on signage at the snack station(s)
- ⤴ Logo, link, company description and your job postings on sponsor page
- ⤴ Logo on plenary screen
- ⤴ Acknowledgement in program guide
- ⤴ 2 conference passes

\*Sponsor can provided branded napkins

### Coffee/Tea Sponsorship

One sponsor per day

**GBP:** 4,730/ **EUR:** 5,500 / **USD** 7,600

- ⤴ Logo on coffee station(s) signage
- ⤴ Logo, link, company description and job postings on sponsor page
- ⤴ Logo on plenary screen
- ⤴ 2 conference passes
- ⤴ Acknowledgement in program

\* Sponsor can provide branded cups and napkins

## DRUPALCON LONDON: SPONSORSHIP PACKAGE

### Lunch Sponsorship

One sponsor per day

**GBP: 3,440 / EUR: 4,000 / USD 5,550**

- ⤴ Sponsor name in lunch titles
- ⤴ On-site signage at lunch
- ⤴ Logo on plenary screen
- ⤴ Logo, link, company description and job postings on sponsor page
- ⤴ Acknowledgment in Program
- ⤴ 2 conference passes

\*Sponsor can provided branded napkins

### Opening Reception Cocktail Party

Two sponsors

**GBP: 4,300 / EUR: 5,000 / USD 6,940**

- ⤴ Named in Opening Reception titles
- ⤴ On-site signage at event
- ⤴ Logo on plenary screen
- ⤴ Logo, link, company description and job posting on sponsor page
- ⤴ Acknowledgment on the thank you page of Conference Program
- ⤴ 2 conference passes

\*Sponsor can provided branded napkins

### Name Badge Lanyard

One sponsor. SOLD sponsors  
**GBP: 5,200/ EUR: 6,000 / USD 8,400**

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

### Code Sprint Sponsor – one sponsor

**GBP: 3,440 / EUR: 4,000 / USD 5,550**

- ⤴ Logo, link, company description and job postings on sponsor page
- ⤴ Logo on plenary screen
- ⤴ Sponsor name in Code Sprint title
- ⤴ On-site signage at Code Sprint
- ⤴ Acknowledgment in Program

\*\*\*This is a discreet promotional opportunity.  
Sorry no hand outs permitted

### DrupalCon London Supporters

**GBP: 430 / EUR: 500 / USD 690**

- ⤴ Acknowledgement in Program
- ⤴ Logo, link and company description on sponsor page

### Scholarship Sponsor

Scholarship Named for You

- ⤴ Full Scholarship: **GBP 600/ EUR: 700**
- ⤴ Partial Scholarship: **GBP 300/ EUR: 350**

### Individual Sponsor: GBP 65 / EUR: 75

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, products and websites that complement DrupalCon

### Tote Bag

One sponsor. Only for Platinum sponsors  
**GBP: 3,440 / EUR: 4,000 / USD 5,550**  
Every attendee receives a tote swag bag. Your one-color logo will be printed on the tote.

### Code Lounge Sponsor:

One sponsor per room

**GBP: 3,440 / EUR: 4,000 / USD 5,550**

- ⤴ Logo, link, company description and job postings on sponsor page
- ⤴ Logo on plenary screen
- ⤴ Sponsor name in title
- ⤴ On-site signage at Code Lounge
- ⤴ Acknowledgment in Program

## DRUPALCON LONDON: SPONSORSHIP PACKAGE

\*\*\*This is a discreet promotional opportunity.

Sorry no hand outs permitted

### Evening Event Sponsor

Throw your own party or be promoted through our leisure activities.

#### A. Throw a Big Party

**GBP: 1,720 / EUR 2,000 / USD 2,800**

Drupal will manage logistics and promote the event. You pay for party!

#### B. Evening Activity Sponsor

**GBP: 2,650 / EUR: 3,000 / USD 4,200**

Let us promote you at a leisure event like Trivia Night

- ⤴ Sponsor name in specific event titles
- ⤴ On-site signage at event
- ⤴ Hand out promotional item at event
- ⤴ Logo on plenary screen
- ⤴ Acknowledgment in Program
- ⤴ 2 conference passes

#### C. Sponsor the Big Evening Event

The London team is creating a special night out for the community!

Four sponsors per event

**GBP: 5,000 / EUR: 5,700 / USD 8,000**

- ⤴ Sponsor name in event titles promoted in Program Guide, posters throughout venue, TV monitor rotating ad
- ⤴ On-site signage at event
- ⤴ Hand out promotional item at event
- ⤴ Logo on plenary screen
- ⤴ Acknowledgment in Program
- ⤴ 4 conference passes

#### Community Room Sponsor

One room per sponsor

**GBP: 5,000 / EUR: 5,700 / USD 8,000**

Large rooms will be designated “community rooms” that allow attendees to sit together, play legos, hang out and power up their laptops.

- ⤴ Named room promoted in Program Guide
- ⤴ On-site signage at entrance
- ⤴ Posters in room
- ⤴ Logo on plenary screen
- ⤴ Acknowledgment in Program
- ⤴ Logo, link, company description and job postings on sponsor page
- ⤴ 2 conference passes

#### Cafe Sponsor

One sponsor

**GBP: 5,000 / SOLD / USD 8,000**

For 3 days, promote your brand at the cafe.

- ⤴ Cafe branded after your name
- ⤴ Cafe Promoted in Program Guide
- ⤴ Menu branded
- ⤴ Logo on plenary screen
- ⤴ Logo on website
- ⤴ Acknowledgment in Program
- ⤴ Logo, link, company description and job postings on sponsor page
- ⤴ 2 conference passes

## **DRUPALCON LONDON: SPONSORSHIP PACKAGE**

### **DRUPAL BUSINESS EVALUATOR EVENT**

DrupalCon London is hosting an event for Drupal evaluators in Central London on Monday, August 22nd. It will be a day of business-related sessions, showing how Drupal can help evaluators achieve their business goals.

The following packages are only for Platinum, Gold and Silver DrupalCon London sponsors.

#### **Tier one: (4 Available): GBP: 3,440 / EUR: 4,000 / USD 5,550**

- ⤴ Sponsor promoted by moderator before session begins
- ⤴ Logo on table tents
- ⤴ Logo on screen before a session
- ⤴ Logo & link on DrupalCon email to evaluators
- ⤴ Logo, link and company description on evaluator event web page
- ⤴ Blind promotional email to opt-in attendees. 2 sponsor messages per email blast. Drupalcon header/footer will be used.
- ⤴ Literature placement on promotional table

#### **Tier two: (10 Available): GBP: 1,300 / EUR 1,500 / USD 2,100**

- ⤴ Logo, link and company description on evaluator event web page
- ⤴ Literature placement on promotional table
- ⤴ Company name & link on DrupalCon email to evaluators

#### **Coffee/Tea Sponsorship: (2 available): GBP: 2,150 / EUR 2,500 / USD 3,500**

- ⤴ Logo on signage at the coffee/ tea station
- ⤴ Logo, link and company description on evaluator event web page
- ⤴ Company name & link on DrupalCon email to evaluators
- ⤴ Literature placement on promotional table

#### **Lunch Sponsorship: (4 available): GBP: 2,150 / EUR 2,500 / USD 3,500**

- ⤴ Logo on signage at the coffee/ tea station
- ⤴ Logo, link and company description on event web page
- ⤴ Company name & link on DrupalCon email to evaluators
- ⤴ Literature placement on promotional table

**DRUPALCON LONDON: SPONSORSHIP PACKAGE**

# ORDER FORM

## SPONSORSHIP SELECTIONS

<b>SPONSOR LEVELS</b> <input type="checkbox"/> Diamond 17,600 GBP <input type="checkbox"/> Platinum 8,600 GBP <input type="checkbox"/> Silver 2,600 GBP <input type="checkbox"/> Bronze 860 GBP	<b>ADDITIONAL PACKAGES</b> <input type="checkbox"/> Afternoon Snack 1,720 GBP <input type="checkbox"/> Coffee/Tea 4,730 GBP <input type="checkbox"/> Lunch 3440 GBP <input type="checkbox"/> Opening Reception 4,300 GBP <input type="checkbox"/> Community Room Sponsor 5,000 GBP <input type="checkbox"/> Full Scholarship 600 GBP <input type="checkbox"/> Partial Scholarship 300 GBP <input type="checkbox"/> Individual Sponsor 65 GBP <input type="checkbox"/> Drupal Supporter 430 GBP
<b>MORE ADD ONS</b> <input type="checkbox"/> Tote bag 3,440 GBP <input type="checkbox"/> Main Evening Event 5,000 GBP <input type="checkbox"/> Organize My Party 1,720 GBP <input type="checkbox"/> Small Evening Leisure Event: 3,440 GBP <input type="checkbox"/> Code Sprint 3,440 GBP <input type="checkbox"/> Code Lounge 3,440 GBP	
<b>DRUPAL BUSINESS EVALUATOR EVENT</b> <input type="checkbox"/> Tier One 3,440 GBP <input type="checkbox"/> Tier Two 1,300 GBP <input type="checkbox"/> Coffee/Tea 2,150 GBP <input type="checkbox"/> Lunch 2,150 GBP	

**TOTAL AMOUNT DUE:** \_\_\_\_\_ (All packages charged in GBP)

## PRIMARY CONTACT

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## BILLING INFORMATION

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
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](mailto: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 LONDON: 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 London conference scheduled for August 22 -26, 2011, to be held at Fairfield Halls.
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. 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 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 two single booths combined) includes back and sides, and, if requested one 6' draped table, 2 chairs, and two electrical outlets. 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 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 March 7, 2011 is subject to a 25% cancellation fee. Cancellation on or before May 21, 2011 is subject to a 50% cancellation fee.

## **DRUPALCON LONDON: SPONSORSHIP PACKAGE**

Cancellation on or before June 21, 2011 is subject to a 75% cancellation fee. No refunds will be granted on cancellation made on or after June 22, 2011.

10. 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.

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

12. 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.

13. 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.

14. 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.

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

16. 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.

17. Distribution of Printed Matter, Samples, etc: Exhibitor shall not distribute to the conference attendees printed matter, samples, souvenirs, or the like, except from within

**DRUPALCON LONDON: SPONSORSHIP PACKAGE**

the rented space or through insertion into conference registration packets as provided for by the organizers.

18. 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 July 21, 2011 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.

19. 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.

20. 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.

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

22. 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 \_\_\_\_\_  
DRUPAL ASSOCIATION \_\_\_\_\_  
SIGNED \_\_\_\_\_ Date \_\_\_\_\_