



## **IIUG 2010 Informix Conference**

**Technical Conference and Tutorials for IBM Informix Users**  
**April 25-28, 2010, Overland Park, KS (Kansas City), USA**

### ***Invitation for Sponsors***

The International Informix Users Group (IIUG) will host the **IIUG Informix Conference** at the Overland Park Marriott in Overland Park, KS (Kansas City area), USA on April 25-28, 2010. This will be a 4-day conference (1 day of in depth tutorials followed by the 3-day conference).

We are excited that this event will once again be held in the “back yard” of the IBM Informix Development and Support office in Lenexa, KS giving us access to top management and technical personnel. Personnel from the IBM Informix Advanced Technical Support group will be integrated into the presentation tracks alongside experts from the Informix user community.

The conference will begin on Sunday April 25 with a full day of in depth tutorials. The 3-day conference will begin Monday, April 26 with a keynote address followed by technical presentations across 5 presentation tracks. There will be over 60 technical presentation time slots with topics on database engine performance tuning, management, SQL, application development and effective product usage.

This document serves as the official sponsor invitation. There are limited sponsorship opportunities for exhibit space and sponsor presentations available on a first come first served basis. Last year’s IIUG Informix conference was a complete success, with the exhibit hall at capacity and the **Gold level sponsorship which includes speaking slots are still available.**

The attendee admission to this event will remain relatively low and affordable for the user group community. We believe this will help increase the number of attendees over last year.

The Planning Committee consists of the same well known Informix user community leaders that were integral to the success of last year’s IIUG Informix Conference.

The exhibit hall will be located in the same physical space as breakfasts, lunches, breaks and receptions. The available “booth” space will consist of an 8’x10’ area divided with standard exhibit “pipe and drape” and include a table, chairs, electrical strip and wireless internet access – all booth items are included in the sponsor price.

## Sponsor Levels and Prices

Level	Conference Attendee Passes*	Sponsor Price	Discounted price for current IIUG Corporate Sponsors	Items included...
Bronze	Up to 2	\$3,995	\$3,495	<ul style="list-style-type: none"> <li>- Electricity</li> <li>- Pipe and drape (8' high back, 3' high side)</li> <li>- 6' table (skirted and covered) and chairs</li> <li>- Logo on conference web site with hyperlink to company home page</li> </ul>
Silver	Up to 4	\$5,995	\$5,295	<ul style="list-style-type: none"> <li>- Bronze sponsor level items plus...</li> <li>- Quarter Page Ad in Conference Guide</li> <li>- Include download link on web site (up to 100 MB).</li> </ul>
Gold	Up to 6	\$7,995	\$6,995	<ul style="list-style-type: none"> <li>- Silver sponsor level items plus...</li> <li>- Half page ad in the guide (instead of quarter)</li> <li>- Sponsor Presentation time slot</li> <li>- Pre Conference Email blast to registrants</li> </ul>
Gold - Monday Evening Reception Sponsor	Up to 8	\$15,995	\$14,995	<ul style="list-style-type: none"> <li>- Reserved for 1 Gold sponsor</li> <li>- Gold level items plus...</li> <li>- Special recognition as reception sponsor</li> <li>- Full page ad in the guide (instead of half)</li> <li>- Logo on conference bag</li> <li>- Sunday night Room Drop Marriott Rooms</li> </ul>
Gold - Tuesday Evening Reception Sponsor	Up to 8	\$15,995	\$14,995	<ul style="list-style-type: none"> <li>- Reserved for 1 Gold sponsor</li> <li>- Gold level items plus...</li> <li>- Special recognition as reception sponsor</li> <li>- Full page ad in the guide (instead of half)</li> <li>- Logo on conference bag</li> <li>- Monday night Room Drop Marriott Rooms</li> </ul>
Platinum				Reserved for IBM

## Additional sponsor opportunities

Item	Description	Cost
Sunday Tutorial (only 2 available)	Conduct a Sunday tutorial, free to conference attendees. Available only to Gold level sponsors. Includes up to 4 Sunday attendees from sponsor company and up to 25 tutorial attendees (breakfast and lunch included).	\$3000 (\$2500 discounted cost)
Logo on Conference Bag	Your logo on the conference bag given to each attendee (included for Gold Reception sponsors)	\$1000
Wireless Internet	Sponsor the wireless (secured) internet access for the attendees and exhibitors and receive special recognition, will be available.	\$2000
Sponsor Speaking time slot**	Only if additional time slots are available after Gold sponsors are filled, may be purchased for additional fee	\$1000
Pre Conference Email Blast***	May be purchased separately for additional fee	\$200

\*Sponsor company representatives must complete advanced online registration by  
**IIUG 2010 Informix Conference**  
[www.iiug.org/conf](http://www.iiug.org/conf)

**April 1, 2010.** Instructions and registration code will be provided once payment and sponsor profile are received. Additional Full Conference Passes for attendees from sponsoring company can be purchased at a discounted rate of **\$499 each**.

\*\*Automatically included in Gold sponsorship

\*\*\*Automatically included in Gold and Silver sponsorship

Sponsors will be allowed to provide collateral (i.e. Attendee Note Pads/Pens with your company logo and/or 1 piece of marketing material) to be “stuffed” in the conference bag that will be provided to each attendee. Not more than 2 items total.

All Sponsors will be listed on the IIUG Informix Conference web site once payment/commitment is received. Each sponsor profile will be listed by sponsor level in the conference guide as filled out in the attached profile sheet.

**Exhibit Hall Hours (\*subject to change as schedule is finalized\*)**

Day	Time	Event
Sunday, April 25	6:00 PM to 8:00 PM	Opening Reception
Monday, April 26	11:30 AM to 1:30 PM	Lunch and Exhibit hall
Monday, April 26	6:00 PM to 8:00 PM	Monday Evening Reception
Tuesday, April 27	11:30 AM to 1:30 PM	Lunch and Exhibit hall
*Wednesday, April 28	11:30 AM to 1:30 PM	Lunch and Exhibit hall

\*Exhibitors are welcome to be present on the final day, Wednesday, but it is acceptable if you leave after the Tuesday lunch time slot. However, “tear down” is required no later than Wednesday afternoon by 3:00 PM.

Attendees will also be in the exhibit hall during breakfasts and breaks (AM and PM) and you are welcome to be present at your table during those times in addition to the “official” exhibit hall times in the grid above.

**Deadlines**

Company Profile for the conference guide	March 1
Advertisement for the conference guide (size based on sponsor level)	March 1
Promotional software for download link (if applicable)	March 1
Company logo for conference bag (if applicable)	March 1
Text for Pre-conference email blast (if applicable)	April 3
Sponsor Attendee Registration (number allowed by sponsor level)	April 1
Additional Sponsor Attendee Registration @ \$499	April 10
Collateral for conference attendee bag received at the hotel*	April 23

\*Collateral to be included in the conference attendee bag - ship to the hotel for arrival no later than Friday, April 23:

Marriott  
Attn: IIUG – Bruce Simms  
10800 Metcalf Avenue  
Overland Park, KS 66210  
913-451-8000

Confirm your participation as an exhibitor and reserve a space by completing the attached Exhibitor Profile and send with payment. *Exhibit space is limited and will be reserved only upon receipt of payment.* Exhibitor Profiles are due by March 1, 2010 and will be published in the conference guide. For more information, call Bruce Simms, Sponsor coordinator, at 314-496-6883, or email to [bsimms@talx.com](mailto:bsimms@talx.com). If an invoice is needed, please also contact Bruce Simms, [bsimms@iiug.org](mailto:bsimms@iiug.org) or Cindy Lichtenauer, [cindy@iiug.org](mailto:cindy@iiug.org).

Credit cards/Wire Transfers accepted (contact Cindy). Checks should be made payable to **International Informix Users Group** and mailed to:

Cindy Lichtenauer  
IIUG Treasurer  
16037 W. 84th Terr  
Lenexa, KS 66219

**Space is not reserved until the payment is received.**

#### **Official message from the hotel**

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims."

Hotel will not be responsible or liable for any loss, damage, or claims arising out of exhibitor's activities on the Hotel's premises except for any claims, loss, or damages arising directly from the Hotel's own negligence. International Informix Users Group will be responsible to negotiate the contract with its exhibitors.

# ***IIUG 2010 Informix Conference Sponsor Profile***

**Please copy/paste info below in an email or email attachment and send to [bsimms@iiug.org](mailto:bsimms@iiug.org), and also print and mail with payment.**

The following information will be used in the Conference guide, and will appear on the Conference web site.

Company:

Address:

City:

State, Zip/Postal Code:

Country:

Web page:

Main Phone:

Fax:

Contact Name:

Phone:

Email:

Description of Company / Product profile: (MAXIMUM 50 words)

## Hotel Information



The Hotel is the **\*NEWLY RENOVATED\*** Marriott Overland Park, a full service Marriott located at 10800 Metcalf Avenue Overland Park, KS 66210, 913-451-8000

Web site: <http://www.marriott.com/hotels/travel/mciop-overland-park-marriott/>.

We have reserved a special room rate for attendees and sponsors of \$129 a night (\$99 weekend rate for Friday, April 23 and Saturday April 24, 2010). These rates include complimentary internet access in the sleeping rooms.