



International
Informix
Users Group

IIUG 2012 Informix Conference

Technical Conference and Tutorials for IBM Informix Users
April 22-25, 2012, San Diego CA, USA

Invitation for Sponsors

The International Informix Users Group (IIUG) will host the 5th Annual **IIUG Informix Conference** at the Marriott Mission Valley in San Diego California, USA on April 22-25, 2012. This will be a 4-day conference (1 day of in depth tutorials followed by the 3 day conference).

We are excited to be sponsoring this event again and hope you will find the new venue as exciting as the planning committee has. IBM has committed to continue their support by giving us access to top management and technical personnel in the Informix community. 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 22 with a full day of in depth tutorials. The 3 day conference will begin Monday, April 23 with a keynote address followed by technical presentations across 5 professional tracks. There will be over 80 technical presentation time slots with topics on database engine performance tuning, management, SQL, application development and effective product usage.

This document serves as your official sponsor invitation. There are limited sponsorship opportunities for exhibit space and sponsor presentations available on a first come, first serve 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 sold out for 2011.

The attendee admission to this event will remain affordable for the user group community. This should help increase the attendance numbers from prior year's conferences.

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"> - Electricity - Pipe and drape (8' high back, 3' high side) - 6' table (skirted and covered) and chairs - Logo on conference web site with hyperlink to company home page
Silver	Up to 4	\$5,995	\$5,295	<ul style="list-style-type: none"> - Bronze sponsor level items plus... - Quarter Page (5.25x4.125) Ad in Conference Guide - Include download link on web site (up to 100 MB).
Gold	Up to 6	\$7,995	\$6,995	<ul style="list-style-type: none"> - Silver sponsor level items plus... - Half page (5.25x8.25) Ad in Conference Guide - Sponsor Presentation time slot - Pre Conference Email blast to registrants
Gold Plus Monday Evening Reception Sponsor	Up to 8	\$12,995	\$10,995	<ul style="list-style-type: none"> - Gold sponsorship is included - Gold level items plus... - Special recognition as reception sponsor - Full page (8.25x10.75) Ad in Conference Guide - Logo on conference bag - Sunday night Room Drop Marriott Rooms
Gold Plus Tuesday Evening Reception Sponsor	Up to 8	\$12,995	\$10,995	<ul style="list-style-type: none"> - Gold sponsorship is included - Gold level items plus... - Special recognition as reception sponsor - Full page (8.25x10.75) Ad in Conference Guide - Logo on conference bag - Monday night Room Drop Marriott Rooms
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
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
Half Page Ad in Conference Program	Must be turned in by March 15 th . Half page size (5.25x8.25)	\$300
Full Page Ad in Conference Program	Must be turned in by March 15 th . Full page size (8.25x10.75)	\$500

**Automatically included in Gold sponsorship

***Automatically included in Gold and Silver sponsorship

Sponsor company representatives must complete advanced online registration by **March 15, 2012**. Instructions and registration code will be provided once payment and sponsor profile are received. Additional Full Conference Passes for employee's or persons involved in a company presentation session for a sponsoring company can be purchased at a discounted rate of \$595 each.

* Sponsor passes and discounted tickets are for Sponsor Employees and Customers helping with presentations or working a booth.

Ad space sizes will be set up and communicated soon. The Ad should be created to match the sizing when announced and supplied in an EPS (Encapsulated PostScript) format, we will also need a copy of the Logo supplied in the EPS format. Other formats are acceptable but can cause degradation in quality.

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 placed in the conference bag that will be provided to each attendee. No 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 22	6:00 PM to 8:00 PM	Opening Reception
Monday, April 23	11:30 AM to 1:30 PM	Lunch and Exhibit hall
Monday, April 23	6:00 PM to 8:00 PM	Monday Evening Reception
Tuesday, April 24	11:30 AM to 1:30 PM	Lunch and Exhibit hall
Wednesday, April 25	11:30 AM to 1:30 PM	Lunch and Exhibit hall

*Exhibitor “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)	March 1
Sponsor Attendee Registration (number allowed by sponsor level)	March 31
Additional Sponsor Attendee Registration @ \$595	April 1
Collateral for conference attendee bag received at the hotel*	April 19

*Collateral to be included in the conference attendee bag - ship to the hotel for arrival no later than Friday, April 20th 2012 (there may be a handling charge for heavy items by the hotel for shipping/receiving).

Marriott

Attn: IIUG – Bruce Simms
 8757 Rio San Diego Drive
 San Diego, California 92108 USA
 (619) 692-3800

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, 2012 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. If an invoice is needed, please also contact Bruce Simms, bsimms@iiug.org or Cindy Lichtenauer, 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
19621 W. 98th Terr
Lenexa, KS 66220

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 2011 Informix Conference Sponsor Profile

Please copy/paste info below in an email or email attachment and send to 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

Marriott Mission Valley San Diego CA, USA
8757 Rio San Diego Drive
San Diego, California 92108 USA
(619) 692-3800



The Hotel is a new and exciting venue for the conference and their staff is excited to have the IIUG coming. The planning committee is working very hard to make this a great conference. We have more space to work with and many unique spaces that we will be utilizing.

Web site: . <http://www.marriott.com/hotels/travel/sanmv-san-diego-marriott-mission-valley/>

We have reserved a special room rate for attendees and sponsors of \$139 a night (\$109 weekend rate for Friday, April 20th and Saturday April 21st, 2012). These rates include complimentary internet access in the sleeping rooms.

IIUG 2012 Informix Conference
www.iiug.org/conf