

InsideMobile

For **sponsorship sales**, contact:

Scott Harvey, 617.499.7574 scotth@oreilly.com

For **speaking opportunities and questions about content**, contact:

Tom Ortega or John Wilker, info@360conferences.com

Thank you for helping make InsideMobile, the best development event for mobile developers! We have allotted 400 registration slots. This edition will take place July 26-27, 2009 at eBay's Town Hall Center in San Jose, CA.

Sponsorship Details

Base Sponsorship - \$1,000: Space on Conference USB Key and Printed Collateral. Logo on Website. 1 Free Attendee Pass@

Add a la carte items to your Base Sponsorship to create your perfect price point and achieve maximum results.

A la carte items are:

- **USB Drive - \$1,500:** Your logo on one side of the conference USB drive. Excellent visibility to each attendee. Plus 2 attendee passes.
- **Party Sponsor - \$1,500:** Your company gets some branding and credit for a party during the show.
- **Expo Booth - \$1,000:** A six foot table in the main exhibit hall area, includes chairs, power and internet.
- **Lanyards* - \$1,000:** Your Logo or Marketing on Lanyards, plus 1 Attendee Pass.
- **Pre-Event email to all attendees - \$1,000:** An email composed of your content sent on your behalf through our internal emailing system. You never receive any attendee information. This email will

be sent to attendees prior to the show, allowing you to prep them for your arrival.

- **Post-Event email to all attendees - \$1,000:** An email composed of your content sent on your behalf through our internal emailing system. You never receive any attendee information. This email will be sent to attendees post show, providing you a way to followup with attendees post show.
- **Sunday Hands on Training - \$500:** This sponsorship is excellent for companies that want to offer training on their products/services on Sunday. This buys you a hands-on slot to help people get up to speed on your product/service.

***Designs subject to approval**

@Logo placement on side bar determined by total amount spent and time of purchase.

Who Will be Attending InsideMobile?

- Entrepreneurs
- Designers
- Executives
- Full time/Contract Mobile Developers
- New Mobile Developers
- Project/Product Managers

Schedule

Please see www.insidemobilecon.com for most current schedule.

The Business Side of Mobile Dev

The Business Side of Mobile Dev track is intended to speak to managers, team leads, and even executives. Topics touch on business decisions around Mobile apps, use cases with Mobile Development, etc.

Tracks

- Designing for the Mobile Space
- Development Tips, Tricks and Stories
- Business Side of Mobile Development
- BYOLaptop Classroom Training

Speaker/Sponsor Dinner

We'll be hosting a get together Sunday night for speakers and sponsors. Our way of saying 'thank you' for making InsideMobile a success. More details will follow with specific time and location. If you're traveling with your spouse or significant other, they're more than welcome to join you for free. This takes place immediately before the Welcome Reception.

Internet

Wifi will be available free of charge. Each meeting room will also have a wired internet drop for use by the speaker.

Promotional Items/Raffle Prizes

If you would like any type of promotional item and/or raffle prize, please provide it by July 15. Please keep items small as space is limited. Suggestions; post cards, pens, post it pads, stickers, etc. Mail to:

2211 N. 1st st.
San Jose, CA 95131
Attn: Daniel Peña for InsideMobile

Exhibitor Info

Booths

Your typical booth is a 6-foot table with a chair and power. If you have your own booths, run the size by us to see if it's okay. A sign may be hung on the booth. Booth selection will be based on sponsorship level and date sponsorship agreement is received. If you will require more than that, please let us know as soon as possible.

Exhibit Hours

Exhibit area should be open by 11:00 am and remain open until 5:00 pm on Monday. In order to help promote and encourage attendees to visit the exhibit area, we will be combining the "hang out area" with the exhibit area so that everyone is together.

After Hours Event Details

Sunday Night: The welcome reception is on this night. This gives attendees a chance to pick up their badge early, meet one another and share some network time with speakers and each other. This would be a great sponsorship opportunity for companies looking to make a big splash among Mobile Developers.

Sponsorship funds will be used to purchase food and drinks. The bigger the sponsorships, the better the party.