# CFCamp 2023 Sponsorship Guide
## June 22 – 23, Munich Airport Marriott Hotel, Freising

## Overview

CFCamp is an enterprise-level conference for ColdFusion/CFML, web and mobile developers - taking place on June 22 and 23, 2023 at the Munich Airport Marriott Hotel in Freising, Germany

It attracts international speakers from the CFML and wider developer communities and attendees across a range of skill levels: from Junior Developers to Lead Architects. Speakers will be talking about the latest trends and programming techniques for ColdFusion and Lucee and related technologies. In the past, CFCamp has been attracting speakers from all over the world: Europe, USA and even as far as from Oceania (New Zealand / Australia)

Sponsors will have direct access to all attendees. Previous years and instances of the conference have attracted more than 200 attendees.

## Conference schedule

| | |
|---|---|
| Mon - Wed, June 19-21, 2023 | Several commercial trainings and demonstrations |
| Wednesday, June 21, 2023 | Pre-conference dinner |
| Thursday, June 22, 2023 | Day one of main conference |
| Friday, June 23, 2023 | Day two of main conference |

# About the Conference

CFCamp has been created as a grassroots initiative to provide training and networking opportunities for beginner and advanced level CFML, web and mobile software engineers. The conference was launched in 2008 as a single-day event with less than 100 attendees and 9 sessions.

Since then the event has continued to grow year-by-year in attendees and number of sessions. In the mid-2010s a pre-conference workshop day was added to the event, which has been adopted for providing half- or full-day commercial training offerings very successfully.

CFCamp now comprises two full days of main conference on Thursday and Friday and with the preceding days used for commercial workshops and training as well as free community events.

Some of the growth milestones were:

2008: single-day - 80 attendees and 9 sessions
2011: single-day - 120 attendees and 10+ sessions
2017: two days - 160 attendees and 20+ sessions and workshop day
2018: two days - 180 attendees and 25 sessions and multiple workshop day
2019: two days - 200+ attendees and 25+ sessions and multiple workshop day

Over the course of the years we've outgrown our venue three times and are now hosting CFCamp in the Munich Airport Marriott hotel in Freising for the third time. It's a very convenient location with its proximity to the airport and hotel rooms for attendees on-site.

As many other events, the global pandemic forced us to pause for the last three years. We believe that the pandemic situation has stabilized enough to make it possible to hold an in-person conference again.

This year we are expecting 200+ attendees due to a heightened demand for community meetings after multiple years of hibernation and a widened focus of the conference and expanded content coverage to CFML-related topics like cloud infrastructure and mobile development in the context of CFML as a technology stack.

A lot of participants and speakers have already expressed interest in presenting/attending again in 2023. The Call For Papers is currently underway and due to close at the end of March 2023.

CFCamp will be the only CFML conference in Europe in 2023 once again.

# Attendee composition

This conference is attended by people from all types of organizations including large corporations, government employees and contractors, individual employees and freelance consultants. At past instances of CFCamp the attendee composition has been as below.

By role (please note that people could identify themselves with more than one role):

- Developer or Engineer (55%)
- Managers (25%)
- Consultants (15%)
- C-Level (14%)
- Architects (12%)
- Freelancer (8%)

By organization type:

- Commercial (79%)
- Government Agency (11%)
- Educational Institution (7%)
- Non-Profit or NGO (3%)

By organization size:

- Small (19%)
- Mid-size (21%)
- Large (48%)
- Global corporate (12%)

## Additional events

In addition to the two days of main conference, the preceding days before the conference are being used for commercial training, workshops and related activities such as community events or meetup-like gatherings.

In particular the Wednesday before the main event has proven very popular for third parties to offer training because it's easy for attendees to just arrive a day earlier and make the most of the days before CFCamp.
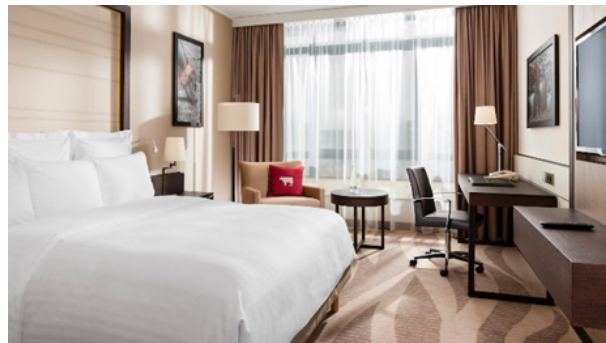
If you're interested in providing training or holding an informational/promotion event before the conference as part of a sponsoring package, please contact us directly.

## Location

The venue for CFCamp 2023 is the Munich Airport Marriott Hotel in Freising, Germany, (https://www.marriott.de/hotels/hotel-deals/mucfr-munich-airport-marriott-hotel).

The conference and meeting facilities on the ground floor are spacious and provide ample room for two parallel tracks during the two days of the main conference. They are supplemented with an exhibition area and smaller lounge and meeting room areas for other activities.

On top of that, there are many additional locations throughout the venue for sponsors and attendees to mix, discuss and discuss opportunities for new technology, business or collaboration solutions: an outdoor / garden area, hotel restaurant and bar as well as numerous other places in the nearby old-town of Freising.

# Sponsorship Opportunities

The CFCamp 2023 conference is a unique opportunity for sponsors and attendees to network and collaborate about solving technical and business problems that a lot of organizations face in these trying economic times.

This conference brings together some of the greatest minds in the CFML community with leaders in application architecture and client-side web and mobile app development - as well as database and security experts.

This conference generally offers four levels of sponsorship:

- Platinum (by invitation only)
- Gold
- Silver
- Bronze

Sponsorship packages are described in detail on the following pages of this brochure. Each level includes an assortment of benefits for marketing opportunities before, during and after the conference.

Additional sponsorship options are available and may also be selected on an individual basis or can be added to an existing sponsorship level. Those additional options help to further increase your attendee exposure and also greatly enhance their experience at CFCamp.

Other sponsorship opportunities are:

- CFCamp Party
- (Branded) attendee giveaway items / swag
- Wifi sponsoring
- Other prizes and giveaways

# Gold Sponsor

Price: 2.800 € (Four sponsors only)

CFCamp 2023 is a unique opportunity for sponsors and attendees to network and collaborate about solving technical and business problems. This conference brings together some of the greatest minds in the CFML community with leaders in application architecture and client-side web and mobile app development - as well as database and security experts.

Your company will be an integral part of CFCamp 2023, helping to ensure a successful event. You will receive a prime booth location to interact with the community and in addition you will also receive the following benefits:

## Pre-Conference benefits

- Your company logo on all marketing materials and activities
- Gold-level sponsor recognition on all website pages
- Linked company logo and a 400 word description of your company in the conference website's sponsor area.

## Onsite benefits

- One speaking slot (marked as "Sponsored Session" in the conference program
- Four full conference registrations
- Double-size booth space (ca. 6m x 3m), located at the heart of the conference
- Up to three promotional items can be provided for the conference delegate bag/box (items to be supplied by sponsor)
- Sponsor banner in general conference area with prime exposure (ca. 2m x 1m free-standing banner, to be supplied by sponsor)
- Breakout area banner (ca. 2m x 1m free-standing banner, to be supplied by sponsor)

# Silver Sponsor

Price: 1.750 € (Seven sponsors only)

CFCamp 2023 is a unique opportunity for sponsors and attendees to network and collaborate about solving technical and business problems. This conference brings together some of the greatest minds in the CFML community with leaders in application architecture and client-side web and mobile app development - as well as database and security experts.

Your company will be helping CFCamp to ensure a successful event. You will receive a booth area to interact with the community and in addition you will also receive the following benefits:

## Pre-Conference benefits

- Your company logo on all marketing materials and activities
- Silver-level sponsor recognition on all website pages
- Linked company logo and a 200 word description of your company in the conference website's sponsor area.

## Onsite benefits

- Two full conference registrations
- Regular-size booth space (ca. 3m x 3m), located in the general sponsor area
- Up to two promotional items can be provided for the conference delegate bag/box (items to be supplied by sponsor)
- Sponsor banner in general conference area (ca. 2m x 1m free-standing banner, to be supplied by sponsor)

# Bronze Sponsor

Price: 900 € (Seven sponsors only)

CFCamp 2023 is a unique opportunity for sponsors and attendees to network and collaborate about solving technical and business problems. This conference brings together some of the greatest minds in the CFML community with leaders in application architecture and client-side web and mobile app development - as well as database and security experts.

Your company will be helping CFCamp to ensure a successful event. You will receive a booth area to interact with the community and in addition you will also receive the following benefits:

## Pre-Conference benefits

- Bronze-level sponsor recognition on all website pages
- Linked company logo and a 100 word description of your company in the conference website's sponsor area.

## Onsite benefits

- One full conference registrations
- Small-size booth space (ca. 2m x 1m), located in the general sponsor area

# Other Sponsorship Opportunities

## Lanyard Sponsor

Price: 500 € (One sponsor only)

### Onsite benefits

- Your company logo is printed on the lanyard holding the conference pass

## Bag item

Price: 250 € per item

### Onsite benefits

- One promotional item can be provided for the conference delegate bag/box (items to be supplied by sponsor)

## CFCamp Party Sponsor

Price: 1.600 € (One sponsor only)

CFCamp 2023 is a unique opportunity for sponsors and attendees to network and collaborate about solving technical and business problems. This conference brings together some of the greatest minds in the CFML community with leaders in application architecture and client-side web and mobile app development - as well as database and security experts.

Your company will be helping CFCamp to ensure a successful event. You will receive a booth area to interact with the community and in addition you will also receive the following benefits:

### Pre-Conference benefits

- Your company logo on all marketing materials and activities
- Party sponsor recognition on all website pages
- Linked company logo and a 200 word description of your company in the conference website's sponsor area.

### Onsite benefits

- One full conference registrations
- Exclusive table space at the party venue
- One promotional item can be provided for the conference delegate bag/box (items to be supplied by sponsor)
- Sponsor banner in general conference area (ca. 2m x 1m free-standing banner, to be supplied by sponsor)

# Sponsorship Matrix

| | Gold | Silver | Bronze | Party-Sponsor |
|---|:---:|:---:|:---:|:---:|
| **Pre-Conference** | | | | |
| Company logo on all marketing materials and activities | ✅ | ✅ | | ✅ |
| Sponsorship recognition on website | ✅ | ✅ | ✅ | ✅ |
| Linked company logo and company description | ✅ 400 words | ✅ 200 words | ✅ 100 words | ✅ 200 words |
| | | | | |
| **Onsite Benefits** | | | | |
| One speaking slot ("sponsored session" | ✅ | | | |
| Included conference tickets | 4 | 2 | 1 | 1 |
| Booth space | 6m x 3m | 3m x 3m | 2m x 1m | Table space at party venue |
| # of promotional items for the conference delegate bag/box | 3 | 2 | | 1 |
| Sponsor banner in conference area | ✅ | ✅ | | ✅ |
| Sponsor banner in breakout area | ✅ | | | |
| Access to attendee contact information (if agreed by attendee) | ✅ | ✅ | ✅ | ✅ |
| | **2.800 €** | **1.750 €** | **900 €** | **1.600 €** |

# CFCamp 2023 - Sponsorship Application

## Your contact information:

Company Name   _____

Contact Name   _____

Address   _____

City   _____    Postcode _____

Phone   _____    Fax    _____

Email   _____    Website _____

## Requested sponsorship level:

☐ Gold (2.800 €)     ☐ Silver (1.750 €)     ☐ Bronze (900 €)

☐ Party (1.600 €)     ☐ Lanyard (500 €)     ☐ __ additional bag item(s) (250 € each)

All prices are excluding VAT (19%)

Sponsorships are available on a first-come, first-serve basis and are limited in numbers by each level. If you are interested in sponsoring CFCamp 2023 please complete this sponsorship application form and return it no later than May 1 2023 to:

Michael Hnat
bluegras - Internetlösungen
Kriegerstrasse 49
82110 Germering
Germany

Fax: +49 89 81029339 or digitally sign and email to m.hnat@bluegras.de

Please get in touch with us for any further questions.

Additional information can be found online on https://www.cfcamp.org