



28th to 30st August 2007

Vienna University of Economics
and Business Administration

<http://vienna.yapceurope.org/>

Call for Sponsorship

YAPC::Europe 2007 in Vienna

28th to 30st August 2007



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1. Introduction

YAPC::Europe (Yet Another Perl Conference) is the biggest annual Perl conference in Europe. Since 2000, local user groups organise this non-profit event in different European cities. This time Vienna.pm submitted the most convincing offer for 2007's YAPC and put behind the proposals from Lyon and Pisa. Thus, YEF (YAPC::Europe Foundation, <http://www.yapceurope.org/>) mandated Vienna.pm to organise YAPC::Europe 2007.

YAPC conferences are usually attended by 200 to 250 Perl developers from all over the world. Approximately 50 speakers offer a multitude of talks to various Perl-related themes in three parallel sessions over three days. During the whole conference there is a constant, intense and often informal exchange of ideas between the attendees. Besides Perl, a lot of general software development topics like testing, Agile Methods, Unicode, project management, version control software, Object-oriented Programming and much more are discussed.

At YAPC::Europe 2007 we plan to host Hackathons, which are moderated workshops with a specific topic, where experienced users and newbies can get together and share experience, improve parts of the featured project or step through some project internals.

YAPC::Europe 2007 will take place from 28th to 30th August 2007 at the Vienna University of Economics and Business Administration (WU-Wien, <http://www.wu-wien.ac.at/english/>).

More information on the YAPC::Europe 2007 can be found at
<http://vienna.yapceurope.org/>



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Even though the YAPC is planned and realised by the Perl community itself, sponsoring by local and international organisations and companies is not only wished for, but necessary.

YAPC is a grassroots-organised conference with very inexpensive attendance fees (100 Euros for three days of conference, including coffee breaks and a attendees dinner). The organisers mostly have to spend their free time for doing organising work. Only very few have been granted to work on the conference organisation as part of their regular job. No member of the organiser team will get any monetary refund for their work.

After the end of the early bird registration period at March 31st, there are already 140 people registered at the website.



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2. Why sponsor YAPC::Europe 2007?

- Sponsoring YAPC::Europe is a way to say "Thank you" to the Perl community, which provides high-quality and unique products (Perl itself, CPAN, ...) for free.
- If YAPC::Europe should make a profit, all of it will be used to foster further development of Perl (see below).
- Vienna.pm invited international Perl celebrities like Larry Wall, Damian Conway, Audrey Tang and Mark Jason Dominus to YAPC::Europe 2007. Maybe one of them can be convinced to hold a 'private' (or 'corporate') seminar.
- Or you could fund travel costs of other renowned members of the Perl community you would like to meet.
- YAPC::Europe brings together the know-how of Europe's leading Perl developers.
- YAPC::Europe offers the possibility to entertain discussions with other developers working in similar or different industries.
- YAPC::Europe offers the possibility to present your own ideas to more than 200 top-class developers from all over Europe.

As we have already noted, a potential profit will not be used for a holiday trip to the Caribbean by the organisers :-).

It will be split according to the following rules:



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- A part of it will be donated to TPF (The Perl Foundation, <http://www.perlfoundation.org/>) to fund development of Perl 6 and Perl 5.
- A part of it stays at Vienna.pm to fund future Perl events in Austria (e.g. Perl Workshops, Tech-Meets, payment of travel expenses, etc.).
- A part of it will be used to fund future YAPC::Europe conferences by donating it to YEF (YAPC::Europe Foundation).



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3. What could you sponsor?

We are looking for sponsors for these items:

- Travel and lodging costs for Perl "celebrities" (Larry Wall, Damian Conway, Audrey Tang, Mark Jason Dominus, ...)
- Travel costs for moderators of Hackathons
- Attendees Dinner (a dinner for all attendees, approx. 200 to 250 people)
- Bus transfer to the Attendees' Dinner
- Catering during the conference
- Conference T-Shirts
- Printed conference documents costs
- Conference bags
- Name badges
- Other goodies (pens, notepads, etc)

Of course, we would also appreciate uncommitted donations.



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If you want to donate items like

- Books (or book vouchers)
- Various media (DVDs, ...)
- Various products (from USB stick to laptop :-)) which will be handed out to all attendees, raffled or auctioned depending on the amount

we will not decline.

Additionally, you can pay the so-called '**sponsor tariff**' of 200 Euros (instead of the regular 100 Euros). This tariff is intended to be an easy and uncomplicated way to show support for the conference.



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4. What can we offer you?

We can offer:

- Presentation of information materials:
- Logo, Link, short description on the website and in the printed conference documents which will be handed out to all attendees.
- Placement of posters, flyers etc. at the venue.
- Putting catalogues, flyers etc. into the goodie bag.
- A picture together with the person whose travel cost you are funding.
- For **XXL-sponsors** (exceeding 4.000 Euros): Naming of a room after a sponsor (the name of the room will be listed in the programme, on the website and in the venue itself); two free tickets for YAPC::Europe 2007; Opportunity to take part at the Exhibition. (please note that the largest room is already taken)
- For **XL-sponsors** (exceeding 2.000 Euros): Two free tickets for YAPC::Europe 2007; Opportunity to take part at the Exhibition
- For sponsorings exceeding 500 Euros: Opportunity to take part at the Exhibition

Exhibition

Exhibition space will be available all day during the last day of the conference, for sponsors and exhibitors to promote themselves. Space will be available in the foyer and in the main hall for both manned and unmanned promotional stands.

This will provide key sponsors with the opportunity to appear in person at the conference, to either promote their products and services or be used as a recruitment venture.

Exhibitors will also include notable Open Source Software projects and initiatives, with a view to providing a worthwhile experience for attendees by providing a full spectrum view of the industry.



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5. Jobfair

On the second day of the conference. the 29th of August 2007, a job fair is taking place in the foyer of the venue from around 10:00 a. m. until 5.30 p. m.

Your company can get the unique opportunity to meet 200-250 Perl developers at one single spot for only 500€. The job fair package includes:

- a table in the foyer of the venue for one day (you can bring your own stand with up to 10m²)
- opportunity for a 5 minute company presentation in one of the smaller lecture rooms (not in the main lecture hall)
- link to your website/ job description/ HR page from <http://vienna.yapceurope.org>
- company/job description in the printed handouts/proceedings (max DIN-A5 landscape format)

All sponsors with a minimum sponsoring of 1000€ will also be eligible to participate in the job fair. Please contact us for details about special packages (e.g. additional material in the proceedings/goodie bag, stand provided by us ...).

Registration deadline is the 17th of August 2007.



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6. Contact

If you have any question or want to sponsor YAPC::Europe 2007 in Vienna, please send e-mail to

vienna2007@yapceurope.org

We will get back to you as soon as possible!

with kind regards on behalf of the organisers,
Thomas Klausner,
Chairman Vienna.pm