

Aarhus 10 | 2. – 4. November 2010 | Sponsorship Opportunities

The Event

- A focused event with a first class audience
- One venue
- Representation from leading organisations and enterprises
- Excellent social events at top venues

J. Boye's events and conferences have become benchmark industry events attended by a wide variety of web professionals.

Now in our 6th year, we are determined to deliver an event which exceeds the high expectations our many loyal delegates arrive with. We have built our reputation as a relevant conference through consistently offering strong, serious, impartially moderated programs with leading expert speakers and inspiring cases from large organisations from both the public and private spheres.

We work closely with a number of well-known entities and individuals globally: Real Story Group, Welchman *Pierpoint*, StepTwo Designs, IntranetFocus, NetStrategy/JMC, ContentHere and others. All teams contributing at our conferences have strong track records in their fields.

The Team

The conference is produced by J. Boye; An independent networking and knowledge sharing firm.



Among many other activities, the J. Boye team runs a Community of Practice network with over 250 member, hosts seminars, master classes and conferences and Publish hands-on practitioner guides on industry best practice.

J. Boye Conferences Aarhus 2010 November 2nd - 4th

An approachable crowd

“This is an event where speakers are very approachable and willing to discuss with you personally. I am looking forward to the next edition of the J. Boye conference already!”

Ernst Decsey, UNHCR (Switzerland)

Our Audience

We attract executive level online professionals; business decision makers from a wide range of large organisations and enterprises:

- Web managers / web project managers
- Intranet managers
- Professionals in similar roles

Working with:

- web strategy
- governance
- web content management
- information architecture
- information organisation
- search
- web analytics
- findability
- usability / UX

-and operating both in- and outside the firewall.

Said about us -

*What sets J. Boye conferences apart is twofold. First, the organizers' careful attention to **detail**. This comes across in the quality of the presentations, which are reviewed before being approved, and in the special social events organized each evening where attendees, speakers and vendors have quality, face-to-face time. The J. Boye team acts like "human neurones" making sure all the right connections are made. Secondly, their conferences have a strong **international** flavor that is rare these days, and that will certainly be a high value differentiator for many attendees as their own organisations become more global.*

Jane McConnell
NetStrategy/JMC (France / USA)

Program -

We offer clearly a number of defined tracks. On day 1 we offer focused tutorials; half-day sessions with leading experts offering in-depth coverage of topics running through the tracks on the subsequent 2 conference days.

Tracks:

Collaboration
Digital strategy
Higher education
Intranet
Online communication
Online health
Social media
Standards
User experience
Web content management
Web managers at work
Web project management

*I go to dozens of conferences a year, but J. Boye's conferences really stand out for the breadth of **expertise** they bring to one venue. Two things set them apart from other events: the **quality** of the program and the depth of peer interaction. I know travel budgets are tight this year, but if you're a Web Professional, don't miss this event.*

Tony Byrne, Founder and Editor
The Real Story Group (USA)

Visitor Industry Sectors:

- Healthcare / Medical
- Energy / resources
- Government / inter-governmental agencies
- Pharmaceutical/ Chemical Engineering
- Communication
- Media
- Higher Education
- Banking & finance
- Retail
- Luxury brands

A selection of the organisations represented at recent J. Boye Events:

- A.P. Moeller-Maersk
- Abercrombie & Fitch
- Alfa Laval
- Arla Foods
- Bang & Olufsen
- BBC (British Broadcasting Corporation)
- British Airways
- British American Tobacco
- British Museum
- BT (British Telecom)
- California Endowment
- Cambridge University Hospitals
- Carlsberg
- Covidien
- DR (Danish Broadcasting Corporation)
- EDF Energy
- Environment Agency UK
- FIAT
- GlaxoSmithKline
- IKEA
- Intel
- International Federation of the Red Cross
- King's College London
- LEGO
- Lund University, Sweden
- Médecins Sans Frontières
- Medtronic
- New York University
- Nokia
- Nycomed
- Oxford University
- Shell
- The Global Fund
- Turner Broadcasting
- UNHCR
- Unilever
- Vestas
- WHO
- Wienerberger
- WWF
- Wyeth Pharmaceuticals



Said about us –

*One of the best conferences I've ever attended: smaller sessions, presentations that focused on creating an **interaction** with the audience, and great parties after each day that gave plenty of chance to talk, network, meet fellow speakers, vendors and delegates - and relax.*

Phil Kemelor
Author of the Web Analytics Report
(USA)

*The conference was great, mainly because you meet the people in involved with the real thing, real problems, real challenges, and real **solutions**. It is a great place to measure the pulse of the industry.*

Genc Kastrati
The Global Fund (Switzerland)

*The J. Boye event is a conference highlight for me. It is one of the few international conferences that not only attracts a lot of practitioners alongside the experts, but also encourages **dialogue** and **networking**. It's a welcome relief from the traditional conference landscape; in short it is one of the best.*

Alan Pelz-Sharpe
The Real Story Group (USA)

Background –

The J. Boye conference grew out of our international Community of Practice: a growing network of confidential user groups, in which upper tier web professionals from large, complex organisations meet regularly and share experiences, best practice and ideas. The objectives are simple: improving best practice and maturing the market. We are in constant contact with our over 250 members from large and complex enterprises and organisations and we know their agendas and projects. This puts us in a unique position to assess and determine what is happening in every corner of the field at any given time and enables us to put together a relevant program that actually reflects the current challenges of our delegates.

The conference is a meeting point for our members as well as other interested practitioners. Our delegates – like us – believe in the Community of Practice idea; in the sharing of best practice and good and bad experiences.

Our program reflects this: we always have numerous case studies and panel discussions, and we offer our sponsors and partners ample opportunity to contribute and participate; your company's opportunity to share the success stories you have been a part of. An ideal forum in which to express vision and thought leadership within the industry.

Much has happened since we started the conference back in 2005 under the name cmf2005. (Content Management Forum 2005). The focus was primarily on content management, but as time passed the focus of the conference widened and today embraces many aspects of the web industry.

Our Philadelphia 10 Conference attracted 150 participants and the most recent conference in Denmark in November 2009 attracted some 260 delegates over 3 days.

Said about us –

*The J. Boye Conference offers both strategic and operational **insights** into emerging issues from experienced practitioners together with excellent opportunities for networking. What more can a conference offer?*

Martin White
Internet Focus (UK)

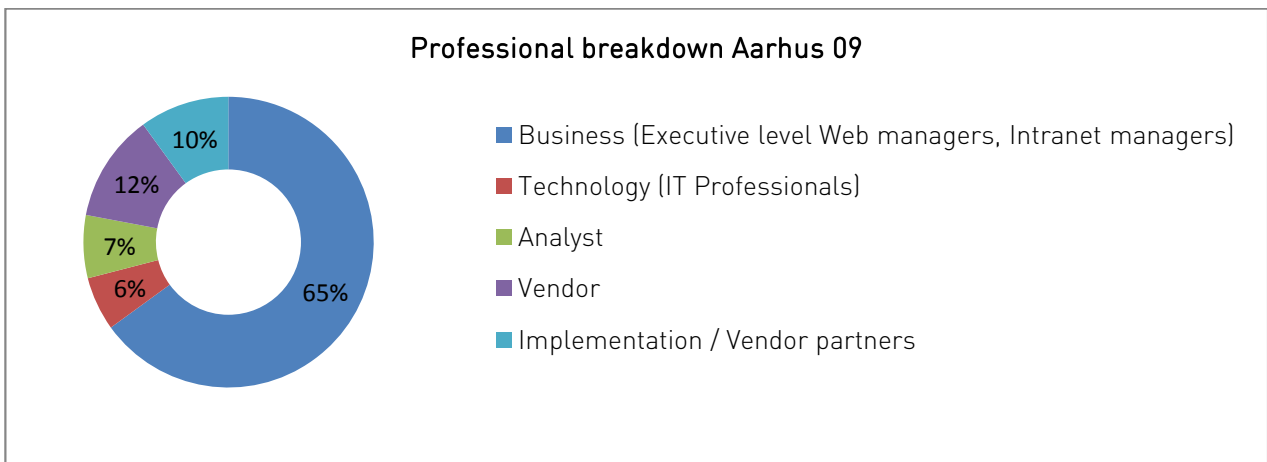
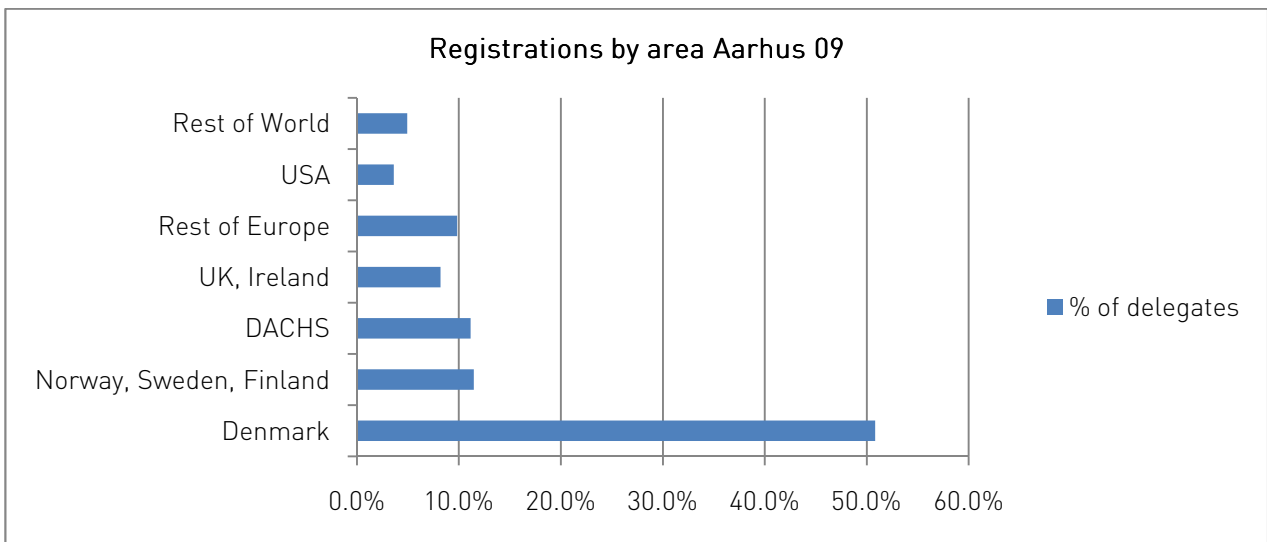
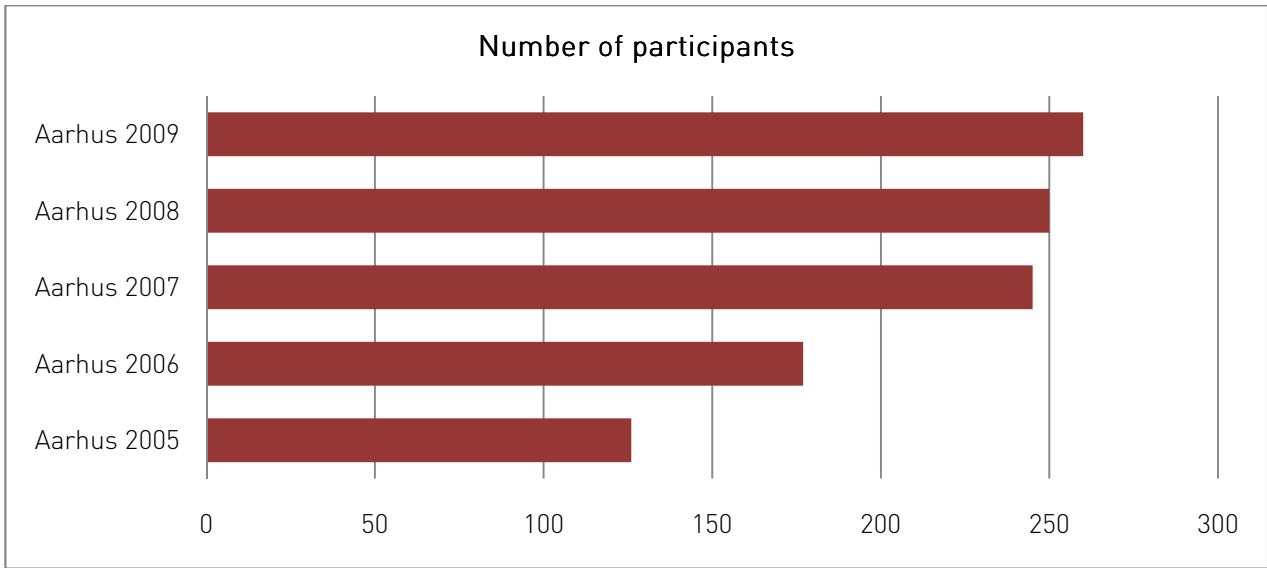
*The J. Boye Conference is a great opportunity to meet peer practitioners, to **share experiences** and network with them in an environment made friendly by the organizers. This is an event where speakers are very approachable and willing to discuss with you personally. I am looking forward to the next edition of the J. Boye conference already!*

Ernst Decsey
UNHCR (Switzerland)

*The conference has a much stronger personal touch than other events I have attended thanks to the social events where you meet both other participants and the experts and can **discuss** and compare your daily challenges in a **non-formal** way.*

Helena Mellhammar Hed
Crawford Group (Sweden)

Facts & Figures -



J.Boye

Sponsoring J. Boye Conferences – Aarhus offers the following opportunities:

- Exhibiting sponsor
- Lunch sponsor
- Social Events sponsor
- Internet Access sponsor
- Conference Mug sponsor
- Lanyard sponsor
- Water sponsor
- Pen & Notepad sponsor
- Conference Bag sponsor

All sponsors –

- Have access to **all** sessions and keynotes during the conference.
- Are invited to our famous social events.
- Are invited to submit speaking proposals and case studies. (All submissions are subject to approval by the organisers. No sales pitches.)
- Are invited to put them self up for the Web Idol competition.

Sponsors of previous J. Boye events:



Exhibiting Sponsor

- Exhibition space in the exhibitors' area (3x2m)
- Insert of two items in conference bag in the form of a CD and/or brochure
- Your corporate logo on conference promotional materials and any conference/exhibition advertisements
- Company profile in the printed event guide

Price €8,000

Exhibiting Sponsor with Sofa

- Same as exhibiting sponsor, but with 1 sofa + 2 lounge chairs
- Logo carpet on the area

Price €9,000

New: 1:1 meetings with potential new clients/partners.

- 4 qualified 1:1 meetings with prospects identified in advance of conference

Price € 2,000

Social Event Sponsor

Your sponsored event will be named after your company or organisation, e.g. **the SDL Tridion Gala Dinner or the CMS Watch Evening**. These are all high profile events and integral to the successful outcome of our conferences due to our strong emphasis on networking. (90% + of our delegates, speakers and sponsors attend these events).

A social events sponsorship includes:

- A 5 minute welcome greeting presented by one of your staff members
- Your corporate logo on several posters at the event venue, and on promotional materials and conference/exhibition advertisements. Literature distributed at the event
- Your logo on all printed material including table reservation cards and direction posters

Event breakdown:

- Jetlag reception Monday November 1st **SOLD**
- Dinner Tuesday November 3rd €6,000
- Conference Party Wednesday November 4th **SOLD**
- Post-Conference Dinner Thursday November 5th €2,500

Contact us for further details about the respective events and your potential involvement in the planning.

Lunch sponsor Wednesday and Thursday

- Your corporate logo on posters in the lunch area and on table cards
- Your corporate logo and acknowledgement in conference programme
- An insert in the conference bag distributed to all delegates

Price: €4,000 *(Note: no staff registrations included)*

Lanyard and Name Tag Sponsor **SOLD**

- Your corporate logo on the conference lanyard
- Your corporate logo on the name tags
- Your corporate logo on promotional materials and any conference/exhibition advertisement

Conference Bag Sponsor **1 spot SOLD – 1 still available**

- Your corporate logo on high quality conference bags.
- (Will be offered to 2 companies = 2 logos will appear apart from the J. Boye logo.)

Price: €2,500 (Sold to 2 companies)

Internet Access Sponsor

- Logo posters in all areas of the conference venue mentioning your company as the Internet Access Sponsor

Price: €2,500

Water Sponsor

- Company logo on water bottles distributed freely to delegates throughout the event

Price: €2,500 (Note: the sponsor delivers the water bottles ready for distribution).

Pen & Notepad Sponsor **SOLD**

- Sponsor's own pens and notepads distributed at all tracks and sessions throughout the event

Conference Mug Sponsor

- Sponsor's logo on mug distributed to all delegates (Only other logo: J. Boye)
- Logo and profile in printed programme

Price: €4,000 *(Note: no staff registrations included)*

Insert in Conference Bag

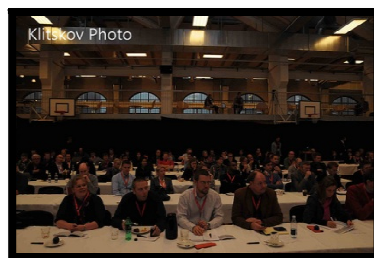
- Insert of an item in conference bag in the form of a CD or a brochure
- Price: €1,200 *(Note: no staff registrations included)*

Ad in printed conference program

- One full page ad in printed conference program

Price: €1,200 *(Note: no staff registrations included)*

Contact Janus Boye: jb@jboye.dk / +45 29 70 15 00



Privacy policy

There will be no distribution to the sponsors of names, email addresses or any other delegate or organisation contact information prior to or following J. Boye Conferences Aarhus 10.