



OBJECTIVE()

July 20-21, 2017

National Press Club, Washington, D.C.

cf.Objective() 2017

Developing Apps, Developing Skills, Developing Community

SPONSOR GUIDE



The cf.Objective() conference will be held in Washington, D.C. on July 20-21, 2017. The event will attract intermediate and advanced-level programmers and IT professionals from the world of web development as attendees to the conference. The cf.Objective() conference has always been unique in its feeling of community and its ratio of speakers to attendees, and as we grow we plan to keep this feeling by maintaining those ratios and by staying engaged with the community year-round. Sponsors have close access to all attendees through strategic locations of tables and booths throughout the show. Sponsored sessions and ad-hoc demonstrations add to the experience, giving attendees the opportunity to ask questions and increase their industry knowledge. Contests and promotions at sponsor booths are encouraged and can be promoted during the conference.

Steering Committee

- Steven Hauer
- Jared Rypka-Hauer
- Christine Dohmen
- Carol Hamilton
- James Louis
- Adam Tuttle
- Ryan Vikander
- Stephen Withington

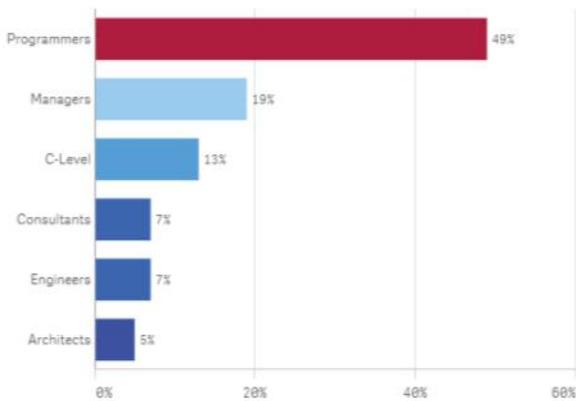
cf.Objective() Schedule

- July 20, 2017 Day One of Conference
- July 21, 2017 Day Two of Conference

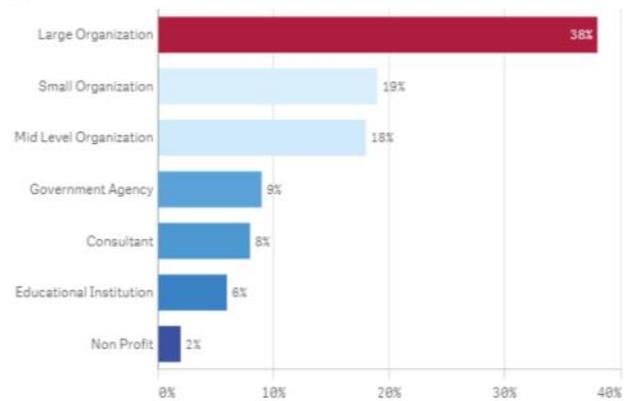


The cf.Objective() organization was created in 2006 to address a gap in training for advanced-level ColdFusion programmers and has grown into the leading web development conference. The cf.Objective() conference hosted 100 attendees and 28 sessions in its inaugural year; both doubled in 2007 and the conference has grown steadily since, now attracting over 200 attendees each of the last several years. Conference sessions cover JavaScript, server-side programming, testing, automation, security, and mobile application development, and will appeal to the widest audience of developers of any conference in the area. We are expecting another great turnout in 2017 as we move our conference to the heart of ColdFusion developers. Attendees come from all types of organizations including large and medium-sized companies, government agencies, contractors and freelance developers, and consulting firms.

Attendee Breakdown



Organizational Breakdown





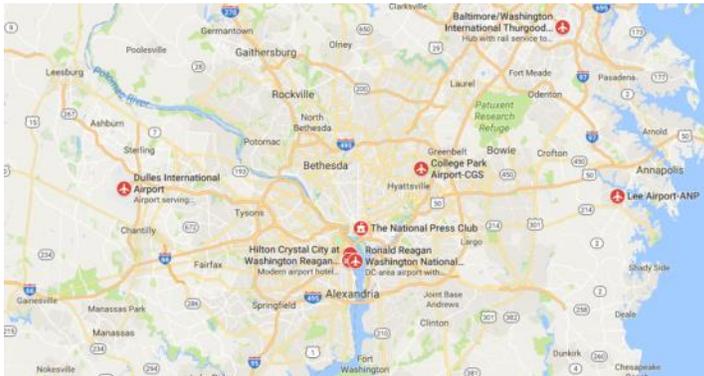
July 20-21, 2017

National Press Club, Washington, D.C.

Location

cf.Objective() will take place at the National Press Club. Exhibitors will be placed on the main floor right outside the Ballroom.

The National Press Club
529 14th St. NW
Washington, DC 20045
202-662-7500



1. First Amendment Lounge
2. Holeman Lounge
3. Ballroom
4. Bloomberg Room
5. Library
6. Murrow Room
7. Conference Rooms
8. Lisagor Room
9. Zenger Room
10. Fourth Estate Restaurant
11. Fourth Estate Winners' Room



Sponsor Opportunities:

The 12th Annual cf.Objective() Conference is a unique opportunity for attendees to network and collaborate while solving problems facing all organizations. This conference brings together some of the greatest minds in the web development community, with experts in JavaScript, mobile application development, application architecture and interactive UI/UX design, as well as ColdFusion, database and security experts.

This conference has four levels of sponsorship:

- Platinum
- Gold
- Silver
- Bronze

Sponsorships are described in detail on the following pages of this brochure, but all levels include an assortment of marketing opportunities for pre-, during, and post-conference. Additional opportunities may also be selected on an individual basis or added to a sponsorship level to increase your attendee exposure and greatly enhance their experience at cf.Objective().

Other sponsorship opportunities are:

Attendee Apparel item, Giveaway Item or Lanyard.

Sponsorships are available on a first-come, first-serve basis and are limited by level.

If you are interested in sponsoring cf.Objective(), please complete the sponsorship application and send to Best Meetings Inc., 2626 E 82nd St., Suite 270, Bloomington MN 55425, fax (952) 858-8950 or digitally sign and email to jim@bestmeetings.com.

If you have questions please feel free to contact Jim Louis at (800)958-8875 or (952)858-8875.



Platinum Sponsor

\$7,500

The cf.Objective() 2017 conference brings together a vast array of the best web developers, managers and experts from around the world. As a Platinum Sponsor your company will be an integral part of cf.Objective() helping to ensure a successful event. You will be given a prime location to interact with the community, in addition to the following benefits:

Pre-Conference Benefits

- Company logo on all advertising pieces
- Platinum-level sponsor recognition on all website pages
- Linked company logo and a 600-word description of your company on the conference website sponsor page
- Company logo on all advertising materials as a platinum sponsor

Onsite Benefits

- Five (5) full conference registrations
- Two tables located in the heart of the conference
- Opportunity to select your tables' location on the floor plan
- One (1) General session when no other sessions will be taking place
- Three (3) breakout session speaking slots (Topic must be coordinated with the Content Advisory Board)
- Up to five (5) promotional pieces with the Attendee Giveaway Item (to be supplied by sponsor)
- Company logo on the cover of conference proceedings
- Sponsor banner in general conference area for prime exposure (approx. 5'x3' free standing banner, to be supplied by sponsor)
- Breakout area banner (approx. 5'x3' free standing banner, to be supplied by sponsor)



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Platinum Sponsor

\$7,500

Post Conference Benefits

- Sponsor logo on post-conference, wrap-up email to delegates
- Sponsor information left online on archived page
- Sponsor information on main site from October 1st 2016 to September 30th 2017



Gold Sponsor

\$5,000

The cf.Objective() 2017 conference brings together a vast array of the best web developers, managers and experts from around the world. As a Gold Sponsor your company will be an integral part of cf.Objective() helping to ensure a successful event. You will be given a prime location to interact with the community, in addition to the following benefits:

Pre-Conference Benefits

- Company logo on all advertising pieces
- Gold-level sponsor recognition on all website pages
- Linked company logo and a 400-word description of your company on the conference website sponsor page

Onsite Benefits

- Three (3) full conference registrations
- Two tables located in the heart of the conference
- Allow to select your tables' location on the floor plan
- One Breakout Session speaking slot (Topic must be coordinated with the Content Advisory Board)
- Up to three (3) promotional pieces with the Attendee Giveaway Item (to be supplied by sponsor).
- Company logo on the cover of conference proceedings
- Sponsor banner in general conference area for prime exposure (approx. 5'x3' free standing banner, to be supplied by sponsor)
- Breakout area banner (approx. 5'x3' free standing banner, to be supplied by sponsor)

Post Conference Benefits

- Sponsor logo on post-conference, wrap-up email to delegates
- Sponsor information left online on archived page
- Sponsor information on main site from October 1st 2016 to September 30th 2017



Silver Sponsor

\$2,500

The cf.Objective() 2017 conference brings together a vast array of the best web developers, managers and experts from around the world. As a Silver Sponsor your company will be an integral part of cf.Objective() helping to ensure a successful event. You will be given a prime location to interact with the community, in addition to the following benefits:

Pre-Conference Benefits

- Company logo on all advertising pieces
- Silver-level sponsor recognition on all website pages
- Linked company logo and a 200-word description of your company on the conference website sponsor page

Onsite Benefits

- Two (2) full conference registrations
- A table located in the heart of the conference
- Up to two (2) promotional pieces with the Attendee Giveaway Item (to be supplied by sponsor)

Post Conference Benefits

- Sponsor information left online on archived page
- Sponsor information on main site from October 1st 2016 to September 30th 2017



Bronze Sponsor

\$1,000

The cf.Objective() 2017 conference brings together a vast array of the best web developers, managers and experts from around the world. As a Bronze Sponsor your company will be an integral part of cf.Objective() helping to ensure a successful event. You will be given a prime location to interact with the community, in addition to the following benefits:

Pre-Conference Benefits

- Company logo on all advertising pieces
- Bronze-level sponsor recognition on all website pages
- Linked company logo and a 100-word description of your company on the conference website sponsor page

Onsite Benefits

- One (1) full conference registration

Post Conference Benefits

- Sponsor information left online on archived page
- Sponsor information on main site from October 1st 2016 to September 30th 2017



Other Sponsorship Opportunities

Apparel Sponsorship (Limit of one)

\$5,000

Benefits Include:

- Your company logo on the Attendee Apparel item
- Company logo and 100-word description of your company on the conference website sponsor page
- The conference apparel item is produced by the conference organizer and included in the Sponsor fee
- Sponsor information left online on archived page
- Sponsor information on main site from October 1st 2016 to September 30th 2017

Lanyard Sponsorship (Limit of one)

\$1,500

Benefits Include:

- Your company logo will be included on the conference lanyard which holds the conference pass
- Company logo and 50-word description of your company on the conference website sponsor page
- The Conference Lanyards are produced by the conference organizer and included in the Sponsor fee
- Sponsor information left online on archived page
- Sponsor information on main site from October 1st 2016 to September 30th 2017



Other Sponsorship Opportunities

Attendee Giveaway Item Sponsorship (Limit of one)

\$3,000

Benefits Include:

- Company logo will be included on the Attendee Giveaway Item provided to each attendee
- Small Company logo on cover of conference proceedings
- Company logo and 100-word description of your company on the conference website sponsor page
- The Attendee Giveaway Item is produced by the conference organizer and included in the Sponsor fee
- Sponsor information left online on archived page
- Sponsor information on main site from October 1st 2016 to September 30th 2017



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Not finding what you are looking for?

If you are looking for any sponsorship opportunities that are not listed or would like one tailored to your needs, please feel free to contact Best Meetings Inc. about arranging a package for your organization. Please give us a call at 1-800-958-8875.



2017 Sponsorship Application

Please provide contact information:

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

cf.Objective() Sponsorship Levels:

Platinum \$7,500

Attendee Apparel Item \$5,000

Gold \$5,000

Attendee Giveaway Item \$3,000

Silver \$2,500

Lanyard Sponsorship \$1,500

Bronze \$1,000

Please return application form no later than February 28, 2017. Payment can be by check or credit card – MasterCard, Visa or American Express. Sponsorships are available on a first-come, first-serve basis.

Payment will be by: ___ Check ___ Credit Card

Make checks payable to: Continuum Media Group

Credit Card Number _____ Expiration Date ____/____

Authorized Signature _____

Name on Credit Card _____

Cardholder Billing Address _____

City _____ State _____ Zip _____

Cardholder Phone Number _____

Cardholder E-Mail Address _____

Mail or fax this application to:

cf.Objective()

2626 E 82nd Street, Suite 270 Bloomington, MN 55425

Phone 952-858-8875 or 800-958-8875 Fax 952-858-8950

Email jim@bestmeetings.com

Continuum Media Group Taxpayer ID: 41-2020843