



EVENT OVERVIEW

Whether looking to simplify their business processes, gain respect through their pursuit of the extraordinary, or achieve formidable success, Kentico users will gather at the annual Kentico Connection conference for the highest quality technological knowledge and trending digital marketing insights that will help make it happen.

Kentico partners, developers and marketers want to say “yes”, whatever the question, and Kentico Connection shows them how.

The 2-day event is the hub of the Kentico Community and provides them the perfect opportunity to connect, learn, share and get answers to questions.

Don't miss out on the opportunity to make your connection, with sponsorship of Kentico Connection 2013.

YOUR QUESTIONS ANSWERED:

What is Kentico Connection about?

Kentico Connection delivers thought-leadership sessions around its right-first-time technology and what can be done with it, as well as imparting an understanding of the digital space around us. The tone of the conferences is professional but friendly and learning is advanced yet relaxed. A mixture of detailed case studies, deep-dive technical presentations and trending digital marketing tools and practices, the conferences deliver high-level knowledge to business owners, website developers and marketing experts.

Why will people attend Kentico Connection 2013?

- ✓ To get a clearer understanding of what is possible with Kentico
- ✓ To take a deeper look at security, maintenance, marketing automation and Kentico API
- ✓ To hear from experts in the field of Digital Marketing
- ✓ To share in the experience of other Partners through case studies
- ✓ To influence the road map of Kentico at Product Planning sessions
- ✓ To mingle with the Kentico team and network with peers at the social event
- ✓ To get answers at 'Ask the Experts' and 1-on-1 sessions

When and where is Kentico Connection London 2013?

The conference in London will be held on **October 7-8, 2013**, from at 09.00 to about 22.00 the first day and from 09.00 to about 17.00 the second.

The venue is the Pullman London St Pancras—a recently-renovated modern 4-star hotel, ideally located in central London, just 5 minutes from the Eurostar and 45 minutes from London City Airport. The hotel offers unique air-conditioned conference facilities, connectivity lounge, breakout rooms and free Wi-Fi.

The **Social Event** will be held at The Diamond Club of the Arsenal Emirates Stadium in the luxurious Art Deco restaurant, armchair lounge and fabulous back-lit onyx bar that offers perfect views of the Arsenal pitch.

What's on the agenda this year?

The 2-day conference is packed full of information delivered by Kentico and industry experts in 3 tracks;

The 2-day Partner Track: bringing a whole day of partner-led case studies and sessions on leveraging the new online marketing tools in Kentico EMS.

The 2-day Technology Track: taking a look at security, maintenance, marketing automation, mobile development and Kentico API from a developer's perspective.

The NEW half-day Marketing Track: bringing relevant and thought-leadership knowledge in digital marketing from experts in the fields of PR, Brand and Social; imparting an understanding of the digital space around us.

Who attends?

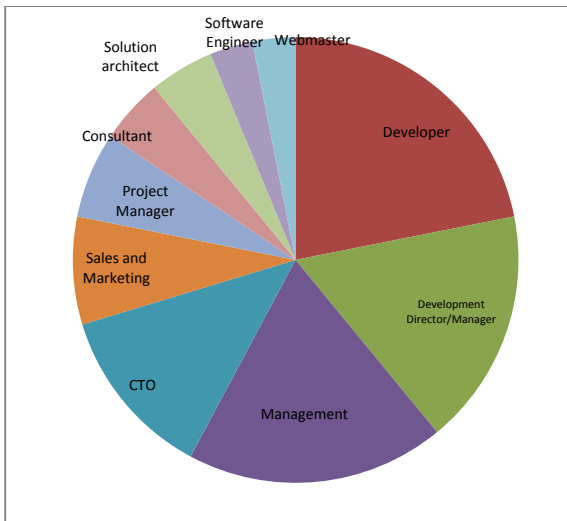
Anyone who uses or plans to use Kentico CMS, including partners, partner prospects and end clients. Our 3-track agenda ensures whoever attends will find valuable information.

Here are some interesting stats:

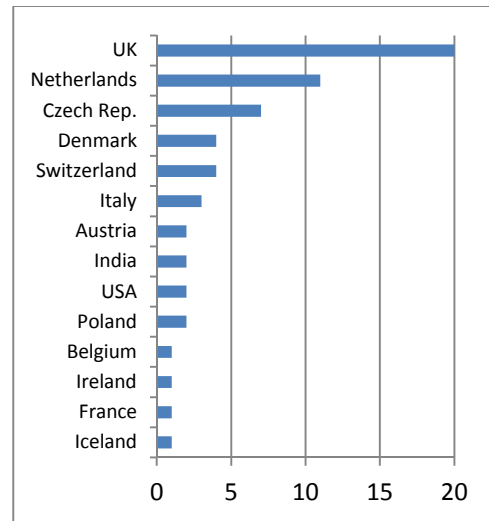
60.93 % of Kentico Connection 2011 attendees returned for Kentico Connection 2012

Kentico Connection Europe 2012

Attendees' Job Titles



Where the attendees came from



SPONSORSHIP OPPORTUNITIES

We are offering the following special opportunities for our customers and partners to take advantage of at Kentico Connection 2013.

If you are interested in discussing any of these opportunities, please contact Eva Palbuchtova, Marketing Specialist, at evap@kentico.com or +420 511 180 925.

Kentico Connection London 2013 offers the following opportunities for sponsors:

Event sponsorships

<i>Price</i>	<i>Sponsorship option</i>	<i>What you get</i>
£ 3,300	3 Platinum sponsors	<ul style="list-style-type: none"> • listing in the conference guide • logo on the website (with click through to your site) • bag insert (£ 700 value), • 2 tickets (£ 978 value) • banners • floor signage • premium placement on website • 5-minute presentation
£ 2,000	Standard sponsors	<ul style="list-style-type: none"> • listing in the conference guide • logo on the website (no click through) • bag insert (£ 700 value) • 1 free ticket (£ 489 value)

Marketing Opportunities

<i>Price</i>	<i>Sponsorship option</i>	<i>What you get</i>
£ 1,300	Lanyards	Conference lanyards with your company logo (colour limitations apply)
£ 700	Bag insert	
£ 1,000	Coffee break	Your company's logo napkins available during coffee breaks
£ 2,600	All coffee breaks	Your company's logo on napkins available during coffee breaks (Day 1 + Day 2)
£ 2,600	Ask the experts/Social Event	Premium logo placement for your company at the Ask the Experts session, a 5-minute presentation (introduction), logo on drink tickets
£ 1,300	Opening keynote	Premium logo placement for your company during the opening keynote
£ 1,300	Mint Tins	Your logo on mint tins placed on attendee tables
£ 1,300	Promotional Water	Your logo on water bottles provided to every attendee