



## 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 Sydney 2013?

The conference in Sydney will be held on **November 11-12, 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 Hilton Sydney —is one of the city's premier venues, located right in the heart of the Sydney CBD on George Street, close to shopping, entertainment and corporate offices. Just 30 minutes from Sydney International and Domestic airport is ideally located for business of leisure.

### 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 1-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.

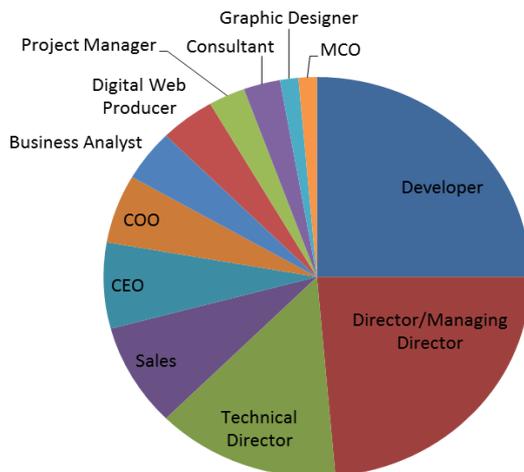
**The NEW half-day Marketing Track:** bringing relevant and thought-leadership knowledge in digital marketing from experts in the fields of PR, Brand and Social; imparting an understanding of the digital space around us.

### 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.

On 16 November 2012, Kentico Partner Conference Sydney (1-day event) took place in Sydney. Here are some interesting stats:

- The conference lived up to attendees's expectations by 96 % of participants.
- Attendees' Job Titles



### WHAT ARE THE SPONSORSHIP OPPORTUNITIES

Kentico Connection Sydney 2013 presents the perfect opportunity for you to target Web developers, on-line marketers, website designers, content editors, administrators and company owners throughout the U.S. at a socially-stimulating, information-packed event.

We are offering the following **special sponsorship and marketing opportunities** for our customers and partners to engage with attendees of Kentico Connection 2013.

Tel: +61-02-8006-1286, E-mail: [partners@kentico.com](mailto:partners@kentico.com), <http://connection.kentico.com>

Kentico Connection Sydney 2013 offers the following opportunities to sponsors:

### Event sponsorships

<b>Platinum Sponsors</b> (We allow a maximum of 3 platinum sponsors)	\$ 5,000	<ul style="list-style-type: none"> <li>✓ listing in the <a href="#">conference guide</a></li> <li>✓ clickable logo on <a href="#">Kentico.com</a> to your website</li> <li>✓ bag insert (worth of \$ 1,000),</li> <li>✓ 2 Kentico Connection tickets (worth of \$ 1,198)</li> <li>✓ banners</li> <li>✓ floor signage</li> <li>✓ <a href="#">premium placement</a> on our website</li> <li>✓ 5-minute presentation</li> </ul>
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<b>Sponsors</b> (unlimited)	\$ 3,000	<ul style="list-style-type: none"> <li>✓ listing in the <a href="#">conference guide</a></li> <li>✓ logo on the website (no click through)</li> <li>✓ bag insert (worth of \$ 1,000)</li> <li>✓ 1 free Kentico Connection ticket (worth of \$ 599)</li> </ul>
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### Marketing Opportunities

\$ 1,500	<b>Chair Flyers</b>	Your company promotional material placed on attendees chairs, one each day.
\$ 2,000	<b>Opening keynote</b>	Premium logo placement for your company during the opening keynote
\$ 2,000	<b>Lanyards</b>	Conference lanyards with your company logo (color limitations apply)
\$ 4,000	<b>'Ask the experts' / Social Event</b>	Premium logo placement for your company at the 'Ask the Experts' session, a 5-minute presentation (introduction), drink tickets
\$ 1,000	<b>Bag inserts</b>	Your company promotional material handed to attendees in welcome bags on first day
\$ 2000	<b>Coffee break</b>	Your company logo printed on napkins available during coffee breaks (Day 1)
\$ 3,000	<b>All Coffee breaks</b>	For all coffee breaks (Day 1 + Day 2)
\$ 1,500	<b>Water Bottles</b>	Your company logo printed on water bottles given to every attendee
\$ 4000	<b>Session at Partner Track</b>	60-minute session at Partner track (Session 1 on Day 2)
	<b>Prize(s) for raffle</b>	The type of prize is up to you. Your logo will be included at the closing keynote presentation and mentioned by the moderator of the raffle

If you are interested in discussing any of these opportunities, please contact:  
**Wayne Jasek, Director of APAC Operations at Kentico Software, Email: [WayneJ@kentico.com](mailto:WayneJ@kentico.com)**  
 or  
**Eva Palbuchtova, Marketing Specialist at Kentico Software , Email: [EvaP@kentico.com](mailto:EvaP@kentico.com)**

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