



# Communication-Guide for sponsors

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a **Sensio**Labs event

**PARIS**2012  
6-9 JUNE



Créateur du framework  Symfony

# Sensio Labs is organising the 4<sup>th</sup> edition of the Symfony Live in Paris

*Symfony Live 2012 is the biggest international conference about Symfony. It's built on the great success of the Symfony Live 2009, 2010 and 2011 conference (more than 500 visitors), this year the event will be in June.*



## **Symfony Live Conference 2012**

**6-9 June 2012**

Cité Universitaire Internationale  
17, boulevard Jourdan  
F-75014 Paris

<http://paris2012.live.symfony.com/>



# Symfony Live 2012

**Date / Venue:** 6-9 June 2012 - La Cité Internationale Universitaire – 75014 Paris - France

**Visitors:** about 600 visitors are expected to come

**Price:** 299 Euros HT for 2 days of conference + 1 free hacking day

350 Euros HT for the training day

## What to expect:

- ▣ A unique event with a lot of Symfony/PHP developers from around the world
- ▣ The possibility to reach highly influential web developers and managers working with Open-Source technologies
- ▣ A lot of highly expertise speakers, great partnerships, and good communication supports.



## Who:

- ▣ IT service companies using Open-Source technologies to build web projects
- ▣ Project managers working with Open-Source technologies
- ▣ Web developers and system administrators



**In 2012, other Symfony Live are organized around the world (Germany, USA and London), but Symfony Live 2012 Paris remains the main event of the Symfony community. The conference is organized by Sensio Labs, the creators of the framework!**



# What is Symfony Live?

During two days, speakers will be invited to talk about real life solutions that will help developers and project managers face challenges when developing professional Symfony applications.

**This is a unique opportunity to talk to the Symfony core team, local and international experts as well as the sponsors, and talk about the latest features included in Symfony and its evolution in the years to come.**

3 tracks and more than 30 conferences are scheduled for the Symfony Live 2012. The conference is an English event with some French sessions.

## ORGANIZATION

The Symfony Live 2012 conference will take place at the Espace Adenauer of the prestigious Cité Internationale Universitaire. Located in downtown Paris, it offers a dynamic atmosphere that will stimulate interaction between the visitors, speakers and sponsors.

Each day, the conference starts at 09:30, and ends at 18:30, with a lunch at around 12:00.



*Cité Internationale Universitaire*



*Espace Adenauer*





## What is Symfony?

Symfony ([www.symfony.com](http://www.symfony.com)) is an Open-Source framework, a library of cohesive classes written in PHP that helps developing professional applications.

It provides an architecture, components and tools for developers to build complex web applications faster. Choosing Symfony allows you to release your applications earlier, host and scale them without problem, and maintain them over time with no surprise.

Symfony is based on experience. It does not reinvent the wheel: it uses most of the best practices of web development and integrates some great third-party libraries.

Thousands of developers already trust Symfony for their applications! And more than 1,000,000 unique visitors go on the official Symfony website each month.

Symfony is used by many companies like Yahoo!, Dailymotion, Ted.com, Electronic Arts, Orange, ArianeEspace, and many more.



## The event at a glance

**Wednesday, June 6<sup>th</sup> 2012**

Training day on Symfony topics and Speakers-Dinner in the evening

**Thursday, June 7<sup>th</sup> 2012**

Conference and unconference day one

With keynote speeches

**Friday, June 8<sup>th</sup> 2012**

Conference and unconference day two

With keynote speeches

**Saturday, June 9<sup>th</sup> 2012**

“Hacking” day



# Special Event: Symfony Party on Thursday evening

It is a tradition, that the community, the organizers and speakers meet after the conference to exchange information in a relaxed performance.



Party:  
Thursday June 6<sup>th</sup>,  
2012

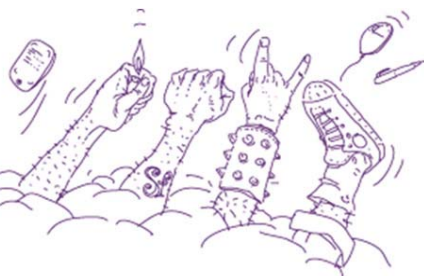
Location: Paris



# Sponsoring-Packages



**PARIS 2012**  
**6-9 JUNE**





## Become partner of the Symfony Live

Anybody can sponsor the Symfony Live Conference, from big companies to freelancers. We have come up with several plans that should appeal to most companies wanting to support the event. It's a unique way to talk directly to IT professionals.

Sponsoring Packages at a glance			
	Bronze	Silver	Gold
<b>Before the Conference</b>			
Logo on the official Symfony Live website	✓	✓	✓
Mention in a tweet from the official event twitter account	✓	✓	✓
Your logo on the Symfony.com blog posts where we talk about the event		✓	✓
Right to use the official Symfony Live logo on your own websites and communication materials	✓	✓	✓
Press visibility		✓	✓
<b>During the Conference</b>			
Logo in the main conference room		✓	✓
Logo in the registration desk		✓	✓
Logo on the main slides of the training (training day)			✓
Logo on all documents related to the conference (flyers, kakemono, ...)	Not all	✓	✓
Stand	2, 500 €	2,000 €	✓
Custom Kakemono (in the sponsor area) - only one		1, 000 €	n/a – included with stand
Promotional items in the visitor bags ( <i>to be sent a month before</i> )		✓	✓
Goodies distribution during the conference (dedicated location)	✓	✓	✓
Logo displayed between sessions in the conference rooms	✓	✓	✓
Free tickets	2	4	8

After the Conference			
Press visibility		✓	✓
Logo on the recorded sessions (streamed on symfony.com)			✓
Prices			
Paris Conference	2, 000 €	4,000 €	8, 000 €
Berlin Conference	n/a	2, 000 €	4, 000 €
London Conference	1, 000 €	2, 000 €	4, 000 €
San Francisco Conference	1, 000 €	2, 000 €	4, 000 €
Extras			
Wifi sponsor (only 1 sponsor – only available for the Paris conference)	2, 000 €		
Sponsored conference session during lunch (only 2 sponsors)	2, 000 €		
Sponsor the hacking day (only one sponsor)	1, 000 €		
Logo on the visitor bag	3, 000 €		
Sponsor Coffee Break	1, 000 €		
Sponsor the official party/cocktail	Call us		
Press Sponsor	Call us		

## Special discounts:

Get some discounts by sponsoring more than one Symfony Live Conference:

- -10% for two conferences sponsored in 2012 (same level)
- -20% for three or four conferences sponsored in 2012 (same level)

We are of course at your disposal if you want to do something special that is not listed in this guide.

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