

Come Sponsor SchipulCon 2011!

What is SchipulCon?

We're more than just another marketing conference

SchipulCon is a 2-day technology focused marketing conference hosted by Schipul – The Web Marketing Conference. SchipulCon 2011 connects attendees with practical information and resources for building strong digital brands, online communities, and awesome websites that generate leads and revenue for their organizations.

This Year's Theme

Create, Profit, Reach – The path to making a difference to your world and your organization!

SchipulCon sessions will teach attendees the offline and online technology, smart business practices, and community building skills they need to take their world to the next level.

Speakers

Presenters are Rockstar community leaders and authors, as well as renowned experts in fields such as user experience, web development and design, social media and online marketing, and the new business rules for integrating technology, marketing and profits.

We bring in some of the biggest names and foremost experts in online and offline technology, marketing and public relations, and business practice. You can find the list of Speakers and their bio's online at <http://schipulcon.com/speakers/search/>

Who Attends SchipulCon?

300-400 CEO's, Marketing Directors, Professional Organization's Board Members, Developers, Designers, and more!

Dates

October 6th and 7th, 2011

Venue

Norris Conference Centers
800 Town and Country Boulevard
Houston, TX 77024

Find all the details online at <http://SchipulCon.com/>!

Why You Want to Sponsor SchipulCon 2011

Through your sponsorship of SchipulCon 2011, you will gain access to a highly qualified audience from several well-known companies. On the following page is a list of just some of the amazing companies represented in attendance at past SchipulCon conferences.

Who Is Your Audience?

We expect 300 - 400 attendees this year consisting primarily of Houston-based corporations, non-profits, and professional organizations. CEO's, CMO's and Board of Directors have been the primary delegates attending past SchipulCon events. With the addition of our Technology Track this year, we forecast a number of CTO's and CIO's will also be in attendance.

In past years, despite the economic downturn and fall out, we had 250+ attendees consecutively. This year, more than ever before – more organizations are moving their assets onto the web and the use of technology is a standard in day to day business operations, not an option. Recent market research reports show that integration of online business assets is the top priority in 2012, particularly integration of the website with marketing and sales, social media outlets, and business operations. We are confident this year will be our best ever!

SchipulCon is YOUR Conference Too

We understand how to provide real value to our sponsors. Here are some quotes from past SchipulCon Sponsors:

“The conference was a huge success for us. I know we will do more business next year because of all the great PR that SchipulCon provided us through our sponsorship.”

“Schipul treated SchipulCon Sponsors as friends and true partners in business and introduced our brand to their attendees with the same excitement our own team has.”

(Up Next... Organizations At Past SchipulCons...)

A Few of the Awesome Companies That Have Participated in Prior Schipul Conferences

EDUCATION

Oklahoma State University
Syracuse University
University of Phoenix

HEALTHCARE/MEDICAL

- Kelsey-Sebold Clinic
- National Pharmacy Technician Association
- St. Luke's Episcopal Health System

ENTERPRISE

- Amegy Bank
- Southwest Airlines
- Tony Chachere's

MARKETING/ADVERTISING/PUBLIC RELATIONS

- Locke Bryan Productions
- MediaComp, Inc.
- ClearPoint Creative

TECHNOLOGY

- YouData
- Safety Vision
- Eye-Fi

NONPROFIT

- Camp For All
- Miller Theatre Advisory Board Inc.
- YMCA of Greater Houston

OTHER

- Reliant Park
- Houston Dynamos
- The Business Maker's Radio Show

(Keep Reading to Find Out More...)

<http://SchipulCon.com> SchipulCon 2011 Sponsorship Opportunities sworthy@schipul.com

Who Is Schipul?

Schipul Vision

To Connect and Organize the World's People. Do Good.

SchipulCon Mission

To grow community Champions that make the world a better place through extraordinary thinking, smart technology, and cross-industry creativity.

We are the same passionate team that brought you the Tendenci User Conferences in '07 and SchipulCon '09. Why did we skip '08 (Hurricane Ike!) and '10 (We were too busy!)?

Our business is multi-faceted and covering many areas of website development, design and marketing expertise and this past year was representative of that. We opened our second physical location on the West Coast in Silicon Valley, California at the beginning of 2011. This summer, we released the 5th version of our Membership and Event Management Software, [Tendenci](#), and we changed the game by releasing it on a Django and Python framework. We've been expanding our team and our reach and now we are going to bring that added value to our 2011 Conference.

Our team at Schipul – The Web Marketing Company humbly provides great websites and web marketing services to an international client base. Our portfolio of work includes Ikea Houston, the New York Emmy's, U.S. Foodservice, Discovery Green, the Children's Museum of Houston and hundreds more! We love our clients and our work and want to share our passion with you at SchipulCon 2011.

Come Hang Out With Us!

(Sponsorship Levels Starting with Spaceships Are Next...)

Sponsorship Opportunities

Spaceship Sponsors

You bring the Rocket Ship that Blasts SchipulCon into outer space! Our Space Vehicular Sponsors receive the following:

- Logo recognition on our website and in our email announcements
- Mention in our press releases as well as a dedicated press release about the Party.
- Send pre and post email to attendees
- Receive direct mail address list
- Recognition at the party, and opening/closing remarks for the conference
- 2 free badges
- 2 tickets to Speaker dinner
- Customize *your* sponsorship package – tell us what fuel’s your spaceship!

Mothership (Headline) Sponsor (1 available) Cost \$10,000

Be the SchipulCon2011 'Big Gun' title sponsors. You're logo will appear on our marketing material, website, venue material and be sung from stage and screen.

Added Value:

- 3 more badges
- Be the exclusive sponsor of SchipulCon 2011

Happy Horizontal People Transporters (2 available- co-sponsors) Cost \$5000+

Sponsor our Thursday night bash and show our Delegates how to do the Robot on the dance floor!

Added Value:

- Party named after you (co-named)
- Help us pick the menu, theme, location, etc.
- Or we will do all the planning and just let pick the dance tunes!

Memory Alpha Sponsor (1 available) Cost \$3000+

Sponsor our Exclusive Speaker Dinner and help us welcome our amazing speakers and sponsors the night before SchipulCon. This will be a quiet, limited space event.

Added Value:

- Dinner named after you
- Help us pick the menu, theme, location, etc.
- Or we will do all the planning and just let you pick the *Syntehhol!*

(Check out the Robot Sponsorship Packages...)

Robot Sponsors

Our robot sponsors are awesome, shoot laser beams from their eyes and are made of steel! We'd love to include you in the SchipulCon Robot Army - let's do this! Robot sponsors get to hang out with our awesome team and the SchipulCon Delegates, you'll receive your logo and link on SchipulCon.com and SchipulCon Sponsor Appreciation Email.

Plus Pick any 3 (three) or tell us your idea on what makes a Robot truly feel adored:

- Logo print program/sponsor page and signage at conference
- Receive a mailing list to send direct postal mail to attendees
- Opportunity to draft an email message sent to registrants
- Discounts on conference badges, (you'll get 1 free with your Robot-level sponsorship)
- Logo on Presentation Screen/Slide between sessions

Robot Barista/Robo-Chef – Cost \$2000/beverage station or \$5,000 to sponsor meals.
Sponsor one of our session room beverage tables as our Robot Barista and help hydrate attendees with coffee, tea, and sodas to SchipulCon attendees all weekend!

Want to supply all the raw materials to our Delegates at the conference? Then sign on as our Robo-Chef and we'll let you select all of the above benefits plus throw in some extra perks!

iRobot Sponsors (10 available) Cost \$1000

Come hang out on the exhibitor floor and introduce your company's products and services to SchipulCon delegates. Table and Internet access included with your sponsorship, this will give you uber-access to attendees who are eager to create, profit and reach beyond the conference session rooms with you!

Brain Room Sponsor - (2/4 available) Cost \$2500: half day / \$5000: full day
Challenge our brains and test our reflexes with your newest and most innovative creations and Sponsor a full or half day in our fantastic Brain Room. We will give you a room to turn into your very own Robot Playground where you can have hands on demos and projects for our Delegates to play with.

(Laser Gun Packages Next...)

Laser Gun Sponsors

Pew! Pew! Our Laser Gun sponsors bring the energy and materials that make SchipulCon a blast! As one of our Hi-Tech Laser Gun sponsors, you'll receive your logo and link on SchipulCon.com and SchipulCon Sponsor Appreciation Email.

Plus Pick any 3 (three) or tell us your idea on how to best clean a Laser Gun:

- logo print program/sponsor page
- receive a mailing list to send direct postal mail to attendees
- SchipulCon love on our Facebook and Twitter feeds
- Special Sponsorship Discount for Badges
- insert marketing piece into Attendee Packet

T-shirt Sponsor (2 available) Cost: \$1500 each (\$3000 total)

*We're famous for our awesome shirt designs, seriously - we see them everywhere!
Imagine this – Your logo graces everyone's chest and parties in everyone's laundry room
for years to come.*

Name Badge Sponsor (1 available) Cost \$2500

Some may wear their hearts on their sleeves, but you sure tell a lot about a SchipulCon attendee by what's around their neck. Let's make it something with your name on it!

Registration package Insert (20 available) Cost \$300

We keep our SchipulCon Delegates too busy for a bag, so please follow our Schipul insert guidelines to ensure proper integration occurs...

SchipulCon 2011 Supporter (unlimited) Cost \$250

Show your true Geek-Colors and support SchipulCon 2011 – you'll get some great link love and we'll send you one of our fabulous SchipulCon t-shirts created during the conference just for you!

Media Sponsorship

Help promote SchipulCon through your fantastic network. Promote SchipulCon and encourage additional sponsors, registration, and highlight/showcase the event via articles, event calendar listings, photo and video during the event, etc. Includes 1 media/press pass to photograph and video the conference (press does not include party/dinner access) with the agreement to share your (fully credited) content for us to use down the road and to share with our networks too.