APP**DEV** TRENDS

ENTERPRISE FOCUSED. CODE DRIVEN.

2014 SPONSOR EXHIBIT OPPORTUNITIES

December 8 - 11, 2014

Mandalay Bay Resort & Casino, Las Vegas, NV

Brought to you by the publishers of Application Development Trends (ADTmag.com), App Dev Trends is a new technology conference for Enterprise Software Developers, Project Managers, Mobile Developers, Architects, Engineers, IT Executives, and Consultants. With an agnostic focus on the makers and maintainers of the purpose-designed software that drives companies in virtually every industry in the world, the event provides attendees with the information they need on a wide range of trends, tools, and best practices to meet the ever-evolving demands of their organizations.

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ADTMag.com

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1105 MEDIA INC.

The purpose of **App Dev Trends 2014** is to:

▸ Focus on the unique challenges faced by enterprise software professionals.

▸ Explore cutting-edge intelligence on a wide range of trends, tools, and best keep up with the ever-evolving demands of their organizations.

▸ Expose attendees to what's next and how to prepare for it.

▸ Acquire new skills and adapt existing skillsets.

▸ Boost organizational efficiency, productivity, and competitiveness.

▸ Network with peers and pros facing the same challenges.

App Dev Trends attendees demand credible and unbiased information to build, buy and manage the development process within their organizations. As advocates and users of components, RAD tools, lifecycle management solutions, and other technologies used to build enterprise software applications better and faster, **App Dev Trend** attendees are the most highly qualified potential customers in the market.

Demographics reflect the September 2013 Application Development Trends annual reader survey.

More information can be found at adtmag.com.

## ATTENDEE DEMOGRAPHICS

COMPANY SIZE

Less than 100 **37%**
100-499 **13%**
500-999 **7%**
1000-4,999 **18%**
5,000-9,999 **8%**
10,000+ **18%**
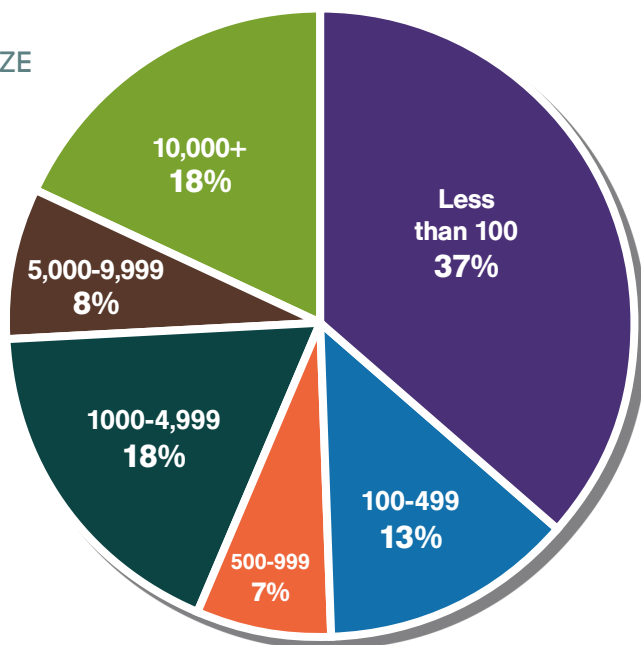
JOB TITLE

CIO/CTO or Technical VP.. 8%
CEO, President, Owner, GM, Executive VP 12%
Director of Software/App Development 5%
Software Dev Manager 7%
Applications Dev Manager... 5%
Web Dev Manager... 3%
Chief Software Architect 3%
Software Architect/Designer... 11%
Software Engineering Manager/Supervisor............................... 1%
Software Engineer 6%
Team/Group Leader 4%
Project Manager 5%
Analyst (Systems, IT, Business)... 5%
Database Manager/Admin/Developer 4%
Senior Developer.. 8%
Software Developer/Programmer... 6%
Consultant... 5%
Other... 3%

If you are interested in sponsoring or exhibiting at App Dev Trends, please contact: Navid Davani • **ndavani@1105media.com** • 949.265.1512

2

ATTENDEE DEMOGRAPHICS (continued)

Top Industries Represented

Aerospace/Defense	2%
Agriculture	1%
Automotive/Transportation	2%
Bus Services-noncomputer	1%
Comm Carriers/ISP/ASP	2%
Independent Soft Vendor	8%
Comp Hard Retail/Whole/Dist	1%
Construction/Arch/Eng	2%
Data Processing Services	2%
Education (K-12)	1%
Education (Univ/College)	5%
Energy/Util (Min/Gas/Oil)	2%
Federal Govt (inc Mil)	5%
State/Local Govt	6%
Finance/Acct/Bank/VC	6%
Insurance/Real Est/Legal	6%
Mfg – computer related	3%
Mfg & Process Industries	7%
Media/Mktg/Adv/Pub/PR	2%
Medical/Dental/Healthcare	5%
Non-profit/Trade Assoc	2%
Pharmaceutical/Biotech	1%
R & D	2%
Retail/Whole/Dist-noncomp	2%
Sol Prov/VAR/Sys/Net Int	7%
Travel/Tourism/Ent/Hotels	1%
Web/Software Dev/Vendor	18%

Are you actively involved in: Management (managing teams, software projects, etc.)?

25% NO

75% YES
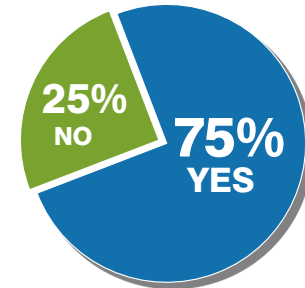
What is your involvement in purchasing software products or services?

Recommend/specify brands/vendors for purchase	67%
Evaluate vendors who provide solutions	67%
Determine the need	66%
Create short list of vendors to review	43%
Authorize/approve purchase	29%
No involvement	11%

Which best describes the extent of your purchasing decisions/recommendations?

Enterprise-wide (worldwide/global)	32%
Enterprise-wide or multiple sites (U.S. only)	22%
Single division or department	30%
Workgroup	16%

To which targets are you currently deploying software?

Java	38%
Linux	40%
OS X	16%
iOS	38%
Android	42%
Blackberry	13%
Windows	88%
Windows Phone	23%
Other	7%

2014 EXHIBIT AND SPONSORSHIP OPPORTUNITIES

By exhibiting and/or sponsoring **App Dev Trends** conferences, you will have the opportunity to enhance your branding and product positioning with some of the most influential buyers and influencers, across industries, in the market today. There are multiple exhibit and sponsor packages available, or you can build your own program based on the individual opportunities. If you have unique needs or ideas, let us know and we will work with you to customize a   program that meets your marketing and business needs.

BASIC EXHIBITOR PACKAGE $2,995 per Space

The standard exhibit package includes a 10x8 booth with pipe and drape, one sign and wireless internet. Power and wired Internet are available for an additional fee.

Basic Exhibitor Package also includes:

▸ Complimentary Best Value Pass (Valued at $2,095+ including all meals and sessions)

▸ Company listing in Event Program (Company Name, 75-word description, Company URL)

▸ Company logo on Event Website (Link to company)

"We expect to see a range of attendees at this event, from down-in-the-trenches developers to team leaders and decision makers at just about every level. It's my great pleasure to invite you to share your insights and expertise with these smart, hard-working pros at this event."

-John K Waters, Conference Chair, App Dev Trends, 2014

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4

SPONSORSHIPS

Sponsorship packages provide significant pre-conference, on-site, and post-conference promotional opportunities. With these premier, comprehensive packages, you'll get extensive, repeat exposure for one reasonable rate. Choose the package that best meets your needs and budget. Discounts provided for multiple conference participation.

PLATINUM SPONSORSHIP PACKAGE: $9,995 (2 available)

▸ Exhibit or 10'x8' Exhibit Booth

▸ Opportunity to present one (1) breakout session (Only technical, non-marketing sessions will be considered. Session proposal should include a 50-word abstract along with the speaker's name, job title & a brief bio. Proposals must be submitted approximately 60 days prior to the event for consideration and approval by the App Dev Trends content Chairs (subject to availability)

▸ One (1) sponsor managed focus group lunch. Sponsor may invite up to 15 attendees to participate

▸ Sponsor acknowledgement during opening comments

▸ One (1) dedicated Birds of a Feather Lunch Table

▸ Logo included in the pre-session rotating slides

▸ Two (2) attendee bag inserts. Sponsor may include two (2) items of collateral or two (2) giveaway items (or one of each). Size restrictions apply. All items must be pre-approved by show management

▸ Three (3) Complimentary Best Value Passes (valued at $2,095+ each including all meals and sessions)

▸ One (1) time access to the attendee sponsor/exhibitor opt-in email OR direct mail opt-in list (must use a 3rd party, bonded mail house)

▸ Logo featured on a sponsor banner, which will be hung in a high traffic area

▸ Logo, URL, and description listed on the exhibitor page of the Event Program

▸ Company Logo on Event Website (link to company)

▸ One (1) full page, 4-color ad in Event Program

▸ Sponsor acknowledgement during opening comments

Co-Marketing Activities. Extend your impact and help promote App Dev Trends:

• Feature event Official Sponsor Logo on your organization's website

• Promote event in your company's e-mail newsletters, press releases, and Website postings

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5

SPONSORSHIPS (continued)

GOLD SPONSORSHIP PACKAGE: **$8,000**

▸ Exhibit or 10'x8' Exhibit Booth

▸ One (1) full page ad in the Conference Program

▸ One (1) dedicated Birds of a Feather Lunch Table

▸ One (1) 15 minute Product Demo Speaking Session

▸ Sponsor acknowledgement during opening comments

▸ Logo included in the pre-session rotating slides

▸ Attendee bag insert. Sponsor may include one (1) item of collateral or one (1) giveaway item. Size restrictions apply. All items must be pre-approved by show management

▸ Two (2) Complimentary Best Value Passes (valued at $2,095+ each including all meals and sessions)

▸ Logo featured on a sponsor banner, which will be hung in a high traffic area

▸ Logo, URL, and description listed on the exhibitor page of the Event Program

▸ Company Logo on Event Website (link to company)

If you have unique needs or ideas, let us know and we will work with you to customize a program that meets your marketing and business needs.

SPONSORSHIPS

SPECIAL EVENT SPONSORSHIP: **$15,000**

No matter the location, everyone is looking to have fun and unwind. Sponsor the App Dev Trends! special event and be the hit of the party. The App Dev Trends special event will include music, food, and drink for all! You will receive at least two (2) recognitions at the event as well as recognition prior to the event.

▸ Your company logo and sponsorship recognition on the event website and in pre-conference promotional emails

▸ Your Company logo on signage posted at drink stations as well as your company logo on event napkins

▸ Distribution of materials at the special event

▸ Three (3) Complimentary Best Value Passes (valued at $2,095+ each including all meals and sessions)

▸ Exhibit or 10'x8' Exhibit Booth

▸ Company listing in Event Program (Company Name, 125-word description, Company URL)

▸ Company listing on Event Website (Link to company)

▸ One (1) dedicated Birds of a Feather Lunch Table

▸ Full page, 4-color ad in Event Program

▸ Logo recognition in pre-session rotating slides in keynote room

▸ Logo featured on a sponsor banner, which will be hung in a high traffic area

▸ Two (2) attendee bag inserts. Sponsor may include two (2) items of collateral or two (2) giveaway items (or one of each). Size restrictions apply. All items must be pre-approved by show management

▸ One (1) time access to the attendee sponsor/exhibitor opt-in email OR direct mail opt-in list (must use a 3rd party, bonded mail house)

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7

EXCLUSIVE SPONSORSHIPS (continued)

INDUSTRY INSIDER VIDEO SPONSORSHIP: **$15,000**

Be the exclusive sponsor of the sight, sound, and video content of the conference. Connect with conference attendees and the greater App Dev Trends community by aligning your company with our in-depth, candid conference presentations. Make an impact as the exclusive sponsor in this high-level area.

▸ One (1) sponsor-branded video booth located in the main hall foyer to capture short video interviews with attendees, speakers, and the event "movers and shakers" answering predetermined industry-focused questions. The video booth also includes:

▸ Work with editorial staff both before show and on-site to ensure interviews with industry "movers and shakers" at the show as well as desired company representatives

▸ Booth hours of operation contingent on final scheduling

▸ Exclusive 30-day sponsorship of the Industry Insider Section: **AppDevTrends.com** and **ADTMag.com**

▸ Campaign begins one week after the event concludes, runs for one month, and will feature all usable interviews shot on site

▸ Banner ad units on Industry Insider Section include: 728x90 and 300x250, animated gif, jpeg, or other rich media (maximum file size 30K), or the use of a 300x600 Content Module

▸ Flat rate includes exclusive ad placement and logo at the top "wrap" of the section next to Industry Insider Section

▸ Pre-session rotating slides in the keynote room promoting daily coverage and sponsoring company

▸ Exhibit or 10x8 Exhibit Booth

▸ Three (3) Complimentary Best Value Passes (valued at $2,095+ each including all meals and sessions)

▸ Logo exposure in the keynote room

▸ Logo featured on a sponsor banner, which will be hung in a high traffic area

▸ One (1) dedicated Birds of a Feather Lunch Table

▸ Full page, 4-color ad in Event Program

▸ Two (2) attendee bag inserts. Sponsor may include two (2) items of collateral or two (2) giveaway items (or one of each). Size restrictions apply. All items must be pre-approved by show management

▸ One (1) time access to the attendee sponsor/exhibitor opt-in email OR direct mail opt-in list (must use a 3rd party, bonded mail house)

EXCLUSIVE SPONSORSHIPS

CONFERENCE COVERAGE SPONSORSHIP: **$15,000**

Carry the conversation from on-site presence to post-show coverage

▸ Exhibit or 10'x8' Exhibit Booth

▸ Three (3) Complimentary Best Value Passes (valued at $2,095+ each including all meals and sessions)

▸ Exclusive eNewsletter ads in two (2) special conference editions

▸ Exclusive event mini site advertising; standard ad units plus company branding on coverage homepage site link promotion box; coverage site sponsorship remains active for minimum of eight weeks after the conference

▸ Pre-session rotating slides in general session promoting daily coverage and sponsoring company

▸ Logo exposure in the keynote room

▸ Logo recognition in pre-session rotating slides in keynote room

▸ Company listing on Event Website (Link to company)

▸ One (1) dedicated Birds of a Feather Lunch Table

▸ Logo featured on a sponsor banner, which will be hung in a high traffic area

▸ Full page, 4-color ad in Event Program

▸ Two (2) attendee bag inserts. Sponsor may include two (2) items of collateral or two (2) giveaway items (or one of each). Size restrictions apply. All items must be pre-approved by show management

▸ One (1) time access to the attendee sponsor/exhibitor opt-in email OR direct mail opt-in list (must use a 3rd party, bonded mail house)

TWITTER LOUNGE SPONSORSHIP: **$15,000**

An exclusive chance to be the hub of the social media scene at the conference

▸ Onsite signage around lounge in high-traffic areas (App Dev Trends to create one sign; Sponsor has option to create and send additional signage)

▸ Flat screen rental and (if available) couches/chairs throughout the hotel

▸ Exclusive sponsorship of the "Tweet to Win" contest promoted at the conference

▸ Sponsor or event Web staff (client's choice) to build custom Web page branded with both App Dev Trends and Sponsor logos (subject to conference management approval)

▸ Twitter Lounge will be open during the entire length of the conference

▸ Exhibit or 10'x8' Exhibit Booth

▸ Three (3) Complimentary Best Value Passes (valued at $2,095+ each including all meals and sessions)

▸ Company listing in Event Program (Company Name, 125-word description, Company URL)

▸ Company listing on Event Website (Link to company)

▸ One (1) dedicated Birds of a Feather Lunch Table

▸ Full page, 4-color ad in Event Program

▸ Logo recognition in pre-session rotating slides in keynote room

▸ Logo featured on a sponsor banner, which will be hung in a high traffic area

▸ Two (2) attendee bag inserts. Sponsor may include two (2) items of collateral or two (2) giveaway items (or one of each). Size restrictions apply. All items must be pre-approved by show management

▸ One (1) time access to the attendee sponsor/exhibitor opt-in email OR direct mail opt-in list (must use a 3rd party, bonded mail house)

SPONSORSHIPS (continued)

PROMO PACKAGE: $3,795

- Exhibit or 10'x8' Exhibit Booth
- Attendee bag insert. Sponsor may include one (1) item of collateral or one (1) giveaway item. Size restrictions apply. All items must be pre-approved by show management
- One (1) dedicated Birds of a Feather Lunch Table
- One (1) Best Value Pass (valued at $2,095+ each including all meals and sessions)
- Company listing in Event Program (Company Name, 75-word description, Company URL)
- Company logo on Event Website (Link to company)

DEMO THEATER PRESENTATION: $2,500

- The Demo Theater at App Dev Trends is an opportunity for exhibitors to show off their latest technologies in short 15 minutes presentations throughout the conference. Situated near the exhibits, the theater is easy to drop in on for quick 15-minute tech talks.

ATTENDEE T-SHIRT: $5,000

- One-color logo featured on the right sleeve of the official conference t-shirts. T-shirts will be supplied by App Dev Trends.

ATTENDEE BAG INSERT: $1,000

- Promote your company in the Official Conference Bag provided to every conference attendee. Include a flyer, brochure or promotional item that will inform attendees as well as catch their attention. (Note: Inserts provided by sponsor; Limit one insert per sponsor)

BADGE SPONSOR: $2,500

- Get your message into the hands of attendees by putting an insert into every App Dev Trends attendee badge holder. Badge holder will be supplied by App Dev Trends.

BREAK SPONSORSHIP: $2,000/break

- Get prime exposure with every conference guest. As a Refreshment Break Sponsor, you will provide refreshments and light snacks, while placing your company message front and center with signage containing your logo and message and a table with your company literature.

ATTENDEE PEN: $2,000

- Distribution of logo-branded pens to all attendees.

BADGE LANYARD: $2,000

- Distribution of one-color logo-branded lanyards to all attendees.
(Sponsor to Provide Lanyards)

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10

ADDITIONAL SPONSORSHIP OPPORTUNITIES

CONFERENCE PROGRAM ADVERTISING

The Official Event Program is a powerful tool to reach decision makers with your message.

Standard Positions – 4 Color

Back Cover	$3,000
Inside Front Cover	$2,000
Inside Back Cover	$1,000
Full Page	$1,000
½ Page	$650

All opportunities subject to availability.

ABOUT APP DEV TRENDS AND 1105 MEDIA, INC.

App Dev Trends and adtmag.com are part of 1105 Media, Inc.
1105 Media is a fully integrated business-to-business information and media company serving all aspects of the technology B-to-B market. Other 1105 Media includes Visual Studio Magazine, Redmond Developer News(RedDevNews.com), Application Development Trends (ADTmag. com), and more.

1105 Media, Inc. is based in Chatsworth, CA, with primary offices throughout the United States and more than 300 employees. For more information, please visit 1105Media.com.