

DOMAINfest Europe

Sponsorship Opportunities
Prague / InterContinental Hotel
Wed - Thurs / 5. -7. Oct . 2010

Building Bridges. Building Success.



Contact us today to secure the best opportunity for you.
sales@domainfest.com

INTRODUCTION

DOMAINfest Europe 2010

DOMAINfest Europe will offer sponsors an unmatched opportunity to promote their services not only to the biggest, but also to the most motivated domain investors from Europe and around the world.

The DOMAINfest brand is known and respected for its ability to provide high quality networking and learning opportunities to its attendees for a very fair price, and for offering expert speakers and content designed to help the domain industry improve and evolve.

By becoming a DOMAINfest Europe sponsor, your company will be clearly seen as supporting these networking and learning opportunities. And you'll be seen as contributing to the improvement and evolution of the domain industry. Domain owners worldwide will be grateful.

What type of companies will see immediate benefits from becoming a DOMAINfest sponsor?

- Domain parking/monetization companies
- Domain aftermarket and brokerage companies
- Affiliate ad network providers
- CPA ad network providers
- Display ad network providers
- PPC ad network providers
- Website development experts (single website solutions vs. multiple site scalable solutions)
- Content providers
- SEO and SEM consultants
- Registrars
- Registries
- Intellectual Property law firms
- International tax consultants

Don't miss your chance to put your brand in front of the high quality attendees coming to DOMAINfest Europe 2010.

Please contact Sponsorship Sales at sales@domainfest.com.

Contents

Sponsorship Options & Pricing

Page 2 - 7

Bonus Benefits

Page 7

Choosing Your Sponsorship Package

DOMAINfest Europe offers a wide range of sponsorship opportunities. See list and descriptions below.

Step 1: Select your preferred sponsorship options from the list below.

► **New Options:** **Exhibit Booth/Stand at \$4,000**
Exhibit Tabletop at \$2,500

The exhibit area will be open on Tuesday Oct 5 from 16:00 to 20:00hrs. We will have beer, wine, soda and snacks in the Exhibit area on Tuesday to attract attendees. The exhibit area will also be open all day Wednesday Oct 6 from 09:00 to 19:00hrs. Coffee will be available in the exhibit area on Wednesday morning and refreshments in the afternoon.

Step 2: Add up the total cost for all your desired options. Then check the table on Page 7 to see which bonus benefits you qualify for.

Don't miss your chance to put your brand in front of the high quality attendees coming to DOMAINfest Europe 2010. Please contact Sponsorship Sales at sales@domainfest.com.

STEP 1: SELECT YOUR PREFERRED SPONSORSHIP OPTIONS

Options are subject to availability.

\$25,000 **Opening Night Reception/Dinner on Wednesday October 6th**

This evening event promises to deliver an unforgettable combination of great food, great drinks, and lots of fun involving Czech cultural and historical entertainment. No-one will want to miss it. Your logo will appear on signage at the venue and your company will be listed as the sponsor in the online agenda and in the show guide. Includes optional Wednesday night hotel room drop. You provide us with a brochure or gift item that we deliver to attendee hotel rooms while everyone is at dinner. No other room drops will be allowed on Wednesday night, so your room drop will receive exclusive, full attention by all attendees.

\$15,000 **Opening Day Lunch on Wednesday October 6th**

Give your brand prominent exposure to a hungry, captive audience. Price includes your logo on signage and table tents. You'll also be listed as lunch sponsor in the website agenda and in the show guide. And you will have exclusive rights to put a collateral piece on chairs or tables.

\$15,000 **Excursion Day Lunch on Thursday October 7th**

After a morning filled with interesting and active excursions, attendees will be hungry for a nice lunch. Price includes your logo on signage and table tents. You'll also be listed as lunch sponsor in the website agenda and in the show guide. And you will have exclusive rights to put a collateral piece on chairs or tables.

\$6,000 **Bum Bag**

Instead of the traditional conference bag, we will be providing attendees with a bum bag that they can conveniently wear and use during their Prague activities. The bum bag not only gives your logo terrific exposure throughout the event, but also gives your logo added exposure when attendees take the bag home and continue using it. DOMAINfest will supply the bag. All you do is send us your logo art.

\$6,000 **Gift Pen**

Everyone will use of this classy, high quality gift pen throughout the conference, and when they return home as well. We will supply the pen imprinted with your logo. Just send us your logo.

\$6,000 **Hat**

Your brand will gain great exposure during and after the show when placed on this fun Eastern European style hat. We supply the hat. Just send us your logo artwork to be embroidered on the hat.

\$6,000 Lanyard

The lanyard is always one of the most popular sponsorships, and for good reason. Book it today!

\$6,000 T-Shirt

Put your logo on the event's "walking billboard" that keeps on advertising well after the event. The t-shirts will be distributed to all attendees at registration. All you do is supply us with your logo.

\$6,000 Business Card Holder

This leather, pocket-sized business card holder will make your embossed logo look classy and impressive. Attendees will enjoy the convenience and classiness of this item for a long time to come. We will supply the item. Just send us your logo.

\$6,000 Winter Hat and Scarf Set

This hat and scarf set makes a very nice gift. And if the weather turns chilly in Prague, attendees will be especially happy to have it. Your logo will be embroidered on the knit hat. We supply the item.

\$5,000 Thursday Morning Excursion Option 1: Guided Walking Tour and River Cruise

A friendly, informative guide will start this walking tour in the historic Old Town Square with its famous astronomical clock and incredible architecture. From there we continue to the Charles Bridge, a gothic treasure, the oldest surviving bridge in Prague. Attendees will then enjoy a short river cruise leading through the Prague Venice. The river tour goes under the last preserved arch of the Romanesque Judith Bridge, along the ancient river canals and arcane Jewish Town, through the water casemate and the picturesque historical scenery in the center of Prague. Your logo will appear in the online agenda as well as in the show guide. It will also appear in the excursion description that appears during the section of online registration that prompts users to select an excursion. Logo also on souvenir plastic ticket that all attendees in this excursion receive. Includes optional Thursday night hotel room drop. You provide us with a brochure or gift item. We deliver to all attendee rooms.

\$5,000 Thursday Morning Excursion Option 2: Spy Game

Attendees that select this morning excursion will be placed into separate teams. Each team gets a spy case, a map of Prague, a GPS set, binoculars and other necessary aids. The teams must find hidden envelopes containing hints and maps. Along the way, they must translate secret clues, solve puzzles, and even deactivate a high explosive bomb. Actors will join the hunt acting as friendly agents, computer experts, and linguists. The whole mission takes place in the historical center of Prague. Your logo will appear in the online agenda as well as in the show guide. It will also appear in the excursion description that appears during the section of online registration that prompts users to select an excursion. Logo also on souvenir plastic ticket that all attendees in this excursion receive. Includes optional Thursday night hotel room drop. You provide us with a brochure or gift item and we deliver to all attendee rooms.

\$5,000 Thursday Morning Excursion Option 3: Bobsleigh Racing

Attendees will race down a 1km roller-coaster style track on custom-made bobsleighs at speeds up to 60 km/h. Don't worry, all bobsleighs have a brake for people afraid of gaining too much speed. Each person will have 3 chances to beat their personal best time, and beat the times of their competitors. While waiting for their turn, attendees can sit on a terrace enjoying scenic views overlooking Prague. Your logo will appear in the online agenda as well as in the show guide. It will also appear in the excursion description that appears during the section of online registration that prompts users to select an excursion. Logo also on souvenir plastic ticket that all attendees in this excursion receive. Includes optional Thursday night hotel room drop. You provide us with a brochure or gift item and we deliver to all attendee rooms.

\$5,000 Thursday Morning Excursion Option 4: AK47 and M16 Shooting Contest

A once in a lifetime opportunity. Attendees will be taken to a professional outdoor gun club where Czech paratroopers and police special forces train. They will be given a safety lesson and then allowed to shoot at outdoor targets using an AK47 (15 shots), M16 (15 shots), Shotgun (5 shots), and Sniper rifle (5 shots). The winner receives a special diploma. Your logo will appear in the online agenda as well as in the show guide. It will also appear in the excursion description that appears during the section of online registration that prompts users to select an excursion. Logo also on souvenir plastic ticket that all attendees in this excursion receive. Includes optional Thursday night hotel room drop. You provide us with a brochure or gift item and we deliver to all attendee rooms.

\$5,000 Thursday Morning Excursion Option 5: Grand Prix Go Kart Racing

Go Karting is an ideal activity for both experienced and inexperienced drivers. Attendees will enjoy the thrill of racing each other, as electronic timing devices onboard the Go Karts record all movements, allowing competitors to compare their skills and times in print-outs. The Go Karting track is 500m, with 23 turns and 6 straight-aways. Your logo will appear in the online agenda as well as in the show guide. It will also appear in the excursion description that appears during the section of online registration that prompts users to select an excursion. Logo also on souvenir plastic ticket that all attendees in this excursion receive. Includes optional Thursday night hotel room drop – you provide us with a brochure or gift item. We deliver to all attendee rooms.

\$5,000 Thursday Afternoon Excursion Option 1: Prague Castle and Church Walking Tour

This guided tour starts at the Prague Castle overlooking the entire city. While at the castle, attendees will visit the beautiful St. Vitus Cathedral. The walk down the hill from the Castle will introduce everyone to magnificent monuments, churches, and palaces built in the 14th century. Attendees will then cross the famous Charles Bridge and make their way to the Old Town Square with its 15th century astronomical clock and church of Our Lady Tyn. The guide will share ancient legends and tales. Your logo will appear in the online agenda as well as in the show guide. It will also appear in the excursion description that appears during the section of online registration that prompts users to select an excursion. Logo also on souvenir plastic ticket that all attendees in this excursion receive. Includes optional Thursday night hotel room drop. You provide us with a brochure or gift item and we deliver to all attendee rooms.

\$5,000 Thursday Afternoon Excursion Option 2: Grand Prix Go Kart Racing

Go Karting is an ideal activity for both experienced and inexperienced drivers. Attendees will enjoy the thrill of racing each other, as electronic timing devices onboard the Go Karts record all movements, allowing competitors to compare their skills and times in print-outs. The Go Karting track is 500m, with 23 turns and 6 straight-aways. Your logo will appear in the online agenda as well as in the show guide. Logo also on souvenir plastic ticket that all attendees in this excursion receive. Includes optional Thursday night hotel room drop. You provide us with a brochure or gift item and we deliver to all attendee rooms.

\$5,000 Thursday Afternoon Excursion Option 3: Pub Hunt Contest

Beer loving attendees will be divided into teams and then given a map and contest instructions. The goal is to visit as many pubs on the list as possible and take funny photos at each one as proof. Along the way, teams must successfully complete certain tasks, such as filling a pint glass exactly up to the line. Your logo will appear in the online agenda as well as in the show guide. It will also appear in the excursion description that appears during the section of online registration that prompts users to select an excursion. Logo also on souvenir plastic ticket that all attendees in this excursion receive. Includes optional Thursday night hotel room drop. You provide us with a brochure or gift item and we deliver to all attendee rooms.

\$5,000 Thursday Afternoon Excursion Option 4: Skoda Road Rallye

Attendees will be taken out to the Czech countryside where they will be assigned to teams and given a map, instructions, digital camera, Dictaphone, mobile phone, and the keys to a Skoda automobile. The goal is to find several check points and complete special tasks along the way. The team with the highest score wins. Your logo will appear in the online agenda as well as in the show guide. It will also appear in the excursion description that appears during the section of online registration that prompts users to select an excursion. Logo also on souvenir plastic ticket that all attendees in this excursion receive. Includes optional Thursday night hotel room drop. You provide us with a brochure or gift item and we deliver to all attendee rooms.

\$5,000 Thursday Afternoon Excursion Option 5: AK47 and M16 Shooting Contest

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\$4,000 Cigarette Lighter

These classy, gift-quality lighters can also be used by non-smokers to light candles. We supply the lighters. Just send us the logo you want imprinted on the lighter.

\$4,000 German Interpreters

German speaking attendees will be grateful for your sponsorship of interpreters. On Wednesday, an interpreter and headset equipment will be available during the opening remarks and keynote presentation. After the keynote presentation, four German interpreters will be available to assist during lunch conversations. The same four interpreters will be stationed in each of the four corners of the conference room during the Power Networking session from 13:30 to 15:30. Interpreters will also be available to assist during the dinner networking party. On Thursday, each excursion option will have a German language interpreter. Thursday's dinner party will also have German interpreters available. Your company name will appear during online registration in the section where attendees select a preference for a German interpreter. Your logo also appears on our website and in the showguide as the German interpreter service sponsor.

\$4,000 Czech Interpreters

Czech speaking attendees will be grateful for your sponsorship of interpreters. On Wednesday, an interpreter and headset equipment will be available during the opening remarks and keynote presentation. After the keynote presentation, four Czech interpreters will be available to assist during lunch conversations. The same four interpreters will be stationed in each of the four corners of the conference room during the Power Networking session from 13:30 to 15:30. Interpreters will also be available to assist during the dinner networking party. On Thursday, each excursion option will have a Czech language interpreter. Thursday's dinner party will also have Czech interpreters available. Your company name will appear during online registration in the section where attendees select a preference for a Czech interpreter. Your logo also appears on our website and in the showguide as the Czech interpreter service sponsor.

\$4,000 Exhibit Booth/Stand (2.4m deep by 3.0m wide = 8ft x 10ft)

All booths include black draping on the back and side walls. Details on how to purchase power and rental furniture will be provided. Booth exhibitors will get their logo and 100 word company description included in the showguide and in the website. Hurry. Exhibit space is limited.

\$4,000 Polish Interpreters

Polish speaking attendees will be grateful for your sponsorship of interpreters. On Wednesday, an interpreter and headset equipment will be available during the opening remarks and keynote presentation. After the keynote presentation, four Polish interpreters will be available to assist during lunch conversations. The same four interpreters will be stationed in each of the four corners of the conference room during the Power Networking session from 13:30 to 15:30. Interpreters will also be available to assist during the dinner networking party. On Thursday, each excursion option will have a Polish language interpreter. Thursday's dinner party will also have Polish interpreters available. Your company name will appear during online registration in the section where attendees select a preference for a Polish interpreter. Your logo also appears on our website and in the showguide as the Polish interpreter service sponsor.

\$3,000 Mints

Attendees will want fresh breath as they meet new people throughout the conference. Your logo will be imprinted on the palm-sized mint container. Each attendee will receive 2 containers so that they have enough mints to last during and after the conference. We supply the mints. Just send us your logo.

\$2,500 Exhibit Tabletop (2m = 6ft skirted table provided)

Tabletop includes a skirted table upon which you can place your collateral material, laptop, small signs, etc. Details on how to purchase power and rental furniture will be provided. Tabletop exhibitors will get their logo only included in the showguide and in the website (no company description). Company description will be included if other sponsorships are purchased that help to reach Bronze level or above. Hurry. Exhibit space is limited.

\$2,500 Hotel Room Drop

Deliver your message directly to the hotel rooms of attendees. Send us your item and we'll ensure that it is placed inside attendee rooms on the Thursday night October 7th. Anything from a small gift to a brochure.

\$2,500 Power Networking Sessions on Wednesday Oct 6th (2 Available)

This is a great opportunity to put your brand in front of DOMAINfest's important and influential attendees. Includes your logo projected onto the session welcome screen and placed on session signage. In addition, you'll get sponsorship credit in the online agenda and exclusive rights to put a collateral piece on tables or chairs.

\$2,500 Wednesday Session Snack Break (2 Available)

No-one can resist the snacks and soft drinks. We'll put your logo on the signage right next to the snack table. If desired, you can also place brochures on a table next to the snack table. Your logo will also appear in the online agenda and in the show guide.

\$2,500 Wifi

You'll be providing wifi for the main ball room during all sessions Wednesday Oct 6. Attendees will be eternally grateful. Price includes your logo and tagline on the business-card sized card distributed at the event registration counter that contains the wifi login password. Guests will see your logo every time they use the card to login.

\$2,000 Event Bag Insert (limited space)

Send us a brochure, a special offer collateral piece, or a fun, small swag item and we'll insert it into the event bag. Every attendee will be anxious to sift through the bag contents.

\$2,000 Full Page Show Guide Ad

The Show Guide will be indispensable for attendees. It will contain vital show information such as the agenda, pictures and profiles for expert discussion leaders, and excursion descriptions. Be sure to put your ad in front of DOMAINfest's top quality audience.

\$1,500 Half Page Show Guide Ad

STEP 2: SPONSORSHIP BONUS BENEFITS

	Platinum \$25k or more	Gold \$15k to \$24k	Silver \$10k to \$14k	Bronze \$7k to \$9k
Bonus Benefits				
Registration Passes	3 complimentary passes plus up to 3 passes at the discounted rate of \$395 per pass**	2 complimentary passes plus up to 2 passes at the discounted rate of \$395 per pass**	2 passes at the discounted rate of \$395 per pass**	1 pass at the discounted rate of \$395 per pass**
DOMAINfest.com Website Exposure	Your logo listed as Platinum Sponsor in website ad rotation. Your logo in Platinum section of the website.	Your logo listed as Gold Sponsor in website ad rotation. Your logo in Gold section of the website.	Your logo in Silver section of the website.	Your logo in Bronze section of the website.
Show Guide	Free 1-page ad in the DOMAINfest Show Guide. Your logo and 100-word company description included in Sponsor section of Show Guide.	Free ½ page ad in the DOMAINfest Show Guide. Your logo and 100-word company description included in Sponsor section of Show Guide.	50% off DOMAINfest Show Guide ad. Your logo and 100-word company description included in Sponsor section of Show Guide.	Your logo and 100-word company description included in Sponsor section of Show Guide.
On-site Event Signage	Your logo listed as Platinum Sponsor on applicable DOMAINfest signage.	Your logo listed as Gold Sponsor on all applicable DOMAINfest signage.	Your logo listed as Silver Sponsor on all applicable DOMAINfest signage.	Your logo listed as Bronze Sponsor on all applicable DOMAINfest signage.

** Complimentary and discounted passes to be used ONLY for sponsor company employees. Proof of employment with sponsor company will be required before registration is approved.