



## Invitation to 11<sup>th</sup> QNX-Russia-2010 Conference Sponsorship

April 22<sup>nd</sup>, 2010

Radisson SAS Slavyanskaya Hotel and Business Centre, Moscow, Russia

Dear colleagues:

The organizing committee and SWD Software company would like to invite you to take part in the major Russian event dedicated to control and embedded systems based on QNX realtime operating system — QNX-Russia-2010 international conference. The sponsorship of the event will allow your company to reach the wide audience of QNX community from Russia and CIS countries.

This time the slogan of the conference will be “***The right technology. Right now.***”. We feel the need of complex and ready-to-use connected embedded solutions among the key players of local market. And therefore, we are inviting world technology leaders, who can present their knowledge and expertise to the visitors of QNX-Russia-2010, to become conference sponsors.

We expect to attract more than 350 attendees representing companies that are involved in developing embedded realtime software and hardware solutions and applications in different branches of the Russian industry and science, including industrial automated control, telecommunications and networking, energetic, avionics and cosmonautics, military, and transportation. The media support of the conference is provided by leading periodicals specialized in the markets of information technologies, telecommunications, and industrial automation.

During preparation and leading of the event, [www.qnx-russia.ru](http://www.qnx-russia.ru) site is visited by an average of 500 unique users per day.

We hope that your company will take active part in the QNX-Russia-2010 international conference using one of the following sponsorship packages.

Please do not hesitate to contact us by phone +7 (812) 702-08-33 or by e-mail address [qnx-russia@swd.ru](mailto:qnx-russia@swd.ru) to learn all other details about the conference and how to become a participant of it.

# QNX-Russia Conference 2010 sponsorship packages

## **Platinum Sponsor (1 Vacant, 1 Booked)**

**Package cost: \$15,000**

Through the Platinum sponsorship, the sponsor will be provided with the most wide advertising coverage, as well as with the opportunity to deliver a considerable and noticeable presentation to the target audience.

- **Before Conference:**
  - Placing the sponsor's logo as a hyperlink on the main page of the conference's official web site.
  - Mentioning the sponsor's name during the entire PR-campaign of the conference.
  - Mentioning the sponsor's name in the mail bulletins.
  - Mentioning the sponsor's name in all press releases dedicated to the conference.
  - Placing the sponsor's logo in advertising brochures and leaflets dedicated to the conference.
  - Placing the sponsor's logo in all advertising materials in press during the participant attraction company.
  - Placing the sponsor's logo on all conference invitation cards.
  - Placing advertising information about the sponsor in media that are information sponsors of the conference.
  
- **During Conference:**
  - Opportunity to make a presentation at the plenary session (no shorter than 30 minutes) and to give four seminars within one panel section.
  - Including the sponsor's advertising materials in the document package intended to expert visitors of the conference (the materials should be provided by the sponsor).
  - Placing the sponsor's logo on visitor badges.
  - Placing the sponsor's flags and banners in the plenary session hall (flags and banners should be provided by the sponsor).
  - Publishing an interview with the sponsor on the web site and in one of the media that are the conference's information sponsors.
  - Placing an address letter of the platinum sponsor on the conference web site.
  - Publishing the sponsor's presentations in a collection of conference materials.
  - Publishing the sponsor's presentations in the Conference Materials section at the official web site of the conference.
  - A 16 sq. m. exhibition booth.
  - A possibility of the sponsor's representative to take part in the press-conference.
  
- **After Conference:**
  - Mailing conference materials using the conference visitors database.
  - Mentioning the sponsor's name in all after-event materials and press publications.
  - Preserving the sponsor's logo as a hyperlink on the main page of the official web site of the conference for about 1.5 year till the next conference web site launch.
  - Storing the sponsor's presentations at the official web site of the conference for about 1.5 year till the next conference web site launch.

## **Golden Sponsor (2 Vacant, 1 Booked)**

**Package cost: \$7,500**

**Through the Golden sponsorship, the sponsor will be provided with a broad advertising coverage and an opportunity to have a significant influence on the target audience.**

- Delivering a presentation at the conference (20 minutes at the plenary session and no less than two 30-minute presentations at panel sessions).
- Participation in all events scheduled in the official program of the conference.
- Placing the sponsor's presentation materials and flags in conference rooms (except the rooms dedicated to panel sessions).
- Placing the sponsor's logo on the conference official web site.
- Publishing the sponsor's presentations in the Conference Materials section at the conference official web site.
- Putting the sponsor's presentation materials in conference visitor packages.
- A 8 sq. m. area exhibition stand booth.
- Mentioning the sponsor's name in press releases dedicated to the conference.
- Placing the sponsor's logo in all advertising materials in press during the participator attraction company.
- Preserving the sponsor's logo as a hyperlink on the main page of the official web site of the conference for about one and a half year till the next conference web site launch.
- Storing the sponsor's presentations at the official web site of the conference for about one and a half year till the next conference web site launch.

## **Silver Sponsor (2 Vacant, 1 Booked)**

**Package cost: \$5,000**

**Through the Silver sponsorship, the sponsor will be provided with an opportunity to most efficiently represent its solutions to conference visitors.**

- Placing the sponsor's logo on the conference official web site.
- Putting the sponsor's presentation materials in conference visitor packages.
- A 4 sq. m. exhibition stand booth.
- Delivering a presentation at the conference (one 30-minute presentation at a panel session).
- Participation in all events scheduled in the official program of the conference.
- Placing the sponsor's presentation materials and flags in conference rooms (no more than 2).
- Publishing the sponsor's presentations in the Conference Materials section at the official web site of the conference.
- Preserving the sponsor's logo as a hyperlink on the main page of the official web site of the conference for about one and a half year till the next conference web site launch.
- Storing the sponsor's presentations at the official web site of the conference for about one and a half year till the next conference web site launch.

## **Exhibitor (Vacant)**

**Package cost: \$2,000**

**Through this sponsorship, the sponsor will be provided with an opportunity to exhibit their solutions and to have informal interactions with conference exhibition visitors.**

- Mentioning the sponsor's name in all e-mail news bulletins.
- Placing the sponsor's logo on the conference official web site.
- A 4 sq. m. exhibition stand booth.
- Participation in all events scheduled in the official program of the conference.

## **Other sponsorship packages:**

### **COFFEE BREAK SPONSOR (*Vacant*)**

**For companies that appreciate informal interaction.**

- Mentioning the sponsor's name in the conference program.
- Placing the sponsor's logo at the conference official web site.
- Placing the sponsor's banner/flag in the area where the coffee break will take place.
- Mentioning the sponsor's name in respective parts of the ad campaign.

### **SIGN-IN STAND SPONSOR (*Vacant*)**

**For companies that want everybody see them.**

- Mentioning the sponsor's name in the conference program.
- Placing the sponsor's banners and posters at the sign-in stand.
- Placing the sponsor's logo on the conference official web site.
- Opportunity to provide special uniform cloths for personnel at the sign-in stand, such as baseball caps, T-shirts, etc. (should be provided by the sponsor on its own).
- Placing the sponsor's ad materials in the vicinity of the sign-in stand.

### **PANEL SESSION SPONSOR (*Vacant*)**

**For companies that want to have influence on the target audience.**

- Mentioning the sponsor's name in the conference program.
- Placing the sponsor's logo on pointer plates used within the conference's area.
- Placing the sponsor's banner/flag in the panel session hall (as well as the platinum sponsor's and the organizer's logos).
- Placing the sponsor's logo on the conference official web site.
- Placing the sponsor's ad materials in the panel session hall.

### **TECHNOLOGY SPONSOR (*Vacant*)**

**For companies that want to show how their equipment is working.**

- Mentioning the sponsor's name in the conference program.
- Placing the sponsor's logo on the conference official web site.
- Placing the sponsor's presentation materials and flags in conference rooms.
- Opportunity to use special uniform cloths for people representing the sponsor's technology (should be provided by the sponsor on its own).

## Information about conference organizers



**SWD Software** is a platinum distributor of the QNX Software Systems company in Russian Federation, the CIS countries and Poland, and also is IBM's business partner on IBM Rational products. SWD Software's main business directions include software and hardware distribution, pre-sales consulting, technical support and certified training. SWD Software's mission is to provide developers and designers of embedded applications, realtime systems and intellectual devices with a robust software and hardware platform and efficient tools for building systems of any complexity.

[www.swd.ru](http://www.swd.ru)



**SWD Embedded Systems (CBD BC)** is a hardware and software solutions based on a secure realtime operation system developer and supplier. CBD BC's main activities include providing military industry and other Russian markets with hardware and software solutions meeting high security and reliability requirements. CBD BC carries out designs of system-level software, performs custom development and provides a full cycle of software maintenance and support, including training programs, consulting services and engineering research. Moreover, CBD BC's activities fully comply with Russian licensing and certification requirements.

[www.kpda.ru](http://www.kpda.ru)