



## EVENT OVERVIEW

Kentico enthusiasts from all over the U.S., Canada and nearby countries travel to Denver to attend the annual Kentico Connection. The 2-day event is the hub of the Kentico Community and provides the perfect opportunity to connect, learn, share and get answers to questions.

**Don't miss out on the opportunity to make your connection, with sponsorship of Kentico Connection 2012.**

## YOUR QUESTIONS ANSWERED:

### What is Kentico Connection about?

Kentico Connection is THE conference for **partners, businesses, marketers and developers** who want to easily leverage the latest CMS technologies with Kentico, the enterprise solutions accessible to all. Attendees come to Denver to discover how **Kentico empowers them to create exceptional websites and increase their productivity and success**. The event is packed with valuable information that attendees can immediately apply to their daily work.

### Why will people attend Kentico Connection 2012?

- ✓ To find out what's new in **Kentico CMS 7** and the updated **Kentico Enterprise Marketing Solution**
- ✓ **To network** with peers who use Kentico CMS
- ✓ To **share their own experience** with Kentico CMS and EMS
- ✓ To meet the **Kentico team** and get answers at 'Ask the Experts' and 1-on-1 sessions
- ✓ To learn how to manage and deploy **Kentico CMS on Windows Azure**
- ✓ **To influence** future versions of Kentico CMS

### When and where is Kentico Connection Denver, 2012?

The conference in Denver will be held on **September 17-18, 2012**, from at 09.00 to about 22.00 the first day and from 09.00 to about 17.00 the second day. The venue is the centrally-located and newly renovated [Marriott Denver South](#) at Park Meadows, in their well-appointed conference rooms.

### What's on the agenda this year?

The 2-day conference is packed full of information delivered by Kentico experts in 20+ technology and business focused sessions, including:

- Keynote from Petr Palas, Kentico CEO and Founder announcing the **latest updates in Version 7**
- **Plans for Version 8** and a live sneak peek demo
- Introduction to the all-**new Kentico+** as we take to the cloud
- Ask the Experts – **individual support** from the developers who built and develop Kentico CMS
- **NEW!** Product Planning Sessions in which we invite feedback and ideas for the continuous improvement and evolution of the Kentico product line
- **Case studies** and **best practices** using Kentico CMS and EMS

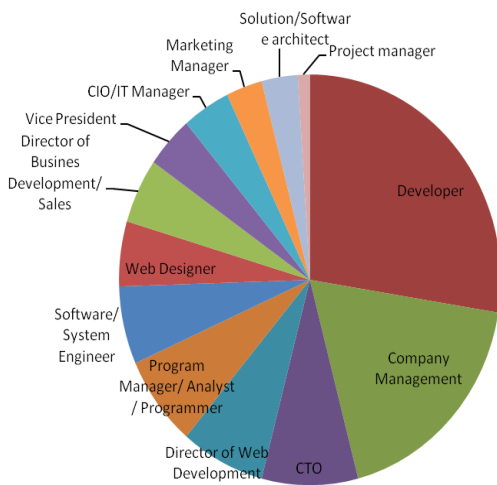
**Who attends?**

Anyone who uses or plans to use Kentico CMS, including partners, partner prospects and end clients. Our two-track agenda ensures whoever attends will find valuable tailored information.

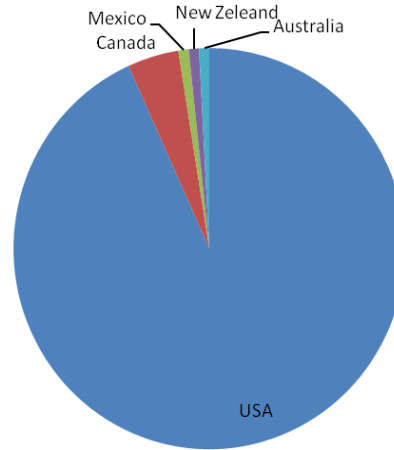
**117 people attended Kentico Connection Denver 2011, our first year!**

Here are some interesting stats:

- ✓ 50.9% Gold partners
- ✓ 5.3% Certified partners
- ✓ 10.5% Partners
- ✓ 28.9 % Clients
- ✓ 4.4% Prospective partners



Attendees' Job Title



Attendees' Home States

“And that's what really makes (Kentico Connection) unique is being able to interact with this great company and their great employees.”  
**Bryan Soltis, Director of Technology & Research, Bitwizards**

“What I really liked ... was direct access to the technologists that built Kentico and that I was able to sit down with the business team as well. It was fantastic. “  
**Chad Collins, Nubifer**

**2011 Kentico Connection Denver sponsors included:**



Tel: +1-866-328-8998, E-mail: [partners@kentico.com](mailto:partners@kentico.com), <http://connection.kentico.com>

## WHAT ARE THE SPONSORSHIP OPPORTUNITIES

Kentico Connection Denver 2012 presents the perfect opportunity for you to target Web developers, on-line marketers, website designers, content editors, administrators and company owners throughout the U.S. at a socially-stimulating, information-packed event.

We are offering the following **special sponsorship and marketing opportunities** for our customers and partners to engage with attendees of Kentico Connection 2012.

Kentico Connection Denver 2012 offers the following opportunities for sponsors:

### Event sponsorships

<b>Platinum Sponsors</b> (We allow a maximum of 3 platinum sponsors)	\$ 5,000	<ul style="list-style-type: none"> <li>✓ listing in the <a href="#">conference guide</a></li> <li>✓ clickable logo on <a href="#">Kentico.com</a> to your website</li> <li>✓ bag insert (value \$ 1,000),</li> <li>✓ 2 Kentico Connection tickets (value \$ 1,198)</li> <li>✓ banners</li> <li>✓ floor signage</li> <li>✓ <a href="#">premium placement</a> on our website</li> <li>✓ 5-minute presentation</li> </ul>
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<b>Sponsors</b> (unlimited)	\$ 2,000	<ul style="list-style-type: none"> <li>✓ listing in the <a href="#">conference guide</a></li> <li>✓ logo on the website (no click through)</li> <li>✓ bag insert (value \$ 1,000)</li> <li>✓ 1 free Kentico Connection ticket (value \$ 599)</li> </ul>
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### Marketing Opportunities

\$ 2,000	<b>Transportation</b>	Greeter/Driver with sponsor branded shirt Greeter sign branded with sponsors logo Your company promotional material provided to attendees
\$ 1,000	<b>Chair Flyers</b>	Your company promotional material placed on attendees chairs, one each day.
\$ 2,000	<b>Opening keynote</b>	Premium logo placement for your company during the opening keynote
\$ 1,500	<b>Lanyards</b>	Conference lanyards with your company logo (colour limitations apply)
\$ 1,500	<b>'Ask the experts' / Social Event</b>	Premium logo placement for your company at the 'Ask the Experts' session
\$ 1,000	<b>Bag inserts</b>	Your company promotional material provided to attendees in welcome bags on first day.
\$ 1,000	<b>Coffee breaks</b>	Your company logo printed on napkins available during coffee breaks
	<b>Prize(s) for raffle</b>	The type of prize is up to you. Your logo will be included at the closing keynote presentation and mentioned by the moderator of the raffle

If you are interested in discussing any of these opportunities, please contact:  
**Eric C. Webb, President of Sales & Operations at Kentico Software, Email: [ericw@kentico.com](mailto:ericw@kentico.com)**  
 or **Eva Palbuchtova, Marketing Specialist at Kentico Software, Email: [evap@kentico.com](mailto:evap@kentico.com)**

Tel: +1-866-328-8998, E-mail: [partners@kentico.com](mailto:partners@kentico.com), <http://connection.kentico.com>