



## EVENT OVERVIEW



Kentico enthusiasts from all over Europe travel to Prague to attend the annual [Kentico Connection](#). The 2-day event is the hub of the Kentico CMS Community and provides the perfect opportunity for partners and prospects 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 Prague 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 do 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, Prague, 2012?

The conference in Prague will be held on **October 1 -2, 2012**, from at 9 a.m. to 22.00 the first day and from 8a.m. to about 17.00 the second day. The venue is the 4-star deluxe [andel's Hotel](#) in the bustling centre of Prague, in well-appointed conference rooms with floor-to-ceiling windows and modern audio-visual and multimedia technology.

### 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

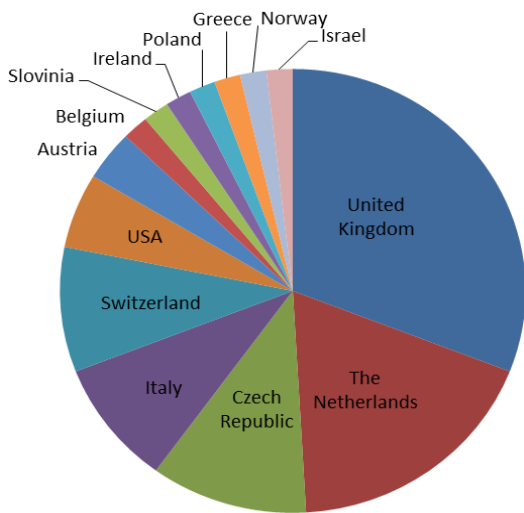
### Who attends?

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.

Here are some stats from **Kentico Connection Prague 2011**

- ✓ 59 attendees
- ✓ 38% returning from 2010

- ✓ 65.5% Gold partners
- ✓ 5.5% Certified partners
- ✓ 10.9% Partners
- ✓ 16.4 % Clients
- ✓ 1.8% Prospective partners



Attendees' Home Countries



Attendees' Job Titles

"This conference is a **great opportunity** to meet Kentico and talk about new features that are coming out in future versions of Kentico. The Roadmap is extremely well-diversed and **it is great to be involved** in that process."

**James Bloor, Director, Distinction**

"I really like the conference. It is **great informal way of meeting** people behind Kentico. During sessions we get a lot of information we can use."

**Albert Boersen, Software Engineer at Datacon**

"The conference has been great, really useful. Obviously a major release of Kentico has come out. We **need to be here** to learn about it and then be able to then pass that information to our clients. More than that, it is just **good to meet other partners** to understand what they are doing, **to learn and share** experiences. **We will be back next year.** "

**Simon Lassam, Managing Director, Ridgeway**

### 2011 Kentico Connection Prague sponsors included:



MMT DIGITAL

Make Me Think



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## WHAT ARE THE SPONSORSHIP OPPORTUNITIES?

Kentico Connection Prague 2012 presents the perfect opportunity for you to target Web developers, on-line marketers, website designers, CTO, administrators, engineers and company owner throughout Europe and nearby countries at a socially-stimulating, information-packed event.

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

### Event sponsorships

<b>Platinum Sponsors</b> (We allow a maximum of 3 platinum sponsors)	€ 3,000	<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 (worth of € 700),</li> <li>✓ 2 Kentico Connection tickets (worth of € 898)</li> <li>✓ banners</li> <li>✓ floor signage</li> <li>✓ <a href="#">premium placement</a> on website</li> <li>✓ 5-minute presentation</li> </ul>
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<b>Sponsors</b> (unlimited)	€ 1,400	<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 (worth of € 700)</li> <li>✓ 1 free Kentico Connection ticket (worth of € 449)</li> </ul>
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### Marketing Opportunities

€ 700	<b>Chair Flyers</b>	A piece of company promotional material placed on attendees chairs each day
€ 1,400	<b>Opening keynote</b>	Premium logo placement for your company during the opening keynote
€ 1,000	<b>Lanyards</b>	Conference lanyards with your company logo (colour limitations apply)
€ 1,000	<b>'Ask the experts' / Social Event</b>	Premium logo placement for your company at the 'Ask the Experts' session
€ 700	<b>Bag inserts</b>	Your company promotional material handed to attendees in welcome bags on first day
€ 700	<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:

**Eva Palbuchtova, Marketing Specialist at Kentico Software**

**Email: [evap@kentico.com](mailto:evap@kentico.com) or Phone: +420 511 180 925**

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