

php **NW** 2012

5th, 6th & 7th October - Manchester, UK



SPONSORSHIP PACKAGES →

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WHAT IS PHPNW12?

The PHPNW conference attracts speakers and delegates from a worldwide talent pool. Together they learn about best practice, share expertise, network, raise company profiles and identify collaboration opportunities.

We are very excited at the prospect of bringing the PHP community together once again for a weekend of exceptional presentations, a tutorial day and networking opportunities at a time when the North of England is a key focus for many in the world of PHP.

DATES

FRIDAY 5th October:

Tutorial Day ‡, Pre-Conference Social & Hackathon

Britannia Hotel (Portland Street, Manchester M1 3LA)

Saturday 6th October:

Conference Day 1 & After Party

Mercure Hotel (Portland Street, Manchester M1 4PH)

Sunday 7th October:

Conference Day 2 (Half Day)

Mercure Hotel (Portland Street, Manchester M1 4PH)

Call Jeremy on 0845 241 6460 or email conference@phpnw.org.uk

DELEGATES

Our delegates consist of not just Geeks; there are Developers, Programmers, Managers, Enterprise Developers, System Administrators, Entrepreneurs and Students.

2011 Delegate Job Roles

Developers

64% Developers
36% Senior Developers

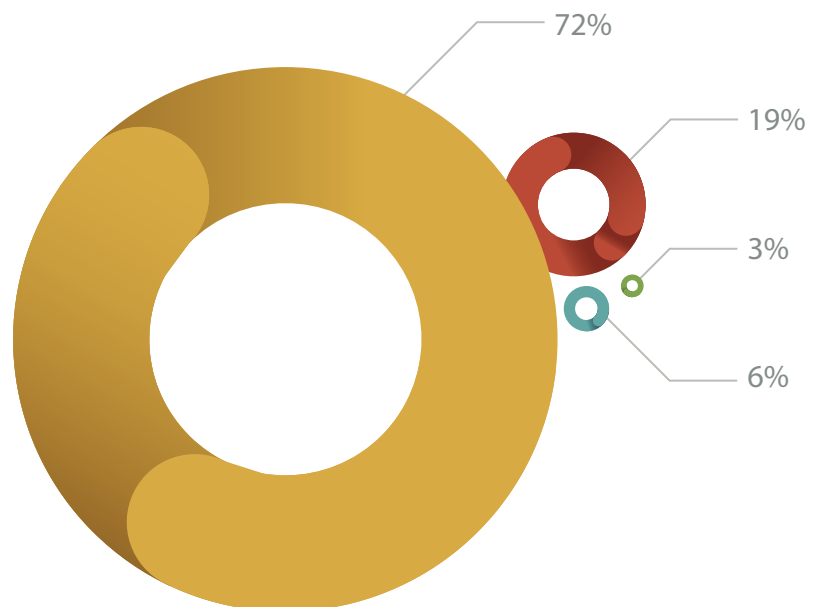
Management

56% Senior Management
36% Technical Management
8% Management

Freelancers

Sales, Students &
Systems Administrators

The graph shown is based on the job role information of the 246 respondents from last years 411 delegates that disclosed their job role



SPEAKERS & LEADERS

International and National speakers and thought leaders in the industry.

VENUES

Mercure Manchester Piccadilly Hotel
Britannia Hotel Manchester



<http://www.flickr.com/photos/stuartherbert/6231772651/>

Call Jeremy on 0845 241 6460 or email conference@phpnw.org.uk

SPONSORSHIP PACKAGES

We have four types of sponsorship packages each to suit different levels of sponsor opportunity, on a strictly first come first served basis.

	PLATINUM ^(x1)	GOLD	SILVER	BRONZE
* Logo on conference website, programme*, delegate bags* & t-shirts*	✓ Premier position	✓	✓ Logo not on mobile site	✓ Logo only on main site
* Marketing & networking opportunities before, during & post conference	✓	✓	✓	✓
* Provide flyers and / or gifts for the delegate bags	✓	✓	✓	✓
* Increased profile as a sponsor of PHP within the PHP community	✓	✓	✓	✓
* Delegate pass to main conference	✓ x4	✓ x2	✓ x1	
* Exhibition space on Saturday & Sunday	✓ 6ft table x 2	✓ 6ft table x 1	✓ 6ft table x 1	
* Sponsor profile on conference website	✓ Full profile	✓ Short profile		
* Named sponsor of...	✓ Lanyards* & track 1 room	✓ A room and 1 of [‡] : t-shirts* tutorial day or hackathon		
* 20 minute address to the main conference in Saturday's closing session	✓			
	£6,500	£3,000	£1,500	£750

PLEASE NOTE

All of the sponsor prices shown above are **ex VAT** and all payments are due within 14 days or prior to the conference, whichever is sooner

* All of which are subject to signing up and supplying artwork before the deadline of 31st August 2012

‡ First come, first choice basis

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SMALLER SPONSORS ↴

If your budget does not stretch to £750, then we do have some smaller sponsorship opportunities. Again these will be on a strictly first come, first served basis. If you would like to sponsor any of the example items listed below, please contact Jeremy on 0845 241 6460 or email conference@phpnw.org.uk

★ Conference programme *	Or money towards general fund for larger costs:
★ Conference bags *	★ Conference filming
★ Hackathon pizzas	★ Website production/maintenance
★ Chocolate / Sweets for delegate bags	★ Conference administration
★ Speakers pre-conference dinner	★ P.A costs

PLEASE NOTE

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PREVIOUS SPONSORS ↴



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THE COMMUNITY ↴

PHP is acknowledged as the most widely used programming language on the web, utilised by over 5 million developers and accounting for 40% of existing web applications ¹. It is the fourth most popular programming language overall making it an area of huge potential.

¹ bit.ly/s_interaktonline

The heart and soul of a conference is the community that it serves. PHPNW is run by passionate volunteers, bringing an annual conference that benefits both developers and their companies.

The PHPNW user group began in 2008 with the desire to:

- Improve PHP skills in the North
- Encourage personal development of Web Developers
- Provide opportunities for innovation and creation
- Create a support network for the developers run by the development community
- Provide opportunities to share experiences and best practice

CONFERENCE HISTORY

PHPNW Conference is now in its fifth year and the tickets have sold out each year. The growth statistics are shown below:



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PROMOTION ↘

Following four successful PHP conferences, the team supporting the Northern UK conference are well practiced and have already jumped into action preparing for this years October event.

The call for papers will open in May and we look forward to receiving many entries. For more information please visit: <http://conference.phpnw.org.uk/phpnw12/>

Every year there is a rising sense of anticipation as delegates travel in. They come knowing that the conference will again deliver a jam packed agenda full of talks, discussions, practical demonstrations, networking opportunities and social activities - enough to keep all who attend fully engaged. With the rising sense of anticipation we will be tweeting from <http://twitter.com/phpnw12/> and blogging along the way, to keep up the excitement.

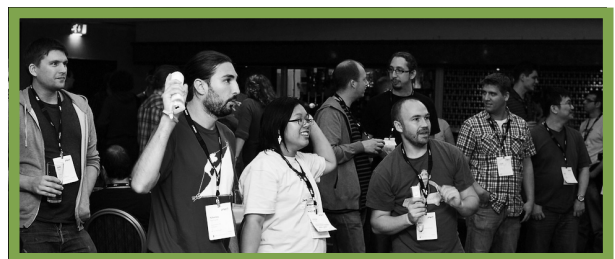
This year the team are working to welcome an anticipated 400+ delegates and have booked the venue with this in mind. The Mercure Manchester Piccadilly (bit.ly/s_mercure-hotel) provides a city centre location and first class facilities for our sponsors and delegates.



<http://www.flickr.com/photos/stuartherbert/6231781557>



<http://www.flickr.com/photos/stuartherbert/6231789859/>



<http://www.flickr.com/photos/akrabort/6238772852/>

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RECRUITING ↘

Are you struggling to find good PHP developers?

Some of the best will be at the conference, so why not put your money into supporting a local community conference rather than giving it to recruitment agencies? The 'Platinum' sponsor level could be less than recruitment agency costs for one person, as some agencies can charge up to 30% of an annual salary!



<http://www.flickr.com/photos/akrabat/6235412645/>



<http://www.flickr.com/photos/stuartherbert/6232363772/>

Come along to PHPNW12 and make your choice from the pick of the bunch!

Last year we had delegates attend from 19 different countries as well as a large number from the North West of England, so there really will be a great supply of good developers from which to recruit.

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CONFERENCE WEEKEND

TUTORIAL DAY: FRIDAY 5TH OCTOBER 2012

We are very excited to kick off the whole weekend with a tutorial day. This will be a fantastic opportunity for individuals and teams of PHP developers to come together with some of the most experienced and influential developers for a full day of hands-on teaching and learning.

Experienced staff will be on hand to facilitate the day, enabling delegates to fully concentrate on their learning experience.

Within a dedicated classroom environment the tutors will take the developers through a full day of teaching with opportunities for group learning, individual coaching and questions. It will be a hands-on experiential tutorial and we encourage attending developers to bring their laptops, learn together and stretch their skills and knowledge.

Four tutorial rooms will be provided allowing for a maximum of 30 delegates in each room.

EXAMPLES OF PREVIOUS TOPICS

- | | |
|---|---------|
| ★ Zend Framework | (1 day) |
| ★ Drupal Performance Tools | (½ day) |
| ★ Security | (½ day) |
| ★ Web Services | (½ day) |
| ★ Maintainable applications in PHP using components | (½ day) |

PRICE

Attendees will benefit from all of the above for the whole day including catering and venue costs. Price shown is per person.

£200 (ex VAT)

£240 (inc VAT)

An Early Bird discount will be offered

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HACKATHON: FRIDAY 5TH OCTOBER 2012

The Conference weekend traditionally kicks off with a social, this year however we're having a hackathon - a coding Social! People that have been on the Tutorial Day will join the conference delegates for the hackathon and have an opportunity to put their new knowledge straight in to practice. You can code as individuals, pairs or groups, so grab yourself a pizza and a pint and get going.

MAIN CONFERENCE: SATURDAY 6TH OCTOBER 2012

Saturday is the main focus for the conference and delegates, it has the biggest all round buzz! We intend the day to be a similar format to previous years with opening keynote speaker, three conference tracks and after the conference day ends (around 6pm) a social event to end the day. After the success of last years, we will again have an 'unconference' track running alongside the official content.

SOCIAL & NETWORKING

All delegates and sponsors are invited to attend the Saturday evening reception with a one course meal and drinks. This is the perfect chance to meet, inspire, debate, develop, network, motivate and connect with the PHP community. A number of previous delegates and sponsors have commented on how valuable they have found the networking time once the conference day is over. Many say it means that there is time to really get to know people, find out what the latest news is and discuss current & future industry developments.

SUNDAY 7TH OCTOBER 2012

This year, Sunday's programme is a continuation of the main conference, with an extra nine sessions across three tracks and a closing keynote speaker. Sponsors will also have the opportunity to stay for the Sunday morning as exhibitors too.

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PREVIOUS YEARS ↴

To give an indication of what went on at our previous conferences, please see the individual sites listed below:

PHPNW11 - <http://conference.phpnw.org.uk/phpnw11/>

PHPNW10 - <http://conference.phpnw.org.uk/phpnw10/>

PHPNW09 - <http://conference.phpnw.org.uk/phpnw09/>

PHPNW08 - <http://conference.phpnw.org.uk/phpnw08/>

**SECURE YOUR
SPONSORSHIP
PACKAGE TODAY!**

CONTACT ↴

Jeremy Coates on
conference@phpnw.org.uk or
telephone **0845 241 6460** now

