

SPONSORSHIP + MARKETING OPPORTUNITIES

OVERVIEW

MISSION

The mission of Flashbelt is to bring together new media designers, developers and enthusiasts to share knowledge, generate inspiration and build community. Professional development and creative inspiration are core objectives for event attendees.

ABOUT

Now in its 7th year, Flashbelt has become an annual event that designers and developers from all over North America flock to. Always in June. Always in Minneapolis. The enthusiasm surrounding the event is exciting and inspiring. Each year Flashbelt grows a little bigger. Each year the attendee experience gets a little better.

The conference offers one day of workshops and 3 days of presentations lead by rock-star designers, whiz-kid developers and best-selling authors. They show attendees the latest in new media tools and technologies, teach productivity and workflow tips, talk about trends, and give behind-the-scenes insight into some of the most exciting work being produced today.

As the industry grows so does the value of Flashbelt. Designers and developers proficient in Adobe® Flash® and related technologies are in high demand. They're busy people. The conference gives them a chance to catch their breath and catch up with trends and technology. Attendees learn from industry leaders, get glimpses into future technologies, and find new energy and inspiration for their work. New business relationships are formed, new products and solutions are found, and the talent pool connects with potential employers.

For Flashbelt 2010, we're aiming for our largest audience to date. To accommodate our goal we'll hold the event at the Holiday Inn Metrodome in Minneapolis. The hotel sits on the edge of downtown Minneapolis in the vibrant Seven Corners area, part of the University of Minnesota's West Bank Arts Quarter. The hotel's meeting spaces provides a comfortable, convenient setting for the conference, and will accommodate more attendees and more conference content.

We're excited and motivated to crank Flashbelt up another notch for 2010 and we'd love for you to be a part of it. This is a unique opportunity to connect with a focused and distinct audience of professionals. Please review the following pages and consider getting involved. It's going to be another great event.

CONTACT

To take advantage of sponsorship and marketing opportunities at Flashbelt contact dave@flashbelt.com. To get Flashbelt email updates please opt in via our web site. Visit www.flashbelt.com for more information.

Flashbelt is produced by Dave Schroeder of Pilotvibe. (www.pilotvibe.com)
Adobe Systems, Inc. has been the Platinum Sponsor since 2006 (www.adobe.com)

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THE FEEDBACK

ATTENDEES

This is one of the premier Flash events in the country. The value is terrific. -Greg Chartrau, Frank Mayer & Associates

I really enjoyed all the sessions. The speakers were very knowledgeable and have inspired me to quit procrastinating and learn AS3 and to try out Flex. -Pam Maloney, Batteries Plus

I learned a lot and came home with a lot of ideas. I plan on attending again next year. -Thomas Feiler, The Walt Disney Company

Flashbelt is the perfect mixture of "techo-geek OOP codefest" and inspiring "get out there and create something". The audience is reflective of that - and it seems Flashbelt is the only place where people understand that it's possible to be a designer and a developer. - Jon Thompson, Mojo Solo

It keeps me energized and engaged in Flash production. It's the annual kick-in-the-brainpan I need. - Rich Reardon, University of Minnesota

While Flashbelt is a conference that centers around Flash, it's so much more. It's about interactive media and everything that is involved in making it. Even if you are a designer, developer, or manager who isn't really interested in Flash, this conference will still leave you feeling inspired. If you didn't go this year for these reasons, trust me, go next year. -Jason Nelson, Designer, Ideapark

It was simply awesome. I learned so much and love to attend conferences like this. As a student I feel my Flash knowledge growing greatly. See you next year for sure. -Derek Knox, Quisenberry Marketing & Design

I loved Flashbelt. I wish everyday was Flashbelt. I do not have a local Flash peer group and it was great to see, meet and learn from the "best" in the world. I walked away from Flashbelt more inspired than I have been in years. -Ben Swift, Aijalon

It was my first technical conference, and I have to say that it was fantastic. The caliber of the speakers and the relatively small venue was great because the presenters felt approachable. I spoke to other attendees that had been to some of the larger conferences and they talked a lot about how they liked the size of the conference. Many of the other conferences are so much more expensive, which makes them difficult for a small business owner to afford. Overall it was a fantastic experience, and I'll definitely be back next year! -Matt White, Thermal Creative

SPONSORS/EXHIBITORS

It was a pleasure as always! This year was even more exciting than last and I'm sure next years will be even better! -Mark Anders, Principal Scientist, Adobe Systems

It was a great event, the best Flashbelt thus far. The speakers were extraordinary, the venue was fabulous and the layout of the day worked really well. Thanks again for allowing Digital People to be involved. We had a great time. -Jessie M. Clifford, Digital People

As an exhibitor, Flashbelt put us in front of Flash developers who are curious, creative, and are ready to learn about how to advance their art. It was invaluable for introducing our product to the developer audience. -John Riske, Swarmcast

DATA SET

THE EVENT

June 13, 2010 - pre-conference workshops
June 14-16, 2010 - conference
14 sessions per day in 3 tracks: Design, Develop, Engage
Daily end-of-day cocktail receptions and parties in the evenings
2010 Capacity Crowd: 450
2010 Proposed Registration Fee: \$400.00
Inaugural year: 2004

2009 ATTENDANCE

Flashbelt gathers a diverse audience from the midwest's creative community.

- 400 people from 18 states.
- representing 294 companies, 16 universities and 13 user & media groups
- 51% between 20-30 years old, 35% between 30-40 years old
- 41% developers, 36% designers, 15% art/creative directors, 6% students, 2% educators
- 49% of 2009 attendees were first-time Flashbelt attendees

HISTORY

In June of 2004 Flashbelt was staged for the first time. Flashbelt brought together 150 multimedia developers in Minneapolis for one day of presentations by leading Flash developers. For a first outing, the enthusiasm surrounding flashbelt v.1 was remarkable.

June 2005 - 2009. Flashbelt #2 - #6.

Thanks to follow up surveys of attendees, speakers, and sponsors, we continue to improve the conference every year by adding more content, improving the location, and meeting the needs of the attendees. In 2005 Flashbelt became a 3 day event featuring 2 days of presentations and one day of workshops. In 2007 It became a 4 day event, with 3 days of sessions and one additional day dedicated to workshops. Content was also expanded to offer 3 tracks; Design, Develop, Engage.

ABOUT THE TWIN CITIES

Population: 15th largest metropolitan area in the US, with more than 2.5 million people.
Advertising: It's the fifth largest advertising market, based on agency billings.
High-Tech: Ranked in the top ten high-tech cities by the Brookings Institution, 2001.
Ranked #6 in the top 10 U.S. cities for creative capital in 2006.
Forbes named Minneapolis the 8th-best city for young professionals in July 2007.
Named 1 of 10 of "America's Smartest Cities" by American Business Journals, Inc., June 2006.
"Second coolest community for young talent" by Next Generation Consulting.
Minnesota earned straight A's in vitality in 2006, issued by the Corporation for Enterprise Development.
20 Fortune 500 companies are headquartered in Minnesota.

ABOUT THE PRODUCER

Dave Schroeder owns and operates Pilotvibe, which specializes in music and sound design for interactive media. Flashbelt is the result of a desire to bring together the highly accomplished, but fragmented community of Flash developers and designers he often has the opportunity to work with. When he isn't planning the annual conference, he's busy making music and soundFX for commercial clients. He also travels around the US and Europe giving lectures on sound design. For more info visit www.pilotvibe.com

SPONSORSHIP

Flashbelt is an excellent opportunity to connect directly with multimedia professionals. Take advantage of these marketing opportunities to promote your business, product, or services.

PLATINUM SPONSOR: (SOLD)

GOLD SPONSOR: \$10,000 (1 available)

(8) event passes
Name/logo placement at event
Logo/name on all printed promotion
Logo/name in all emailed promotion
Logo/link on web site side bar
Logo/link + 50 word company description in sponsorship section of Flashbelt web site
Logo + 50 word company description in Flashbelt program
100MB of space on the Flashbelt attendee USB drive (see page 6 for details)
**Exhibiton Space included upon request*

SILVER SPONSOR: \$6000 (1 available)

(4) event passes
Name/logo placement at event
Logo/name on all printed promotion
Logo/link on web site side bar
Logo/link + 25 word company description in sponsorship section of Flashbelt web site
Logo + 25 word company description in Flashbelt program
75MB of space on the Flashbelt attendee USB drive (see page 6 for details)
**Exhibiton Space included upon request*

BRONZE SPONSOR: \$3000 (3 available)

(2) event passes
Name/logo placement at event
Logo/link + 25 word company description in sponsorship section of Flashbelt web site
Logo + 25 word company description in Flashbelt program
50MB of space on the Flashbelt attendee USB drive (see page 6 for details)

SCHOLARSHIP SPONSOR: \$1400 (1 available)

Flashbelt will award 3 scholarship passes to applicants who are in need or under represented in the field. You will be their champion. We'll handle the administration. **Recipients are responsible for their own travel + accommodation.*

(2) event passes for sponsor
Logo/link in sponsor section of Flashbelt web site
Logo + 25 word company description in Flashbelt program with explanation of sponsorships

AFTER PARTY SPONSOR: \$3500 (2 nights available)

At night, the people want to party. They'll love you for the free drinks, desserts and fun. We can help you arrange it, or we can arrange the whole thing.

Logo/link in sponsor section of Flashbelt web site
Logo + mention in the Flashbelt program

PRODUCT GIVE AWAYS: FREE (space limited)

We will raffle off your products during Flashbelt.

Listing and link in sponsor area of Flashbelt web site.

**Give aways must have a bundled retail value of \$99 or more (exception for books)*

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USB SWAG DRIVE SPACE (20 MB): \$350

In 2008 we got rid of the attendee swag bag and replaced it with the attendee swag USB drive. It was a huge hit. Marketers got creative and attendees were pleased. It's paperless, it saves you money by removing the need to print anything, and attendees actually look at the content. 400 industry pros receive a Flashbelt branded 1GB USB thumb drive pre-loaded with digital goodies from our sponsors, marketers and supporters. Give attendees software, games, ringtones, fonts, pdfs, stock art + photos, mp3s, videos, source code or templates. Put your reel on there, digitize your pitch, link to your site, entertain, shoot for viral. If it can be digital, you can give it to them. The drives mount on Macs + PCs. The root folder is called Flashbelt. Your goodie will be a separate folder inside the root.

EXHIBITOR TABLES

If you'd like to promote your industry related products, services or software at Flashbelt in person, this is your chance. You'll have time to connect with attendees in the morning, during the session breaks, around the lunch break and during the end-of-day mixer. Tables are located immediately outside the lecture rooms to ensure good foot traffic.

Single Day (June 14, 15 or 16) - \$375/day (Includes 2 passes for only that day of the conference).

3 Day Package (June 14, 15 and 16) - \$1000/for all 3 days (Includes 2 full conference passes).

One 6' Table, Table Cloth, Chairs, Electricity, Wi-Fi.

COFFEE SPONSOR: \$2000 (covers all 4 days: workshops + conference)

Be responsible for the all-day fuel that designers and developers love so much.

(1) event pass

Sponsorship signage at the Coffee Stand.

Listing and link in sponsor area of Flashbelt web site.

Mention in Flashbelt program.

**Sponsor is encouraged to supply branded cups (sponsor's expense)*

SNACK BREAK SPONSOR: \$2000 (covers all 4 days: workshops + conference)

Each afternoon we put out some cookies or snack bars to keep attendees happy and energized.

(1) event pass

Sponsorship signage at the Food Table Spread.

Listing and link in sponsor area of Flashbelt web site.

Mention in Flashbelt program.

COCKTAIL MIXER SPONSOR: \$2500 / Day (available 3 days)

Each day of Flashbelt closes with a mixer featuring food and cocktails. It's a great chance for attendees to mingle, network and digest information. They love it. They'd stay all night if we let them.

Listing and link in sponsor area of Flashbelt web site.

Mention in Flashbelt program.

**Sponsor is encouraged to supply branded cocktail napkins (sponsor's expense)*

LANYARD SPONSOR: \$750 (SOLD) (if lanyards are provided by Sponsor)*

\$1000 (if lanyards are arranged by Flashbelt)**

Get your name around everyone's neck at Flashbelt. Afterwards they'll hang on office walls or become key chains.

Listing and link in Sponsors area of Flashbelt web site.

**550 items required. Lanyards delivered by May 30th 2010, or **Artwork delivered by April 1st, 2010.*



A note from the director.

Flashbelt is a great event. It's exciting. It's fun. It's informal. It's growing.
People learn, network, get inspired and find motivation for the future.
They leave thinking about how to build a better mouse trap.
Thinking about how to make their lives, products and services all better.

Flashbelt is great opportunity for you to be inspired as well, and to think outside the box.
It's a great place to experiment with new approaches to marketing your product or service.
It's a great place to be sincere about your product, without having to do the hard sell.
It's a great place to learn what solutions people are looking for.

The attendees really do care about solutions.

As director of Flashbelt, I strive to create a unique conference experience that satisfies all parties involved.
I believe that quality marketing is quality content and that it plays an important role in the overall experience.
So I encourage you to be a part of it.

Please feel free to contact me with questions or to discuss your new marketing ideas.
Flashbelt is open to innovation.
I'm here to help you get the most out of the experience.

Sincerely,
Dave Schroeder
Director of Flashbelt

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