



# *Sponsor & Exhibitor Programs*



**Zend/PHP Conference & Expo**  
**High Impact PHP**

*September 15-18, 2008 • Santa Clara, CA*

[www.zendcon.com](http://www.zendcon.com)

# Conference at a glance

**Tutorials:**

Monday, September 15, 2008

**Main Conference:**

Tuesday, September 16 through  
Thursday, September 18, 2008

**Location:**

Santa Clara Convention Center  
Exhibit Hall A  
5001 Great America Pkwy  
Santa Clara, CA 95054  
[www.santaclara.org](http://www.santaclara.org)

## Announcing ZendCon 2008!

The 4th Annual Zend/PHP conference will be held on September 15-18, 2008 in Santa Clara, California and will bring together PHP developers and business managers from around the world for three days of exceptional presentations and networking events. PHP experts will share their experiences and best practices in sessions focused on "High Impact PHP" and will explore the many ways that organizations are delivering breakthrough business advantages with their PHP applications.

At ZendCon 2008, Zend will share details of new innovations for creating, deploying and managing applications that take advantage of the speed, scalability and simplicity of PHP. Seven tracks will include sessions on topics including:

- Maximizing scalability and performance of web applications
- Developing effective Web 2.0 and SOA strategies
- Maximizing the business impact of PHP applications
- Using PHP in Java and .Net environments

ZendCon is a premier event for technical education and the conference attracts attendees including developers, IT executives and managers, and PHP users at all levels. Attendees are qualified decision makers with a variety of interests.

Attendees from prior conferences have indicated that the exhibit hall and vendor presentations are a primary benefit of attending the conference. Exhibitors have indicated that the conference provides a unique opportunity to market their company to highly qualified prospects and generates excellent leads.

There are a variety of ways to participate in the Zend/PHP Conference as a sponsor or exhibitor. For more information please visit [www.zendcon.com](http://www.zendcon.com) or contact Denise Lee at [denise.lee@zend.com](mailto:denise.lee@zend.com) or 1-203-494-5412. Join the world's largest gathering of the PHP community at ZendCon 2008!

### Zend is the PHP Company

Zend Technologies, Inc., the PHP Company, is the leading provider of products and services for developing, deploying and managing business-critical PHP applications. PHP is used by more than 20 million websites and has quickly become the most popular language for building dynamic web applications. Deployed at more than 25,000 companies worldwide, Zend's family of products provides a comprehensive platform for supporting the entire lifecycle of PHP applications.

Businesses utilizing PHP know Zend as the place to go for PHP expertise and sound technology solutions. Zend's founders, Andi Gutmans and Zeev Suraski, are key contributors to PHP and the creators of the core PHP scripting engine, the Zend Engine. Because of their internationally recognized expertise, the company continues to provide important leadership for PHP and other open source communities, and plays a central role in the explosive growth of PHP.

Zend is pleased to host the 4th annual Zend/PHP Conference. For more information about Zend, please visit [www.zend.com](http://www.zend.com), or call 1-408-253-8800.



## Sponsoring and Exhibiting at the Zend/PHP Conference

ZendCon is the ideal opportunity to meet with PHP development professionals from a wide range of industries. In addition to meeting onsite with prospects, ZendCon sponsors and exhibitors will receive pre-conference promotion to more than 700,000 PHP community members through the ZendCon website, more than 400,000 readers of the monthly Zend e-newsletter and additional exposure through DevZone, PHP media and other sponsors.

Marketing benefits continue after the conference with access to attendees through Zend website postings and emails, post conference marketing programs and podcasts and postings on DevZone.

The Center for Exhibition Industry Research indicates that exhibitions are the #1 source for attendees who make purchasing decisions, that exhibition leads cost 56% less to close than field sales calls and that exhibitions allow exhibitors to reach an average 88% of unknown prospects.

Take advantage of the opportunity to reach your PHP target audience at ZendCon 2008!

## ZendCon 2008 Exhibit Hall

Exhibit Hall hours		
Move in:	Monday, September 15	10:00 am – 5:00 pm
	Tuesday, September 16	9:00 am – 11:30 am
Exhibit hall open:	Tuesday, September 16	11:30 am – 9:00 pm
	Wednesday, September 17	10:30 am – 7:30 pm
Exhibit hall reception:	Tuesday, September 16	6:15 pm – 9:00 pm
Exhibit hall tear-down:	Thursday, September 18	8:30 am – 1:00 pm

**Note:** The exhibit hall will be co-located with the conference meals to ensure maximum exposure to all attendees. Lunch will be served in the hall from 12:00 pm to 1:30 pm on September 16 and 17.

Exhibit hall colors will be black and white. Aisle carpet will be gray. Each booth will include the following standard equipment: 8' high back drapes, 3' high side drapes, and identification sign. Any furniture, carpet, electrical, telecommunications or other services will be available through the official service contractors.

### Conference Highlights

- More than 60 sessions focused on how to best develop and deploy PHP
- Sessions designed for all knowledge levels – novice to advanced
- Intensive tutorials for accelerated learning and advanced concepts
- *Unconference* sessions for attendees who share an interest in other PHP topics
- PHP Certification crash courses and testing
- Exhibit hall showcasing the latest products
- Special networking opportunities during meals and events

## Unconference Sessions

For the second consecutive year, the Zend/PHP Conference will host the ZendCon UnCon!

The UnCon was designed to present a forum for attendees who share an interest in other PHP topics. It provides an excellent opportunity for exhibitors and sponsors to gather a group to discuss a specific technology.

If you are attending ZendCon and want to present an UnCon session, please visit [www.zendcon.com](http://www.zendcon.com) to submit a session.

## Sponsorship packages

### Platinum Sponsorship Package

Sponsorship Fee	\$25,000
Sponsorship Event	Main event: Welcome Reception or Exhibit Hall
<b>Sponsorship Options</b>	
Marketing sessions	Participation slot in one general session. One vendor session advertised in conference program
Conference Passes	Six complimentary conference passes
Exhibit Hall	10x20 complimentary booth space (upgrades available) Four complimentary exhibit staff passes
Conference Materials	Corporate sponsor listing in pre-conference marketing efforts
	Corporate sponsor listing in all conference materials
	Company logo on conference web page with link
	Full page advertisement in conference program
	Logo and 100-word description included in program
	Two sponsor supplied collateral pieces placed in all attendee registration bags
	Acknowledgment during general sessions
	One time access to conference attendee list (bonded mail house)
	Distribution of sponsor provided collateral/premium item at sponsored event
Distribution of sponsor provided collateral in press lounge	

### Gold Sponsorship Package

Sponsorship Fee	\$20,000
Sponsorship Event	Sponsorship of lunch on Tuesday or Wednesday
<b>Sponsorship Options</b>	
Marketing Session	One vendor session advertised in conference program
Conference Passes	Five complimentary conference passes
Exhibit Hall	10x20 complimentary booth space Three complimentary exhibit staff passes
Conference Materials	Corporate sponsor listing in pre-conference marketing efforts
	Corporate sponsor listing in all conference materials
	Company logo on conference web page with link and banner advertisement
	Half-page advertisement in conference program
	Logo and 75-word description included in program
	Sponsor supplied collateral piece placed in all attendee bags
	Acknowledgment during general sessions
	One time access to conference attendee list (bonded mail house)
	Distribution of sponsor provided collateral/premium item at sponsored event
Distribution of sponsor provided collateral in press lounge	

- The Basics of PHP
- Advanced PHP Topics
- Performance and Scalability
- Rich Internet Applications
- Zend PHP on i5/OS
- Best Practices
- Zend Framework

Conference sessions include tutorials, technical sessions, keynotes, case studies and *Unconference* sessions.

# Zend/PHP Conference attendees

## Silver Sponsorship Package

Sponsorship Fee	\$12,500
Sponsorship Event	Breakfast sponsorship on Tuesday, Wednesday or Thursday
Sponsorship Options	
Marketing Session	One vendor session advertised in conference program
Conference Passes	Three complimentary conference passes
Exhibit Hall	10x10 complimentary booth space Two complimentary exhibit staff passes
Conference Materials	Corporate sponsor listing in pre-conference marketing efforts
	Corporate sponsor listing in all conference materials
	Company logo on conference web page with link
	Quarter page advertisement in conference program
	Logo and 75-word description included in program
	Sponsor supplied collateral piece placed in all attendee bags
	Acknowledgment during general sessions
	One time access to conference attendee list (bonded mail house)
	Distribution of sponsor provided collateral/premium item at sponsored event
Distribution of sponsor provided collateral in press lounge	

## Bronze Sponsorship Package

Sponsorship Fee	\$7,500
Sponsorship Options	
Conference Passes	Two complimentary conference passes
Exhibit Hall	10x10 complimentary booth space One complimentary exhibit staff pass
Conference Materials	Corporate sponsor listing in pre-conference marketing efforts
	Corporate sponsor listing in all conference materials
	Company logo on conference web page with link
	Logo and 75-word description included in program
	Sponsor supplied collateral piece placed in all attendee bags
	Acknowledgment during general sessions
	Distribution of sponsor provided collateral in press lounge

- Web Developers
- IT Managers
- PHP users at all levels
- Professionals interested in web technologies and strategic implementation
- Business managers looking to learn more about the latest developments in the fastest growing web-development language
- Technology evangelists investigating PHP technology
- System administrators focused on incorporating PHP technology into current and future initiatives
- Professionals interested in learning about PHP's impact on cost and time savings in building Web 2.0 companies



## Exhibitor Package

Fee	10'x10' booth: \$2,995 early discount price (on or before July 15, 2008); \$3,500 standard price (after July 15, 2008)
Conference Passes	One full conference pass
Exhibit Hall	10x10 complimentary booth space One complimentary exhibit staff pass
Conference Materials	Exhibitor listing in conference program
	Company logo on conference web page with link
	Logo and 50-word description included in program
	Distribution of exhibitor provided collateral in press lounge
Booth Package	Each booth includes the following standard equipment: 8' high back drapes, 3' high side drapes, and identification sign. Any furniture, carpet, electrical, telecommunications or other services are available through the official service contractors.

## Additional Sponsorship Packages

All Sponsors and Exhibitors receive	Listing in all conference materials
	Listing and links on conference web page
	Opportunity to provide collateral for press lounge
Coffee Break Sponsors	Sponsorship includes signage during the two refreshment breaks on any conference day. Limited to three sponsors. \$3500 per sponsor
Networking Event Sponsors	Sponsorship includes ownership of major networking event on Wednesday evening. Priced depending on event
Badge Lanyard Sponsor	Sponsorship includes company logo on badge lanyard for all conference attendees. Limited to one sponsor. \$3500
Daily Newsletter Sponsor	Sponsorship of daily conference newsletter includes company logo and daily recognition in the newsletter and one half-page newsletter ad. Limited to one sponsor. \$3500
Conference notepads and pens	Sponsorship of pads/pens placed in all attendee bags. Limited to one sponsor. \$3500 plus production cost
Conference Bag Sponsor	Sponsorship includes company logo on conference collateral bag distributed to all conference attendees. Limited to one sponsor. \$4500
Conference ads	Conference ads placed in conference program distributed to all attendees. Full page ad: \$2500. Half-page ad: \$1500. Quarter-page ad: \$750
Conference bag inserts	Sponsor provided material placed in attendee registration bag: variable depending on insert



**Zend/PHP**  
Conference & Expo

Santa Clara Convention Center, Santa Clara, CA  
September 15-18, 2008, Exhibits: September 16-17, 2008

## Sponsor/exhibitor company logo and information

Please submit a company logo and your company/product description via email to Denise Lee, denise.lee@zend.com. Zend Technologies is authorized to use this information for all conference materials and web sites.

Logos should comply with one of the following specifications:

- For **Web** use:  
**Size** (equal to or less):  
 150 pixels wide and 50 pixels tall  
**File type:** Transparent PNG (72dpi)  
 The web logo will appear on a light background
- For **print** use:  
**Resolution:** 300dpi (CMYK)  
**Font:** all fonts must be outlined  
**Formats:** Adobe Illustrator (AI or EPS) / Macromedia Freehand EPS / Photoshop EPS or TIFF file (Vector files are preferred)

## Sponsor/Exhibitor Registration Form

Please sign and return this agreement with your payment to:

2008 Zend/PHP Conference  
 Attention: Denise Lee  
 19200 Stevens Creek Blvd.  
 Cupertino, CA 95014  
 Telephone: (203) 494-5412 Fax: (909) 752-8725  
 Email: denise.lee@zend.com

### Company information

Please print your company name exactly as it should appear in all marketing and promotional materials for the event.

\_\_\_\_\_  
 Company name

\_\_\_\_\_  
 Company URL

\_\_\_\_\_  
 Mailing address

\_\_\_\_\_  
 City State/Province Zip/Postal code Country

\_\_\_\_\_  
 Phone Fax

### Primary contact information

\_\_\_\_\_  
 Name Title

\_\_\_\_\_  
 Email Phone Fax

\_\_\_\_\_  
 Mailing address (if different than above)

\_\_\_\_\_  
 City State/Province Zip/Postal code Country

# Sponsor/Exhibitor Registration Form

## Sponsor/exhibitor selections:

<input type="checkbox"/> Platinum Sponsorship	\$25,000
<input type="checkbox"/> Gold Sponsorship	\$20,000
<input type="checkbox"/> Silver Sponsorship	\$12,500
<input type="checkbox"/> Bronze Sponsorship	\$7,500
<input type="checkbox"/> Exhibit Space	\$2995/\$3500
<input type="checkbox"/> Other Sponsorships: (specify type)	
<input type="checkbox"/> Conference Program ad: (specify size)	\$2500/\$1500/\$750
<b>Total amount due:</b>	<b>\$</b>
Preferred booth locations: Please refer to floor plan at <a href="http://www.zendcon.com">www.zendcon.com</a> for available choices.	First choice:
	Second choice:
	Third choice:

## Payment Information

Full payment in U.S. funds must accompany this form in order to secure space as a sponsor/exhibitor. Sponsors will receive exhibit space assignments with counter-signed agreement. Space assignments are subject to change.

## Payment Type

Pay by:  Company check (please make check payable to Zend Technologies, Inc.)  
 Credit Card  
 Visa  MasterCard  American Express

Account number

Expiration date

Print cardholder's name

Cardholder's signature

Cardholder billing address

## Agreement Signatures

I have read all of the terms and conditions of the 2008 Zend/PHP Conference Participation Agreement and agree to comply with these terms.

Authorized signature

Title

Name

Date

Upon receipt of this agreement and payment, Zend Technologies will countersign and return a copy to the primary sponsor contact.

Zend Technologies

Date

# 2008 Zend/PHP Conference Participation Agreement

## TERMS AND CONDITIONS FOR SPONSOR AND EXHIBITOR PARTICIPATION IN THE 2008 ZEND/PHP CONFERENCE

1. Management and Exhibitor. The term "Management" as used herein shall define the personnel and its agent acting on behalf of Zend Technologies to produce this event. The term "Sponsor/Exhibitor" shall define the company and its personnel and agent selecting to participate in the conference. Once Sponsor/Exhibitor has executed this Agreement by means of a signature, all terms shall become binding.
2. The person executing this Agreement on behalf of the Sponsor/Exhibitor represents and warrants that they have the authority to do so and may obligate the entity for which they sign. By signing this Agreement, Sponsor/Exhibitor authorizes Management to use Sponsor/Exhibitor's name and any photographs taken at the Exposition for promotional purposes.
3. Contract for Exhibit Space or Sponsorship. An application for sponsorship/exhibit space, when accepted by Management, constitutes a contract for the right to use the space or participate in the sponsorship, subject to receipt of payment in full. If payment is not received within the time limit specified within the application, Management, at its sole discretion, may consider the contract void, and the space may be reassigned to another applicant. Zend Technologies shall assign the display space to the Sponsor/Exhibitor for the period of the display, such assignment to be made within two weeks after receipt of this application and appropriate payment. Location assignments will be on a first-come, first-served basis and will be made solely at the discretion of Management.
4. Exposition Hours & Exhibitor Activities. Zend Technologies shall have the authority to set event hours, which may change upon notice to Exhibitors. Exhibitor agrees not to schedule or conduct any activities, which may conflict with exposition hours, including but not limited to: seminars, luncheons, receptions and hospitality suites. Distribution of Exhibitor literature and material is limited to the confines of the Exhibitor booth space. Exhibitor agrees to staff booth during all show hours and no Exhibitor shall have the right to dismantle, unpack or vacate a booth prior to the end of the official show hours without the prior express written permission of Management. Management reserves the right to amend and enforce exposition regulations, as it deems proper to assure the success of the event. Management has selected "Authorized Contractors" and the use of their services by Sponsor/Exhibitor is highly recommended. Sponsor/Exhibitor agrees to abide by all rules and regulations governing the Exposition, which are promulgated by Zend Technologies.
5. Use of Display Space. Sponsors/Exhibitors are allowed to distribute literature, run demonstrations, and sell products in their assigned exhibit spaces. Activities in exhibit spaces demonstration may in no way interfere with demonstrations at adjacent booths/tables. Zend Technologies reserves the right to restrict booth size, noise, character, lights, entertainment and methods of operation that is deemed objectionable. If the Exhibitor fails to comply with respect to show rules and this Agreement, Zend Technologies may re-take possession of Exhibitor's assigned space, notwithstanding Exhibitor's continue responsibility for payment.
6. Non-transferable agreement. Sponsors/Exhibitors shall not assign to a third party its display space or any portion of that space without the prior written consent of Zend Technologies. If such permission is given, the Sponsor/Exhibitor shall assume full responsibility for the conduct of the assignee and all its representatives.
7. Sponsor's/Exhibitor's Cancellation or Nonpayment. Sponsor/Exhibitor agrees that a reservation is made at the time of execution of this Agreement, whether or not accompanied by pending deposit, and it shall be regarded as valid and binding. Should Sponsor/Exhibitor decide to cancel after executing Agreement, Sponsor/Exhibitor acknowledges that it is difficult to assess the full-lost opportunity of Management to have provided the space to others and the attendant expenses in doing so. As such, if written cancellation notice is received by Management 120 days prior to the event, Sponsor/Exhibitor is liable for 50% of the contracted amount. All other cancellations are non-refundable. Should Sponsor/Exhibitor fail to make a timely payment as noted in this Agreement, Management reserves the right to reassign the space to another Sponsor/Exhibitor. Cancellation fees may not be applied toward exhibit space at other shows, advertisements, sponsorships or other Zend Technologies products or services.
8. Insurance. Management will instruct the convention center's management to lock the exhibit hall each night after the hall is officially closed (after all exhibit hall functions and or show hours). However, Management assumes no liability whatsoever for loss or damage, through any cause, of goods, items, exhibits, or any material owned, rented, leased, borrowed or otherwise contracted for by the Sponsor/Exhibitor. If insurance is desired, the Sponsor/Exhibitor must obtain it. The Sponsor/Exhibitor shall indemnify Management and hold it and its representatives harmless from complaints, suits, or liabilities resulting from normal exhibition activities; it's staff, visitors or contractors, in connection with the Sponsor/Exhibitor's use of the exhibit.
9. Cancellations or Termination of the Exposition. In the event the Exposition is unable to operate, in the sole determination of Management, or if Management, in its sole discretion, changes the Exposition date or the Exposition location, whether due to Acts of God, war, illness, public safety, strike, civil commotion, picketing, fire or state of emergency, or by reason of any other occurrence not under the control Management, or otherwise, Management may cancel, postpone or terminate the exposition. In the event of such cancellation, postponement or termination, Management's sole liability to Sponsor/Exhibitor shall be (i) to notify Sponsor/Exhibitor as far in advance as possible of such changes or cancellation, and (ii) in the event that the Exposition is canceled, (or the Sponsor/Exhibitor cannot attend the Exposition during the re-scheduled time period, to refund the Sponsor/Exhibitor's pro rata share of the total amount paid by all Exhibitors, excluding deposits, less all costs and expenses incurred by Management in connection with the Exposition. Sponsor/Exhibitors shall have 5 days from receipt of notice of a changed Exposition date to notify Management if it cannot participate during the rescheduled date. If Sponsor/Exhibitor does not notify Management that it cannot participate within the 5 days, this Agreement shall be deemed to be amended to contain the rescheduled Exposition date. The Sponsor/Exhibitor waives any and all claims the Sponsor/Exhibitor may have against Management for damages or expenses and agrees to accept in complete settlement and discharge of all claims, the Sponsor's/Exhibitor's pro rata share described above.
10. Liability of Sponsor/Exhibitor. Sponsor/Exhibitor is solely responsible for its own demonstration materials and products, and for insuring its property from all loss or damage. Zend Technologies shall bear no responsibility for the safety of Sponsor/Exhibitor, its personnel, employees, agents or representatives or their personal property. Sponsor/Exhibitor shall not make any claim against Zend Technologies for loss, theft, damage, or destruction of property or injury, including death, to itself, its employees, agents, or representatives, unless caused by the sole negligence or willful misconduct of Zend Technologies.
11. Limitation of Liability. ZEND TECHNOLOGIES' ENTIRE LIABILITY TO SPONSOR/EXHIBITOR ARISING OUT OF OR RELATING TO THIS AGREEMENT SHALL BE LIMITED TO THE TOTAL SPONSORSHIP FEE PAID HEREUNDER. IN NO EVENT SHALL ZEND TECHNOLOGIES BE LIABLE TO SPONSOR/EXHIBITOR FOR ANY CONSEQUENTIAL, INCIDENTAL, SPECIAL, RELIANCE OR INDIRECT DAMAGES ARISING OUT OF OR RELATING TO THE EXPOSITION, ITS CANCELLATION OR ANY CHANGES IN LOCATION, DATE OR OTHERWISE, WHETHER SUCH CLAIM IS BASED IN CONTRACT OR TORT, AND WHETHER OR NOT ZEND TECHNOLOGIES HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. ZEND TECHNOLOGIES MAKES NO REPRESENTATIONS OR WARRANTIES TO SPONSOR/EXHIBITOR, INCLUDING, WITHOUT LIMITATION, THE NUMBER OF PARTICIPANTS WHO WILL ATTEND THE EXPOSITION, OR WHETHER THE EXPOSITION IS AN EFFECTIVE METHOD OF MARKETING FOR SPONSOR/EXHIBITOR.
12. Agreement to terms, conditions, and rules; Miscellaneous: Sponsor/Exhibitor agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by Management from time to time for the efficient and safe operation of the conference. This application represents the entire agreement between the Sponsor/Exhibitor and Zend Technologies concerning the subject matter of this application. Zend Technologies is not making any warranties or other agreements except as set forth above. Zend Technologies makes no representations or warranties regarding the number of persons who will attend the conference. All speakers, sessions and program details are subject to change without notice. Any amendment to this agreement must be in writing signed by Zend Technologies. This agreement shall be binding upon the heirs, successors, and assigns of the Sponsor/Exhibitor subject to the terms of this agreement regarding assignment. This agreement shall be governed by and constructed under the laws of the State of California. This agreement is not transferable by Sponsor/Exhibitor to any third party. No flammable fluids or materials of any nature, including decorative materials, use of which is prohibited by national, state, or city are regulations may be used in the demonstration space. Failure to comply with Zend Technologies' regulations may result in Zend Technologies' replacement, removal, rearrangement, or redecoration of any demonstration space, at Sponsor/Exhibitor's expense.



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