phpConf.au

Australias Premiere PHP Conference

6th & 7th of October 2011
Sydney NSW Australia

phpconf.au 2011

www.phpconf.org.au

The first annual Australian PHP Conference

PHP Conferences are held all over the world, drawing the interest of the development community at large, including those based in Australia. Yet with the success of international PHP events we have yet to see an Australian based PHP conference.

PHP Conferences aim to create and opportunity to expose international and local PHP and web development content to Australian developers and businesses.

The start of a new Chapter

PHP Conferences would like to introduce phpConf.au 2011, a professional event delivering high quality content to a web focused demographic. phpConf.au 2011 will deliver compelling presentations and workshops from local community members and international talent. This will provide professional learning and networking opportunities currently unavailable in the Australian community.

phpconf.au is a unique business and educational opportunity for PHP focused web development currently un-serviced in the Asia Pacific region. phpConf.au is projected to become an annual event servicing developers and businesses throughout Australia and the greater Asia Pacific Region.

The conference will see PHP professionals and businesses introduce cutting edge techniques, explore new technologies and refine existing approaches.

Conference Details

The Conference will be held over two days during business working hours.

Date: 6/7 of October 2011
Times: 8:30am to 5:00pm Thursday and Friday
Dinner: 6:30pm to 10:00pm Thursday
Place: Sydney Masonic Centre, 66 Goulburn Street Sydney, NSW, Australia

Drinks: 6:00pm to 9:00pm Friday
Place: Venue to be announced

Website: www.phpconf.org.au
Twitter: twitter.com/phpconfau

PHP Conferences Worldwide

phpConf.au aims to create a similar experience to what attendees expect from an international PHP Conference in an Australian location. phpConf.au 2011 will join an international group of conference providers, servicing the needs of the greater PHP community.

* PHP UK Conference - http://phpconference.co.uk
* Dutch PHP Conference - http://phpconference.nl
* International PHP Conference - http://phpconference.com
* PHP North West Conference - http://conference.phpnw.org.uk
* PHP Barcelona Conference - http://phpconference.es

Australian PHP Community

The PHP community in Australia is large, dynamic and ever changing. User groups are operating in all capital cities bringing people together locally to talk about PHP, work and to learn in a co-operative and open environment.

While PHP user groups thrive, there is a thirst for a large scale event to bring users from all over the country together in a single forum. The phpConf.au conference will allow for a beneficial learning and networking opportunity for students, professionals and businesses.

OSDC Pre PHP Day 2010

On the 23rd November 2010 Microsoft sponsored a one day focused PHP event occurring the day before the Open Source Developers Conference. The day was organised with a series of short talks and workshops.

The day was a success seeing attendees happy with the break-up of workshop demos and formal presentations. There was alot of discussion regarding a more PHP Australia wide community networking opportunities.

PHP Un-Confernece Sydney 2010

There was an un-conference held at Google Sydney office on the 16th of December 2010. The event was enjoyed by attendees and saw around 100 people gather in four groups across two rooms to discuss chosen PHP topics.

phpConf.au was born from the idea of wanting to for fill this gap by providing the community with a range of both professional learning and social avenues for networking opportunities.

Conference Set-Up

phpConf.au has been designed to reach a broad spectrum of attendees. In order to achieve this the layout will comprise of three streams across two main theatre rooms and one room set-up in a classroom layout for workshops.

To provide maximum coverage for sponsors there will be a trade show area in the main foyer, located between the two main theatre rooms and lunch area.

Conference Talk Stream

The talk streams will be broken down into three main areas and also topical areas. Each talk will be marked with the level of PHP expected for the talk in Beginner, Intermediate and Advanced.

Beginner

Intermediate

Advanced

Dev Ops
Talks and workshops. PHP the language, new inclusions, coding technicques, state of PHP, Linux and Windows environment stack configuration, database adminstration and techniques, where is NoSQL benifical.

Web Dev
Talks and workshops, Case studies and demoinstrations. Front end web languages HTML, CSS, JQuery, Word Press, Joomla, Drupal and frameworks CakePHP, Zend, Kohanna.

Business
Talks. How a business can benifit from PHP, why you might use a CMS, what development tools are best used for agile and rapid development examples of best practices for development, building PHP development teams.

Web Dev	Dev Ops	Business
Frameworks	PHP Core	Why PHP
Content Management Systems	Server Environment	Development Environments
Web Languages	Database	Development Tools and Best Practices
[HTML, CSS, JQuery]		

"This breakdown has been designed to enable attendees the ability to fine tune their experience."

Social Events

There are two specific networking nights during phpConf.au, the PHP Dinner and the end of conference drinks. As well as these there will be a nominated local establishment for attendees to gather at the end of the conference day.

The Australian PHP user group community have been requesting larger Australian wide social events to be able to network with the larger business and developer aduience. The two events will allow requested social avenues to facilitate an environment for industry networking.

PHP Dinner — Thursday Evening

The dinner will comprise of a three course meal with complimentary drinks. The evening will see soft music played during entrée and main, with a keynote speech presented during the end of the main meal and desert.

At the end of the keynote sponsors will be thanked and sponsorship gifts handed out to raffle prize draw winners. The evening will end will a serving of coffees and chocolates

End of Conference Drinks - Friday

There will be an end of conference drinks organised in a local venue. Drinks and nibbles will be served for a set period of time. Any further food and drink can be purchased separately by attendees from the venue.

Ticket Prices

Student - Conference Ticket, Swag Bag $160

Professional - Conference Ticket, PHP Dinner Ticket, Swag Bag $420

Student $160

Professional $420

Conference Demographics

The target demographic for phpConf.au is information technology management, small and medium business owners, web enrepenures, developers, web system administrators and information technology students.

The three talk streams have been designed to cover technical talks and workshops around PHP and its supporting lanuages. And business needs discussions and case srudies aimed at business managers and owners.

Business
- Corporations, government departments and agencies
- Business and IT managers looking to adopt PHP as a language
- Businesses currently running PHP websites
- Development Houses looking to adopt a PHP CMS or Framework

Technical
- Both professionally employed developers and people entering into PHP
- Developers having to adopt a PHP CMS or Framework for work
- Systems Administrators and Solutions Architects supporting Windows or Linux environments running PHP

Students
- University students completing an Information Technology Degree
- TAFE students currently completing an Information Technology Diploma
- Graduates looking to enter the workforce

Sponsorship Packages

There will be four standard sponsorship packages and social sponsorship on offer. If there are other arrangements that would like to be discussed please contact the conference organisers.

All sponsor profiles will appear on the conference website and program. Sponsors are free to provide flyers and gifts for the conference swag bags provided to attendees

Platnium
$12000
4 Conference Tickets

Room Name
Banner on website
Sponsor Banner and Large Exhibition Stand in Trade Show Area
Feature logo on projection screen during down-times
Acknowledgement in media releases
Logo on information directing people to event

Gold
$8000
3 Conference Tickets

Banner on website
Sponsor Banner and Medium Exhibition Stand in Trade Show Area
Acknowledgement in media releases
Feature logo on projection screen during down-times
Logo on information directing people to event

Silver
$4000
2 Conference Tickets

Banner on website
Sponsor Banner in Trade Show Area
Feature logo on projection screen at the event during down-times
Logo on information directing people to event

Bronze
$1500
1 Conference Tickets

Banner on website
Sponsor signage in Trade Show Area

Media

Free *Conditions apply, if interested please contact phpConf.au organiser.

Social Sponsorship Overview

There will be two social events planned during phpConf.au. Each event's drinks can be sponsored. It is noted however that food will be paid for by the PHP conference. Drink sponsorship can be purchased separately to main sponsorship packages or in addition.

Social Sponsorship Packages

Event Specific - 2 Conference Tickets

- Sponsor Profile on Website and Conference program
- Logo on information directing people to event
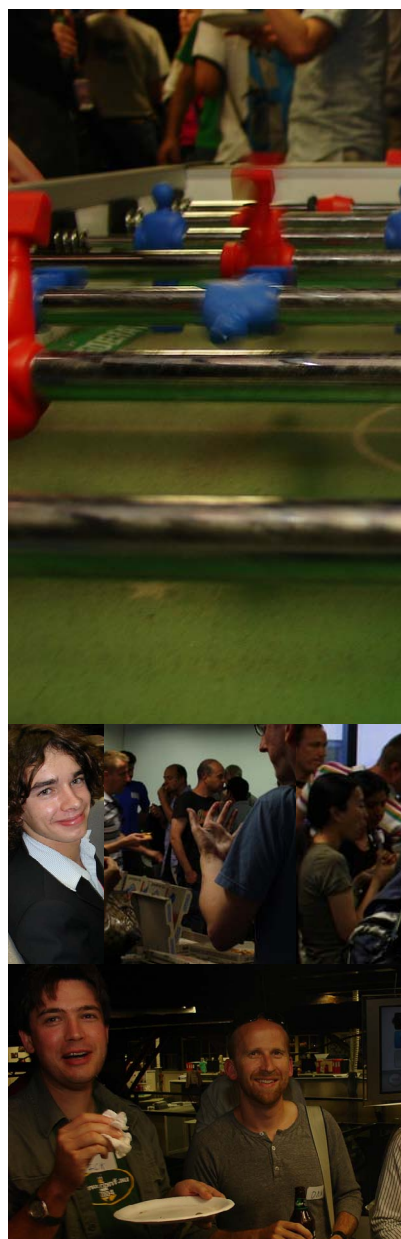
PHP Dinner Drinks

Sponsorship of drinks for dinner attendees during the PHP dinner. The bar tab for the dinner is a continuous serve of alcohol per person for three hours for a flat fee rate of $8000, this rate can be sponsored. Sponsorships of Drinks will see the sponor name appear at all times when the dinner is mentonwed and banners on stage during the evning.

End of Conference Social

Sponsorship of drinks for dinner attendees during the closing drinks on the final evening of phpConf.au. The amount for this event is not set and sponsorship can be received in any amount.

All sponsors will be noted as end of drinks sponsors. A cap will be placed on the bar tab and after that drinks will be available for purchase by attendees from the venue.

The planned idea for the event is cocktail nibbles and an asortedment of beer and wine available with light music played.

Conference Advertising

Trade Show Area

There will be a sponsor trade show area in the main foyer area of phpConf.au which is located between the main two conference presentation rooms. Tables and chairs will be set-up and provided for sponsors to lay-out pamphlets, products, demos etc.

The position of the trade show area has been considered to enable access to attendees throughout the conference. The main foyer will also be used for the conference registration on Thursday morning from 8:30 am to 9:00am. The lunch area is located opposite the foyer seeing attendees walk through the area for lunch and tea. If extra furniture or power is required for demos please inform phpConf.au organisers.

Advertising during the Conference

Advertising and announcement requests outside what has been defined above will need to be requested and discussed with conference organisers.

Print Advertising

All sponsors will receive print advertising in the following documents;

- Flyer promotion prior to the conference
- Conference schedule pamphlet
- About PHP swag bag A5 pamphlet
- Platinum sponsors will receive one page
- Gold and Silver Sponsors will receive half a page
- Bronze, community and social sponsors will receive a quarter of a page

Website Advertising

All sponsors will receive website advertising.

- Platinum sponsors will receive large logo on website 200px by 160px.
- Gold and Silver Sponsors will receive a medium logo 160px by 80px.
- Bronze, community and social sponsors will receive a small 120px by 60px.

logistics

Provision of Speaker Sessions

The organisers would like to see sponsors involved in the conference and propose both speakers and workshops for the conference. Sponsors are allowed to recommend and propose speakers however the final decision will remain the choice of the conference organisers.

Exhibition Space

Space will be made available to sponsors in the trade show area which is located between the two main talk rooms. The area must be set-up within 8:00am and 8:30am on Thursday morning before conference registration occurs in the main foyer at 9:00am. A rough floor plan will be distributed upon request with table and banner placement locations. Furniture provided: Table, chairs, cloth table cover.

Conference Passes

Venue is open for exhibitors from 8am to 5pm on Thursday and Friday. As numbers need to be catered for please inform early of the number of people you require to man your exhibitor stand.

Conference Recordings

Talks for the conference will be recorded and videotaped all sponsors will have their logo on a splash screen displayed at the beginning of each video. The videos and recordings will be made available on the phpconf. org.au website. If you would like a copy of your talk please discsuss with the conference organisers as this can be arranged. Linking to the videos is encouraged and videos will be stored for archival purposes in the annual nature of the conference.

Lunch

Lunch will be provided through normal attendee lunch offerings, Vegtarian and Gluten Free food will be served.

Internet Access

Internet access is provided free during the conference.

Advertising during the Conference

Advertising and announcement requests outside what has been defined above will need to be requested and discussed with conference organisers.

Competitions and prizes

If sponsors would like to run any competitions or offer any prizes during the conference this can be arranged through the conference organisers. If sponsors have any PHP related completions or announcements they would like made during the conference this will need to be requested and organised prior to the event.

Mailing List

There will be a mailing list created to spread information and conference updates to people who request information. This will be provided by a link on the phpconf.org.au website and people can opt out of the service if required.

Announcements

Announcements of sponsors will occur on the website, mailing list, announcements at user groups and social media channels such as twitter and facebook.

Community Groups

The PHP organisers are closely aligned within the PHP framework communities. It is therefore important for us to see the broader PHP content management systems and frameworks presented at the conference. There will be talks and workshops given from the main PHP CMS and frameworks during the conference. Community logos will be displayed on both the website and conference banners.

Community groups are welcome to purchase a sponsorship package however if they feel they can not commit to this alternative representation can be discussed with conference organisers.

Contact Details

Conference Organisers

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