

2010 Surge Conference
September 30 – October 1

Tremont Plaza Hotel
Downtown Baltimore



Surge 2010: Scalability Matters

Successful businesses and media understand the effects of unexpected bursts of traffic. The speed and veracity of social network popularity can overwhelm websites in the blink of an eye. Surge is an exciting new event bringing together experts from around the world to share their stories and demonstrate proven concepts in Web Architectures and Scalable Designs. Hear from Internet architects and engineers as they describe how to identify operational bottlenecks in your environment and overcome them with proven technologies, open standards and rational thinking.

The Story Behind the Conference

OmniTI engineers are an active bunch, participating in numerous Web, Programming and Operations conferences throughout the year. While the DevOps movement is considered a relatively new phenomena, we've been preaching the benefits of collaboration between our development, design and operations teams for over a decade. Our founder and CEO, Theo Schlossnagle, is a highly respected engineer, speaker and author. He wrote the book, literally, on Scalable Internet Architectures.

Surge started as the brainchild of our employees wanting to bring the best and brightest in Web Scalability to our own backyard. On September 30 and October 1, 2010, hundreds of attendees, exhibitors and media members will converge on Baltimore, Maryland. Register now to save your seat and make history in the Charm City.

Speakers

John Allspaw
Theo Schlossnagle
Artur Bergman
Gavin Roy
Ruslan Belkin
Eric Mittelstaedt
Adam Jacob
Rasmus Lerdorf
Paul Querna
Robert Treat

Audience Profile

System Architects
Web Engineers
Database Administrators
Developers
Network Engineers
System Administrators
Security Consultants
IT Managers
Bloggers

Expected Attendees

300

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Sponsor Opportunity and Benefits

Surge Exhibitors and Sponsors enjoy exposure to an audience full of decision makers and industry leaders with enormous influence. Business owners, departmental heads and team leads attend these trade shows looking for innovative solutions to today’s scalability problems.

All sponsors get their logo proudly displayed on the Surge 2010 website, advertising in the event program and a flyer in the attendee packet. Exhibitors enjoy prime demonstration space and the opportunity to include one or more promotional items in the official attendee bags. The event packages below are designed to help you maximize your investment at Surge 2010. Each package includes free admission to the conference sessions for one or more of your employees, or offer the passes as giveaways to your loyal customers.

	Silver	Gold	Platinum	Diamond
Logo on all 2010 Conference pages	80 x 30	80 x 30	186 x 66	186 x 146
Logo on conference badge	No	No	No	Yes
Company description on sponsor page	Yes	Yes	Yes	Yes
Session passes	1	2	4	6
Exhibition space	No	8’ skirted table	8’ skirted table	16’ skirted table
8.5 x 11 flyer in attendee bags	1	1	1	2
Promotional items in attendee bags	No	1	1	2
Boardroom demos	No	No	1 hour session	2 @ 1 hour sessions
Program advertisement	1/2 page	1/2 page	1 page	2 pages
Logo on activity screen	Yes	Yes	Yes	Yes
Logo on reception panel	No	Yes	Yes	Yes
Logo on speaker’s podium	No	No	No	Yes
Maximum number of sponsors	Unlimited	8	4	1
	\$2,500	\$5,000	\$10,000	\$15,000

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Other Advertisement Possibilities

For more information on the 2010 Surge Conference, sponsor packages or other advertising possibilities, please contact the Surge Conference team.

Artwork Submission

All artwork must be received by August 6, 2010

Accepted formats are EPS, PDF and AI

All graphics must be 300 dpi in CMYK

Fonts must be converted to outlines or included as TTF/OTF

Contact

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