

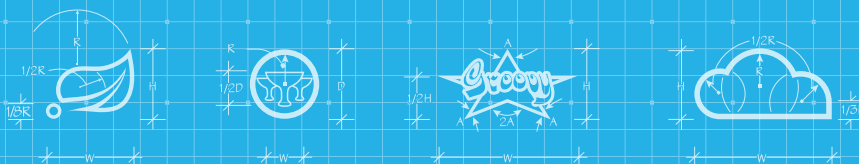


CHICAGO, OCTOBER 25-28, 2011

WELCOME TO SPRINGONE 2GX 2011

SPONSORSHIP PROSPECTUS

$$\sum_{i=1}^{\infty} \frac{\text{spring}}{\text{GRAILS}} (\text{elastic}) = \text{CLOUD}$$



NO	ITEM	SYMBOL	QTY
1	SPRING		1
2	GROOVY		1
3	GRAILS		1
4	CLOUD		1

SpringSource, a division of VMware
Copyright © 2011 VMware, Inc. All rights reserved.
This product is protected by U.S. and international
copyright and intellectual property laws. †



Welcome

SpringOne 2GX, hosted by SpringSource and No Fluff Just Stuff is the world's largest Conference for Spring and Spring related technologies taking place in Chicago, October 25 -28.

Showcase your products, solutions and services to more than 1,000 attendees at this one-of-a-kind conference for application developers, solution architects, web operations and IT teams developing business applications. Meet face to face with experts building and running mission-critical business applications and designing the next killer cloud applications.

The conference will feature 100 + presentations delivered by Industry leads and renowned authors on the Spring, Groovy/Grails, Tomcat and Cloud technology today, it's the ideal place to engage and connect with the world's leaders and innovators that build, run and manage tomorrow's software solutions.

Don't miss this chance to position your company at the premier Java event of 2011.

We look forward to seeing you at SpringOne 2GX!

Sincerely,

The SpringOne 2GX Event Team



Conference Date

October 25-28, 2011

Conference Location

Chicago Marriott Downtown Magnificent Mile
540 North Michigan Ave
Chicago, IL 60611

Sponsorship Sales

For Inquiries and to apply for a package, please contact:
Holly Christopher
hchristopher@vmware.com
(650) 427-3366

PLATINUM SPONSORSHIP - \$30,000

Influence

- Speaking Opportunities
 - One (1) 90-minute session
 - Opportunity for a 10 minute presentation prior to the opening evening Keynote
 - at an additional cost

Access

- Six (6) Full Conference passes
- VIP seating during opening Keynote and Dinner

Interaction

- Exhibit space in prime location (6 foot table, 2 chairs, electric power and internet)

Exposure

- SpringOne 2GX Conference Web site
 - Company name and color logo
 - 100-word company description
 - Hyperlink to company page
 - Online banner ad
- Two (2) inserts for the conference binder- provided by sponsor and approved by SpringOne 2GX
- SpringOne 2GX Program Guide
 - 100-word company description
 - Logo inclusion
 - Full page advertisement
- Logo inclusion on conference signage announcing Platinum sponsors
- Logo inclusion in the opening Keynote credits and thank you
- Participation in incentive program to drive attendance
 - Includes an electronic invitation to distribute to your selected guests
 - For every 15 registered customers, you receive one (1) complimentary conference pass
- Pre or Post-conference email blast to opt-in attendee list through a bonded mail house
- SpringOne 2GX Press & Analyst Program
 - Name mention in SpringOne 2GX press release
 - Access to press & analyst sponsor lounge for 1:1 meetings with the press & analysts
 - Access to the press & analyst list (name & company) of registered publications and firms 2 weeks prior to SpringOne 2GX

GOLD SPONSORSHIP - \$18,000

Influence

- Speaking Opportunities
 - One (1) 90-minute session

Access

- Four (4) Full Conference passes

Interaction

- Exhibit space (6 foot table, 2 chairs, electric power and internet)

Exposure

- SpringOne 2GX Conference Web site
 - Company name and color logo
 - 75-word company description
 - Hyperlink to company page
- One (1) inserts for the conference binder- provided by sponsor and approved by SpringOne 2GX
- SpringOne 2GX Program Guide
 - 75-word company description
 - Logo inclusion
 - Half page advertisement
- Logo inclusion on conference signage announcing Gold sponsors
- Logo inclusion in the opening Keynote credits and thank you
- Participation in incentive program to drive attendance
 - Includes an electronic invitation to distribute to your selected guests
 - For every 15 registered customers, you receive one (1) complimentary conference pass
- Post-conference email blast to opt-in attendee list through a bonded mail house
- SpringOne 2GX Press & Analyst Program
 - Name mention in SpringOne 2GX press release
 - Access to the press & analyst list (name & company) of registered publications and firms 2 weeks prior to SpringOne 2GX

SILVER SPONSORSHIP - \$12,000

Access

- Two (2) Full Conference passes

Interaction

- Exhibit space (6 foot table, 2 chairs, electric power and internet)

Exposure

- SpringOne 2GX Conference Web site
 - Company name and color logo
 - 50-word company description
 - Hyperlink to company page
- SpringOne 2GX Program Guide
 - 50-word company description
 - Logo inclusion
 - Quarter page advertisement
- Logo inclusion on conference signage
- Logo inclusion in the opening Keynote credits and thank you
- Participation in incentive program to drive attendance
 - Includes an electronic invitation to distribute to your selected guests
 - For every 15 registered customers, you receive one (1) complimentary conference pass
- SpringOne 2GX Press & Analyst Program
 - Access to the press & analyst list (name & company) of registered publications and firms 2 weeks prior to SpringOne 2GX

About SpringSource

SpringSource, a division of VMware, Inc., (NYSE: VMW) and the leader in Java application infrastructure and management, provides a complete suite of software products that accelerate the entire build, run, manage enterprise Java application lifecycle. SpringSource employs the open source leaders who created and drive innovation for Spring, the de facto standard programming model for enterprise Java applications. SpringSource also employs the Java and Web thought leaders within the Apache Tomcat, Apache HTTP Server, Hyperic, Groovy and Grails open source communities. Nearly half of the Global 2000, including many world's leading retail, financial services, manufacturing, healthcare, technology and public sector clients are SpringSource customers. For more information visit: www.springsource.com.

