ISDEF
INDEPENDENT SOFTWARE DEVELOPERS FORUM

New horizons!

BE A SPONSOR AT ISDEF 2016

The ISDEF conference is an annual meeting of the owners and top managers of independent companies from the CIS, Europe, Asia and the Americas with a common goal: to discover new ways to grow their businesses and increase profits from selling software.

What is ISDEF?
It's a club of **more than 500 professionals** from 30 countries.

Experts on international law, as well as **IT business** organization and development.

Niche specialists from service companies focused on satellite tasks like software packaging, promotion and sales on international and domestic markets.

Owners and top managers
of software IT businesses with annual revenue from $50,000 to $50,000,000.

Why be an ISDEF sponsor?

1. ACCESS TO DESISION-MAKERS. 80% of participants are directors and shareholders of ISVs of all kinds and modes of distribution who are actively looking to research and discover new opportunities for their businesses.

2. FAST MARKET RESPONSE. Speed up deals by presenting your services and goods directly to industry partners without an extended pre-sales cycle. Many ISDEF sponsors test new products right at the conference.

3. EXPAND SALES GEOGRAPHY. The conference is a meeting point for international and regional top managers who are always ready to take initiatives and have a great influence in their regions and areas. Association members share ISDEF news with an average of 10 other top managers in their home countries. ISDEF members actively participate in up to 20 of the largest industry events in the Americas, Europe and Asia.

Previous participants:

ABBYY, Agnitum, Alawar, Alconost, Allsoft.ru, Avangate, Bitrix, DeviceLock, Digital River, Dr. Web, Dr. Explain, Elcomsoft, Entensys, Famatech, Fast Reports, Femida.us, IBS, Intel, iSpring, I-Free, Kaspersky Lab, Keepsoft, Microsoft, MovAvi, MyCommerce, Parallels, PayPro Global, PROMT, SearchInform, Softkey, Softline, Softonic, Unisender, Webmoney, Yandex, Ashmanov and Partners, Skolkovo Fund, IIDF and more…

ISDEF 2016 sponsorship packages:

*General Sponsor package includes premium placing of all visuals (logo size, booth location, etc.)

	General sponsor	Sponsor	Exhibition participant	Registration sponsor	Info materials	Conference support	Technical equipment sponsor	Banquet sponsor	Bowling party sponsor	City tour sponsor
Banner rotation on the ISDEF website	V	V								
Sponsor logo with active hyperlink on the conference website and in ISDEF social networking communities	V	V	V	V	V	V	V	V	V	V
Sponsor logo in official conference application	V	V	V	V	V	V	V	V	V	V
Sponsor logo on conference press wall	V	V	V	V	V	V	V	V	V	V
Add your own materials to the handouts distributed to all participants	V	V	V	V	V					

Mention at the banquet, according to status	V	V						V			
Sponsor promo page	V										
Participant badges				V							
Participant bags (with logo)				V							
Branding on the registration counter and/or registration staff uniforms				V							
Mention in press releases	V										
20-minute talk or presentation	1	1									
Location for sponsor's roll-up	V	V	V	V			V	V	V		
Location for sponsor's booth	V	V	V	V							
Free conference participation for sponsor's representatives (including participation fee, marketing materials)	4 att.	2 att.	1 att.	1 att.				1 att.			

Banners in the main auditorium. Banners are provided by the sponsor.	V	V						V (in banquet hall)	V (in bowling)	
Cost	$ 8500	$ 3400	$ 900	$ 1900	$ 500	$ 300	Free equipment	$ 1900	$ 1500	Free city tour

Information Sponsor — free

• Logo on the sponsors page on the website and in the printed conference agenda

• Add your own materials to the handouts distributed to all participants

• Mention at the conference opening and closing as an Information Sponsor

• Free participation of 1 representative

• Each Information Sponsor receives accreditation from the conference hosts and makes two conference announcements: one mandatory short announcement and one extended announcement (published on the website or mailed to the subscribers). Information Sponsors are welcome to post conference reports and recaps.

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Attention!

1. Sponsor speeches must be approved by the corresponding section moderator.

2. All sponsors banners for the ISDEF 2016 conference will be rotated on the conference homepage from 01.10.2016 – 31.03.2017. Banner size is 468*60 pixels.

3. All sponsor advertisement posters, banners and other media must be submitted to the Organizing Committee no later than September 15th, 2016.

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