



SHIFT  
Sponsors Pack



## What is SHIFT?

SHiFT (Social and Human Ideas For Technology) is an International Conference where key speakers from all over the world gather in order to discuss how technology is changing our everyday lives. Its attendees are known to include people from all quarters of business, from product managers and CEOs, to those working and designing the latest generation of technological products and applications.



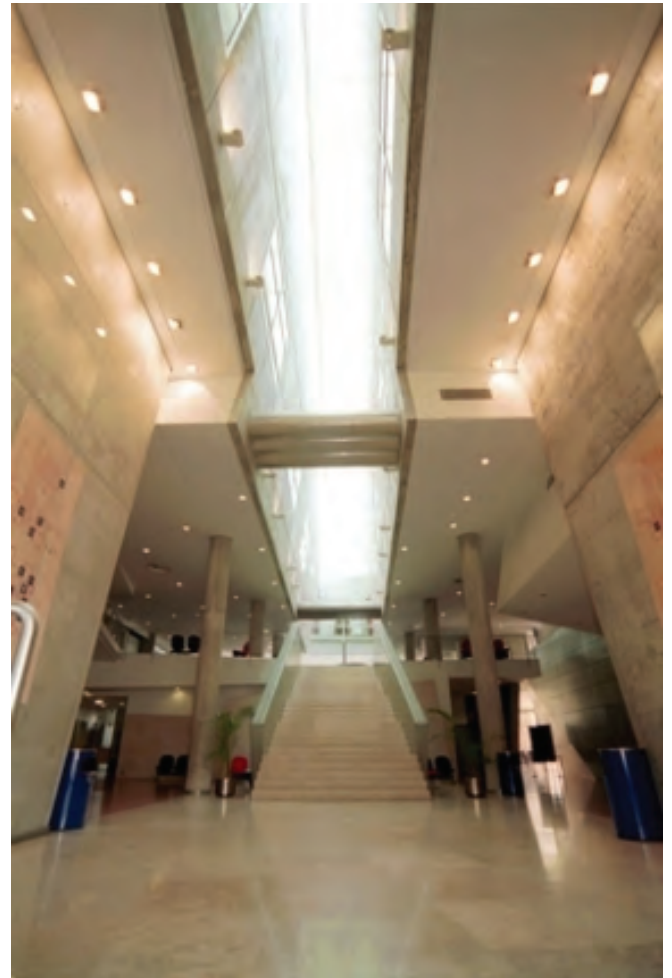
*SHiFT's first edition was held during late 2006 and managed to gather more than 200 attendees from all over the world, but mostly Europeans. Since then SHiFT has become increasingly popular in Portugal and has benefited from wide media coverage, not only from the online and printed press, but also from radio and TV stations.*

*We're happy to announce and send you this invitation for sponsorship since we're once again in the process of organizing this year's SHiFT from **15 to 17 October 2008**, with a general theme of "Transient Technologies".*

*We now have bigger goals and objectives and the aim to gather 500 people in Lisbon, for three amazing days: two full conference days preceded by a day devoted to workshops, all open up to public participation and suggestion. We're working with a great venue (FIL – Parque das Nações), near one of the most innovative and exciting parts of town, overlooking the river, a stone throw's away from the airport and within walking distance from the international train station Gare do Oriente.*

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For this year's venue we reserved the entire International Fair Meeting Centre, a modern building with three large conference rooms: the main speakers hall where the keynotes and most relevant presentations will take place and two extra rooms for the sidetrack talks and the open sessions (proposed and voted by the attendees) will take place. We'll also have a smaller room entirely devoted to Birds of a Feather gatherings and micro-presentations.



## Attendees

Like before, we aim to gather a very diverse range of people in our audience, working on different fields including:

- Chief Executive Officers and Company Directors
- Technical Directors and Chief Technology Officers
- Senior Web Developers and Programmers
- Senior Designers and Creative Directors
- User Experience/Information Architects and Interaction Designers
- Product and Project Managers
- Freelance Consultants





Attendees come from all over the world, but mainly from Europe and the United States.

## Speakers

SHiFT has attracted some top speakers in the past, like Luke Wroblewsky and Kevin Cheng (Yahoo!), Peter Merholz (Adaptive Path), Jared Spool (UIE), Bill Scott (Netflix), and Douglas Engelbart.

This year we lined up a fantastic line-up of speakers with our advisory board, including:

- David Malouf (IxDA VP and Head UX at Motorola)
- David Gomez-Rosado (UX Director at Ask.com)
- Tara Hunt
- Chris Messina
- Brian Suda
- Manuel Lima
- Delfine Menard (Wikimedia Foundation)
- Open Spime Project

and many more... this speakers list is continuously updated on our website at <http://shift.pt>





## Why sponsor SHiFT?

By sponsoring SHiFT you will be able to connect your brand with influential bloggers and thought leaders, talented designers and developers, and some of the top technology companies around. SHiFT is well connected in the field of WorldWide Technology Conferences allowing each and every participant and company involved a wide range of promotion and networking. The diverse range of attendees also makes SHiFT a great recruiting field for which its organization is more than happy to help whenever possible.

So the two main points where SHiFT can help promote your brand is by creating brand visibility and networking opportunities.

We've created four different levels of sponsorship, which gives you the opportunity to showcase your products and show your commitment to the technological community in a way that fits your needs.

Some of our past sponsors include:

- Sapo (main Portuguese web portal)
- Microsoft
- Toyota
- Waveweb
- Anacom

## Sponsorship Opportunities

Four levels of sponsorship are available, along with additional opportunities for individual sponsorship. Main sponsorship places are strictly limited.

<b>Platinum</b> 20.000 €	<b>Gold</b> 10.000 €	<b>Silver</b> 5.000 €	<b>Bronze</b> 1.000 € Subsets
2 positions	4 positions	6 positions	unlimited
Large exhibition space with power and internet connection	Medium exhibition space with power and internet connection	Small exhibition space	Poster
20 full conference passes	10 full conference passes	5 full conference passes	1 full conference pass for every 1.000 €
Listed as Platinum sponsor on all marketing pieces and press releases	Listed as Gold sponsor on all marketing pieces and press releases		
Top placement on website	Big logo on website	Logo on website	Logo on website
Logo on print adverts and screen breaks, programme and all promotional materials	Logo on print adverts, screen breaks and programme	Logo on screen breaks and the Conference Channel	Logo on the Conference Channel
Logo on print adverts and all promotional materials and full page ad on the programme	Logo on print adverts and full page ad on the programme	Half page ad on the programme	Logo on the programme
Two guest invitations to the exclusive speakers dinner			

Individual sponsorship is also available for the following events:

- Pre-Conference Party
- Closing Party
- Speakers Dinner
- Refreshment Breaks
- Conference Lanyards
- Event T-Shirts

We're also looking for equipment sponsorship, so instead of money you can lend us equipment that we need to put the conference together.

## Interested?

Contact us at [sponsors@shift.pt](mailto:sponsors@shift.pt) or at +351 914950126



