

"The Frontend Conference is a two-day event with inspiring talks on frontend and UX technologies presented by leading specialists in the field."

### About

**After two successful editions in 2011 and 2012 we continue our work of establishing the Frontend Conference Zurich ("Front /> Conf" - frontendconf.ch) as a leading conference about state-of-the-art frontend and UX technologies in Europe and as the leading frontend/UX conference in Switzerland.**

**The conference is an excellent platform for Swiss and European scientists, developers and designers to present their projects, latest research and technologies in the fields of Web technologies, Web design and UX/HCI (Human Computer Interaction). We'll offer an opportunity to network with and learn from peers and leading experts in their fields, appreciating contributions both from practitioners and academics likewise. Zurich, conveniently located in the heart of Europe, with the University of Zurich (UZH), Federal Institute of Technology (ETHZ) and other institutions of higher education and a strong and flourishing IT sector is an ideal place to establish this conference.**

**With the "Frontend Conference" association as organizer and legal body, we strive to develop the relationship and exchange between local and international professionals interested in frontend technologies and UX, hereby emphasizing the importance of the according fields and the relevance of Zurich as a major IT hub.**

**This event will be the continuation of a series of annual Frontend Conferences in Zurich.**

### What

- > **Frontend Conference, Zurich (frontendconf.ch)**
- > **Conference topics: Web technologies, Web design and UX/HCI (Human Computer Interaction)**
- > **Invited talks/keynotes and call for presentations/sessions**
- > **Abstracts/drafts of presentations reviewed by the organizing committee for quality assurance**

### When and Where

- > **29. + 30. August 2013**
- > **University of Zurich, Department of Informatics, Binzmühlestrasse 14**

### Target Audience and Community

- > **250+ attendees**
- > **Practitioners, researchers, professionals interested in front-end technologies and UX**
- > **From Zurich, Switzerland, Europe and abroad**
- > **2 days with 2 parallel tracks, in total 24 presentations (3 in the morning, 3 in the afternoon per track)**
- > **Official language of conference and presentations: English**

### Venue Requirements / Logistics

- > **At the premises of the University of Zurich at the Department for Informatics (IFI) in Zurich, Switzerland**
- > **2 lecture halls/rooms, each offering seating space for 90-150 people**
- > **2 smaller rooms for the organizing committee and the speakers to rehearse and prepare**
- > **Recreational area/"hall" as a place to meet, network, chat, relax for the attendees and as an area for the sponsors to present themselves.**
- > **Lunch catering on both days, with coffee breaks in the mornings and afternoons (provided by ZFV)**

## Financial figures

- > **Organized by the "Frontend Conference" association as a not-for-profit conference, currently 6 IT professionals from Zurich**
- > **Financed through sponsoring and ticket sales**
- > **Ticket sales should help cover costs and yet be as affordable as possible**
- > **Anticipated: Average ticket price of 100-300 CHF for 2 days**

## Marketing

- > **Website (with online ticketing)**
- > **Word of mouth, Social Media (Twitter, Facebook, Blogs)**
- > **Posters at UZH, ETHZ, FHs**
- > **Announcements in IT newspapers and journals**
- > **Announcements via IT associations (S-I, ICTSwitzerland etc.)**

## Sponsoring

### Diamond

- > **Limit of 2 Sponsors**
- > **1 Room named like the sponsor**
- > **Banner in entrance hall**
- > **Banner in all conference rooms**
- > **Mentioned in press releases**
- > **Logo on landing page & website**
- > **Logo on and inside badge**
- > **Logo on sponsors page**
- > **Dedicated presentation slide**
- > **6 free tickets**
- > **Hiring corner: 4 x A4 paper**
- > **Up to 4 free freshjobs.ch submissions**

**CHF 7500.-**

### Platinum

- > **Limit of 4 Sponsors**
- > **Banner in entrance hall**
- > **Logo on website**
- > **Logo on and inside badge**
- > **Logo on sponsors page**
- > **Shared (2x) presentation slide**
- > **4 free tickets**
- > **Hiring corner: 2 x A4 paper**
- > **Up to 2 free freshjobs.ch submissions**

**CHF 5000.-**

### Gold

- > **Shared (2x) banner in entrance hall**
- > **Logo on website & inside badge**
- > **Logo on sponsors page**
- > **Shared (3x) presentation slide**
- > **2 free tickets**
- > **Hiring corner: 1 x A4 paper**
- > **1 free freshjobs.ch submission**

**CHF 2'500.-**

### Silver

- > **Shared (all) banner in entrance hall**
- > **Logo inside badge**
- > **Logo on sponsors page**
- > **Shared (all) presentation slide**
- > **1 free ticket**

**CHF 1'000.-**

### Optional Packages

**Flyers 250.-**  
**Bring your own flyers for the lounge area**

**Rollup Display 250.-**  
**You bring your own rollup that we will show in main hall where people can rest and drink refreshments**

**Table 450.-**  
**Size of the table max 2m. X 1m.**  
**Electricity plug**

**Special Request**  
**Don't hesitate to contact us if you have a great Sponsoring idea.**

**Note: The Presentation slides will be shown in the conference room during the breaks**

## Sponsoring contact

**Markus Leutwyler**  
**markus@frontendconf.ch**  
**twitter.com/twtomcat**  
**078 697 79 89**