

Singularity

global. web conference.
October 24-26, 2008

Version 2 - Release date July, 2008.

Sponsor information

The conference in brief

Singularity is a 48-hour interactive online web conference with over 50 great speakers and multiple tracks of content spanning three days.

- Watch live sessions by some of the most passionate and interesting thought leaders, developers, designers, creatives, and celebrities on the web today.
- Don't lose time off work (Singularity takes place over the weekend and you don't have to travel).
- Contribute to the environment by attending a green conference.
- Connect with new friends and old by finding friends from your various social networks like Twitter and Facebook.
- Interact with attendees around the world using real-time chat and messaging.
- Find new friends with similar interests and make new connections.
- Don't miss a single session as all sessions are recorded and available for viewing after the conference.
- Attend real-world meet-ups and experience the conference with your local community at venue partner and community-organized Local Conference Hubs.

Further sources of information

- List of currently-announced, confirmed speakers: <http://singularity08.com/speakers>

Audience

The audience for Singularity is as eclectic as the range of topics presented. It includes web developers, designers, creatives, entrepreneurs, and managers. Singularity is a technology-neutral conference; our definition of "web" includes both sites and applications and a gamut of technologies including HTML/CSS, JavaScript/AJAX, various back-end

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technologies, the Flash Platform (Flash, Flex, and related technologies), and other interesting emerging technologies.

Our upper limit for attendees is 10,000.

We are aiming for large numbers of attendees and our pricing reflects this.

	Early bird (before August 31th)	Regular (September)	Late badger (October)
Ticket prices	\$99	\$129	\$149

(In the previous two one-day web conferences we held for our community site, OSFlash.org, we received 800-900 attendees. Unlike Singularity, those conferences had four to five speakers and no marketing expenditure.)

Sponsorship tiers and benefits

Platinum sponsors (3)

NOTE: We are sold out of platinum sponsorships for 2008.

There are three Platinum Sponsorship slots (with two currently available).

Platinum sponsors get the following exclusive benefits:

- An Adobe Acrobat Connect Presentation Room for the duration of the conference.
- Your own sponsors page on the Singularity web site. You can use this to display a schedule of sessions presented in your Presentation Room or to provide information on your products, etc.
- Two-paragraph message in mailings.
- Two items in the virtual goodie bag.
- Recognition on the web site as a Platinum sponsor.
- 15 free tickets to attend the conference or give away.

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Sponsors (5)

There are 5 slots for Sponsors with the following benefits:

- An Adobe Acrobat Connect Presentation Room for the duration of the conference.
- Listing on the sponsors page, with a link to your presentation room.
- One paragraph message in mailings.
- One item in the virtual goodie bag.
- Recognition on the web site as a Sponsor.
- 10 free tickets to attend the conference or give away.

Micro-sponsors

Micro-sponsorship is for smaller companies and individuals who want to support Singularity and get recognition. All micro-sponsors get a two-line listing and link (no-follow) on the micro-sponsors page and a free ticket to attend the conference.

Venue sponsors

For-profit companies that want to organize local Singularity conference hubs can apply to be venue sponsors. Benefits include:

- Use of the Singularity name as an official local conference hub.
- Co-branding on real-world goodie bags and other in-world objects.
- Local sessions.
- 5 free tickets to attend the conference.
- Listing on the venue sponsors page on the Singularity web site and recognition as a venue sponsor in various promotional items.

Media sponsors

Media sites that want to help us popularize the conference by placing our badge on their sites will get recognition as a media sponsor on the Singularity web site and two complimentary tickets to attend the conference.

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Custom sponsorship packages

We're open to creating custom sponsorship packages, and packages that combine any of the above, to meet any unique needs or implement interesting new ideas you may have.

Sponsorship pricing

All prices are exclusive of VAT unless otherwise stated in the table below.

Package	Early bird (before May 31th)	June 1-August 31)	September	Late badger (October)
Platinum (3 spots)	\$20,000	\$30,000	\$40,000	\$50,000
Sponsor (5 spots)	\$10,000	\$15,000	\$20,000	\$25,000
Micro-sponsor (inc. VAT)	\$199	\$199	\$229	\$249
Venue sponsor	\$5,000	\$5,000	\$5,000	\$5,000
Media sponsor	Contact us	Contact us	Contact us	Contact us

Micro, Venue, and Media sponsor packages are not limited in number.

Core principles

Environmentally-friendly

Singularity is a green conference. We are saving on thousands of flights by having the audience and speakers attend from their home towns.

We will similarly aspire whenever possible to reduce the carbon footprint of the global conference by encouraging local conference hubs to source local materials.

Technology-neutral

Singularity is a technology-neutral conference covering an eclectic mix of web-related topics. It is our aim to maintain a balance of both technical and non-technical sessions as

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well as a representative balance of technologies in the technical sessions. (Also see our policy on Standards, Accessibility, Openness and Best Practices, below.)

So as to further underline Singularity's commitment to this tenet, we present the following declarations as a means of full disclosure:

Aral Balkan, Singularity's organizer, is a well-respected Flash Developer and consultant. Beyond that, however, he is also well-known for his work in building bridges between the Flash and Web Standards communities, as well as for his contributions to the Open Source community. Aral co-founded OSFlash.org and has contributed several Open Source projects to the community, including the pattern-based RIA framework called Arp and the SWX data format and related tools and servers such as SWX-RPC and SWX-PHP.

One of our Platinum sponsors is Adobe Systems who are also a technology partner, providing the Adobe Flex, Flash Media Interactive Server and Adobe Acrobat Connect technologies used to realize the conference.

The Singularity conference is being realized on the Flash Platform due to a number of reasons, including the following:

- The Flash Platform supports the creation of applications that seamlessly integrate rich interfaces with video and real-time communication. Furthermore, these are mature features, not experimental or beta.
- The only requirement for end users is a browser with the Flash Player.
- The ubiquity of the Flash Player (Flash Player 9 is currently at over 95% penetration.)
- The conference organizers have had previous experience in successfully staging two one-day online conferences for OSFlash.org using these technologies.
- After a review of available technologies, it was decided that the Flash Platform (specifically Flex, Flash Media Integrated Server, Adobe Acrobat Connect, and Flash Remoting) was the lowest risk technology stack choice.

Thus, although the platform that we have chosen to host the conference on is the Flash Platform, we are committed to keeping the *content* of the conference as technology-neutral and eclectic as possible.

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No sponsored sessions

Sponsored sessions -- especially when not marked as being sponsored -- benefit neither attendees nor sponsors. Attendees are disappointed by sales pitches and the negative publicity has the opposite effect to what sponsors want. **Singularity will not have sponsored sessions.**

This does not mean that we will not feature speakers from sponsoring companies. It merely means that we will not feature them *because* their company happens to be sponsoring. For example, we have already signed up quite a number of speakers who happen to work at Yahoo! (one of our sponsors). These speakers are well-respected, well-known members of the web community and they will *not* be speaking about Yahoo! technologies. Our sessions do not contain sales pitches but awe-inspiring, entertaining, and informative content.

That said, many of our attendees *are* very interested in hearing about the latest tools, technologies, and products that our sponsors have to offer. This is why, **instead of sponsored sessions, as a Sponsor or Platinum Sponsor, you will receive a fully-functioning virtual Presentation Room of your own** (via Adobe Acrobat Connect) to use as you wish during the three days of the conference.

You can use the room to present sessions (24 hours a day, if you desire). You can also use it as a traditional expo hall booth and interact with attendees (or carry out a combination of the two, with alternating interactive sessions, presentations, and product demos). You have access to live audio, video, and text chat as well as shared white boards, links, files, and screen sharing.

Thus, although the main presentation tracks will not contain sponsored sessions, you can present as many sessions as you like in your own Presentation Room.

Standards, accessibility, openness, and best practices

The choice of topics and technologies at the conference reflects the value we place in standards-compliance, accessibility, open source, and best practices.

Further information

Find out more about the conference at <http://www.singularity08.com/about>.

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Contact us

For sponsorship inquiries, please call Aral Balkan during working hours (GMT) at **+44 779 5551278** (011 44 7795551278 when dialing from the United States) or email aral@singularity08.com.

More ways to get in touch:

Twitter: aral

About the company

Yeah, Let's Do It! was founded by internationally-renowned Flash and usability expert Aral Balkan in 2002 as a consulting, training, and development company known as Ariaware (<http://ariaware.com>). Our current focus is on organizing and delivering the world's first global web conference, Singularity. We are based in Brighton, in the UK.

Legal information

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