

Above and Beyond Learning

COMMUNICATION IS KEY

Upcoming Conferences 2009

Produced by

Above And Beyond Learning
1.919.269.5414
www.aboveandbeyondlearning.com

Conference Producer

Above And Beyond Learning conference production services are provided by experts in the field of publishing to print and online formats. Our experience ensures we provide conference attendees an event with unique depth and breadth of knowledge. We listen to users, managers, and vendors, assess their needs, and fashion an that serves as an "educational tool" for the community.

Contact

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Sponsorship Details

Sponsorships are available from January 1 2009 through April 30 2009. **NO SPONSORS WILL BE ACCEPTED AFTER April 30, 2009.** Sign up now, or miss your chance to gain visibility with this event! Following April 30th, our marketing efforts (mailing, emailing, printing, announcing) will include sponsor logos and sponsor promotion information.

To sign up as a sponsor, contact us at 1.919.269.5414 or via email: info@aboveandbeyondlearning.com or return the form included at the end of this PDF. Conference sponsorships are non-cancellable.

The following pages provides details regarding the conferences and available sponsorships and the benefits provided at each sponsorship level.

Details

Conferences Location

McKimmon Conference Center

1101 Gorman Street

Raleigh NC 27606 USA

Hotel Room Block

Hampton Inn & Suites-Raleigh/Cary

111 Hampton Woods Ln.

Raleigh, NC 27607

1.919.233.1798

Area Airports

Raleigh/Durham International (RDU) is approximately 20 minutes from the conference location.

The Summer XML 2009 Conference

July 27-28, 2009 (Monday, Tuesday)

Raleigh, North Carolina USA

Attendees

Managers, Engineers, IT Workers, Authors, Technical Communicators, Efficiency Seekers, and others interested in the XML standard. Join us for this event and find out more about XML use and how to reap the benefits.

REGISTRATION: Rate is \$495/person for the two-day conference. Group rates available. Payment plans available to ease economic limitations.

Tentative Schedule Day 1 (Multiple Tracks)

- XML Introduction
- XML Specification Overview
- Hands-on XML
- XSLT Introduction
- Sorting, Retrieving, and Rendering XML
- Scripting XML

Tentative Schedule Day 2 (Multiple Tracks)

- Formatting XML
- CSS Introduction
- XSL Introduction
- XSLT Advanced Tutorial
- SVG Overview
- Designing Schemas/DTDs
- Business Case for XML
- Hands-on XML, Schema, and XSL Development (LONG)

The RealWorld DITA 2009 Conference

September 14-16, 2009 (Monday, Tuesday, Wednesday)

Raleigh, North Carolina USA

Attendees

Managers, TechComm Teams, IT Workers, Authors, Technical Communicators, Engineers, Lifelong Learners, Frustrated Editors, Efficiency Seekers, and others interested in the DITA standard. Join us for this event and find ways to use DITA more fully.

REGISTRATION: Rate is \$695/person for the three-day conference. Group rates available. Payment plans available to ease economic limitations.

Tentative Schedule Day 1 (Three Tracks)

- DITA Introduction
- DITA Specification Review/Changes
- Hands-on DITA
- How to Move from Word Processing to Authoring DITA Structured Content
- DITA Specialization
- DITA Specialization Case Study
- Using “Topic” versus Task, Reference, Concept, etc.
- Topic-based Authoring #1: tasks / reference / ...
- Topic-based Authoring #2: concept / topic / ...
- Case Study: Changing Authors' Minds about Structure

Tentative Schedule Day 2 (Three Tracks)

- DITA Publishing Workflows
- DITA Output Options
- Hands-on DITA Authoring
- Hands-on DITA Specialization
- To DITA, then DocBook, and Back Again
- Case Study on “Transforming” To/From DITA
- DITA Maps Introduction
- DITA Open ToolKit Introduction
- Hands-on Maps

Tentative Schedule Day 3 (Three Tracks)

- Hands-on DITA Publishing (two sessions)
- DITA for Online Help
- DITA for the Future of Help
- Hands-on XSLT
- DITA for Book/PDF Publishing
- Editors and DITA (Workflow)
- Hands-on DITA Open ToolKit #1
- Hands-on DITA Open ToolKit #2
- DITA for Information Sharing
- DITA for Translation

Sponsorship Levels

The RealWorld DITA 2009 Conference

September 14-16, 2009
Raleigh, North Carolina USA

Platinum Sponsor

Cost \$5,500 includes:

- Lunch sponsorship
- \$25/day off discount for your customers
- 2 free conference passes to give away
- 2 attendees to man your exhibit booth
- Premium logo placement on conference website
- Company name on conference website
- Logo on conference postcard mailing
- Mention in most of the conference marketing
- Premium logo placement on conference handouts
- Company name on conference handouts
- One lunchtime speaking slot
- Exhibit booth

Platinum “Dog and Pony” Sponsor

Cost \$5,500 includes:

- Evening Dog and Pony sponsorship
- \$25/day off discount for your customers
- 2 free conference passes to give away
- 2 attendees to man your exhibit booth
- Premium logo placement on conference website
- Company name on conference website
- Logo on conference postcard mailing
- Mention in most of the conference marketing
- Premium logo placement on conference handouts
- Company name on conference handouts
- One evening event speaking slot
- Exhibit booth
- Optional: provide polo shirts and our staff wear them all day
- Optional: provide PDF sideshow to be projected at registration all day

Gold Sponsor

Cost \$4,500 includes:

- Morning break sponsorship
- \$20/day off discount for your customers
- 1 free conference pass to give away
- 1 attendee to man your exhibit booth
- Second tier logo placement on conference website
- Company name on conference website
- Mention in part of the conference marketing
- Company name on conference handouts
- Exhibit booth

Bronze Sponsor

Cost \$3,000 includes:

- Afternoon break sponsorship
- \$10/day off discount for your customers
- 1 attendee to man your exhibit booth
- Company name on conference website
- Company name on conference handouts
- Exhibit booth

The Summer XML 2009 Conference

July 27-28, 2009
Raleigh, North Carolina USA

Platinum Sponsor

Cost \$4,000 includes:

- Lunch sponsorship
- \$25/day off discount for your customers
- 2 free conference passes to give away
- 2 attendees to man your conference booth
- Premium logo placement on conference website
- Company name on conference website
- Logo on conference postcard mailing
- Mention in most of the conference marketing
- Premium logo placement on conference handouts
- Company name on conference handouts
- One technical speaking slot
- Exhibit booth

Platinum “Dog and Pony” Sponsor

Cost \$4,000 includes:

- Evening Dog and Pony sponsorship
- \$25/day off discount for your customers
- 2 free conference passes to give away
- 2 attendees to man your exhibit booth
- Premium logo placement on conference website
- Company name on conference website
- Logo on conference postcard mailing
- Mention in most of the conference marketing
- Premium logo placement on conference handouts
- Company name on conference handouts
- One evening event speaking slot
- Exhibit booth
- Optional: provide polo shirts and our staff wear them all day
- Optional: provide PDF sideshow to be projected at registration all day

Gold Sponsor

Cost \$3,200 includes:

- Breakfast sponsorship
- \$20/day off discount for your customers
- 1 free conference pass to give away
- 1 attendee to man your exhibit booth
- Second tier logo placement on conference website
- Company name on conference website
- Mention in part of the conference marketing
- Company name on conference handouts
- Exhibit booth

Bronze Sponsor

Cost \$2,700 includes:

- Coffee break sponsorship
- \$10/day off discount for your customers
- Company name on conference website
- Company name on conference handouts
- Exhibit booth

Sponsorship Registration Form

By sponsoring one of our events, your organization will receive formal recognition and access to attendees during the event. Your generosity and industry support is appreciated by the conference producer and the attendees. Please complete the following information.

I wish to sponsor the following event/session: _____

Organization Name: _____

Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ E-mail: _____

Sponsor Total: \$ _____

Method of Payment

Purchase Order

PO # _____

Check Enclosed

Check # _____

Charge MasterCard or VISA

Card # _____

Expires _____

Cardholder's name _____

Payment Timeframe

One full payment now ___ Two half-payments 30-days apart ___ Three third-payments 30-days apart ___

To Return Completed Registration Form

Above And Beyond Learning
70 Harrison Street
Zebulon, NC 27597 USA

Conference sponsorships are non-cancellable and non-refundable once you return this form with payment or partial payment. All transactions are final.

Sponsorships are not transferable and conference selection cannot be modified.