



MEDIA PACK

Connect with professional software developers

VBUG - The premium channel to reach Microsoft developers

Working together to develop commercial relationships through the following opportunities:

- Sponsorship
- Branded campaigns
- Events and seminars
- Email bulletins
- Web banners
- Podcasts

"My experience with VBUG has always been one of reaching out to high calibre and informed UK developers."

Steven Dunn

*Developer Tools Sales & Marketing Manager, Europe
Sybase UK Limited*

www.vbug.co.uk/info/Go2Market.aspx

VBUG delivers high quality technical information and services to corporate development teams and independent professional software developers across the UK.

Launched in 1994, **VBUG** has gained tremendous support from Microsoft from day one. The relationship has gone from strength to strength and together **VBUG** and Microsoft deliver high-quality technical information to connect professional developers across the UK.

Microsoft recognises **VBUG** as a reliable and energetic network for leaders and influencers engaged in Microsoft technologies. As the premium Microsoft developer audience in the UK, Microsoft supports and collaborates with **VBUG** through events, technical training projects and various surveys.

Unrivalled, and trusted by thousands to provide information, technical resources and support for developers and developer teams, **VBUG** is a professional network that provides a comprehensive membership and services package, including events, free technical support, subscriptions to developer magazines and insight from leading experts. And what's more, you connect directly with tech savvy professionals rather than the people who hire them!

VBUG targets serious professional developers with it's agenda of relevant enterprise focussed topics. In the first half of 2008 we participated in over 75 community events providing clear leadership on emerging hot topics like Software factories, XAML, WPF, LINQ and Silverlight as well as providing robust practical help with more established technologies like XML, XQuery and ASP.NET Security.

Utilise the **VBUG** network to connect with professional developers.
Key commercial opportunities span:

- Sponsorship
- Branded campaigns
- Events and seminars
- Email bulletins
- Web banners
- Podcasts

For more details of the above, promotional opportunities around our Annual Members Survey, and a full list of our channels to market, visit www.vbug.co.uk/info/Go2Market.aspx



VBUG Audience Profile: Facts and Figures

Membership

■ Registered WebSite Users:	50,090
■ Online Members:	8,838
■ Average No. of unique users per month:	4,629

Source: VBUG Database, July 2008

vbug Sponsorship Packages

VBUG brings together software providers, service providers, industry manufacturers, distributors, value-added resellers, systems integrators, content providers and the wider computing industry to provide solutions for the next generation.

Individually tailored sponsorship packages can be discussed to maximise your organisation's overall exposure through the **VBUG** network.

The sponsorship programme has three tiers – Geek Speed, Light Speed and Warp Speed.

Geek Speed Package

Simple service based on your marketing needs.

- E-Newsletter sponsorship – 100 words + link
- Tailored Email campaigns
- Promotions within main body of VBUG site
- Classic banner advertising

Prices range from £350 and can span over a period of 1 -12 months.

Light Speed Package

Work with us to exploit the VBUG contact database, build relationships and benefit from a bespoke range of marketing services.

The Light Speed package includes all the services in the Geek Speed package in addition to the following:

- E-Newsletter sponsorship – 100 words + link + logo
- Multiple Email campaigns
- Standard presence at VBUG Conference – delegate pack + exhibition space
- Multiple promotions within main body of VBUG site
- Skyscraper banner advertising
- Partner Membership Scheme (3 month membership trial)*

Prices range from £3,000 and can span over a period of 6 -12 months.

Warp Speed Package

The ultimate connection to an extensive portfolio of marketing services.

VBUG manage joint planning and mutually beneficial customer relationships on your behalf so you can reap the rewards of a powerful alliance.

The Warp Speed package covers all the services offered in the Light Speed package plus the following:

- Multiple E-Newsletter sponsorship – 100 words + link + logo
- Superior presence at VBUG Conference – key sponsorship
- Permanent logo and multiple promotions within main body of VBUG site
- Corporate Showcase via web site (Audio/Download – Product Overview)
- Sponsored promotions around Annual Members Survey
- Partner Membership Scheme (3 month trial bundle – membership & magazine)*

Prices range from £5,000 and can span over a period of a year.

This package is very flexible and the cost is completely dependent on what you want from the VBUG channel.

VBUG limit the number of sponsorship packages available. This means that advertisers benefit from maximum exposure to the network. We operate on a first come, first served basis and recommend that all advertising partners book early to avoid disappointment.

* See page 5 for more details of our Partnership Membership Scheme.

Annual Conference

The **VBUG** Conference has been running for over a decade. It is usually held in the last quarter of the calendar year. **VBUG** was the first organisation in the UK to run a conference looking specifically at Visual Studio .NET. Year on year the event delivers a solid line up of speakers and sound independent technology insight to promote best practise.

With a solutions-based agenda, compelling content and engaging speakers, **VBUG** brings together a range of professional developers from all sectors of UK industry. **VBUG** is the place to go for networking, building strategic partnerships and learning about new trends and emerging technologies. Whether your interests are enterprise level or geared towards SMEs, this event enables you to successfully develop and roll out new business opportunities in a deeply network-driven environment.

Why Sponsor the VBUG Conference?

- **Guaranteed exposure to your target audience**
- **Showcase your products and services to the heart of the market**
- **Meet and interact with prospective clients and partners**
- **Network with key players in your field**
- **Discover key opinions from software experts**
- **Learn from the real world experiences of senior representatives of the IT industry's cutting-edge companies**

Key Marketing Opportunities at the Conference

An extensive marketing campaign will be developed to promote this event.

For more details, deadlines and fees please visit www.vbug.co.uk

Official Website

The annual **VBUG** event will have a dedicated web presence with regular updates. The website will feature the latest conference agenda, information on tracks, speakers, venue details, podcasts and slideshows. As a sponsor, your logo, url and company profile will be highly visible. We're open to suggestions on any other material you may like featured on the site...

Event Brochure

A four-colour brochure will be mailed to the market with the final agenda to inform developers and the media about the event and generate enquiries. This brochure will highlight sponsors and partners and include corporate logos.



The **VBUG** Conference is historically held each year at Microsoft's European Head Offices in Reading, Berkshire.

“VBUG allows you to reach core developers and enables you to build strong relationships along the way.”

*Katherine Batchelor
Wiley*

For sponsorship and advertising opportunities at the event, call us on 020 7183 3819. Can we count you in?



Online Advertising

Online Channel Opportunities	
Classic Banner	468 x 600 pixels
Skyscraper	120 x 600 pixels

VBUG deliver a range of click-thru advertising opportunities. All online advertising can be displayed on home page or targeted on specific pages. Please ask for details.

Email Channel Opportunities		
VBUG have a well established range of technical and event email bulletins. Typically, these include:		
Reference	Description	Audience Size
Solus email	Email delivery to all or a subset of our opt-in Email database branded as VBUG news and offers.	8,950
DoEvents	Branded monthly events bulletin.	8,778
Property Bag	Branded bi-monthly technical bulletin. A technically based email with articles, hints, tips and tricks.	8,838
MSDN Experience	A quarterly bulletin showing subscribers how to get the most out of their MSDN Subscription.	8,752

Partner Membership Scheme

Improving peer-to-peer engagement is top of our agenda, and with this in mind we help our partners to transform their business and increase its value.

To support you and encourage continuous professional development amongst your co-workers, we are offering a unique opportunity for you to roll-up your standard offering with a **FREE** three-month **VBUG** membership, with full access to all the membership benefits. In addition to the above, we can also throw in a free trial subscription to a professional software magazine. Our Partner Membership Scheme comes complete with a bespoke landing page and unique codes for you to track response and measure success.

For more details check out:

www.vbug.co.uk/info/partnerscheme.aspx



With a developer network of over 50,000 named individuals, can you afford not to be part of it?



Marketing Services

VBUG is a proven marketing vehicle that can help you reach your developers. Participation in the **VBUG** conference, as a sponsor of exhibitor, can help you achieve your sales targets and meet your business goals.

VBUG provides you with the opportunity to potentially increase your ROI by providing a helping hand to deliver a message to the developer network. **VBUG** provides you with a unique marketing channel to a very specific audience of qualified prospects.

Client List

The following companies are just a handful of the hundreds of organisations currently paying for VBUG membership:

- British Council
- British Sugar Plc
- Deloitte
- Deutsche Bank AG London
- Hogg Robinson Plc
- IS Investment Standard Life
- Lloyds TSB - Application Development
- Reed Business Information
- Thomson Financial
- Vodafone Ltd

Companies who have already benefitted from our list rental service:

- Accenture
- Aladdin
- Bearpark
- CAST
- ComponentOne
- ComponentSource
- Compuware
- DevDirect
- FarPoint
- IBM
- Imceda Software
- Innovasys
- Microsoft
- Oracle
- Pearson
- Quest Software
- Sybase
- Tidalware
- Wiley

For more information on any of the options mentioned in this brochure, or to discuss your specific requirements, please get in touch.



MARKETING SERVICES RATE CARD

SPONSORSHIP PACKAGES

Geek Speed Package

- E-Newsletter sponsorship – 100 words + link
 - Promotions within main body of VBUG site
 - Tailored Email campaigns
 - Classic banner advertising
- Prices range from £350 and can span over a period of 1 -12 months.

Light Speed Package

- Includes all the services outlined in the Geek Speed package:
- E-Newsletter sponsorship – 100 words + link + logo
 - Standard presence at VBUG Conference – delegate pack + exhibition space
 - Partner Membership Scheme
 - Multiple Email campaigns
 - Multiple promotions within main body of VBUG site
- Prices range from £3,000 and can span over a period of 6 -12 months.

Warp Speed Package

- Covers all the services offered in the Light Speed package in addition to the following:
- Multiple E-Newsletter sponsorship – 100 words + link + logo
 - Superior presence at VBUG Conference – key sponsorship
 - Permanent logo and multiple promotions within main body of VBUG site
 - Corporate Showcase via web site (Audio/Download – Product Overview)
 - Sponsored promotions around Annual Members Survey
 - Partner Membership Scheme
- Prices range from £5,000 and can span over a period of a year.
This package is very flexible and the cost is completely dependent on what you want from the VBUG channel.

Online Service Rates

Type	Size	Flat Fee £ Cost per 000 page impressions*	1 Month
Classic Banner	468 x 60 pixels	20*	-
Skyscraper	120 x 600 pixels	30*	-

Standard Location – All of the above would be featured ‘run of site’ as part of a rotational series of up to five banners in any one page position.

Specifications for VBUG Online Services:

Maximum File Size 40Kb All banners to be supplied as jpeg, gif or swf

Animated online advertising media are acceptable. If you wish any of the above to link to another web site, please supply a valid url. All advertising material is subject to approval.

Other Marketing Service Rates

Type	Description	£ One-time Use
Solus Email Email List Rental	250 words, logo, pic via - VBUG Email Opt-In Data - DoEvents - PropertyBag - MSDN Experience	130 per ‘000 page impressions*
E-Newsletter Sponsorship Print List Rental	100 words, logo, pic VBUG Address Labels	70 per ‘000 page impressions* 200 per ‘000

Specifications for VBUG Marketing Services:

All advertising material is subject to approval. Selection and delivery charge for list rental is free. Minimum order value is £350. We carry a maximum of 3 inserts per month in a single publication.

Annual Conference Rates

Light Speed (Premier) Sponsor at VBUG Annual Meeting	PRICE ON APPLICATION
Warp Speed (Superior) Sponsor at VBUG Annual Meeting	PRICE ON APPLICATION

For full details of sponsorship packages, please see page 3 of this brochure

Our sponsorship packages are all flexible and the cost is completely dependent on what you want from the VBUG channel.

Call us on 020 7183 3819 to find out more.