



Conference PHP Quebec 2006

Three Days of Professional PHP Development

Sponsor Guide

Version 2.2

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1 Presentation

1.1 What is Conference PHP Quebec 2006?

This year, PHP Quebec is proud to present its fourth annual conference: Conference PHP Quebec 2006.

Conference PHP Quebec is a professional event dedicated to the PHP and the related technologies: professional development tools and methodologies, databases and the PHP programming language. It gathers PHP core programmers, international experts and local professionals. The objective of the conference is to showcase Internet technologies in the province of Quebec.

It takes place on three days as follows :

- A one day workshop, on **March 29, 2006**.
- Two days of conference on **March 30th and 31th, 2006**.

The conference's sessions feature three distinct tracks:

1. Professional Development
2. Advanced techniques with PHP
3. Databases

The conference offers an opportunity for the users of the platform to meet the experts behind this software.

No other event in Canada offers the same quality of resources and expertise in one event.

1.2 Date and Location

Conference PHP Quebec will take place at the prestigious Plaza Montreal Hotel, located downtown Montreal, Quebec, Canada.

Each days of the conference begins at 9 am and ends at 6 pm. It includes coffee breaks between each session and the lunch is offered on site.

1.3 What is PHP?

PHP (PHP: Hypertext Preprocessor) is the most popular programming language for web development. (Reference: Netcraft – <http://www.php.net/usage.php>). Invented by Rasmus Lerdorf, Zeev Suraski and Andi Gutmans, the language enables developers to produce dynamic web applications by including complex function calls or database queries within the HTML code.

Today, PHP is being used by the largest companies around the world, such as AMD, AMJ Technologies, Apple, Avaya, BAE, Coca-Cola, Compaq, Deutsch Telekom, Goodyear, Hewlett Packard, Lucent, Lufthansa, Matrox, McGraw-Hill, Motorola, Nortel Networks, Sprint, US Bureau of Land Management, US General Accounting Office, Vivendi, Yahoo!, and ZiffDavis.

In Canada, PHP is used by companies like the Canadian Government, the Quebec Government, the cities of Montréal and Québec, Air Canada, the Canadian Space Agency, the Molson Brewery, Power Corporation, etc.

PHP's scalability and its ability to rapidly solve problems make it the perfect tool for professionals to solve complex problems.

1.4 What is PHP Quebec?

PHP Quebec is the professional association of PHP users in the province of Quebec in Canada. Its goal is to promote the usage of PHP in companies and to programmers.

For four years, PHP Quebec has organized monthly meetings in Montreal and Quebec city where attendees gather to exchange knowledge and experience. The group is actively working to educate companies, schools and governments about the economical advantages of Open Source technologies.

PHP Quebec has welcomed over 500 PHP users at the 50 monthly meetings that have taken place since 2002. It has organized Conference PHP Quebec in 2003,2004 and 2005, and has also created the first DVD dedicated to PHP, and a CDROM dedicated to various PHP Conferences.

As an association of professionals, PHP Québec is also a member of the Board of Trade of Metropolitan Montreal.



1.5 Previous conferences (2003–2004–2005)

For the past three years, PHP Quebec has successfully organized annual international conferences. Last year, the third edition of the conference was one of the largest dedicated PHP event in North America, and 80% of the visitors qualified it as “excellent”.

PHP Quebec has been sponsored by :

- Zend Technologies,
- Nexen Services,
- EasyDNS,
- le Gouvernement du Québec (MRCI et Secrétariat du conseil du trésor),
- École Polytechnique de Montréal,
- Maribal,
- O'Reilly,
- Sams Publishing.

Some of the speakers at the previous editions were :

- Rasmus Lerdorf (Yahoo!, Co-Inventor de PHP) et
- Zeev Suraski (Zend, Co-inventor de PHP),
- Andrei Zmeivski (Fast Search & Transfer, PHP 4.3.x),
- Daniel Pascot (Université de Laval),
- Derick Rethans (ez Publish),
- Ilia Alshanetsky (Zend),
- Jean Michel Dault (Révolution Linux),
- John Beauvais (IBM Linux Technology Center),
- Michel Dagenais (founder de Linux Québec),
- Aaron GreenSpan (SEC de Harvard),
- Cyril Pierre de Geyer (Président de l'AFUP, Anaska),
- John Coggeshall (Zend),
- Marc Laporte (Leader TikiWiki),
- Arnaud Lahaye (FM Logistic).

1.6 DVD / CDROM Conference box set.

Conference PHP Quebec has decided to share this event with those who could not attend it. The conferences were recorded and processed by a professional, then distributed via the traditional commercial networks. The audio and video box set extends the life span of the conference and reaches a much larger audience.

The best moments of the 2003 conference are available in a unique DVD box set. It contains more than 6.5 hours of content, subtitled in French and English, and is the first DVD dedicated to the PHP platform.

The 2004 and 2005 conference were recorded in audio format and provides from 19 to 25 hours of professional content. These conference audio files are available through the PHP Quebec website upon request.

2 Details on the Conference 2006

The three days of conference will begin with a day-long workshop, and will be followed by 2 days of conferences.

The conferences are separated into three tracks: Professional Development, Advanced Techniques with PHP, Databases.

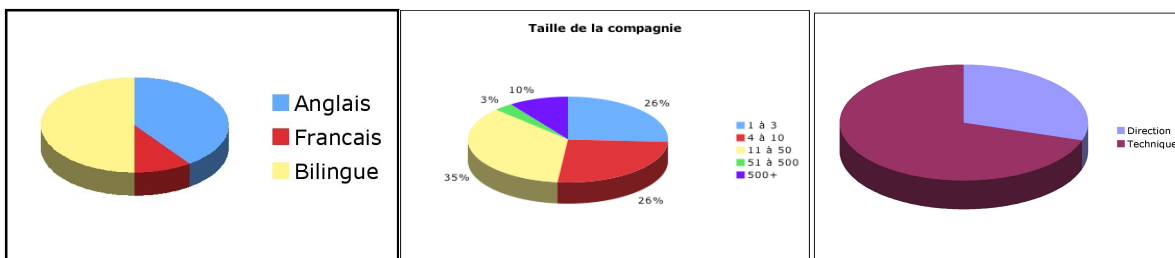
The various sessions will be in English or French depending on the speaker. In order to satisfy both English and French audiences, the selection board will balance the contributions in both languages.

2.1 Audience

The target audience of the conference are active professionals, with roles such as: project managers and business managers. Special fares will be available for small and large companies with a large development team.

Two hundred visitors are expected to attend Conference PHP Quebec 2006. Among them, 50% will be from Quebec, 30% from other Canadian provinces and 20% will be coming from the United States or other countries. Last year, the Conference welcomed 150 visitors with an objective of 200.

According to the survey that was made during the 2005 conference, 60% of the visitors speak French and 90% speak English. Despite its strong Quebec/french connotation, the conference is mainly dominated by Anglophones.



2.2 Workshop Day

The sessions will be presented by an expert, and will give visitors the required knowledge to follow the next two days of conferences. Each session will last 3 hours. In order to encourage the discussions with the trainer, the groups will be limited to 20 participants.

The topics of the workshops are unknown at this time.

2.3 Professional Development

This track will present various tools and methodologies that can be used to improve the productivity of teams and developers. While the solutions will be presented for PHP and web-related contexts, they can be used for various development projects.

The sessions target both developers and decision markers by balancing the amount of technical knowledge and exposing the advantages of the solutions.

2.4 PHP Advanced Techniques Conference

This track on Advanced techniques with PHP will be presented by some famous, international experts. During these sessions, the experts will present the latest changes to the platform, new development methods, and will cover the expected evolution of the platform in the near future.

At the previous conferences this track covered the following topics :

- Zeev Suraski: The next version of PHP
- Rasmus Lerdorf: Advanced PHP
- John Coggeshall: HTML manipulation with Tidy
- Ilia Alshanetsky: PHP code optimization, SQLite
- Martin Legris: Design patterns with PHP
- Zak Greant: Securing critical data
- Derick Rethans: Persistent resources and PHP, Xdebug
- Chris Shiflett, PHP Security
- Marcus Börger, Standard PHP Library (SPL)

2.5 Databases

Storing and handling data is an important aspect of any web based

application. Multiple solutions are offered to developers and making the appropriate choice requires knowledge of the wide range of options available.

PHP and MySQL have been a famous combo in the industry. This track will demonstrate PHP in use with multiple other database management systems like : DB2, MSSQL, MySQL, Oracle, PostgreSQL and SQLite.

This track targets developers, database administrators as well as decision makers.

2.6 Connection Evening

On Thursday, March 30th, the sponsors, speakers and organizers are invited to a special evening where everyone will be able to exchange expertise. The evening will be held in a fancy restaurant in Montreal and will be taken care of by the organization. This is a unique opportunity to meet professionals, and the authors of the software in a friendly atmosphere.

2.7 Attendees Conference Bag

Each visitor will be given a bag containing the conference program, including the sponsors and speakers presentations. In addition, sponsors are able to add their own advertisement.

2.8 Audio recording

After the conference, each visitor will be granted access to the audio files of the conference.

Audio content will then be available for sale on PHP Quebec's website.

3 Media Plan

Media coverage of the event is being taken care of, at many levels. The goal of the conference is to promote the AMP platform and its usage. The communications will target professionals and project managers in the provinces of Quebec, Ontario, the maritime and in New England, in the United States.

3.1 In the community

There are now many magazines dedicated to PHP which ensure broad coverage to the community, in many languages, and at an international level. Therefore, the influence of the conference goes beyond the province of Quebec.

- Direction|PHP (French)
- php|architect (Canadian/English)
- PHP Mag (German)
- PHP Magazine (English)
- PHP Solutions (French,German,Spanish,Italian,Polish)

The local Open Source communities will also promote the event. PHP Quebec's forth annual conference is a well-anticipated event. After 4 years of existence, the Conference PHP Quebec is a well known and awaiten event.

3.2 On the Internet

On the Internet, the conference will use the most important network of websites to spread the buzz. The organizers of the conference will take advantage of well-known websites to cover the conference, before and after. The conference will be advertised on the following websites:

http://www.php.net	PHP Official website
http://www.mysql.com/	MySQL's official website
http://www.apache.org/	Apache's official website
http://www.facil.qc.ca	FACIL's official website
http://www.linux-quebec.org/	« Linux Québec » official website
http://www.nexen.net/	PHP and MySQL largest French portal
http://www.linuxfr.org	A well known French website related to Internet technologies

3.3 Access for the media

Journalists of French and English newspapers are graciously invited to the conference. An area will be reserved for interviews with the speakers.

4 Sponsors

Sponsorship is open to all businesses and organizations. It is adapted to businesses that wish to represent themselves to professionals using the featured technologies.

PHP, development tools and databases are among the main topics on which the conference will focus. Other related topics will bring more variety to the conference :

- Local networking
- Servers and hardware
- Software editors
- Tools using the AMP platform
- Book publishers, book distributors
- Operating Systems (Linux, Windows)
- Consulting and development

4.1 Declared Sponsors

As of today, the mid of December, 2005, the following sponsors have confirmed their support of the PHP Quebec Conference:

Platiinium sponsor:

- IBM

Gold sponsors

- Zend Technologies
- EasyDNS
- Maribal

Sylver Sponsors:

- eZ System
- Active State

Media Sponsor:

- Linux Journal
- O'reilly
- Camelot
- Direction PHP
- PHP Architecte
- Priogilibre

4.2 Platinum Sponsor

- Starting at \$8000 CAN (~\$5300 USD)
- Only one platinum sponsor
- 1 page advertisement in the conference program (first page, back panel)
- 3 conference tickets
- 3 invitations to the Thursday night dinner
- Logo on all of the communication tools
- Additional fliers in the conference program
- Speech during the closing session
- Logo on the conference website

4.3 Gold Sponsor

- Starting at \$4000 (CAN) (~\$2700 USD)
- maximum 3 Gold sponsors
- 1 page advertisement in the program
- 2 conference tickets
- 2 invitations to the Thursday night dinner
- Additional fliers in the conference program
- Speech during the closing session
- Logo on the conference website

4.4 Silver Sponsor

- Starting at \$1800 CAN (~\$1100 USD)
- Half page advertisement in the program
- 1 conference ticket
- 1 invitation to the Thursday night dinner
- Logo on the conference website

4.5 Advertisement opportunities

Distinguish your company from the competition with these advertisement options. They will make your company visible to 200 visitors. Your company can choose from many available options:

Increase your visibility with promotional articles.

These items with your logo, or promotional text, will be distributed in the visitors bag. Each visitors will be given a copy of the PHP Quebec CDROM for to bring home and review the content of the conference at their own pace. Make sure they bring you home with them.

Visitors bag	\$4,000.00
T-shirts	\$4,000.00
Visitors pen	\$900.00
Badge lanyard	\$1 500,00

Obtain the exclusivity during the meals.

Take advantage of visitor arrival, coffee breaks and lunches.

Friday buffet	\$6,000.00
Thursday buffet	\$6,000.00
Thursday breakfast	\$1,500.00
Friday breakfast	\$1,500.00
Thursday coffee break	\$1,000.00
Friday coffee break	\$1,000.00

Get a privileged spot

Take advantage of privileged spots at the conference and its complementary activities such as: workshops, welcome booth, network room.s

Workshops	\$1,200.00
Welcome booth	\$1,200.00
Network room	\$1,000.00

Increase your visibility in the conference program

Get visitors attention by placing your advertisement on key pages of the conference program.

Programmes	\$1,500.00
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Advertisement opportunities can be obtained separately from the sponsorship program for an additional fee of \$700.

4.6 Media Sponsor

Professional journalists will have free access to the conference, upon presentation of their professionals card. A privileged room will be available for interviews.

A service exchange that will guarantee good visibility towards professionals will be considered.

4.7 Public access fees

Conference access fees.

Public access fees (Thursday & Friday)	\$400.00
Public workshop access fee (Wednesday)	\$350.00
Public access fees all included (3 days)	\$700.00
Small business access fee *	\$300,00 / person
Student access fee **	\$150.00
Pre-sale access fee ***	\$320,00
PHP Québec members	\$350,00

* The access fee for the Small Business is available with a minimum of 3 employees attending, from the same company. Available from the first of March 2006.

** Student access fees are always valid

*** Pre-sale access fee are valid until the first of March 2006

Access to the conference includes:

- On-site lunch
- Visitors bag
- Coffee breaks
- Meeting with speakers

All prices are in Canadian dollars and are subject to local taxes.

5 Organization

The conference is organized by:

- Yann Larrivée, President
- Louis-Philippe Huberdeau, Secretary
- Sylvain Mathon, Treasurer
- Mathieu Bruneau
- Philippe Gamache
- Mathieu Viau

5.1 Contact Information

- Official Website (french and english) : <http://conf.phpquebec.com/>
- For press information : presse@phpquebec.com
- For general inquiries : organisation@phpquebec.com
- [IRC : Freenode Network, #phpquebec channel](#)
- Mailing Address :

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