

## SPONSORSHIP KIT

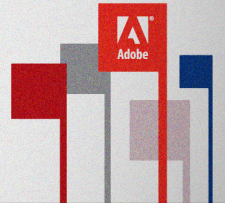


Flash® Camp **Brasil** .com.br

“ 15 & 16 / JAN / 2010 ”

MACEIÓ - ALAGOAS - BRASIL

FOR THE FIRST TIME  
THE BEST RICH MEDIA PROFESSIONALS FROM US AND BRAZIL  
TOGETHER IN AN UNIQUE EVENT



## FLASH CAMP BRASIL

For the first time in Brazil, the Adobe Flash Camp will bring together the best Brazilian and American professionals of Rich Media to present, discuss and reveal the latest trends and innovations in the Adobe Flash Platform (Flash / Flex / AIR). As a pioneering event in the country, we are inviting professionals and students from all over the country to experience the best minds of Rich Media. With full support and supervision from Adobe Systems USA, speakers at the Flash Camp Brazil are employees of Adobe, creative directors, CIOs and CEOs from both Brazil and America. Because Flash Camps typically take place in the United States and Europe, we are extremely excited and proud to offer this event in Brazil.



### WHERE?

Hotel of Maceió, with capacity of 400 attendees (negotiating with Maceió Mar Hotel, Meliá, Radisson e Ritz-Lagoa da Anta).

### WHEN?

January 15-16, 2010

Friday (15<sup>th</sup>): 7pm-10:30pm

Saturday (16<sup>th</sup>): 9am-8:30pm

## WHICH TOPICS WILL BE DEBATED?

- Review Adobe MAX 2009, the largest conference in the Adobe world
- Adobe Flash technology workflows
- Present Flash projects created by digital agencies such as: Big Spaceship ([www.bigspaceship.com](http://www.bigspaceship.com)) from New York, Gringo ([www.gringo.nu](http://www.gringo.nu)) from Sao Paulo and 32 Bits ([www.32bits.com.br](http://www.32bits.com.br)) from Rio de Janeiro
- Augmented Reality
- Multi-touch technology and its applications (using native events of rotation, zoom and multiple rings)
- Flash on mobile devices (smartphones, including iPhone)
- What's new in Flex 4 and ActionScript 3.0
- Streaming of HD video using Flash Media Server
- Advanced Techniques for Flex and Flash programming
- Native computer applications for Mac, Windows and Linux using Adobe AIR technology
- Flash and Flex applications in the corporate world

## CONTACT

Demian Borba

624 Broadway, Suite 502. San Diego, CA 92122. USA

US phone #: +1 858 2280483 | Brasil phone #: +55 82 93811512 (Rita Borba)

Event site: [www.flashcampbrasil.com.br](http://www.flashcampbrasil.com.br)

Email: [flashcampbrasil@actioncriacoes.net](mailto:flashcampbrasil@actioncriacoes.net) Twitter: @flashcampbrasil

## WHO ARE THE SPEAKERS?

### **Joshua Hirsch**

Minister of Technology of Big Spaceship ([www.bigspaceship.com](http://www.bigspaceship.com)) from New York, one of the largest and most influential interactive agencies in the world, with clients including Sony Pictures, Nike, HBO, Google, Ford, Coca-Cola, Nestle, Epson, Target, Disney, Adobe, Fox, Warner Bros., among others.

### **Lee Brimelow**

Platform Evangelist at Adobe USA focusing on Flash, Flex and AIR. Lee is one of the most famous Flash evangelists Adobe has; his blog is one of the most visited Flash blogs in the world (<http://theflashblog.com>).

### **Cássio Souza**

Technical Director of Gringo.nu ([www.gringo.nu](http://www.gringo.nu)) from Sao Paulo, one of the largest interactive agencies in the world with numerous awards and international clients like Coca-Cola, Microsoft, Itaú, Gillette, LG, Motorola, HP, Honda, Rexona, Vale, Gatorade, Ray Ban, Stock Car, Absolut Vodka, Ipiranga and more.

### **Demian Borba**

Interactive Director of awarded interactive agency EFM ([www.efactormedia.com/reel](http://www.efactormedia.com/reel)) located in San Diego, specializing in User Experience (UX), with clients like General Electric, Coca-Cola, University of California San Diego, Callaway Golf, Johnson & Johnson among others. Demian is a professor at two art-focused universities in California and manages one of the largest Adobe user groups in Brazil, with monthly meetings online.

### **Daniel Dura**

Platform Evangelist at Adobe USA with a focus on the Flash Platform (Flash/ Flex/AIR). Daniel has lectured at major conferences in the world and is one of the most influential evangelists of our time. ([www.danieldura.com](http://www.danieldura.com)).

### **Tiago Venegas**

CEO of Vorttice ([www.vorttice.com](http://www.vorttice.com)), which is a Brazilian company leading in the area of streaming video with high quality and performance. Tiago has been a Flash instructor for 10 years and has developed applications using the Flash platform since 1998.

### **Samuel Rivello**

CEO of RMC in Los Angeles ([www.rivellomultimediaconsulting.com](http://www.rivellomultimediaconsulting.com)), an American consulting firm in multimedia, with services in software architecture, consulting, development and training. More than 400 games and applications were developed by RMC for Fortune 1000 companies in the United States.

### **Vicente Maciel Jr**

User Group Manager of RIABRAZIL (<http://www.riabrazil.com.br>) and an expert in Rich Media Development, creating high impact applications in the Flash Platform, through web sites, touch-screen systems, CD-ROM, e-commerce, systems using Adobe ColdFusion etc.

### **Daniel Morena**

Creative Director of Agency 32 Bits ([www.32bits.com.br](http://www.32bits.com.br)) in Rio de Janeiro, which specializes in touch-screen systems of different sizes and shapes, with clients such as Oi Communications, Museum of American Man, Book Biennial, SESC Hanzo among others.

## CONTACT

Demian Borba

624 Broadway, Suite 502. San Diego, CA 92122. USA

US phone #: +1 858 2280483 | Brasil phone #: +55 82 93811512 (Rita Borba)

Event site: [www.flashcampbrasil.com.br](http://www.flashcampbrasil.com.br)

Email: [flashcampbrasil@actioncriacoes.net](mailto:flashcampbrasil@actioncriacoes.net) Twitter: @flashcampbrasil



## WHAT IS THE FORMAT OF THE EVENT?

The event will consist of two talks in 15 days and 7 evening lectures on the 16th during the day:

### Friday January 15

6:00 pm to 7:00 pm - Registration

7:00 pm to 7:30 pm - Opening Keynote

Speaker: Demian Borba (Interactive Director of EFM)

7:30 pm to 8:45 pm - Big Spaceship + Flash (presented in English)

Speaker: Joshua Hirsch (Minister of Technology at Big Spaceship, NY)

9:00 pm to 10:15 pm - Augmented Reality 1.0

Speaker: Daniel Morena (Creative Director of 32-Bits, RJ)

### Saturday January 16

9:00 am to 9:15 am - Opening Saturday

Speaker: Demian Borba (Interactive Director of EFM)

9:15 am to 10:30 am - The Little Lives - AS3 and Flex 4 (presented in English)

Speaker: Sam Rivello (CEO RMC, Los Angeles)

10:30 am to 11:00 am - Coffee Break

11:00 am to 12:15 am - Flash Catalyst + Flash Builder 4

Speaker: Vicente Maciel Jr (RIABrazil Manager)

12:15 pm to 1:00 pm - Lunch

1:15 pm to 2:30 pm - Flash Video and Live Streaming in HD with Flash Media Server

Speaker: Tiago Venegas (CEO Vorttice MG)

2:30 pm to 3:45 pm - Mobile and Desktop Development with Flash and AIR 2.0 (presented in English)

Speaker: Lee Brimelow (Adobe Evangelist)

3:45 pm to 4:15 pm - Coffee Break

4:15 pm to 5:30 pm - Programming with Asynchronous State Machines in AS3

Speaker: Cassio Souza (Technical Director Gringo, SP)

5:30 pm to 6:45 pm - Flash Player 10.1 and Multi-touch (presented in English)

Speaker: Daniel Dura (Adobe Evangelist)

### 8:00 pm - Closure and Sweepstakes

## CONTACT

Demian Borba

624 Broadway, Suite 502. San Diego, CA 92122. USA

US phone #: +1 858 2280483 | Brasil phone #: +55 82 93811512 (Rita Borba)

Event site: [www.flashcampbrasil.com.br](http://www.flashcampbrasil.com.br)

Email: [flashcampbrasil@actioncriacoes.net](mailto:flashcampbrasil@actioncriacoes.net) Twitter: @flashcampbrasil



Flash® Camp



### **HOW MAY SPONSORS BE PROMOTED?**

- Sponsor's logo highly visible on event website
- Sponsor's logo shown on event's Twitter Page and YouTube Channel
- Sponsor's logo presented on event materials (folder, agenda, etc.)
- Sponsor's logo shown on leaflets distributed at local technology fairs
- Sponsor's logo presented on posters advertised at major universities in Brazil
- Sponsor's logo visibly shown on sponsored cars driven through local city
- Available space for exhibiting products/sponsor information (booths)
- Sponsor's logo on Promotional video that will be played frequently throughout the event
- Spots on local radio stations, making public the names of sponsors
- Sponsor logos in event e-mail blasts
- Logos of sponsors will be placed on the event's wall mural, allowing participants to leave their creative mark
- Sponsor's logo on printed piece that will work as a background for Flash Camp Brazil photos
- Sponsor's logo shown on the event Lanyard

### **CONTACT**

Demian Borba

624 Broadway, Suite 502. San Diego, CA 92122. USA

US phone #: +1 858 2280483 | Brasil phone #: +55 82 93811512 (Rita Borba)

Event site: [www.flashcampbrasil.com.br](http://www.flashcampbrasil.com.br)

Email: [flashcampbrasil@actioncriacoes.net](mailto:flashcampbrasil@actioncriacoes.net) Twitter: @flashcampbrasil

### WHAT ARE SPONSORSHIP CATEGORIES?

The event is budgeted at U\$ 32K. **Sponsors have exclusivity in their segments** (ie, one training center, one hosting service company, one interactive agency in Brazil, etc.).

Quotes and prices are according to the table below (the size of the logo of the sponsor varies with the elevation chosen):

	<b>GOLD (Lecture + Silver) *limited to 1 sponsor</b>	<b>SILVER</b>	<b>BRONZE</b>	<b>SUPPORT</b>
<b>INVESTMENT</b>	<b>U\$ 8,000.00</b>	<b>U\$ 4,000.00</b>	<b>U\$ 2,000.00</b>	<b>U\$ 700.00</b>
1 hour lecture at Flash Camp Brazil	Yes	-	-	-
Booth Space	Yes	-	-	-
Logo on Flash Camp Brazil website	Yes	Yes	Yes	Yes
Logo on Flash Camp Brazil Twitter and YouTube Page	Yes	Yes	Yes	-
Promotional materials in the participants' folder	Yes	Yes	Yes	Yes
Logo on promotional flyers	Yes	Yes	-	-
Logo on promotional posters	Yes	Yes	Yes	-
Logo on sponsored car	Yes	Yes	-	-
Promoted on event video	Yes	Yes	Yes	Yes
Sponsor's name spoken in radio spot	Yes	Yes	-	-
Logo in email blasts	Yes	Yes	Yes	Yes
Logo on event mural wall	Yes	Yes	-	-
Logo printed on background piece for attendees photo	Yes	Yes	-	-

#### **Additional Investments:**

Flash Camp Brazil Booth: U\$ 1,500.00 each  
Lanyard Sponsorship (limited to one sponsor): U\$ 2,000.00

#### **CONTACT**

Demian Borba  
624 Broadway, Suite 502. San Diego, CA 92122. USA  
US phone #: +1 858 2280483 | Brasil phone #: +55 82 93811512 (Rita Borba)  
Event site: [www.flashcampbrasil.com.br](http://www.flashcampbrasil.com.br)  
Email: [flashcampbrasil@actioncriacoes.net](mailto:flashcampbrasil@actioncriacoes.net) Twitter: @flashcampbrasil



**ADOBE SYSTEMS** (NASDAQ: ADBE) is an American company that develops computer programs for leaders in design and technology, with products with Photoshop, Illustrator, Flash, Cold Fusion among others. Headquartered in San Jose, California Adobe was founded in December 1982 by John Warnock and Charles Geschke. On December 12, 2005 Adobe formalized the acquisition of the company Macromedia (Nasdaq: MACR) worth about \$3.4 billion.

**ACTION CREATIONS** is a 10 year old design and technology firm created and managed by Demian Borba, now living and working in San Diego, California.

**EFM** is an awarded interactive agency based in San Diego, California, with a focus on User Experience (UX) and clients like General Electric, Rain Bird, Johnson & Johnson, Iomega, University of California San Diego, among others.

Learn more about this event by visiting the website:

[www.flashcampbrasil.com.br](http://www.flashcampbrasil.com.br)

#### **CONTACT**

Demian Borba

624 Broadway, Suite 502. San Diego, CA 92122. USA

US phone #: +1 858 2280483 | Brasil phone #: +55 82 93811512 (Rita Borba)

Event site: [www.flashcampbrasil.com.br](http://www.flashcampbrasil.com.br)

Email: [flashcampbrasil@actioncriacoes.net](mailto:flashcampbrasil@actioncriacoes.net) Twitter: @flashcampbrasil