



Conference PHP Quebec 2005

Three days dedicated to the AMP platform

Sponsor Guide

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1. Presentation

1.1. What is Conference PHP Quebec 2005?

This year, PHP Quebec is proud to present its third annual conference: Conference PHP Quebec 2005.

Conference PHP Quebec is a professional event dedicated to the AMP platform: Apache web server, MySQL database 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.

This year, the conference introduces a one day of workshop to its two days of conferences. The conference's sessions feature four distinct tracks:

1. PHP for professionals
2. Advanced techniques with PHP
3. The Apache web server and related projects
4. The MySQL Database

The conference offers an opportunity to the users of the AMP 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 Crowne Plaza Hotel in Montreal, Quebec, Canada.

The conference will begin with a day-long workshop on Wednesday, 30th of March and will be followed by two days of conferences, held on Thursday 31th of March and Friday, 1st of April. The conference days will begin at 9 am and end at 6 pm; they include coffee breaks between each session. A lunch break 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 MySQL?

MySQL AB is the company that develops, and markets the MySQL database. Its mission is to empower the world with a state of the art database server that guarantees the availability of data on mission critical projects. MySQL AB products are freely distributed under the General Public License (GPL). It is also possible to get a commercial license for users who don't wish to be bound by the terms of the GPL.

With over 5 millions installations in the world, the MySQL Open Source database system is considered to be the most popular. Companies like Yahoo! Finance, France Télécom, EADS, MP3.com, Motorola, NASA, Silicon Graphics and Texas Instruments use MySQL for mission critical applications.

1.5. What is Apache?

The Apache HTTP server is the result of an Open Source development project to build a web server on modern operating systems such as Unix and Windows NT. The goal of the project is to develop a secure, efficient and modular web server that respects the HTTP standards.

Apache has been the most popular web server on the Internet since April 1996. In 2004, Netcraft conducted a survey that revealed that Apache was used on 70% of all websites.

The Apache HTTP Server is a project of the « Apache Software Foundation ».

1.6. What is Free Software?

Free Software is distributed with its source code and the ability to modify it at will. By freeing software from the proprietary and restrictive model, Richard Stallman promoted a philosophy of development that gives the user complete control over the software.

Linux, Apache, MySQL, PHP, OpenOffice, GIMP, GNOME and KDE are now accessible to everyone. These technologies are among popular corporate strategies.

In 2004, major players in every sector have adopted Open Source Software and Linux. OSS is the subject of many conferences and its growth is unaffected by the weak economy. Recently, Linux and Open Source have offered solutions in fields like: Internet, multimedia, business, the film industry, image processing, numerical calculation, and many more.

1.7. 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 three 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 350 PHP users at the 30 monthly meetings that have taken place since 2002. It has organized Conference PHP Quebec in 2002, and 2003, and has also created the first DVD dedicated to PHP, and a CDROM dedicated to various PHP Conferences, worldwide.

1.8. 2003 – 2004 Conferences

For the past two years, PHP Quebec has successfully organized annual international conferences. The second edition of the conference (held in 2004) 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), l'École Polytechnique de Montréal, Maribal, O'Reilly, and Sams Publishing.

Among the speakers at the previous editions where: Rasmus Lerdorf (Yahoo!, Co-Inventor of PHP) and Zeev Suraski (Zend, Co-inventor of PHP), Andrei Zmievski (Fast Search & Transfer, PHP 4.3.x), Daniel Pascot (Université de Laval), Derick Rethans (JDI Media Solutions, PHP 4.2.x), Iliia Alshanetsky (PHP Quality Assurance), Jean Michel Dault (Mandrakesoft), John Beauvais (IBM Linux Technology Center), Michel Dagenais (founder of Linux Québec), Aaron Greenspan (SEC of Harvard), Cyril Pierre de Geyer (President of l'AFUP, Anaska), John Coggeshall (PHP Group), Marc Laporte (TikiWiki Leader), and Arnaud Lahaye (FM Logistic).

1.9. DVD / CDROM Conference box set.

Conference PHP Quebec has decided to share this event with those who could not attend. 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 conference was recorded in audio format and provides 19 hours of professional content.

2. Details about the conference

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 four tracks: Professional Use of PHP, Advanced Techniques with PHP, The MySQL Database, The Apache Web Server. Open Source software related to these technologies will also be represented during those sessions.

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 pay close attention to balancing the contributions, in both languages. English sessions will cover between 50 and 75% of the agenda.

The conference will end with a question and answer session with all speakers, and sponsors announcements.

The 2004 call for speakers received over 70 proposals from 40 experts, in November 2004.

2.1. Audience

Three hundred visitors are expected to attend Conference PHP Quebec 2005. Among them, 50% will be from Quebec, 30% from other Canadian provinces and 20% will be coming from the United States and other countries.

According to the survey that was made during the 2004 conference, 60% of the visitors speak French and 90% speak English.

The target audience of the conference is 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.

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 facilitate the discussions with the trainer, the groups will be limited to 20 participants.

One course will update PHP users to PHP5. The main goal of this presentation is to provide the visitors with an overview of PHP5 and its new functionalities. This is targeted at experienced developers who wish to get familiar with PHP5, and at those who wish to assist at the conference. Knowledge of algorithms, and skill in another programming language are required to participate in this workshop. This course will be given in French.

Four other classes, each 3 hours long, will be available. They will be given by PHP experts in English. These classes will cover the following topics (As of the 22th of November 2004, these topics are not finalized)

English workshops (½ day each) :

- PHP Application security
- Webservices with PHP 5
- MySQL 4.1 / 5.0 complete
- PEAR : PHP components library

French workshop (1 day) :

- All PHP 5

2.3. Apache Conference

Seven conferences are dedicated to the Apache web server. Used on more than 2/3 of all web servers, Apache is well known for its security and its ability to support heavy load.

Here are some of the topics that this track will cover (the topics are subject to change):

- The Apache Software Foundation
- How to launch a successful Apache project
- Apache 2.0
- Apache Derby
- Web services with Apache
- Apache as a proxy
- Secure Apache
- Apache Optimization

2.4. MySQL Conference

MySQL is the most popular Open Source database. Over 5 million active MySQL installations have been reported. As an Open Source company, MySQL has successfully carried its weight amongst the major database vendors. As of today, MySQL has more than 100 employees, and profits from licensing and support offerings to its users.

MySQL AB regularly receives awards for its technical qualities and entrepreneurial initiatives. It is participating in the organization of the Conference PHP Quebec 2005 MySQL track. This track will cover the following topics (these are subject to change)

- MySQL Clustering
- Business opportunities with MySQL
- Support for unicode and other encodings
- MySQL 5.0 : Stored procedures
- MySQL optimization
- Geographical data with MySQL
- PHP and MySQL

2.5. PHP Professional Conference

PHP is used widely in the province of Québec, and has been the center of exceptional applications, even in fields where PHP is rarely used. We now find the platform being used in industries, and in medical research. PHP is used to improve the management of data, by easing its aggregation, extraction, and analysis.

Each conference will be given by a project leader who has successfully used PHP. During this session, the speaker will share their vision about the language, the reasons of they chose it, and success with PHP.

At the 2003 & 2004 conferences, the professionals track covered the following topics :

- Daniel Pascot, Laval University: Study on Open Source technologies for the government of Quebec
- Jean Maupas, GEREQ: Medical research with PHP
- John Beauvais, PHP and Linux at IBM
- Cyrille Béraud : PHP in a Industrial environment
- Marco Tabini, Open Source business model

2.6. 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 2003 & 2004 conferences this track covered the following topics :

- Zeev Suraski: The next version of PHP
- Rasmus Lerdorf: Advanced PHP
- John Coggeshall: HTML manipulation with Tidy
- Ilya Alshanetsky: PHP code optimization, SQLite
- Martin Legris: Design patterns with PHP
- Zak Greant: Securing critical data
- Derick Rethans: Persistent resources and PHP, Xdebug

2.7. Closing Session

The closing session will be a gathering of all visitors, speakers and sponsors. During this session there will be a Question and Answer period with the speakers. Then sponsors will be able to make announcements. Finally, a draw will be organized to distribute the prizes offered by the sponsors.

Between the sessions there will be spaces available to encourage people to interact with each other. In this area the visitors will be able to rest, and a buffet will be available. This is a privileged spot for sponsors to present themselves.

2.8. Connection Evening

On the 31st of March, 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.

2.9. 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.

2.10. Bonus CDROM

After the conference, each visitor will receive a CDROM containing:

- All the conferences recorded on the 31st of March and 1st of April 2005, and the speakers slides.
- Apache, MySQL, PHP and their respective documentation, in French and English.
- Many pieces of software developed with the AMP platform
- Sponsors' product demos

The CDROM will be sold on the PHP Quebec website and via the traditional distribution networks.

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 local use. The communications will target professionals and project managers in the provinces of Quebec, Ontario, the maritimes and in New England, in the United States.

3.1. Local Press

Contacts have been established with the professional press in Montreal (Les Affaires, Directions informatique, Le Devoir) and other steps have been taken to ensure broad coverage of the conference. An advertising campaign is currently being set up in order to reach a business audience in Quebec.

PHP Quebec will advertise the conference to various networks such as "The board of trade of Montreal" and to professional journalist networks such as MediaBlitz. Sponsors and speakers will also promote the event to the international community.

A press release will be sent, by February 2005, to all newspapers and magazines in Canada. Additionally, a photographer will cover the event and a photo album will be produced.

3.2. 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.

- DirectionI PHP (French)
- phplarchitect (Canadian/English)
- PHP Mag (German)
- PHP Magazine (English)

The local Open Source communities will also promote the event. PHP Quebec's third annual conference is a well-anticipated event.

3.3. 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 slashdot.org> : The largest news website dedicated to the new technologies;
- <http://www.linuxfr.org> : A well known French website related to Internet technologies

3.4. Access for the Journalists

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 practicing the featured technologies.

PHP, MySQL, and Apache 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
- Tools to build applications with Apache, MySQL and PHP
- Tools using the AMP platform
- Book publishers, book distributors
- Operating Systems (Linux, Windows)
- Consulting and development

4.1. Declared Sponsors

As of today, the beginning of October, 2004, the following sponsors have confirmed their support of the PHP Quebec Conference:

Conference helpers

- Apache Software Foundation
- MySQL AB

Gold sponsors

- Ecole Polytechnique de Montréal

Media Sponsors

- DirectionI PHP

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 300 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 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	\$800,00
CD-ROM	\$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

Friday buffet	\$6 000,00
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.

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)	\$350,00
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 ***	\$300,00
PHP Québec members	\$275,00

* 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 2005.

** Student access fees are always valid

*** Pre-sale access fee are valid until the first of March 2005

Access to the conference includes:

- 1 On-site lunch
- 2 Conference PHP Quebec 2005 CDROM
- 3 Visitors bag
- 4 Coffee breaks
- 5 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
- Philippe Gamache, Vice-President
- Damien Séguy, Treasurer
- Mathieu Bruneau
- Jean-Michel Feurprier
- Louis-Philippe Huberdeau
- Laurent Sauvé

Yann Larrivée

President; Computer Analyst, Power Bright

Mr. Larrivée is the founder of the PHP Quebec community. He works at a private company and promotes the development of PHP in the province. He is currently studying for a Certificate in Data Processing at l'Université du Québec à Montréal.

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Philippe Gamache

Vice President; Vice President, CTO, Communautiels Modulab

Mr. Gamache is the CTO of a company that manages virtual communities and is the webmaster of many websites such as la Page à Melkor, Chronique des Fiefs de Sang, The Wet Photographer and Naheulbeuk au Québec.

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Damien Séguy

Treasurer; Director, Nexen Services Canada

Mr. Séguy participates in the promotion of PHP in companies with websites like nexen.net and AFUP 'Association Française des Utilisateurs de PHP'. He is also responsible for relations with the PHP group and for the PHP and MySQL French documentation.

dseguy@phpquebec.com

Mathieu Bruneau

Organizer and Webmaster,

Mr. Bruneau has 2 years of experience in web development with PHP. Passionate about technologies, he is studying Computer Engineering at l'École Polytechnique de Montréal.

mbruneau@phpquebec.com

Jean-Michel Feurprier

Organizer and Media Relations

Mr. Feurprier is a web designer and the webmaster of many important websites based on PHP and MySQL. He pays attention to web standards (XHTML and CSS), and is studying Software Engineering at l'École Polytechnique de Montréal.

jmfeurprier@phpquebec.com

Louis-Philippe Huberdeau

Organizer and Webmaster

Passionate about Open Source software, Mr Huberdeau actively contributes to the promotion and development of many projects. He studies Software Engineering at l'École de Technologie Supérieure.

lphuberdeau@phpquebec.com

Laurent Sauvé

Organizer, Network administrator, Communautiels Modulab

Mr Sauvé is the network administrator of a company that manages online communities, using the PHP and MySQL. He is also the webmaster of the "l'Antre à Gobeline" website.

lsauve@phpquebec.com

5.1. Contact

Official Website

<http://conf.phpquebec.com/>

Email Addresses

For press information : press@phpquebec.com

For general inquiries : organization@phpquebec.com

IRC : Freenode network, #phpquebec.

Mailing Address

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