The Ajax Experience Call for Proposal
Directions and Details

The Ajax Experience in Boston, September 14-16, 2009 at the Hilton Boston Airport Hotel

About the Audience:
The target audience of our show are primarily developers and designers–like you–so even though a large number of IT decision-maker types show up, please keep the sessions technical with real-world solutions, not fluffy high-level "SOA architecture will save you" stuff.

Content:
Presentations must be made on a topic of general interest to attendees, and shall reflect educational information with no promotional emphasis. The presentation is meant to be informative, not a forum for promotion of a product or service. We are looking for sessions that incorporate the following topics:
1. Design and User Experience
2. Graphic and effects (relevant to developers as most developers are also designers)
3. Architecture – to include session addressing the concerns about building large-scale apps for the enterprise
4. Security
5. JavaScript
6. The Frameworks – client-side, server-side, emerging (will include both client and server-side frameworks)
7. Emerging – not to include advanced. To include emerging topics/technologies
8. Building Quality Software – to include Performance, Testing/Debugging, tools and best practices, optimization

Session Format
Lightning Rounds – are exciting 5 minute teasers which allow the speaker to give attendees a sneak peak at the innovative solutions and ideas that will be presented in the speaker's 60 minute session. It is an opportunity to speak to the entire audience.
HOT Ajax - these 15 minute sessions are designed to showcase new cool Ajax stuff, cutting edge technology, new solutions and emerging trends; it is also an opportunity to get new information out to the community.
60 Minute Sessions - Session length is 50 minutes with 10 minutes for question and answer period
90 Minute Tutorials – allow for a deeper dive into the materials or can serve as a primer for beginners with basic content up front.

The Perks:
The Ajax Experience attracts the very best experts in the field. In addition to free registration, as a speaker, you will enjoy the prestige and satisfaction of presenting to the most active and committed members of the profession.

Speakers are not paid for speaking. Our goal is to establish a stipend program that compensates speakers for their time and expenses, while recognizing that in some cases speakers may be otherwise compensated.

Speakers fall into one of two categories:

Vendor/technology evangelists – a vendor evangelist is employed by a technology company and speaking with the approval of that company, and possibly representing that company in an official capacity. Vendor/technology evangelists shall receive complimentary registration. Travel and accommodations costs will be the responsibility of the speaker or at the expense of their employer.

Should a vendor/technology evangelist not receive salary and expenses by their employer for the engagement, they shall be compensated as an independent consultant as defined below.

Independent Consultants – an independent consultant is someone not affiliated with a software or services vendor in the field. Speakers who are independent consultants receive free registration, up to $300 in airfare reimbursement and lodging dependent on the number of presentations, according to the table below.

Independent Consultant Compensation Table

Presentations	Lodging	Airfare	Registration
One or more 60 or 90 minute session(s)	One night hotel	Up to $300 in reimbursement	Free registration
5 minute lightning rounds	No lodging provided although we will extend the discounted conference hotel rate to speakers	none	Discounted registration
15 minute Hot Ajax sessions	No lodging provided although we will extend the discounted conference hotel rate to speakers	none	Discounted registration

What to submit:
- ✓ Your bio: no more than 100 words with current job title and company name.
- ✓ Call for Proposals Form: please be sure to complete the entire form.

The Process:
Submit your proposals today. Proposals will be reviewed in the order in which they are received. **The deadline for proposals is April 1st**. All proposals must be submitted in the Ajax Call for Proposals Form with all questions completed in full. Proposals not submitted in the appropriate form will not be accepted.

We will acknowledge receipt of your proposal within two business days. We will review and evaluate your proposal not only for its individual merit but in comparison with other proposals. Please understand that this review process takes some time but we will be sure to get back to

you within 2-4 weeks of the April 1st deadline to inform you whether or not you have been accepted as a speaker

Here is the schedule:
Earliest date to submit proposals: Immediately
Latest date to submit proposals: April 1, 2009
Conference dates: Monday-Wednesday, September 14-16, 2009

Where to Send Proposals
Email your proposal form to ajaxexperience@techtarget.com

Thanks for your interest in speaking at the show!