

# Partner information

## the Ultimate Meeting 2010



**Tastatur und Maus** e.v.

## the Ultimate Meeting

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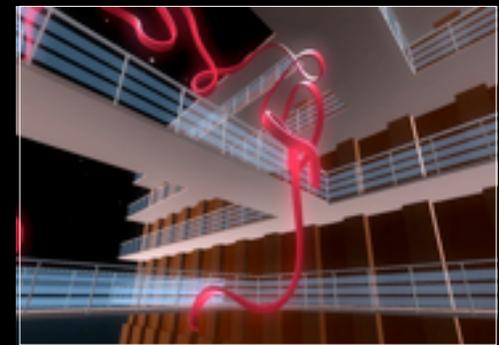
the Ultimate Meeting is an annual event of the „Demoscene“. Every year programmers, musicians, graphic artists and designers meet in Durlach between Christmas and New Year’s Eve. Their primary object is the presentation of real-time animations, music compositions and graphics, which are produced specially for this occasion. The audience ranges from amateur artists to experienced professionals of the IT-, game and advertising industry. The meeting enjoys an excellent reputation and attracts more than 200 visitors from all over Europe every year.

## The association

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the Ultimate Meeting is organized by the registered association “Tastatur und Maus e.V.”. This year’s event will take place from 27th-29th December at the Festhalle Durlach. Financing is secured via entrance fees, beverage sales, membership subscriptions and sponsor revenues from companies residing in the Karlsruhe Technology-Region as well as Demoscene related firms.

In this brochure, we would like to give you an understanding of the Demoscene and moreover win your company’s support for “the Ultimate Meeting 2010”.



## The competitions

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Competitions are a vital part of our event. Similar to film festivals, producers and artists can present their work in different categories to a jury, in this particular case, the audience. The categories are, besides classic video animations, especially the so-called Demos and Intros. They differ from the common ways of animation (rendering-video, trick-video etc.) in particular because of the technical background.

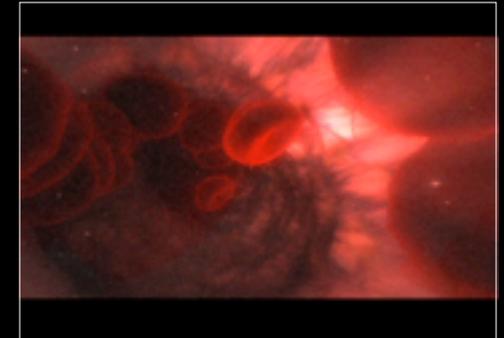
## Real-time animations

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Demos and Intros are real-time calculated audio-visual compositions. Concerning the technical implementation they are similar to computer games, however with one fundamental difference: the interaction factor. With a few exceptions, Demos and Intros are not interactive.

What really matters is the technical challenge, programming at the highest level, experimenting with one's own creativity and aesthetics, and - most of all - the teamwork. For the highly complex schemes require the know-how of many creative minds. The range of artworks goes from minimalist experiments to 10-minute short films with 3D characters and sophisticated storyboards.

In addition to the disciplines for Demos and Intros, demoparties offer several musical competitions, which are actively used by semi-professional and professional musicians. The same applies to the graphic competitions in which classical pixel images (hand drawn and rendered) are presented to the audience.



## Creativity without borders

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All electronic devices, which support an output of graphics and music, are used as hardware - and also self-made devices are not uncommon.

While the Demoscene got popular in the golden age of the 16-bit home computers (Amiga/Atari). Its beginnings date back to the 8-bit era with computers like Commodore 64 or the ZX Spectrum. Nowadays the Demoscene is not limited anymore to these systems, but has expanded to PCs, Macs, game consoles and even mobile phones.

## International

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In the mid '80s, these meetings became known as "demoparties" in Europe and the rest of the world.

The resulting subculture, which describes itself as the Demoscene, consists of people from various nationalities and professions.



## History of the Demoscene

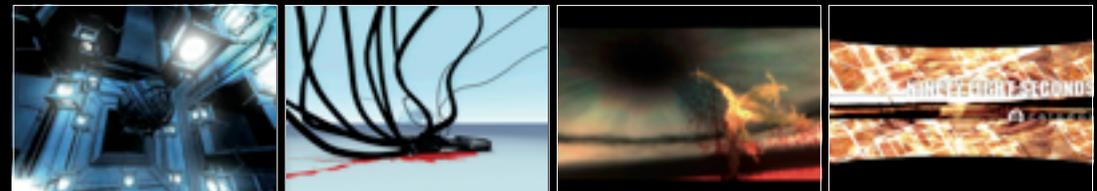
The origins date back to the 80s - the home computer had become available to the masses. With the beginning of this era the Demoscene started to develop.

With small animations, which ran before the games on systems like the Commodore 64 or later the Amiga, the young programmers quickly earned reputation. After all, their work was a fine art - the technical possibilities were extremely limited by means of small disk space and restricted graphic abilities. The results were nevertheless impressive - the preceding programs often had a higher quality than the actual games.

With today's computers, there are few technical limits left. Since the introduction of the so-called 3D-accelerators and ever-faster hardware, the focus lies more and more on the optimal connection between bombastic visuals and unique sound-effects, in short: a multimedia spectacle. For the designers this means more creative ways to express themselves, for the programmers constant new challenges.



*Some early productions for the Commodore C64, Amiga and IBM-compatible computers. Even today, Demos and Intros are produced for these platforms, although some hardware hasn't been produced or sold for decades.*



*PC-Demos of the new generation*



*Digitale paintings*

# Sponsoring

In order to fund our commitment to the digital computer art, we depend on external help. All sponsorship contributions are used exclusively to cover the costs of our event.

The support doesn't have to be monetary - we are interested in any cooperations, as well as partnerships. Our main goal is the organization of a high-quality but nevertheless viable event.

Basically, there are several uncomplicated ways in which you can support us. Please don't hesitate to contact us if you have further questions.

## Option 1 - Premium Sponsor

As a premium sponsor, you take on a part or a whole position of our expenses.

### Your benefit

We place your company logo, with the appropriate suffix (e.g. "Main Sponsor Location") on all printed materials, on our website and on the big screen rotation. In addition, you can send us leaflets or flyers for distribution and receive up to four free tickets for the duration of the three-day event.

### Our main sponsor categories

|                   |         |
|-------------------|---------|
| Location rent     | 3,000 € |
| PA                | 1,500 € |
| Video equipment   | 1,000 € |
| Electricity       | 800 €   |
| Merchandise       | 700 €   |
| Live performances | 500 €   |
| Network equipment | 500 €   |

## **Sponsoring**

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### **Option 2 - Material Prize Sponsor**

The winners of our competitions usually receive material- and cash prizes (e.g. hardware, books, CDs, DVDs etc.). You can support us with prizes as well as vouchers and act as competition sponsor.

We will place your company logo prominently on our website and show it in the big screen rotation. Furthermore you will get a free ticket for the duration of the three-day event.

### **Option 3 — Supporter**

Any amount of money is real relief for us. Depending on the extent of your contribution, you will receive free tickets to our event. In addition, your company logo or your name will be promoted on our website.

If you are interested in becoming a long-term supporter, a passive membership in our association "Tastatur und Maus e.V." is the way to go.

### **Option 4 — Your own ideas**

You have an idea how to present your brand or your product and at the same time, want to support us? We are open for all kinds of partnerships and are as well up for unconventional actions.

#### **A couple of examples**

- product presentations on the stage
- distributions of give-aways
- food or drink sponsorship
- sponsorship of live performances

## Budget

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Based on the following chart you can get a basic idea of our budget. As you can see, the cost-effective realization of the event is only possible with the help of our partners.

### Expenses

|  |                 |
|--|-----------------|
| Location rent                                | 3,000 €         |
| Infrastructure (Network/Audio/Video)         | 3,500 €         |
| Electricity                                  | 800 €           |
| Competition prizes                           | 1,000 €         |
| Other expenses (consumables, insurance etc.) | 2,000 €         |
|  | <b>10,300 €</b> |

### Earnings

|   |                 |
|---|-----------------|
| Entrance fees                               | 4,300 €         |
| Private deposits of the association members | 1,000 €         |
| Sponsorship                                 | 5,000 €         |
|   | <b>10,300 €</b> |

## Communication

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Main platform for all advertising activities throughout "the Ultimate Meeting" is our website ([www.tum-party.net](http://www.tum-party.net)). There, we promote our event and post news about everything related to it. The website is used regularly by our visitors from all over Europe. As the event draws near, activities and page accesses will multiply in November and December.

Key audience and therefore main focus of our advertising and communication are members of the Demoscene - computer enthusiasts between 18 and 40. Many of our visitors are decision makers in important positions of the IT-, media- and game industry. Additionally we attract a lot of graphic artists, programmers, musicians and people interested in digital media.

## Your sponsoring possibilities

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We have different possibilities to promote your company before, during and after the event:

- Website
- Projection of your material on our big screen
- Party-Booklet
- Banners and displays
- E-Mail Newsletter
- Press releases
- Video reports



## Contact

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Are you interested in supporting us and need more information? Don't hesitate to contact us.

### **Mailing address**

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69502 Hemsbach

### **WWW / E-Mail**

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\* 9 cents per minute from a from the Deutsche Telekom network