

I invite you to join us September 13th in Detroit, Michigan for the 2008 Michigan Flash Festival.

It is a follow up event to an event held in 2007 that builds on the momentum created within the Flash and Rich Internet Application development community in Michigan. It was created because the area is seeing a surge in the need for qualified and creative interactive media professionals from new and existing companies. Also because the technology has seen rapid changes and professionals need opportunities to maintain their creative edge. It is also was created to guide and encourage those that plan to pursue a career in the evolving interactive media industry.

Within the State of Michigan the buzz has been about developing a creative economy that will be driven by a young creative workforce. The recently passed Film incentives, which coincidentally is open to entrepreneurs of video game development, and computer graphic studios, is a major indication that support and commitment to expanding the presence of many Interactive multimedia companies is widespread. If that wasn't enough Crain's Detroit, a business publication, has been contracted to develop a web portal that will help promote and connect the creative professionals and the creative companies. A beta version of the site has launched: www.Detroitmakeithere.com. It includes a searchable directory of companies involved in a variety of creative services.

The first event in 2007 brought together the community ranging from leading Interactive Multimedia companies, to Higher Education Institutions, and several different User groups. It opened up channels of dialog and got everyone thinking of opportunities that they could tap into next time around. The time is right and all that is needed is to feed the movement with the right tools, trained talent, and a very supportive and connected community.

We hope you can add to the momentum.

Sincerely

Randall Rockafellow
Chairman
Southeast Michigan ACM SIGGRAPH (SEMAFX)

2008 Michigan Flash Festival

Saturday 13th 2008

**The Next Energy Center in TechTown-the Wayne State Research and Technology Park
Detroit, Michigan**

The Michigan Flash Festival provides a chance to celebrate the exciting media projects created by the industry and the amazing technology innovation's that have been made and provide insight in how this affects what and how things will be done in the future. The festival is also a forum for people in the business to connect with key community leaders, and generate partnerships with community-based organizations. The festival consists consists of presentations and training in variety of aspects of interactive media and rich internet application development, a pre-event mixer, and an expo area. Over 100 of the leading creative professionals, community leaders, students, and educators will be along this years attendee's.

Michigan Flash Festival serves an already significant and growing creative community in Michigan. A community that can be difficult to connect into because it is spread out over a large geographic region. Because it is a very focused event it effectively targets those creative's most likely in search of tools, talent, jobs, or training and makes it an effective way for companies and organizations create solid lasting relationships with them.

TECHTOWN

One of America's Most Innovative Urban Research and Technology Parks !

TechTown is the place where state-of-the-art work space, business support and community development come together. Our tenant roster is constantly growing.

Here are a few compelling reasons why entrepreneurs are deciding to make TechTown their headquarters:

- * TechOne's affordable office, wet lab and dry lab space. On-site amenities include business and technical resources, [Internet 2](#) capability, access to investors, custom designed work environments and a supportive community of entrepreneurs.
- * Conveniently located blocks away from major highways I-75, I-94 and I-96. And TechTown is just 20 miles from Detroit Metro Airport where Northwest Airlines alone has 593 daily nonstop flights to 161 destinations in 11 countries, including four daily flights to Japan.
- * Close proximity to major research institutions — Wayne State University, Henry Ford Health System and Karmanos Cancer Institute. NextEnergy, a nonprofit corporation founded to advance alternative energy in Michigan, has just built its \$15 million, 45,000-square-foot headquarters across the street from TechOne.
- * Access to Wayne State University's [GRID Computing Lab](#) and IT support from its Department of Computer Science.
- * Additional large-scale development opportunities within TechTown's 12-block research and technology park.
- * Lower cost of living than other large U.S. cities.
- * Opportunities to strengthen the surrounding community through math and science tutoring, mentoring and internship programs for local students.

Sponsorship Opportunities

Title Sponsor

(\$2000)

Title Sponsorship of the Michigan Flash Festival is a limited and exclusive opportunity. Title Sponsorship includes all the benefits of the Gold-level Sponsorship, plus the added visibility and exposure of placing the sponsor's name/logo in the event title ("2008 Michigan Flash Festival presented by ..."), name/logo in national marketing materials (i.e., print, web, and advertising), plus a large screen TV to play DVD content of sponsor's choice.

To discuss this exclusive opportunity, please contact Randall Rockafellow, at (248) 930-3911 or randy@semafx.com.

Gold Sponsor

(\$1000)

Gold Sponsor (\$75,000)

- »» 6' x 8' exhibit space
- »» Up to 5 full registrations
- »» Inclusion of a branded corporate giveaway in 150 attendee registration packets
- »» One full-page advertisement in the Program Book
- »» Recognition as a Gold Sponsor in Program Book

Silver Sponsor

(\$500)

- »» 6' x 8' exhibit space
- »» Up to 2 full registrations
- »» Inclusion of a branded corporate giveaway in 150 attendee registration packets
- »» One half-page advertisement in the Program Book
- »» Recognition as a Silver Sponsor in Program Book

Bronze Sponsor

(\$250)

- »» 1 full registration
- »» Inclusion of a branded corporate giveaway in 150 attendee registration packets
- »» One quarter-page advertisement in the Program Book
- »» Recognition as a Bronze Sponsor in Program Book

Friend of the Festival Sponsor

(\$100)

- »» Recognition as a Friend of the Festival Sponsor in Program Book

MFF Mixer Sponsorship

(\$300)

MFF mixer is the perfect place to mingle with creative professionals and MFF partners and share ideas and opportunities in a social setting and helps to break the ice prior to a full day of festival activities. Additional benefits include recognition/logo placement at the mixer location.