



2016 Partner Kit

CSS Dev Conference is a two-day, multi-track conference devoted to CSS and its best friends in the world of front-end development.

Here's how you can be a part of it!



cssdevconf.com



A Conference By The People, For The People



CSS has been an important part of any Web designer's toolkit for well over a decade now. Its versatility and light weight have increasingly made CSS the solution for designers and developers working to preserve performance while maintaining consistency and aesthetics. The advent of preprocessors made CSS even more popular for large-scale sites.

These rapid changes create a steep learning curve for everyone using CSS—experienced Designers and Developers sometimes struggle to keep up with the changes, and new professionals are baffled just trying to figure out where to begin!

In 2012, the time seemed ripe to bring together the CSS community and let them choose the session topics they wanted to see most.

Our first CSS Conference was held in Honolulu, Hawaii. It was a single day with multiple tracks and 100 enthusiastic attendees. A conference was born!



Since then, we have grown the conference to two full days with three tracks of sessions, plus a third day of workshops. We hold CSS Dev Conference in a different location

every year to give regular attendees a change of scenery. It's also a great way to get to know the tech scene in different parts of the country. Past locations include Estes Park, Colorado; New Orleans, Louisiana; and Long Beach, California. This year we'll be deep in the heart of Texas in sunny San Antonio.



CSS Dev Conference is an information-rich and fun event for your organization to be a part of!



So glad I could attend #cssdevconf this week. Had a blast and met so many awesome, smart, creative people! Thanks @CSSDevConf!

—@roberthenderson

Brought to You by



Christopher Schmitt
@teleject
schmitt@heatvision.com

Seven years ago, we realized that after a decade of attending, presenting, and volunteering at Web design and development conferences, we had a *lot* of opinions about how to put on a great event. Environments for Humans was created as a way to spotlight the best of the Web

Environments for Humans

community and create spaces where learning is fun and anyone can contribute.

With a few dozen conferences under our belt and many more to come, we are still looking for the best ways to engage the community, stay current, and feel inspired.

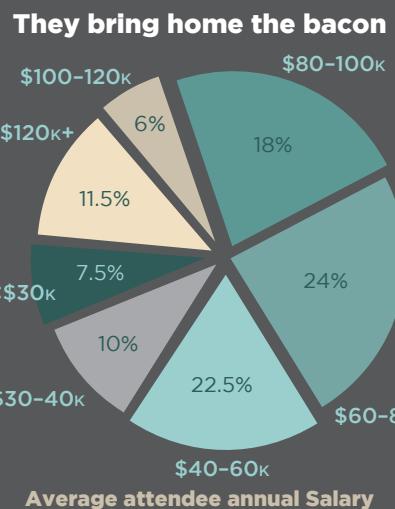


Ari Stiles
@ari4nne
stiles@heatvision.com

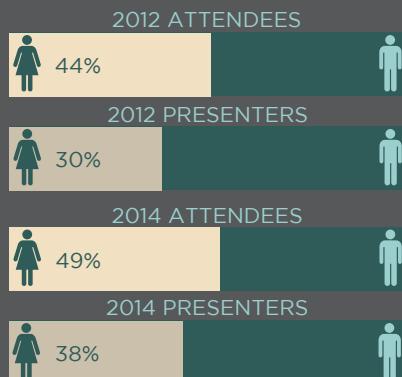
Who Comes to CSS Dev Conference?



We love our attendees! They work in a challenging field and somehow manage to stay engaged, always looking for the latest CSS techniques. They ask great questions. They tweet a lot. They blog about their experiences and are always ready to share what they know. We're gushing, aren't we? Here's a bit more about them:

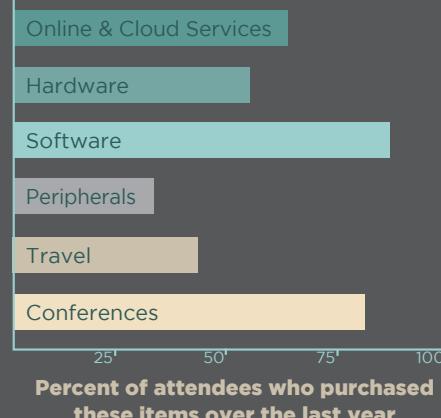


A lot of them are women



We are proud to have a strong female presence at our conferences

They make a lot of purchasing decisions



They work for some companies you may have heard of



Most front-end development conferences revolve around JavaScript. It was a relief to attend a conference where my favorite thing—CSS—took center stage. I can't wait for the next one!

—@RachelNabors

Great Content, Chosen by the Web Community



Jen Simmons
2014 Best Session



Chris Eppstein
2013 Best Session



Sarah Drasner
2015 Best Session Winner

Every year, we are blown away by the thought-provoking session ideas and enthusiastic voter participation from the community.

After the open call for submissions, we post the potential sessions online for double-blind voting. Winning sessions become a part of the program, making up **three full tracks of awesome CSS presentations over two days**.

Attendees also vote onsite for their favorite sessions. The most popular presentations are repeated in our **“Best Of” track**, giving everyone a chance to see the highest rated sessions.

Other great daytime programming includes CodePen’s **Show and Tell**, which gives attendees and presenters a few minutes to show off their latest code creations, and optional full-day **workshops** on Day Three, giving attendees even more choices to deep dive into specific CSS or Front-End Development topic.

Community Voting Timeline

Early Spring	Late Spring	Early Summer	Late Summer	Early Fall
Call for Submissions	Community Voting Opens	Community Voting Closes	Winning Sessions Announced	Full Schedule Confirmed



I will admit that at first I was a bit skeptical about a conference fully dedicated to CSS, but it definitely proved me wrong by providing very relevant CSS talks that were full of great new info. I think all of the speakers did a great job.

—Zach Reed

CSS Sage by Day, Networking Ninja by Night

Waikiki 2012



Posing at the Duke Kahanamoku statue on the way to the Honolulu opening party



Hula
dancers!

After a full day of soaking in new information, it's great to **kick back with your colleagues and friends**, old and new. We have two main goals for every evening event: first, a fun, inclusive environment that makes it easy for all the attendees and presenters to relax, and second, using each location to its fullest gives all of us the chance to appreciate local culture and history.



Estes Park 2013

Evening "Big Wheel" races at the Stanley, the hotel that inspired Stephen King's "The Shining"



Bar staff at the
Opening Party



Long Beach 2015

Hanging
out with
Left Shark



Dancing to Yacht Rock hits under a
giant balloon octopus



New Orleans 2014
Stilt walkers at the
Opening Night Parade



Hamming it up in the Photo Booth



*CSS Dev Conf is
fantastic. Top notch &
highly recommended.
Awesome setting,
speakers, talks & above
all: community.*

*—Sara Souiedan
2015 Keynote Speaker*

Keynotes, Featured Speakers & Workshops

To anchor our lineup of community-chosen sessions, we ask a few veterans of the CSS community to join us and share their insights as **Keynote** or **Featured Speakers**. Here are just a few:



Val Head
2015 Keynote



Trent Walton
2016 Keynote



Rachel Andrew
2016 Keynote



Dave Rupert
2015 Keynote



Jina Bolton
2015 Keynote



Sara Souiedan
2015 Keynote



Chris Coyier
Host, CodePen Show&Tell



Estelle Weyl
Featured Speaker



Jenn Lukas
2012 Keynote



Paul Irish & Tab Atkins
2012 Featured Speakers



Zoe Gillenwater
2013 Keynote



Dan Cederholm
2014 Keynote Q&A



Rebecca Murphrey
2014 Keynote

Optional **workshops** on Day Three give attendees a chance to deep dive into a particular CSS or Front-End Development topic. We have a great lineup of Workshop choices for 2016!



A workshop
in 2014



Wes Bos
React JS



Rachel Nabors
Web Animation



Jonathan Snook
SMACSS



Set up my first project using Grunt thanks to #cssdevconf

—@greenhornet79

Fascinating Locations

CSS Dev Conference is in a different city each year for several reasons—repeat attendees get to visit a new city each year, cities that don't normally host tech conferences gain a whole new set of fans, and it's fun and challenging for us to find a great new host venue and explore all that it has to offer.



2012: Outrigger Reef Hotel on the Beach, Honolulu, Hawaii



2013: The historic Stanley Hotel in the Rocky Mountains, Estes Park, Colorado



2014: The opulent Hotel Monteleone, in New Orleans' world-famous French Quarter

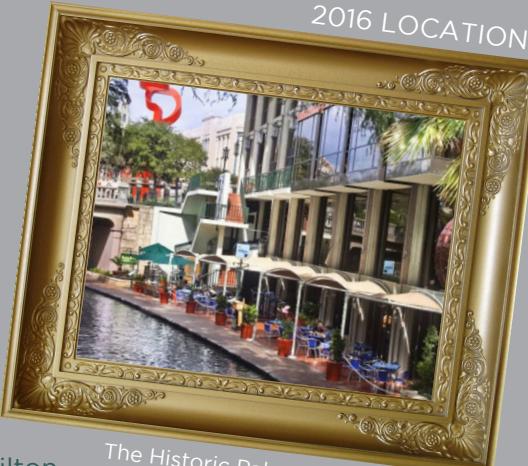


2015: The art-deco Queen Mary, permanently docked in Long Beach, California

The next spot for CSS Dev Conference is sunny southeast Texas in **San Antonio**, home of The Alamo. We'll be deep in the heart of Texas at the historic **Hilton Palacio del Rio** on the banks of the famous San Antonio River Walk!

Set on the bustling **River Walk** with its shops and restaurants, Hilton Palacio del Rio is a modern hotel that's only a 3-minute walk from **La Villita** Historic Arts Village.

The Palacio Del Rio has recently undergone a \$35 million guest room redesign. The Spanish-inspired rooms offer private balconies—some with river views—plus desks, custom-designed beds, minifridges, flat-screen TVs, WiFi, and—a first for CSS Dev Conf venues—plenty of power outlets for charging those devices!



2016 LOCATION!

The Historic Palacio Del Rio Hotel in downtown San Antonio, Texas

The Hilton Palacio del Rio was constructed for the 1968 World's Fair and was designed by Cerna & Garza Architects. The structure is notable for being a milestone in the use of modular building construction techniques, and is just a few steps from **the Alamo** historical site.



San Antonio's world-famous Alamo memorial is open daily for historical tours



HUGE thanks to @
CSSDevConf and The
@StanleyHotel for an
amazing conference
and stay. Enjoyed
every minute.

—@AtlantaJones

You and Your Company Belong Here

We are grateful for any support we receive. It is because of sponsors like you that we are able to make CSS Dev Conference happen! All sponsors, regardless of the size of contribution, get:

- Your logo on our Web site, intermission slides, and printed materials, and
- Tweets of appreciation from our event-related twitter accounts.



1 ticket to the event

Inclusion in our newsletter and mailings (circulation ~3000)

Presence in the gift bag given to attendees and speakers

We'll tweet about you from our related twitter accounts

“Silver Sponsor” logo placement on printed material, Web site & intermission slides

The dollar amounts and perks on these pages are based on sponsorship requests from previous events. Please let us know if you have other ideas to bring your brand to CSS Dev Conference.

Special mentions from stage during the event

2 tickets to the event

Inclusion in our newsletter and mailings (circulation ~3000)

Presence in the gift bag given to attendees and speakers

We'll tweet about you from our related twitter accounts

Prominent “Gold Sponsor” logo placement on printed material, Web site & intermission slides



Your choice: display table in the lobby for your company or 5 minutes on stage

Up to 3 invitations to the Speakers' Dinner

Special mentions from stage during the event

3 tickets to the event

Inclusion in our newsletter and mailings (circulation ~3000)

Presence in the gift bag given to attendees and speakers

We'll tweet about you from our related twitter accounts

Priority “Platinum Sponsor” logo placement on printed material, Web site & intermission slides

SILVER LEVEL

\$2,500

GOLD LEVEL

\$5,000

PLATINUM LEVEL

\$10,000



*“Thank you,
@cssdevconf! I had
such a great time.
Learned some cool
stuff and met some
awesome people!
—@rkunboxed”*

Special Opportunities

In addition to the Sponsorship Levels, we have a few special conference entertainment and feature opportunities that are big hits with attendees:

Breakfast, Lunch, or Afternoon Snack

*\$1,500 per breakfast or snack,
\$2,000 per lunch*

We like to treat attendees to a little down-time and great refreshments the last afternoon of the conference. Past treats included hot pretzels, warm cookies, and cold beer. Just another way to show our attendees that you care about them as much as we do!



Benevolent Wifi Overlord

\$5,000

Our audience has a lot of devices and they are connected all the time. You can help provide fast, reliable wifi for our attendees by becoming our Benevolent Wifi Overlord. We name the wifi network after your company, so attendees see your name every time they log in. In addition, we show a dedicated organization slide with your logo during intermissions slides throughout the conference.

Video Recording Sponsor

\$10,000-15,000

The opportunity places your logo and URL at the start of every session recording. Sponsor only the keynotes & main track. Or sponsor the entire conference sessions putting your organization's stamp on the event! Your brand continues making impressions on designers and developers long after the event is over!

Check-In Reception

\$2,000

On Sunday night before the conference, we provide an opportunity for people who are in town to pick up their conference materials, meet other folks, and have a beer after a long trip.

Opening Night Party

*Price varies by venue;
contact us for details.*

Our Monday night party is our best attended and most energetic social event. There is an opportunity here to make your mark on the event by helping us create a fun, relaxed atmosphere for networking. You can even emcee the event if you want to!

Closing Night Party

*Price varies by venue;
contact us for details.*

As the conference comes to a close, we put on one last shindig for attendees to make new or lasting contacts, continue conversations, and have some fun. Help us enjoy one last hurrah before most of the attendees go home!



Bye @CSSDevConf it
was a great few days.
Learned tons.

—@michaelsbecker

In-Kind Sponsorship & Great Promo Ideas



What is SWAG? It stands for Stuff We All Get. It's a time-honored tradition to receive a bag of freebies whenever you check into a conference. And it works! Giving out great promotional items is one of the easiest ways to get your brand into new customers' hands. "Free stuff" doesn't have to be wasteful, though. We encourage promo items that are useful, fun, or just plain cool. In short, it's gotta have a decent shelf life!

In-Kind Sponsorship

\$500 + the item(s) you'd like to share

We welcome contributions that add to the overall fun of the conference. If your company makes something you think our audience will enjoy—books, tools, toys, trials, tasty treats, you name it—we will put your logo on our website and the intermission slides, and we'll tweet our appreciation.

Make My Promo Item for Me

\$750 + the cost of the items

What if you'd like to put something in the gift bag that goes out to all the attendees, but you don't have any branded items lying around? We've got you covered! We make a list for each event of potential "SWAG" items that would make a good fit for the gift bags. You just claim something from the list, give us a high-quality logo or other graphics you'd like to include and we take care of the rest! *Please allow 4-6 weeks of design and production time.*



Past T-shirt designs

Super Promo: Shirts!

\$2,500

We are t-shirt snobs. We make the coolest conference shirts in the industry. Our award-winning shirt designer creates themed event shirts that become lasting keepsakes for attendees. Long after the event is over, your sponsored shirts with logo and URL will be seen on the most fashion-forward Web designers and developers!

Über Promo: Conference Bag

\$2,000

Reusable bags are always a hit with attendees, and sponsoring the bag means your brand will be seen over and over again when practicality is a must. We'll create a themed design, add your logo, and take care of all the production details!



Goodbye #cssdevconf
- goodbye the Stanley
- goodbye Estes park -
it's been awesome :D

—@Rumyra

“

In Summary

*If you need to print one page
for your team, make it this one!*

What is CSS Dev Conference?

CSS Dev Conference is a **2-day, multi-track conference** dedicated to CSS and related front-end development technologies. **Sessions** are chosen by the CSS Community in an **online, double-blind voting** process. **Keynote and special sessions** are led by veteran Web design and development presenters, creating an atmosphere where everyone has a chance to learn from each other. Optional **workshops** on day three give attendees a chance to deep dive into more specific CSS topics.

Attendee breakdown **page 3**

We expect about 300+ attendees, most of them Web Designers and Front-End Developers. Salaries vary widely, but most of our attendees earn more than \$60,000 annually, and many of them are responsible for a great deal of office purchases

Great content every day **page 4**

The CSS Community—people just like you—submit session ideas and vote on their favorites to choose the sessions. Along with Show & Tell, our attendee-driven unconference, the most popular sessions during CSS Dev Conf are repeated on Day Two!

Networking opportunities each night ... **page 5**

We love to throw fun, inclusive evening events with a touch of local flavor. Attendees get a chance to kick back and get to know each other and the local customs and cuisine.

Knowledgable speakers **page 6**

From Sara Soueidan to Chris Coyier, CSS Dev Conf invites some of the most well-known CSS designers and developers to round out our community-driven sessions.

A picture perfect setting **page 7**

Just steps from the Historic Alamo, this year's location, San Antonio's Palacio Del Rio Hotel, is on the World-famous River Walk. Nestled between La Villita and other historic shops and restaurants, Palacio Del Rio offers modern conveniences and historical charm.

It's just a great value!

Multiple tracks, top-notch speakers, community-approved sessions, and time spent with some of the brightest minds on the Web makes CSS Dev Conference a solid investment.

Becoming a partner

We are working to maintain a price point that's accessible to small shops, freelancers, and nonprofits. Your support makes that possible! Sponsorships of all sizes, from the most generous to in-kind donations, are welcome. We look forward to working with you to expand your audience and create the sponsorship experience that works for you.

For more information, email Christopher: schmitt@heatvision.com



General Sponsorship Levels .. **page 8**

SILVER: \$2,500

GOLD: \$5,000

PLATINUM: \$10,000

Special Opportunities..... **page 9**

- Video Sponsor: \$10,000
- Benevolent WiFi Overlord: \$5,000
- Breakfast or Afternoon Snack: \$1,500 per instance
- Lunch: \$2500 per instance
- Check-in Reception: \$2,000
- Opening Night Party: contact us for details
- Closing Night Party: contact us

In-Kind Sponsorship & Promo .. **page 10**

- In-Kind Sponsorship: \$500 for placement in gift bag
- Make My Promo for Me: \$1000 plus the cost of the items
- Souvenir Shirts \$2500
- Souvenir Bags: \$2000

Please let us know if you have other ideas for how you would like to support CSS Dev Conference and present yourself to our attendees.