

"A fun-filled event that made me optimistic about my career."

—Corey Bruyere



2017 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; Long Beach, California; and San Antonio, Texas. This year we'll be in the heart of the French Quarter in New Orleans, Louisiana.

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



A good mix of topics each year, and knowledgeable speakers. The attendees are my people, so that's nice too.

—Clara Teufel Anderson

Brought to You by



Christopher Schmitt
@teleject
schmitt@heatvision.com

Eight 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

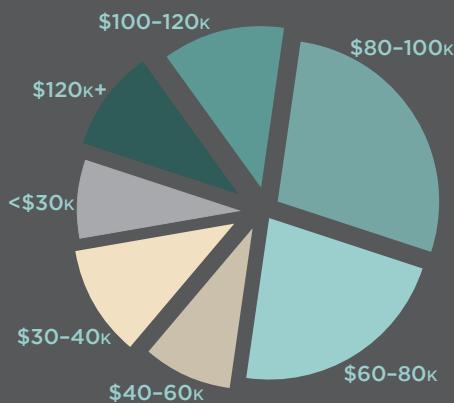


Who Comes to CSS Dev Conference?



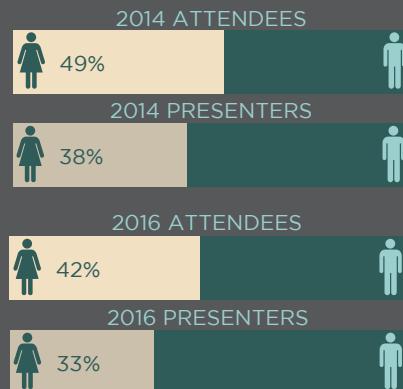
We love our attendees! They work in a challenging field and somehow manage to stay engaged, always looking for the latest CSS techniques. They ask great questions. They tweet a lot. They blog about their experiences and are always ready to share what they know. We're gushing, aren't we? Here's a bit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

They bring home the bacon



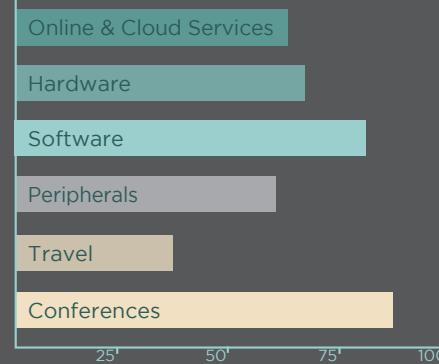
Average attendee annual salary:
70% make more than \$60 each year

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



Percent of attendees who purchased these items over the last year

They work for some companies you may have heard of



Google



The New York Times



Spectrum



Github



HomeAway



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



2015: Sarah Drasner



2014: Jen Simmons



2013: Chris Eppstein

Previous Best Session Winners



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



For front-end developers this is the best conference for the money and well worth the price of admission. It shouldn't be missed. Love the double blind voting process.

—Ryan Sherman



CSS Sage by Day, Networking Ninja by Night



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



Hamming it up in the Photo Booth



New Orleans 2014
Stilt walkers at
the Opening Night
Parade



San Antonio 2016
Firing muskets at the
Alamo Closing Party



Masks at the
Opening Party



*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:



Mina Markham
2017 Keynote



Harry Roberts
2017 Keynote



Trent Walton
2016 Keynote



Rachel Andrew
2016 Keynote



Dave Rupert
2015 Keynote



Sara Souiedan
2015 Keynote



Jina Bolton
2015 Keynote



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 Murphey
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 four great workshop options for 2017!



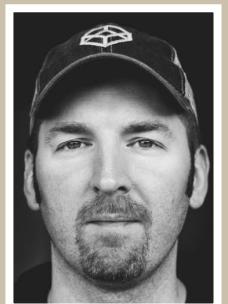
Chris Coyier
The Job of Front-End Design



Wes Bos
React JS



Val Head & Sarah Drasner
Animation



Micah Godbolt
Design Systems



If you want to feel welcomed and accepted in the industry, this is the place to be. You will learn with and meet others who are where you are in your learning/career, plus those who have gone before you.

—Nicholas Tillman



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



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



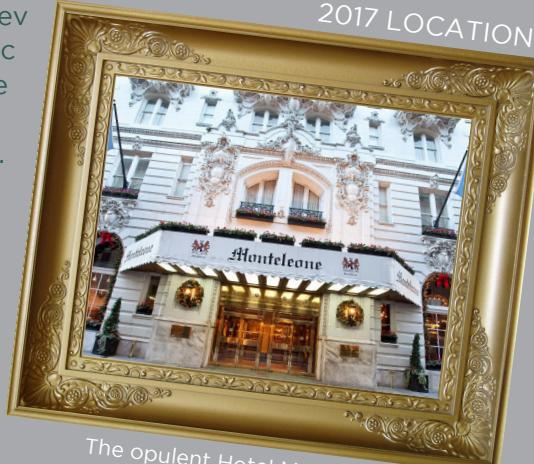
2016: The Historic Palacio Del Rio Hotel in downtown San Antonio, Texas

The next spot for CSS Dev Conference is the historic **Hotel Monteleone**, in the heart of **New Orleans'** bustling **French Quarter**.

It's been said that the French Quarter begins in the lobby of Hotel Monteleone. Guests have the best point of departure for all things New Orleans.

Step outside to discover shop after shop of fabulous European antiques, estate jewelry, oriental rugs, and art and antiquities from around the world. Quaint New Orleans restaurants and specialty shops line the French Quarter streets.

Enjoy New Orleans tourist attractions just steps from our New Orleans hotel, including **Jackson Square**, **Bourbon Street**, the **French Market**, and the **Riverwalk**, where you can watch the steamboats along the **Mississippi River**.



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

Hotel Monteleone provides the best luxury hotel amenities, including a heated rooftop pool, 24/7 fitness center, a full-service spa, and valet parking. Hotel Monteleone also offers 24/7 In-Room Dining, upgraded wifi, and a coffee brewer in every room.



The Monteleone's revolving Carousel Bar is one of the cradles of cocktail culture



I found almost every session valuable. Most conferences don't have as many quality presentations, so this was very surprising. This conference exceeded expectations!

—Joe Geringer



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

SILVER LEVEL

\$2,500

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

GOLD LEVEL

\$5,000



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

PLATINUM LEVEL

\$10,000



It was refreshing to be around other people with a passion for front-end development. I walked away with some solid information to bring back to my team.

—Ashley Hebler



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 or Afternoon Snack

\$2000 per breakfast,
\$2,000 per snack



We like to offer a hearty breakfast and afternoon snacks to our attendees. Past treats included hot pretzels, warm cookies, and cold beer. Sponsor a break and 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, you'll get plenty of thank-you-tweets and mentions from the stage.



Video Recording Sponsor

\$10,000-15,000

This 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 will keep 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!



the talks are fantastic, but the most important thing that the conference offers is networking. The crowd that the conference attracted was sociable, extremely interesting, and passionate.

—Dan Zaharia



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

\$1000 + 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!



"It was the best conference I've ever attended. Go."

—Jason Anderson



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 \$80,000 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

It's been said that the French Quarter begins in the lobby of Hotel Monteleone. Tourist attractions are just steps away from this New Orleans hotel, including Jackson Square, Bourbon Street, the French Market, and the Riverwalk, where you can watch the steamboats along the Mississippi River.

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.

