

200OK Web Developer Conference

2024 Sponsorship Prospectus



Atlas School, Tulsa
May 17, 2024
200ok.us

For sponsorship questions, sales, and to request a custom sponsorship package:

200OK Conference Committee 200ok@techlahoma.org	Emily Harden (539) 302-7114
--	--------------------------------

Conference History and Mission

200OK is one of Oklahoma's longest running web developer-focused conferences. Since 2013, 200OK has brought in industry experts from around the world to speak about web technologies.

Target Audience

Our audience is interested in the newest web technologies and tools. We are very welcoming, with talks at both introductory and intermediate levels.

Topics usually include:

- Front-End (HTML, CSS, JS, etc.)
- Back End (Node, Python/Django, C#/.Net, Ruby/Rails, SQL, No SQL, etc.)
- DevTools and infrastructure (Kubernetes, Docker, CI/CD, etc.)
- Design (UX, UI, Design thinking)
- New technologies (Machine learning, algorithms, etc.)
- Project Management (Agile, etc)
- Soft Skills

Attendance

For 2024, we are expecting attendance of 150-200 developers and IT professionals. We tend to have all sorts of attendees including front-end and back-end developers, business/startup owners, and project/product managers. The following is our attendance in previous years:

- | | |
|--------------------------------------|--------------------------------------|
| • 2023 - Holberton - 75 | • 2018 - Tulsa Central Library - 130 |
| • 2022 - Tulsa Central Library - 100 | • 2017 - Tulsa Central Library - 170 |
| • 2021 - Virtual - 100 | • 2016 - 36 Degrees North - 100 |
| • 2020 - Virtual - 200 | • 2013 - Fly Loft - 100 |
| • 2019 - Tulsa Central Library - 130 | |

Techlahoma does not automatically share attendee information with sponsors. This includes contact information and demographic data. Attendees may “opt-in” for their information to be shared, and we will release that information if noted in the sponsorship tier. Note that we offer social media shout out opportunities and advertising throughout the conference, but all contact with attendees comes directly from official Techlahoma/200OK Conference communication channels.

Sponsorship Packages

Title - \$4,000

Limited to 4 companies

- Everything in H1 **plus**
- Two additional conference passes (4 total)
- Listed in Title category everywhere applicable

H1 - \$3,000

Limited to 8 companies

- Everything in H2 **plus**
- Sponsor booth* (draped table and chairs with power strip if needed)
- One additional conference pass (2 total) - additional passes purchased at 30% discount
- One additional item in our drawing (2 total)
- Listed in H1 category everywhere applicable

H2 - \$1,500

No Sponsor Limits

- Everything in Local **plus**
- Logo on event signage
- Listed in H2 category everywhere applicable

H3 - \$750

No Sponsor Limits

- Logo on website in sponsor feature area
- Social media announcement
- One conference pass included - additional passes purchased at 20% discount
- You can place brochures, stickers, and other swag on our swag table
- You can include one item in our drawing

In-Kind Donations

- In-Kind donations are also needed for this event including (but not limited to) prizes for drawings, silent auction items, floral arrangements, advertising, softwares, devices, etc.

Exclusive Sponsorships

- Exclusive sponsorships are available. Contact Emily Harden at emilyharden@techlahoma.org for more details.

** Booth "staff" need to have a conference pass, but can use one of the free or discounted options*