200OK Web Developer Conference

2022 Sponsorship Prospectus

Tulsa Central Library

June 3rd, 2022

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 2022, 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:

- 2020 - Virtual - 250
- 2019 - Tulsa Central Library - 130
- 2018 - Tulsa Central Library - 130
- 2017 - Tulsa Central Library - 170
- 2016 - 36 Degrees North - 100
- 2013 - Fly Loft - 100

Techlahoma does not share attendee information with sponsors. This includes contact information and demographic data. 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.

Exclusive Sponsorship Packages

~~Exclusive Lunch Sponsorship (Gold Level) - $4,000~~ *Already Taken!*

Limited to 1 company
- Place cards/logos on all lunch tables
- "Lunch provided by …" announcements and wording
- + ALL Gold Level benefits (sponsor booth, tickets, discounts, etc.)

Exclusive Snack Sponsorship (Silver Level) - $2,000

Limited to 1 company - Snack/drink break will be around 2-3pm
- Place cards/logos on all snack trays and tables (cookies, brownies, etc.)
- "Snack provided by …" announcements and wording
- + ALL Silver Level benefits (sponsor booth, tickets, discounts, etc.)

Sponsorship Packages

Gold - $3,000

Limited to 4 companies
- Everything in Silver *plus*
- Two additional conference passes (4 total)
- Listed in Gold category everywhere applicable

Silver - $1,500

Limited to 8 companies
- Everything in Bronze *plus*
- Sponsor booth (draped table and chairs with power strip)
- One additional conference pass (2 total) - additional passes purchased at 30% discount
- One additional item in our drawing(2 total)
- Listed in Silver category everywhere applicable

Bronze - $1,000

No Sponsor Limits
- Everything in Local *plus*
- Logo on event signage
- Listed in Bronze category everywhere applicable

Local / Non-Profit - $500

Limited to Oklahoma Companies/Startups or Non-profits
- 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