



2019 Sponsorship Prospectus.

Radison Blu Mall of America, Bloomington, MN
March 8-9, 2019



We're happy to be providing you this prospectus for our 2019 Midwest PHP Conference held in Bloomington, Minnesota on March 8th and 9th. Since we started in 2013, we've continued to experience great growth and that starts with our Speakers and most of all our Sponsors.

This year, we are pleased to let you know that the Midwest PHP Conference, will be held at the Radisson Blu Mall of America Hotel. Once again with you, the sponsor, and our attendees, we are providing everyone with ample opportunities to interact. You will have maximum visibility as our attendees enter the conference and walk between sessions. We continue to run the conference under the North Foundation's 501(c)(3) status allowing a portion of your sponsorship (less fair market value of the tickets) to be tax-deductible. Finally, we continue to see a year over year growth with-in the number of people who attend the Midwest PHP conference, which exposes you and your brand to a larger audience then you have in year's past.

As you know companies and individuals like yourself make Midwest PHP conference possible and we are truly grateful to work with such great partners. We offer a wide variety of packages as well as à la carte items to maximize your exposure to your brand. Our hope is that you will find a package that is a good fit for your company and that you choose to become a part of our conference and community.



2019 CONFERENCE DETAILS.

DATES:

March 8th - 9th, 2018

VENUE:

Radison Blu Mall of America
2100 Killebrew Drive
Bloomington, MN 55425

WEBSITE:

2019.midwestphp.org

ATTENDEES:

225 developers, IT professions, and managers from the Upper Midwest.

ADVERTISING:

We are always working with local community user groups, meet-ups, code camps and local businesses to help grow and promote our great community. In doing so we're active with a number of Podcasts, Blogs, Newsletters and events such as Chicago Code Camp, Minnesota PHP Users Group and many more. You will see us advertise in places like Twitter, Facebook, Google, and beyond.

ATTENDEE TICKET:

Ticket includes: conference registration, conference meals, event activities, and conference handouts.

CONTACT:

sponsorship@north-foundation.org



2019 CONFERENCE ACTIVITIES.

Presentations

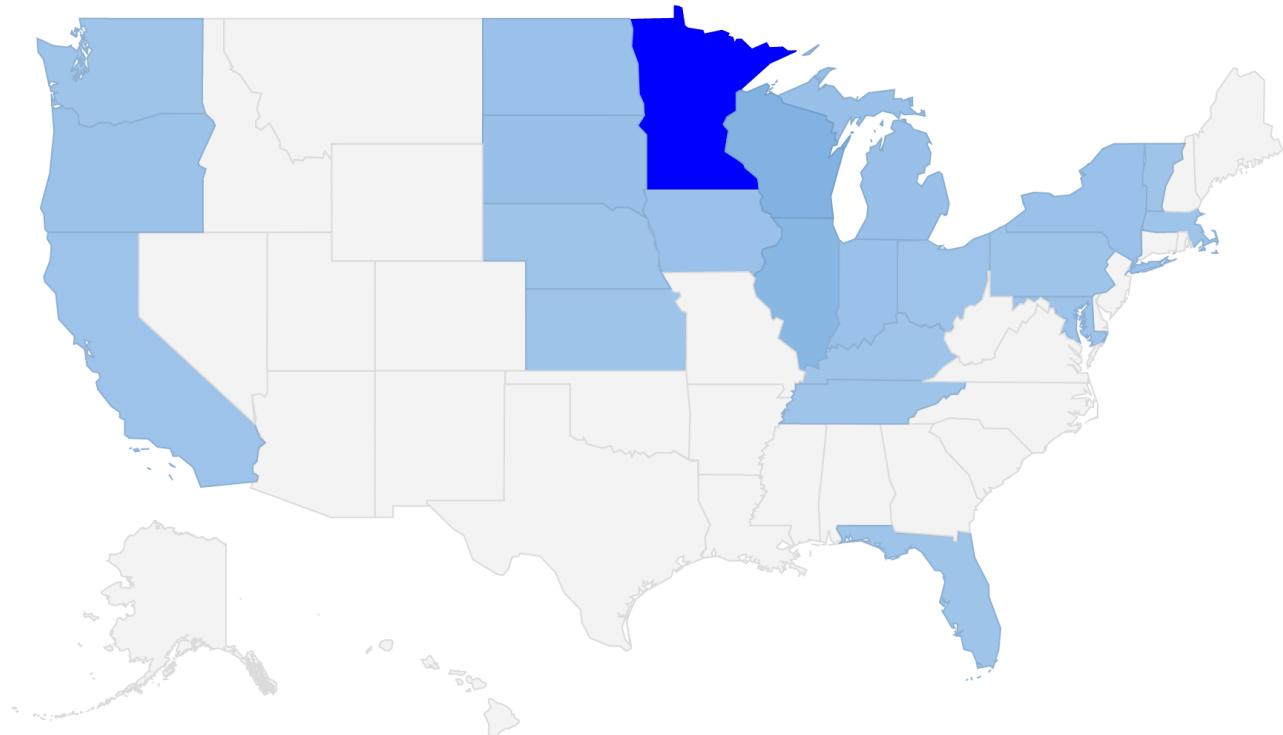
30 presentations over two days. Leading industry speakers are provided 50 minutes to teach and engage with our attendees on a wide variety of industry topics. Presentations range from Frameworks, CMS, PHP, DevOps, and more. You can find the previous years sessions at <https://2018.midwestphp.org/sessions>.

Sponsored Events

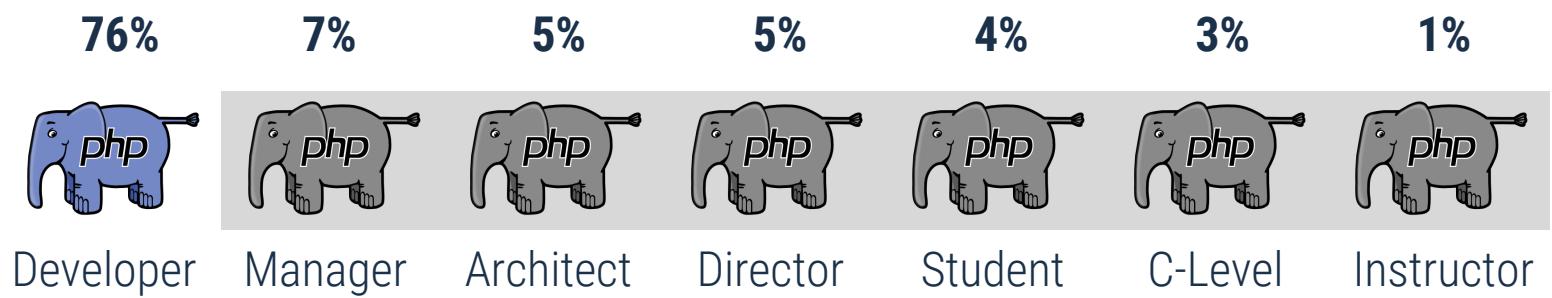
On Thursday night, Midwest PHP will be hosting our speakers as a thank you for coming to the event. The event will provide a chance for the speakers and their families to network with each other before the kick off of the conference. On Friday night, Midwest PHP will host all of the conference attendees, speakers, and families for a chance to relax and have some down time between days.



2019 CONFERENCE DEMOGRAPHICS.



Attendee Breakdown by Job Level



2019 SPONSORSHIP OPPORTUNITIES.

Level	Cost	Available
Principal	Negotiable	1 Available
Platinum	\$5000	3 Available
Gold	\$3000	5 Available
Silver	\$1500	7 Available
Bronze	\$750	10 Available
Sponsor Events	Varies	Contact for details

Additional sponsorship and marketing opportunities are available.

Contact us for more information.
sponsorship@north-foundation.org



2019 SPONSORSHIP OPPORTUNITIES.

	principal	platinum	gold	silver	bronze
Logo linked on conference site	●	●	●	●	●
Insert in attendee folder	●	●	●	●	●
Sponsorship table	●	●	●	●	
Logo on entrance banner	●	●	●	●	
Post on midwestphp.org job board	●	●	●		
Include logo in news letter	●	●	●		
Conference speaking slot¹	●	●			
Pre-conference newsletter submission²	●	●			
Post-conference newsletter submission²	●	●			
Central booth location	●				
Additional negotiated opportunities³	●				
Attendee tickets	5	3	2	1	

1 The sponsors of the conference speaking slots will work directly with the conference organizers to make sure the session, content and speaker fit into the overall schedule and balance of content. Does not qualify for speaker room compensation. Limited to 4 total on a first-come, first-serve basis.

2 Newsletter submissions will be sent from the conference and the sponsor will work directly with the organizers for the content to be included in the newsletter.

3 Conference organizers will work with you directly to negotiate additional opportunities/benefits.



2019 PRINCIPAL SPONSOR.

Contributions

The Principal Sponsor contributes a negotiated amount to Midwest PHP. As the Principal Sponsor, Midwest PHP will negotiate additional sponsorship opportunities beyond the Platinum level with you. Below is everything a Platinum sponsorship level provides, so you would have all of these benefits as a base!

Restrictions

- Only 1 available
 - Includes 2 speaking slots
-

Benefits

- Logo on conference site
- Sponsorship table
- Post on MidwestPHP.org job board
- Conference Speaking slot
- Post-conference newsletter submission
- Social media thank you
- Insert in attendee folder
- Logo on entrenece banner
- Logo in newsletter
- Pre-conference newsletter submission
- 5 attendee tickets



2019 PLATINUM SPONSOR.

Contributions

Platinum sponsor contributes \$5000 cash to Midwest PHP

Restrictions

- Only 3 available
 - Includes 1 speaking slot
-

Benefits

- Logo on conference site
- Sponsorship table
- Post on MidwestPHP.org job board
- Conference Speaking slot
- Post-conference newsletter submission
- Insert in attendee folder
- Logo on entrenece banner
- Logo in newsletter
- Pre-conference newsletter submission
- 3 attendee tickets



2019 GOLD SPONSOR.

Contributions

Gold sponsor contributes \$3000 cash to Midwest PHP

Restrictions

- Only 5 available
-

Benefits

- Logo on conference site
- Sponsorship table
- Post on MidwestPHP.org job board
- Social media thank you
- Insert in attendee folder
- Logo on entrenece banner
- Logo in newsletter
- 2 attendee tickets



2019 SILVER SPONSOR.

Contributions

Silver sponsor contributes \$1500 cash to Midwest PHP

Restrictions

- Only 7 available
-

Benefits

- Logo on conference site
- Sponsorship table
- Social media thank you
- Insert in attendee folder
- Logo on entrenece banner
- 1 attendee ticket



2019 BRONZE SPONSOR.

Contributions

Bronze sponsor contributes \$750 cash to Midwest PHP

Restrictions

- Only 10 available
-

Benefits

- Logo on conference site
- Social media thank you
- Insert in attendee folder



2019 ADDITIONAL OPPERTUNITIES.

Midwest PHP also has available the following sponsorship opportunities:

Speaker dinner: Thursday night

Help us thank the speakers, another important group that brings the conference together. Take an opportunity to network with key individuals in their field before the conference begins.

COST: \$1,500. Contact for details

Social Hour: Friday Night

On Friday night after the first day of the conference, this is your chance as a sponsor to show how fun your brand can be. Help us provide the atmousphere to our attendees for them it sit back, relax, and hang out after a long day of taking in new innovative ideas and techniques.

COST: \$5,000. Contact for details

Breakfast

Sometimes it's hard to get motivated in the morning without a good breakfast to get you going. By being one of our breakfast sponsor, two available, each morning you will help get our attendees ready to take on the day packed full of learning. Your companies name and logo will be promptly displayed next to where breakfast is being served.

COST: \$1,000. Contact for details

Lunch

There is nothing more rejoinating than a great lunch after sitting through the morning sessions. By being one of our lunch sponsors, two available, you will help provide our attendees with the nutrition they need to get through the rest of the day. Your name and log will be prominently displayed at the start of each buffet light.

COST: \$1,500. Contact for details



2019 ADDITIONAL OPPORTUNITIES.

Coffee or Beverage Sponsor

Our attendees like to stay caffeinated, have your logo and name at the coffee station OR the beverage station which includes several options for our attendees to select from!

COST: \$1,000. Contact for details

Bags

Have your logo and name included on a bag for each attendee. Many attendees keep their bags for many years. This is a great way to have your logo and name recognized within the community.

COST: \$500. Contact for details

Lanyards

Have your logo and name included on both the lanyards and entry badges of each attendee. Many attendees keep their badges for many years. This is a great way to have your logo and name recognized within the community.

COST: \$500. Contact for details

User Group Sponsorship

Add in a User Group Sponsorship for Minnesota PHP User Group providing you a shout out at each user group for 1 year and inclusion in our monthly newsletter with a brief description of you as a sponsor and what you do.

COST: \$500. Contact for details

Other Items

If you have an idea not listed above or interested in other possible opportunities we may have, please contact us at sponsorship@north-foundation.org.



2019 FREQUENTLY ASKED QUESTIONS.

Q: Who exactly is organizing Midwest PHP?

A: The Midwest PHP conference is organized by North Foundation, a 501(c)3 located in Minneapolis, Minnesota. The North Foundation is run completely by volunteers and all donations or sponsorship dollars are put directly into running the Midwest PHP conference series.

Q: Is my sponsorship contributes tax-deductable?

A: North foundation is a 501(c)3 charitable organization. Your sponsorship, minus any discounted tickets you receive, is tax-deductable. Upon receiving payment for your sponsorship North Foundation will issue you a donor acknowledgment letter to indicate you made a donation to our orginzation.

Q: Where can I find a copy of your W-9?

A: A copy of our W-9 can be found on our website.

Q: How many people can I have at my booth?

A: As many as you want, however, we ask that those attending sessions have an attendee ticket and if you have more than 2 at your booth that you purchase a lunchion ticket for \$100.00

Q: Can I provide “swag” to your attendees?

A: By all means yes. We want our sponsorship area to be an exciting place to visit year after year. We encourage you as a sponosr to provide a way for each attendee to get a lasting impression of you and your company. We would ask that if you are unable to bring enough “swag” for each attendee, please find a unique way of giving away the items. This could be anything from having a drawing, games someone may play, etc. Have fun with it.

Q: I have an idea for a sponsorship that is not listed, who should I contact?

A: That's great to hear. We are always open to new and interesting ways companies would like to sponsor the Midwest PHP conference. All ideas should be emailed to sponsorships@north-foundation.org. Please remember that all ideas should benefit both the event and our attendees.

Q: What is the Midwest PHP mailing address?

A: Unless otherwise directed to please send all items to:

North Foundation
PO Box 22207
Eagan, MN 55122

General Inquiries
info@midwestphp.org

Sponsorship Email:
sponsorship@north-foundaiton.org



2019 SPONSORSHIP AGREEMENT.

Indemnity and Limitation of Liability:

Neither North Foundation, The Organizers, any co-sponsor, venue provider nor any of their respective officers, agents, employees, facilities or representatives shall be responsible for any claims for damages, loss, harm, injury to the person, property or business of the Sponsorship applicant (referred to as Company) and/or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, re, earthquake, water, or unavailability of the facility in connection with the Conference. The Company shall indemnify and defend the Organizers, any co-sponsor, and venue provider against any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which result or arise solely and directly from Company's participation in the conference or Company's participation in any of the conference activities, as well as the willful or grossly negligent actions of Company's officers, agents, employees, or other representatives. Under no circumstances will the Company, organizers, any co-sponsor, or the venue provider be liable for lost profits, or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall the Company's or the Organizers' liability, under any circumstance, exceed the amount actually paid hereunder by the Company. The Organizers make no representations or warranties regarding the number of persons who will attend the conference. Observant of Laws: Company shall abide by and observe all laws, rules, regulations, and ordinances in compliance with the City of Bloomington, Counties of Hennepin, Dakota, Ramsey and the State of Minnesota.

Trademarks:

"Mark" or "Marks" means any trademark, trade name, service mark, design, logo, domain name or other indicator of the source or origin of any product or service. Company hereby grants Organizers, and Organizers hereby accept, a non-exclusive, non-transferable, non-sublicensable right and license to use those Company Marks, which Company provides to Organizers, as necessary to provide the each level sponsorship benefits described in the Midwest PHP Sponsorship Prospectus.

Organizers hereby grant Company, and Company hereby accepts, a non-exclusive, non-transferable, non-sublicensable right and license to use the Organizers Marks, which Organizers provide to Company, in its advertising, marketing and promotional materials in all formats and media, including on its website, mobile apps and social marketing pages on third party websites and mobile apps, to identify and promote Company's participation in, association with, and its status as a sponsor of, the conference.

Each party shall use the other party's Marks solely in accordance with the other party's trademark usage guidelines and quality control standards. If either party is notified in writing by the other party that any use does not so comply, such party shall immediately remedy the use to the satisfaction of



2019 SPONSORSHIP AGREEMENT.

the other party or terminate such use. Neither party shall use, register or attempt to register in any jurisdiction any Mark that is confusingly similar to or incorporates any of the other party's Marks. All uses of a party's Marks, and all goodwill associated therewith, shall inure solely to the benefit of such party, and each party shall retain all right, title and interest in and to its Marks.

Cancellation or Termination by the Organizers:

If for any reason beyond its reasonable control including fire, strike, earthquake damage, construction or renovation to conference site, government regulation, public catastrophe, act of God, or any similar reason, the Organizers shall determine that the conference or any part may not be held, the Organizers may cancel the conference or any part thereof. In that event, the Organizers shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by the organizers.

Cancellation by the Company: All payments made to the organizers under this application shall be considered fully earned and non-refundable in consideration for expenses incurred by the Organizers and the Organizers' lost or deferred opportunity to provide space and/or sponsorship opportunity to others.

Company Conduct:

North Foundation and all its representatives shall conduct themselves at all times in accordance with the highest of standards of decorum and good taste. The Organizers shall reserve the right to eject from the conference any Company or Company representative violating those standards.

Agreement to Terms, Conditions, and Rules:

Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by the Organizers from time to time for the efficient and safe operation of the conference. This application represents the final, complete and exclusive agreement between the company and the organizers concerning the Midwest PHP. The organizers do not make warranties, or other agreements except as set-forth above.

Subject to Change:

While most of the details contained in this prospectus are set, several details such as ticket cost, event activities are still in flux and may be changed to such as the conference accommodate more attendees if necessary.



2019 SPONSORSHIP COMMITMENT.

Chosen level of sponsorship

Principal Platinum Gold Silver Bronze

Contact Information

Contact Name: _____

Company Name: _____

Mailing Address: _____

Web Site: _____

Email Address: _____

Phone Number: _____

Authorized Signature

Print Authorized Name

Authorization Date

Payments made to

North Foundation
PO Box
Eagan, MN 55122

By returning this completed form you have read and agreed to the rules regulations, and sponsorship agreement put forth by the Midwest PHP conference.

