Sponsorship Packet

ATL·DEV·CON

Atlanta Developer's Conference

Since 2004

September 21st, 2024

Innovation Academy

Alpharetta, GA

8:00AM – 6:00PM

Atlanta Developers' Conference
Sponsorship Packet

Thank you for your interest in sponsoring **Atlanta Developers' Conference 2024**. The Atlanta Developers' Conference committee is hard at work on the upcoming event and looks forward to highlighting your business to the local developer community.

Event Description

The Developers' Conference is a community focused event by and for the developer community. The Atlanta Developers' Conference draws upon the expertise of local and regional developers, architects, and experts who come together to share their real-world experiences, lessons learned, best practices, and general knowledge with other interested individuals.

This event is unique in that it is "for the community, by the community". Therefore, when you help to sponsor the Atlanta Developers' Conference, you are seen by attendees as a supporter of the local development community and are recognized as a primary player within the Atlanta developer community. Additionally, this event is continually promoted by development professionals in the weeks and months preceding the event as they talk with their clients. This ensures that you are receiving qualified attendees that are currently engaged with technologies in demand within their current organization.

In past years, the Atlanta Developers' Conference has provided training and networking opportunities for more than 400 of the best, most motivated development professionals in the area. We are expecting this year to be our biggest and best yet. The qualified leads generated by Atlanta Developers' Conference are unequaled!

Event Details

Date: Saturday, September 21st, 2024
Registration Time: 8:00 AM to 8:45 AM
Time: 8:00 AM to 6:00 PM
Location: Innovation Academy, Alpharetta, GA
Address: 125 Milton Ave, Alpharetta, GA 30009
Call for Speakers: https://sessionize.com/atlanta-developers-conference-2024/.

Event Attendance

In the past, the event has drawn **400+ attendees** and we expect this year's event to be even bigger and attract many new attendees. As the event approaches, we will share the registration numbers with our sponsors in order to assist with staff planning and collateral quantities.

Tracks

In recent years, presentation content tracks offered to the attendees have included topics related to the following subject areas. We expect this year's tracks to be similar:

Track	Track Components
Modern Application Development	Building Resilient Web Applications with Progressive Web Apps (PWAs)
	Next-Gen Mobile App Development: Flutter & React Native
	Unleashing the Power of Serverless Architectures with AWS Lambda & Google Cloud Functions
JavaScript & TypeScript-Based Technologies	Unleashing JavaScript's Potential: Advanced Concepts & ESNext Features
	Reactive Programming with React / React Native
	Building Dynamic Applications with Angular & TypeScript
	Future of JavaScript-Based Development: Vue.js, Svelte, Deno, and More
Enterprise Development	Architecting Scalable Enterprise Applications with .NET & Java
	Modernizing Legacy Systems: Strategies for Migration and Refactoring
	Service-Oriented Architecture (SOA) with Microservices and RESTful APIs
	Ensuring Enterprise Security: Strategies with OAuth2 & OpenID Connect
Data Languages: Python, SQL, R	Utilizing Python for Data Manipulation and Analysis
	SQL: Beyond the Basics

	Applying R for Statistical Computing
	Exploring Other Data Languages and Technologies
Emerging Technologies & Languages	Unleashing the Potential of IoT
	A Journey into Augmented / Mixed / Virtual Reality
	Smart Cities: Future Tech for Urban Life
	Exploring Rust: A Language for the Future
	Kotlin: A Better Java?
	Exploring Functional Programming: Haskell, Scala, and More
	Swift: More than iOS Development
Gaming Technologies	Building Immersive Games with Unity & Unreal Engine
	Mobile Game Development: From Concept to Monetization
	The Future of Gaming: VR, AR & Cloud Gaming
	Game Design: Creating Engaging Experiences
	Esports: A Look into Competitive Gaming
Application Lifecycle Management (ALM)	Effective Project Management with GitHub
	Leading Agile Teams: Challenges and Strategies
	Mastering Jira for Streamlined Project Management
	Integrating Security into the Development Lifecycle
Modern Workplace & Business Tools	Collaborative Tools: Teams vs Slack
	Exploring the Power Platform for Low-Code / No-Code Development
	Maximizing Productivity with Modern Tools
	Thriving in the Remote Work Era
Entrepreneurship in Tech	Navigating the Startup Landscape: A Primer
	Building a Successful Tech Consultancy
	Financing Your Tech Venture: A Guide
	From Idea to Market: Launching a Tech Startup
	Scaling Tech Businesses: Strategies and Pitfalls
Professional Development & Soft Skills	Mapping Your Career Path in Tech
	Building High-Performance Teams: A Leadership Guide
	Acing Tech Interviews: Strategies and Tips
	Public Speaking for Tech Professionals
	Striking Work-Life Balance in a Tech Career

Attendees select the topics which most closely align with their job responsibilities or areas of interest and are not limited in any way with regards to which sessions they may wish to attend. Each track consists of several presentations lasting approximately 60 minutes each and ranging from introductory 100-level content to highly technical, 400-level "expert" sessions. The speakers represent a broad cross section of the development community and offer a variety of different perspectives regarding application architecture, design and development. Some of those sessions are demos, so that attendees can learn with hands-on experience. We also encourage the sponsors to submit technical talks and demos. No overt sales pitches or commercial talks will be allowed, and the sponsorship does not guarantee the speaker's selections.

Sponsorship Levels

There are six levels of sponsorships (SWAG, Silver, Gold, Platinum, Attendee After Party, and Speaker Dinner). The event is hosted by the Developer's Association of Georgia, a 501(c)(3) charitable organization, so your sponsorship may be tax deductible. Check with your financial advisor.

Sponsor Benefit	Platinum	Gold	Silver	SWAG	Attendee After Party	Speaker Dinner	Attendee Shirts	Speaker Shirts
Raffle Item	●	●	●	●	●	●	●	●
Logo on Website	●	●	●	●	●	●	●	●
Logo on Session Materials	●	●	●	●	●	●	●	●
Attendee Bag Materials	●	●	●		●	●	●	●
Logo in Event Material	●	●			●	●	●	●
Booth with Table	●	●			●	●	●	●
Attendee List (of Opt-In Attendees)	●				●	●	●	●
Logo on Additional Signage	●				●	●	●	●
Event Tickets	30	15	5	3+	20	20	20	20
Sponsorship Level Costs	**$3000**	**$2000**	**$1000**	**$300+**	**$3000**	**$3000**	**$3000**	**$3000**

PLATINUM: $3000

As a PLATINUM sponsor, you will receive your logo on the website, event session materials, and a dedicated keynote slide. You will also be entitled to a company booth (tables and chairs provided). You can provide materials that will be placed inside the bags attendees receive at registration the day of the event. Within 2 weeks of the conclusion of the event, you will receive a list of opt-in attendees with their contact information, title, and professional interests. The conference will include your company logo on all additional signage as well as on any slide templates provided to the presenters for the day's sessions. If you would like to donate a raffle item, it will be given away at the end of the day. The item(s) must be valued at a minimum of $200 and your company will be recognized during the giveaway. We encourage you to participate in the giveaway and to briefly speak about your company.

GOLD: $2000

As a GOLD sponsor, you will receive your logo on the website, event session materials, and the Gold sponsor keynote slide. You will also be entitled to a company booth (tables and chairs provided). You can provide materials that will be placed inside the bags attendees receive at registration the day of the event. If you would like to donate a raffle item, it will be given away at the end of the day. The item(s) must be valued at a minimum of $200 and your company will be recognized during the giveaway. We encourage you to participate in the giveaway and to briefly speak about your company.

SILVER: $1000

As a SILVER sponsor, you will receive your logo on the website and related session materials. You will also be able to provide materials that will be placed inside the bags attendees receive at registration the day of the event. If you would like to donate a raffle item, it will be given away at the end of the day. The item(s) must be valued at a minimum of $200 and your company will be recognized during the giveaway. We encourage you to participate in the giveaway and to briefly speak about your company.

SWAG: $300+

As a SWAG sponsor, you can donate one or more Raffle Items that will be given away at some point during the day. The item(s) must be valued at a minimum of $200 and your company will be recognized during the giveaway. Please be sensible about raffle items – fewer and/or higher value items are preferred. Please request pre-approval for any raffle items valued under $200/each. We encourage you to participate in the giveaway and to briefly speak about your company.

SPEAKER SHIRT SPONSOR: Approx. $3000

(limited to 1 sponsor)

As the SPEAKER SHIRT sponsor you are responsible for providing 50 Polo Shirts for the speakers (various sizes). The Atlanta Cloud Conference logo will be embedded on one side of the shirt and your company logo will be on the other side of the shirt. Speaker shirts must be available the week before the event. The sponsor will be responsible for ordering and paying for the shirts, as well as handling the coordination of logistics of the shirts with the Atlanta Cloud Conference committee.

ATTENDEE SHIRT SPONSOR: Approx. $3000

(limited to 1 sponsor)

As the ATTENDEE SHIRT sponsor you are responsible for providing at least 500 t-shirts for attendees (various sizes), the exact number depending upon expected attendance. Shirts will be made available to attendees on a first-come, first-serve basis. The Atlanta Cloud Conference logo, Atlanta Cloud Conference URL, and your company logo should all be printed on the shirt based on your design. The design must be approved by the Atlanta Cloud Conference committee. The sponsor will be responsible for ordering and paying for the shirts, as well as handling the coordination of logistics of the shirts with the Atlanta Cloud Conference committee.

SPEAKER DINNER SPONSOR: $3000

(limited to the first sponsor to commit)

As the SPEAKER DINNER sponsor, you will receive all the benefits of a Platinum Sponsor. In addition, the SPEAKER DINNER sponsor attendees get face time with the event speakers the evening prior to the event. This networking opportunity is the official start to the Atlanta Cloud Conference festivities. **Note:** The sponsor will be responsible for paying for the dinner. The Atlanta Cloud Conference Committee will handle all logistics including time, location, invitations, and menu.

ATTENDEE PARTY SPONSOR: $3000

(limited to the first sponsor to commit)

As the ATTENDEE PARTY sponsor, you will receive all the benefits of a Platinum Sponsor. After the event, speakers, attendees, and YOU gather to continue the conversations and grow networking relationships over food and beverages. **Note:** The sponsor will be responsible for paying for the party. The Atlanta Cloud Conference Committee will handle all logistics including time, location, and menu.

Sponsorship Benefit Descriptions

Raffle Item

The sponsor can give away any item(s) valued at a minimum of $300 and your company will be recognized during the giveaway. Please be sensible about raffle items – fewer and/or higher value items are preferred. Please request pre-approval for any raffle items valued under $300/each.

Logo on Website

The Atlanta Developers' Conference website (www.atldevcon.com) will include the sponsor's logo. Logos on the website will have a maximum width of 256 pixels.

Logo on the Atlanta Developers' Conference Materials

The printed material will include the sponsor's logo.

Logo on Keynote Slide

There will be a shared slide for GOLD sponsors and dedicated slides for each PLATINUM sponsor recognized during the keynote presentation. These slides will be presented at the beginning of the keynote.

Attendee Bag Collateral

Each sponsor may provide their own printed materials that will be added to the attendee bag that attendees will receive as a giveaway. Bag Collateral must be received two weeks before the event (Friday, September 20th) and should be mailed directly to the following address:

<div align="center">

Developers Association of Georgia

c/o Jared Rhodes

3185 Oak Dr

Marietta, GA 30066

</div>

Booth with Table

The sponsor will be able to display a company booth the day of the event. We will be providing (1) table and (2) chairs for each company to use. Tables are 6' x 30". Please be sure that your displays are no larger than the table size to accommodate the visibility of your branding as well as that of your neighbors. Table space will be distributed on a first-come, first-served basis upon receipt of completed sponsorship application <u>and</u> payment.

Attendee List

The attendees can "opt-in" to allow sponsors to contact them after the event. Only those attendees that have chosen to opt in will be provided to the sponsors that receive the attendee list.

Logo on Additional Signage

For PLATINUM sponsors your logo will appear on all signage and event material prior to and during the day of the event.

Logo in Slide Template for Presenters

For PLATINUM sponsors your logo will appear in all the speakers' PowerPoint presentations.

Sponsorship Application

Sponsorship for the Atlanta Developers' Conference on September 21st, 2024 is on a first come, first serve basis. For the sponsorship levels that include booths, table space will be distributed on a **first-come, first-served basis** upon receipt of completed sponsorship application <u>and</u> payment / shirts / swag. Kindly fill in the form below for your sponsorship commitment and email it to atldev@georgiadevelopers.org.

My organization, _____, is committed to sponsor the Atlanta Developers' Conference on September 21st, 2024 with the following sponsorship package:

- ☐ Platinum Sponsorship: $3000
- ☐ Gold Sponsorship: $2000
- ☐ Silver Sponsorship: $1000
- ☐ My company will be providing one or more SWAG items, please list:

  _____

  _____

- ☐ Speaker Shirts: $3000
- ☐ Attendee Shirts: $3000
- ☐ Speaker Dinner: $3000
- ☐ Attendee Party: $3000
- ☐ Lunch Keynote: $3000

Signature:

_____

Name:

_____

Phone:

_____

Date:

_____

Company:

_____

Address:

_____