

# self.conference

May 29-30, 2015 · Motor City Casino, 2901 Grand River Avenue, **Detroit**

## What's this all about?

Self.conference is a mix of fantastic tech presentations and insightful soft talks in fabulous downtown Detroit. We're filling two whole days at the end of May with mobile, web, hardware, software, process, and team talks to help you expand your knowledge, meet other technically-minded folk, and immerse yourself in Detroit's tech renaissance.

## What's the goal?

It's simple: we love what we do. As software developers ourselves, we understand that a strong community of learning and teaching is absolutely necessary for a thriving industry of people who are overjoyed to make great software every day. Our goal is to bring teachers and learners together at a low-cost/high-value event to share their passion for software. We want to showcase what Detroit is and what it is becoming in the tech world, and we want to provide the opportunity for like-minded companies and individuals to develop meaningful and lasting relationships to keep that trend going.

## Why Sponsor Self.conference?

Self.conference will be chock-full of amazing people who are looking to learn and grow, and looking for companies that will help them in that endeavor through employment and partnerships. Sponsoring a local tech event like self.conference is the perfect way to let all of the awesome developers, designers, project managers, & software enthusiasts who are in attendance know that yours is the kind of company that invests in a strong software community, and believes in the continuous growth and learning of its employees and partners.

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## Sponsorship Levels

There are lots of ways in which you can be a part of Self.conference:

### Platinum \$10,000

As a platinum sponsor of Self.conference, your company will enjoy the first selection of a booth, your logo in the sponsors section of our site, your logo on any flyers, a speaking opportunity, 4 free conference passes, and a spot in the attendee bag for an insert (Limited to 5)

### Gold \$5,000

As a gold sponsor of Self.conference, your company will have the first selection of a booth at the conference after platinum sponsors, a logo on our website and flyers, 2 free conference passes, and a spot in the attendee bag for an insert. (Limited to 5)

### Silver \$3,000

As a silver sponsor of Self.conference, your company will have a booth at the conference, a logo on our website and flyers, and a spot in the attendee bag for an insert. (Limited to 10)

### Bronze \$1,500

As a bronze sponsor of Self.conference, your company will have a logo on our website and a spot in the attendee bag for an insert.

### Startup \$500

As a startup sponsor, your company will have a logo on the website and a spot on the community table to leave materials. This kind of sponsorship is limited to startups and small businesses.

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## **Indie** **\$100**

As an independent sponsor, your company will have a logo on the website and a spot on the community table to leave materials. This kind of sponsorship is limited to user groups and independents. If you are a human and not a user group, we'll put your name on the site instead of a logo.

## **Diversity** **\$500**

Your sponsorship will go directly into the diversity scholarship fund for self.conference 2015. We're planning to offer up to 20 people from underrepresented groups free entrance to self.conference, as well as help with travel and lodging as much as possible. Your company will have a logo on the website as a diversity sponsor, as well as a spot in the attendee bag for an insert.

## **Attendee Party** **\$5,000**

Having your logo all over our lavish attendee party as attendees mix and mingle is a great way to make yourself visible to our attendees! The attendee party sponsor will also have a logo on our website and any printed materials with regards to the attendee party, as well as many public thanks via social media and a speaking opportunity at the party. (Limited to 2)

## **Lanyard** **\$1,500**

Want to stay front and center with our attendees for their entire two-day adventure at Self.Conference? Sponsor our attendee lanyards means your company's branding will appear on all attendee lanyards. (Limited to 1)

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## **Breakfast** **\$2,500**

Want to help us get two jam-packed days off to a delicious, energizing start? Sponsor breakfast at Self.conference and get maximum exposure as attendees begin their day with your logo on high-visibility table tents during breakfast. (Limited to 8)

## **Snack** **\$1,000**

We'll be building, creating and learning non-stop at Self.Conference, so we're going to need lots of brain fuel! Sponsor our daily snack breaks to ensure that attendees will see your company's logo on high-visibility table tents as they're enjoying some healthy, delicious food. Hey, that kind of positive association can't hurt, right? (Limited to 10)

## **Coffee** **\$750**

With two packed days of programming, we need your help to keep everyone energized! Sponsor the Self.conference coffee stands and make sure that our attendees get a great view of your logo on a great big banner every time they grab a caffeine fix. (Limited to 2)

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## What does all of this money go to?

Lots of things! For example:

### Facilities

Self.conference will be held at the fabulous MotorCity Casino. Your sponsorship will help us pay for a gorgeous keynote area and three fantastic breakout rooms full of happy, learning software community members.

### Food

We will be providing breakfast and lunch for our happy, hungry developers on both days of the conference, as well as coffee and snacks to keep them energized!

### Speaker Travel Expenses

Our speakers come from near and far. Some of our speakers came from as far away as Belgium last year! We'd love to help this year's speakers with as much travel and lodging as possible to thank them for being a part of our conference here in Detroit.

## We'd love to sponsor Self.conference!

Fantastic! Just send us an email at [sponsors@selfconference.org](mailto:sponsors@selfconference.org) with your sponsorship level/ideas and we will get back to you with details. Thank you so much for helping make this local conference great!

## Can I help in some other way?

Of course! As with any event, we are going need people to help us out! Either on the days of the conference, or with preparations ahead of time! Just send us an email at [volunteers@selfconference.org](mailto:volunteers@selfconference.org) and we'll get right back to you!