



THAT[®]

CONFERENCE

Sponsor Handbook

Kalahari Resorts and Conventions, Round Rock, TX
January 17th – 20th, 2022

<https://thatconference.com>

2022

THANK YOU

We can't do this without YOU!

The past 2 years have been a challenge—a challenge for everyone across the globe. Most events just hit the pause button, some tried to go online, and others closed their doors. We leaned in, created a brand new platform to support us better as we embark on our next decade.

Even after 10 years, we believe we're just getting started. Our goal remains the same, foster the best tech community connecting geeks and geeklings across the globe. You're a vital part of this, and we want to help you grow your business in ways we've yet imagined.

Your support makes THAT possible. It helps create a ticket affordable to all, and it helps us run the company. We couldn't do any of this without you.

Thank you for making our 1st year in Texas possible.



2022

EVENT DETAILS

Date

Monday Jan 17th – Thursday Jan 20, 2022

PreCon: Monday Jan 17th

Main Event: Tuesday Jan 18th - Thursday Jan 20th

Venue Address

Kalahari Resorts and Conventions
3001 Kalahari Blvd
Round Rock, TX 78665



For THAT Conference 2022, we will utilize half of the Kalahari Convention Center.

Expected In-Person Attendance

- * ~75 Counselors
- * 200-400 Campers
- * 100 Campmates and Geeklings
- * 10 Sponsors and Partners

We're very excited about our future in Texas. This is our first year in Texas, and we're coming out of the backside of a global pandemic. There will never be another 1st THAT Conference in Texas, and it will serve as the springboard for future growth. Mark your calendars because every January will be THAT Winter Retreat for Geeks.



VENUE MAP

2022

Where am I?

All booths are located in the lobby level of the convention center. Yes, right in the mix of it all. Your exact location will be determined when we arrive onsite and this map will be updated.



2022

SCHEDULE



Sunday, Jan 16th

- * Registration opens at 5:00 pm
- * Sponsor Setup all day

Monday, Jan 19th

- * Registration opens at 6:00 am
- * Pre-Conference Workshops start at 8:00 am and run all day
- * Sponsor Setup all day
- * ON THAT keynote at 12:00 pm
- * Sponsors Meeting at 3:00 pm
- * Meet and Greet, starts at 5:00 pm

Main Schedule

<🌲>	TUES	WED	THUR
7:30-8:30	BREAKFAST	BREAKFAST	BREAKFAST
8:30-10:00	TBD	TBD	TBD
10:30-11:30	SESSIONS	SESSIONS	SESSIONS
11:30-1:00	LUNCH	LUNCH	LUNCH
1:00-2:00 2:30-3:30	SESSIONS	SESSIONS	SESSIONS
4:00-5:00	SESSIONS	SESSIONS	CLOSING REMARKS
5:30-????	HAPPY HOUR	BBQ	
	7:00 PM GAME NIGHT	9:30 PM WATERPARK PARTY	

2022

SPECIAL EVENTS



Early Registration Meet and Greet

On Monday evening around 5 pm, early registration opens with a Meet and Greet on the convention center lobby level. More than half of our attendees participate in early registration, so be there to get noticed early! We do have cash bars at this event, so if you're interested in sponsoring drink tickets, let us know so we can coordinate with the Kalahari. We have found that having your brand on a drink ticket really sets you apart as a sponsor. This event is a big success every year, so we hope to see you there.

Happy Hour

Our Happy Hour is held on Tuesday evening. This networking event enables sponsors and attendees to engage in meaningful conversation while enjoying some drinks and appetizers.

Game Night

On Tuesday night, after Happy Hour, our Mess Hall transforms into a gaming arena. A large selection of board and electronic games are provided for all attendees, sponsors, and families to participate.

Waterpark Party (and Cabana Rental)

It's no secret that the water park party is one of the major highlights of the entire conference. We have the water park at our disposal starting at 9:30pm, and if you get a cabana, you can entertain conference guests and have their undivided attention. Cabana rental for the evening is only \$1500. Because the kitchens will be closed at the time of the party, arrangements for Cabana catering must be made directly with the Kalahari prior the event.

2022 TICKETS



Claim Your Tickets

If your sponsorship includes attendee tickets, time to get them registered. First you need to create an account on that.us <https://that.us/signup/>. Once your account is created tell us your profile email address and we will create an order for you.

How To Assign Your Tickets

Once your order is created head over to <https://that.us/my/settings/order-history/>. It's there you will see a list of orders with your unassigned tickets. Transferring is easy, just enter a valid that.us account email and transfer.

Order #	Purchased On	Allocation Status	Action
UITIDrknrQDWazyKha3S	Monday July 12, 2021 - 4:20 PM	\$0.00	Transfer Ticket
MIYIYmpN0g2V3HLHNICJ	Monday July 12, 2021 - 1:46 PM	\$0.00	Re-Transfer

Once transferred, that Camper will receive an email with further instructions on how to register. They will also be granted access to THAT event. Their event ticket will be listed at:

<https://that.us/my/settings/tickets/>

2022

ATTENDEE BAGS



Attendee Bag Inserts

We love when sponsors include giveaways or information in our attendee swag bags! This is your opportunity to get something into the hands of every attendee and get their attention before they make it to a single session! Swag bag items can be as simple as a flyer, but you can also give away small gifts. We welcome creative ideas!

One caveat, to be included, items have to be received at THAT HQ before we leave. Otherwise we will not be there to receive them as we'll already be on our way to the Kalahari. **Please note the bags are packed on the Saturday leading into the event.**

Before We Leave or by January 1st

THAT Conference
C/O [Company Name] Bag Inserts
9109 Carol Lane
Spring Grove, IL 60081

After We Leave or after January 1st

[YOUR NAME] [YOUR CELL NUMBER]
c/o FedEx Office at Kalahari Resorts Round Rock
3001 Kalahari Blvd
Round Rock, TX 78665
THAT Conference, [YOUR COMPANY NAME] Bag Inserts
Box ____ of ____



2022

S
E
T
U
P
&
C
H
E
C
K
I
N



Bulky Items

We've heard in past years that toting stuff to the Kalahari can be a bit tedious. If you would like to ship anything to the Kalahari ahead of time, they do have a service that will accept and hold your package(s) until you arrive. The Kalahari Convention Center Shipping & Receiving form, outlines the cost and times the service is available. When you arrive at the Kalahari go to the FedEx office center in the convention center to pick up your package(s).

<https://that.us/sponsors/TX-Kalahari-Parcel-Form.pdf>

Check-in and Setup

Upon arrival head over to the convention center lobby and find the sign Partner Check-In. That's where you will receive your badge(s) and any necessary items.

Sponsors Meeting

On Monday, from 3:00 pm - 4:00 pm in the Open Spaces room, we will be holding a sponsor meeting. This is our opportunity to meet one another, discuss the event, answer any questions, get to meet some of the other sponsors, and get things kicked off before the Meet & Greet Monday evening. This isn't required, so if you won't be able to make it, not a problem, just reach out to someone wearing a THAT Conference organizer shirt if you have additional questions.

I Need Help!

As you have questions we are always available. Shoot us an email to Partners@THATConference.com, or hit up any crew member onsite. We are all more than happy to help and are excited to have you as part of THAT!

Because email gets a bit backlogged during the conference you can also text Clark Sell at 847-921-7467.

2022 YOUR BOOTH



Booth Layout

Included in your sponsorship is a 120V electrical hookup and 1 standard table 8'x30" with two chairs. Tables are draped in black cloth and set on carpeting. But we know that sometimes you need a little extra. To be comfortable, or effective, or just amazing! Use the service order form below to request additional amenities directly from the Kalahari.

<https://that.us/sponsors/TX-Exhibitor-Order-Form.pdf>

Your Location

All booths are located in the main convention center lobby bordering open spaces. Yes, right in the mix of it all. Your exact location will be determined when we arrive onsite and the location map found on the booth tables will be updated.

Booth Security

During a portion of non-conference hours, the convention center will be locked. We encourage you to lock up anything of value, though, whenever your booth is unattended. All property remains the responsibility of the sponsor. THAT Conference and the Kalahari will not be responsible for anything that happens to items at your booth.



2022

BOOTH STAFFING



Staffing Guidelines

We do things a bit differently at THAT Conference, and that includes our sponsors representing themselves well. Between each session slot, we've allotted 30 minutes. This time has been set aside intentionally to let people network and visit sponsor tables. We feel the face-to-face hallway conversations are just as important as the sessions. You're not required to work your booth at any particular time, but we urge you to maintain a presence not only through the hallway sessions but also until the closing ceremonies to represent your brand well.

We highly encourage having your booth completely set up and staffed before the registration Meet and Greet on Monday night, as a large portion of our attendees come through early registration. Even if you can't staff your booth, please mingle in with the crowd and have meaningful conversations!

For booth teardown, we expect sponsor booths to stay up and active through the last session of THAT Conference, which means waiting to tear down until later Thursday afternoon.



2022

SPOTLIGHT PAGE



Your Home On THAT

You're more than a logo. On <https://that.us> we want to better represent you and your intentions at THAT. We call this the Partner Spotlight page and it's found at your unique address on that.us. In the case of Clark's & Carrie's company, Unspecified, it's <https://that.us/partners/unspecified>. Your logo is displayed in a variety of places on THAT.us.

When you're an active sponsor your logo will appear on:

- The partners page <http://that.us/partners>
- The past partners page <https://that.us/partners/past>
- The event partners page <https://that.us/events/tx/2022/partners>

Depending on your sponsorship level it may also appear in other places and the page itself might display different information such as job listings.

Setting Up Your Spotlight Page

Right now, this is the responsibility of THAT as we do not have the administration pages built. You will be contacted separately with what we might need for that.

2022

LEAD GENERATION



Lead Generation

Instructions are being compiled. We will do a demo during the sponsorship meeting. Nothing is required on your end other than an active THAT.us account associated with your company and a browser.



2022

GIVEAWAYS

Raffle Items

Take advantage of the raffle during the well attended closing ceremony on Thursday. If you plan to raffle any items, please let us know.

To create more excitement and exposure, we can highlight any raffles or giveaways prior to the start of THAT Conference or during the keynotes.

How does this work?

You're allowed to run your raffle how you choose. New this year, during the closing, you have the opportunity to take the stage, introduce yourself and announce your winner.



2022

MEDIA & SOCIALS



Social Media

We know you want to reach more people and have your brand recognized in the marketplace. We know you are always looking for ways to show you support the development community. Take a few minutes to Facebook, Twitter, or Instagram your support for THAT Conference and let your followers know about your sponsorship! Don't forget to tag us when you post!

THAT Trademark

THAT, THAT Conference, Summer Camp For Geeks, Geeklings are all registered trademarks.

Logo Use Specifications for use of the THAT Conference Logo, AKA Lawyer Speak:

- Licensee may use the Logo solely on materials to indicate THAT Conference Partnership of the Event and in no other manner.
- Licensee's name, logo, or trademark must appear on any materials where the Logo is used and must be larger and more prominent than the Logo.
- The Logo may not be used in any manner that expresses or might imply THAT Conference's affiliation, sponsorship, endorsement, certification, or approval, other than as contemplated by the Logo License.
- Licensee shall not use the Logo in a manner that might suggest co-branding or otherwise create potential confusion as to source or sponsorship of Licensee or Licensee's products or services, or ownership of the Logo.
- Licensee may not use the Logo in any manner that suggests that Licensee's product or services are That Conference products, or in any manner that suggests that the Logo is a part of Licensee or Licensee's product/services name.
- The Logo may not be included in any non-THAT Conference trade name, business name, domain name, product or service name, logo, trade dress, design, slogan, or other trademark.
- Licensee may use the Logo only as provided by THAT Conference. Except for size subject to the restrictions herein, the Logo may not be altered in any manner, including proportions, colors, elements, etc., or animated, morphed, or otherwise distorted in perspective or dimensional appearance.
- The Logo may not be combined with any other symbols, including words, logos, icons, graphics, photos, slogans, numbers, or other design elements.
- The Logo must stand alone. A minimum amount of clear space is needed on all sides. The minimum clear space is equivalent to the height of the logo.
- The integrity of all elements of the Logo must be maintained. For example, the type and trademark notations must be readable; in no event may the Logo appear so small that these conditions are not met.

If you're interested in using our logos just talk to us and let us know your plans. We can then make sure you have the correct assets needed to correctly represent our trademarks and copyrights.