



# THAT<sup>®</sup>

## CONFERENCE

2024 Sponsorship Handbook

**KALAHARI RESORT, ROUND ROCK, TX**  
**January 29th – February 1st, 2024**

v.23.8.24

# 2024

# THANK YOU

## We can't do this without YOU!

The past few 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 and created a brand new platform to support us better as we embark on our next decade.

Even after 12 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 joining us for our 3rd year in Texas.**



# 2024

# EVENT DETAILS

## Date

Monday, Jan 29 – Thur, Feb 1, 2024

Workshops: Mon, Jan 29th

Main Event: Tue, Jan 30th – Thur, Feb 1st

## Venue Address

Kalahari Resorts and Conventions

3001 Kalahari Blvd

Round Rock, TX 78665



# 2024 VENUE MAP



## Where am I?

All booths are located on the lobby level (upper floor) of the convention center. Yes, right in the mix of it all. Your exact location will be determined when we arrive onsite. Sponsor placeholders will be at each booth, or ask any crew member for assistance.



# 2024

# SCHEDULE



## Monday, January 29th

- Registration opens at 7:00 AM
- Workshops start at 9:00 AM and runs all day
- Sponsor Setup all day
- 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	KEYNOTE	KEYNOTE	KEYNOTE
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		
	7:00 PM GAME NIGHT		WATERPARK PARTY

# 2024

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# SPECIAL EVENTS



## Early Registration Meet and Greet

On Monday evening around 5 PM, early registration opens with a Meet and Greet along the main hallway. 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 Tuesday at 5:30 PM outside in the Amatuli Village or along the main hallway during inclement weather. 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.



# 2024 TICKETS



## Claim Your Tickets

If your sponsorship includes attendee tickets, it's time to get them assigned. First, you need to create a profile on that.us at <https://that.us/signup>. Once your profile is created tell us your profile's 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/> where you'll see a list of orders with your unassigned tickets. Transferring is easy, just enter the THAT.us profile email address of the person you are transferring to, and click transfer. All tickets need to be allocated, so don't forget yourself if you're joining us!

Order #	Purchased On	Recipient Email	Action
UITIDrknrQDWazyKha3S	Monday July 12, 2021 - 4:20 PM	E.g. hello@that.us	Transfer Ticket
MIYIYmpN0g2V3HLHNICJ	Monday July 12, 2021 - 1:46 PM	E.g. hello@that.us	Transfer Ticket

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 under their profile at <https://that.us/my/settings/tickets/>.

# 2024

# ATTENDEE BAGS



## Attendee Bag Inserts

We love it 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 the Kalahari by Friday, January 26th. **Please note the attendee bags are packed on the Saturday morning leading into the event.**

It is important to tag your swag bag items differently than other items you may ship so we know what's to go in the bags and what's not.

## Ship Swag Bag Items Directly to the Kalahari

Kalahari Resorts  
C/O THAT Conference - [Company Name] **Bag Inserts**  
3001 Kalahari Blvd  
Round Rock, TX 78665

Please refer to <https://sponsor.that.us> for additional shipping information, Kalahari receiving fees, etc.



# 2024

# SETUP & CHECKIN



## 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 have a full-service FedEx store located in the convention center. They will accept and hold your package(s) until you arrive. See, <https://sponsor.that.us> for shipping instructions and costs. When you arrive at the Kalahari go to the FedEx store in the convention center to pick up your package(s).

## Check-in and Setup

Upon arrival head over to the main hallway and find the sign: Partner Check-In. That's where you will receive your badge(s) and any necessary items. All sponsor tables will have the sponsor's name listed on them. If you can't find yours, please ask.

## Sponsors Meeting

On Monday, from 3:00 PM – 4:00 PM in the Open Spaces area, we'll 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 on 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 crew shirt if you have any questions.

## I Need Help!

As you have questions we are always available. Shoot us an email at [Partners@THATConference.com](mailto: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**.

# 2024

# YOUR BOOTH



## Booth Layout

Included in your sponsorship is a 120V electrical hookup and 1 standard table 8' x 30" 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 Kalahari's service order form, found at <https://sponsor.that.us>, to request additional amenities directly from the Kalahari.

## Your Location

All booths are located in the main corridor of the conference center's upper level. Yes, right in the mix of it all. Your exact location will be determined when we arrive onsite. Sponsor placeholders can be found on the booth tables.

## Booth Security

The Convention Center will be locked to the public for a few hours in the middle of each night. However, we encourage you to lock up anything of value, 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.



# 2024

# 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, on Thursday, to represent your brand well.

We highly encourage having your booth completely set up and staffed before the early 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 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.



# 2024

# SPOTLIGHT PAGE



## Your Home On THAT

You're more than a logo. On [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 & 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 <https://that.us/partners/>
- The event partners page <https://that.us/events/tx/2024/partners/>
- The past partners page <https://that.us/partners/past/>

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 to update Spotlight pages, as we do not have the administration pages built. You will be contacted separately with what we might need for that. If you have questions or updates now, as always, reach out to [partners@thatconference.com](mailto:partners@thatconference.com).

These sections are available on Spotlight pages:

- Company logo
- Company name
- Website link
- About text
- List of your goals at THAT Conference
- Social media links (LinkedIn, GitHub, YouTube, Instagram, Facebook, Twitter, and Twitch)
- Team members who are attending or working your boot
- Call to Action statement with link.
- Job listings
- Sessions presented by your team members

# 2024

# LEAD GENERATION



## Exchanging Information

We've devised a unique system for sharing contact information between sponsors and attendees. Our goal with this system is full transparency for everyone involved.

As someone registers at an event they are provided a unique 4-digit PIN. When they visit your booth you enter this PIN, along with any notes to save them as a contact.

This exchange is two-way. When you enter their pin, you get their information, and the contact gets your information as well, so they know who they spoke with. The contact will not see your notes, only your name, email address and other opted-in data.

There are no collection devices, this is all done through THAT.us. You're able to use your phone, tablet, etc.

## Setup

We will need to know who will be working your booth so they can be given access to enter pins on your company's behalf. These people must have a THAT profile. Please provide us with profile's email addresses so we can add them to your company. In addition if their profile is public we can add them to your spotlight page too.

## Control What is Shared

Every THAT account has a "Shared Profile." This is the profile data shared with others—What you'll share with attendees and what they'll share with you. The information defaults to the initial profile data and can be updated at <https://that.us/my/profiles/shared/>.



# 2024

# LEAD GENERATION



## Example Email Shared w/ Contact

When a contact is added they receive the contact information of the person who entered the pin, the person they were interacting with. Here's an example of that email:

Hello,

You just grew your network by one. You and Clark Sell are now connected. Thank you for stopping by and meeting Unspecified. You can learn more about Unspecified at <https://unspecified.io/>.

Are you considering Svelte, or GraphQL for your next project? Let us help!

You can view all of your connections at <https://that.us/my/network/sponsors>.

Cheers,

THAT

The text in **blue** above is customizable. Add a sentence or two here to give the contact an action or special message. To update this message, please contact us.

## Retrieving Your Contacts

You can review and download contacts from,  
<https://that.us/partners/my-network/>

## Link Summary

These and other links on the Sponsor Resource Page at  
<https://sponsor.that.us>!

- Edit shared profile: <https://that.us/my/profiles/shared/>
- Lead generation (at bottom): <https://sponsor.that.us>
- Lead results: <https://that.us/partners/my-network/>
- Sponsors who've entered your personal PIN:  
<https://that.us/my/network/sponsors>

# 2024

# 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 however you choose. You'll also have the opportunity to take the stage, introduce yourself, and announce your winner(s).



# 2024

# MEDIA & SOCIALS



## Social Media

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

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