



THAT® CONFERENCE

2022 Sponsorship Handbook

KALAHARI RESORT, WISCONSIN DELLS, WI
July 25th – 28th, 2022

v.22.4.27

2022

THANK YOU

We can't do this without YOU!

The past 16 months 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 11th year possible.



2022

EVENT DETAILS

Date

Monday, July 25 – Thursday, July 28, 2022

PreCon: Monday, July 25th

Main Event: Tuesday, July 26th – Thursday, July 28th

Venue Address

Kalahari Resorts and Conventions

1305 Kalahari Drive

Wisconsin Dells, WI 53965

THAT Conference utilizes the entire 230,000 ft² of the Kalahari Convention Center

Expected In-Person Attendance

- * 75 Counselors
- * 400 Campers
- * 150 Campmates and Geeklings
- * 50 Sponsors and Partners

This year we're expecting ~20% - 25% of our past attendance. While lower than our initial expectations it's roughly double what other tech conferences have seen thus far.

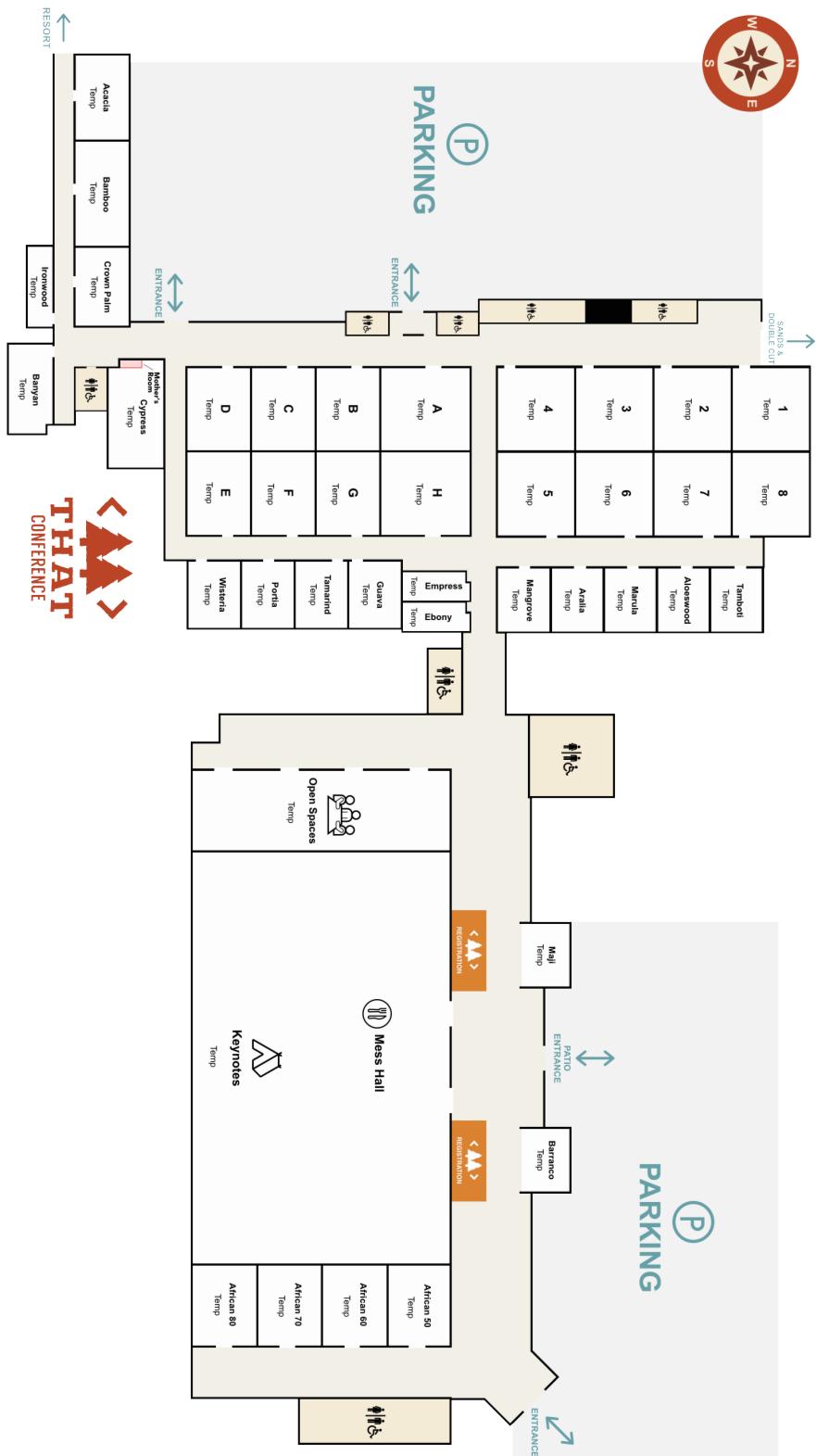


2022

VENUE MAP

Where am I?

All booths are located in the main atrium bordering the mess hall. Yes, right in the mix of it all. Your exact location will be determined when we arrive onsite.



2022

SCHEDULE

Sunday, July 24th

- * Registration opens at 4:00 pm
- * Sponsor Setup all day

Monday, July 25th

- * 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		
	7:00 PM GAME NIGHT		WATERPARK PARTY

2022

SPECIAL EVENTS

Early Registration Meet and Greet

On Monday evening around 5 pm, early registration opens with a Meet and Greet along the main atrium. 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 at 5:30 pm along the main atrium and within the Mess Hall. This networking event enables sponsors and attendees to engage in meaningful conversation while enjoying some drinks and appetizers.

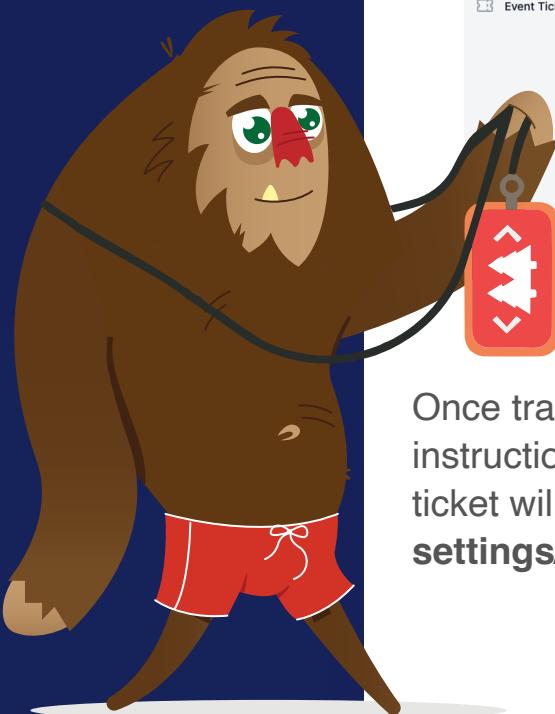
Game Night

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 entire water park at our disposal starting at 9:30 pm, and if you get a cabana, you can entertain conference guests and have their undivided attention. Cabana rental for the evening is only \$500. 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 address and click transfer.

Order #	Purchased On	Allocation
UITIDrknrQDWazyKha3S	Monday July 12, 2021 - 4:20 PM	Virtual Camper (Brandon M)
MIYIYmpN0g2V3HLHNICJ	Monday July 12, 2021 - 1:46 PM	Everything Camper (Brandon M)

Once transferred, that Camper will receive an email with further instructions on how to enroll and register for the event. Their event ticket will be listed under their profile at <https://that.us/my/settings/tickets/>.

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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 attendee bags are packed on the Saturday leading into the event.**

Before We Leave or by July 21

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

After We Leave or after July 21

Kalahari Resorts
C/O THAT Conference - [Company Name] Bag Inserts
1305 Kalahari Drive
Wisconsin Dells, WI 53965



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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. Your online resource at <https://sponsor.that.us>, contains the Kalahari Convention Center Shipping & Receiving form, which outlines the cost and times the service is available. When you arrive at the Kalahari go to the business center in the convention center to pick up your package(s).

Check-in and Setup

Upon arrival head over to the main atrium 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 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 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 atrium bordering the mess hall. Yes, right in the mix of it all. Your exact location will be determined when we arrive onsite and the sponsor placeholders found on the booth tables.

Booth Security

During non-conference hours, we have Kalahari security working the convention center from 8 p.m. – 7 a.m. on Monday, Tuesday, and Wednesday nights. 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.



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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 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.



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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 event partners page <https://that.us/events/wi/2022/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 update now, as always, reach out to partners@thatconference.com

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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.

When 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.

Setup

We will need to know who will be working your booth so they can be given access to enter pin's on your companies behalf. These people must have a THAT account. Please provide us with account email addresses so we can add them to your company.

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 sign-up data and can be updated at <https://that.us/my/profiles/shared/>.



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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.



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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 your 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

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- 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.