

CoderED

L I F T O F F

POWERED BY **PROS**

SPONSOR EVENT PACKET



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Welcome

Thank You!

The CodeRED Team would like to thank you for sponsoring and taking part in CodeRED Liftoff! Without your support, this event would not have been possible. Thanks to your time and contributions hundreds of students from around the world will spend an entire weekend learning, building, networking, solving, and having an awesome time at CodeRED!

Summary

The CodeRED hackathon is classified as a weekend-long programming competition, where students get together to show off their coding ability, experiment with new technologies, make ideas come to life, and solve real problems. CodeRED aims to be a major influence in student learning and innovation.

CodeRED is sanctioned by Major League Hacking (MLH), the official student hackathon league. MLH is like the NCAA of student hackathons, each semester, more than 50,000+ developers, designers, and makers compete at hackathons worldwide.

CodeRED is recognized as one of the top hackathons for students to compete in, and sponsorship will give you incomparable access to emerging talent. Although students are free to create their own projects, sponsors can influence them through branded prizes, swag, and tech talks. By having representatives at CodeRED, you will have the opportunity to talk to and guide participants directly about your challenge.

As the event takes place, you are more than welcome to talk to participants about their projects while they are hacking away. Once the hacking has concluded, you will be judging a list of projects that have completed your challenge. From there, a winner will be selected and be awarded their prizes.

Schedule

Saturday

Set up sponsor booths (Recommended Time)	9:45 – 10:45 AM
Doors open for attendee check-in	11:00 AM
Opening Ceremony Begins	12:00 PM
Hacking Begins & Lunch	1:00 PM
Sponsored Workshop/Talk	2:30 - 3:30 PM
Sponsored Workshop/Talk	4:00 - 5:00 PM
Dinner	6:00 PM
Mini-event	10:30 PM
Cupcakes! (Thanks to MLH) and Smoothies	12:00 AM

Sunday

Mini-event	2:00 AM
Breakfast	8:00 AM
Lunch & HackerEarth Submissions Due!	11:00 AM
Judging	1:00 PM
Closing Ceremony & Final Demos	2:00 PM
Sleep!	3:00 PM

Ongoing Events

- Gaming Tournament & Gaming Lounge

Venue Logistics

Location

CodeRED Liftoff's main event will be held primarily on the 1st and 3rd floors of the University of Houston's Classroom and Business Building (CBB). The opening and closing ceremonies will take place in the Agnes and Arnold Auditorium (AAA). Maps are available on the next page.

Address

The physical address for the main event is: 4742 Calhoun Rd. Houston, TX 77204

Please do **NOT** ship anything to this address. If any material needs to be delivered for the event, please contact us.

Sponsor Locations

The majority of non-co-host booths will be set up on the 3rd floor of CBB. The remaining booths as well as the co-host booths will be set up in or near the CBB 1st floor lobby.

Opening and Closing Ceremonies

As stated above, the opening and closing ceremonies will take place in the AAA.

Sleeping Areas

If someone wishes to sleep at the venue, the 2nd and 4th floor hallways will be available for sleeping.

Food

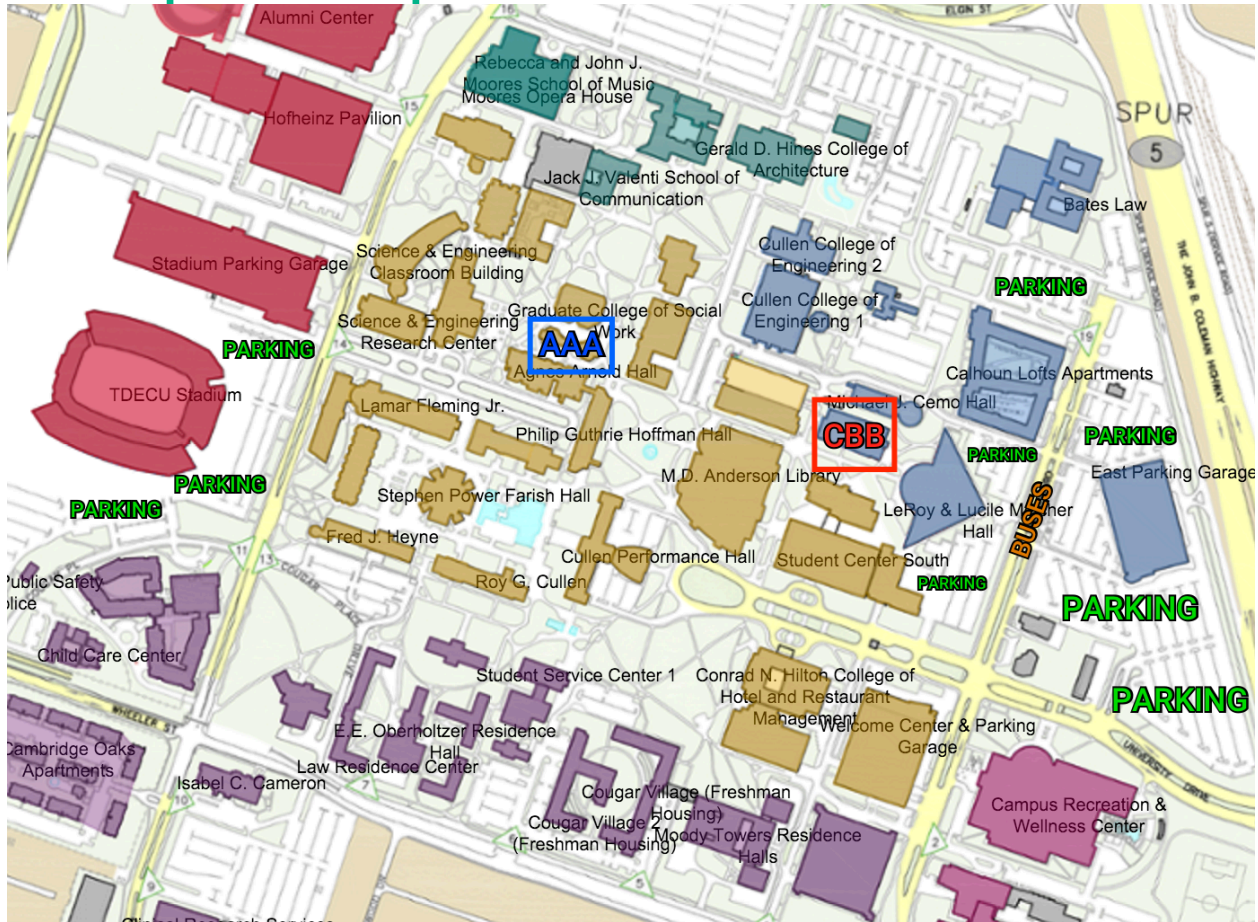
Food will be distributed on the 3rd floor or brought to you if asked. You may eat food at your booth, in the hallways, or in the eating lounge with the participants.

Parking

Parking in open parking lots is completely free and requires no passes. We will not be providing access to parking garages.

Maps

Campus Map



Classroom and Business Building (CBB)

1st Floor



3rd Floor



Planning & Executing

Determining a challenge

One of the best ways for a company to get exposure or find a solution to a problem is to hold a challenge. We HIGHLY recommend every sponsor hold a challenge. Some examples of challenges are:

- Best use of your company's API/Product
- Best health hack
- Best big data hack
- Best IoT hack
- Best social good hack
- Best solution to x problem

Tips

Here are some tips on coming up with and deciding on an effective challenge:

- Be broad enough to allow for creativity
- Have a concise title for the challenge
- If looking for a specific solution, put up a really good prize
- Think about issues your company is facing internally, and issues your customers may be having.

Guidelines

The guidelines for challenges are:

- Related products to challenge must be provided at no charge
- Prizes for 4 or 5 people is required

Submitting challenges

In order for students to attempt a challenge, each company must submit details on their challenge prior to the event. To submit a challenge, fill out this form: <http://bit.ly/codered-liftoff-challenge-submission>

Marketing Material

Booth Decorations

It's important to decorate effectively, but not too much. We recommend the following:

- Branded table cloth
- A single stand-up banner
- Swag
- Flyers

Swag

Swag is a fantastic way to gain attention at the event and spread your brand. It may even serve as incentive to use a certain product or attempt a challenge. Here's some recommendations we have for swag:

- T-shirts
- Stickers
- Blankets
- Pillows
- USB Battery Packs
- Charging cable keychains
- Custom Cookies

Flyers

Creating an effective flyer for a hackathon can be difficult. Flyers tend to be the most unsuccessful medium for hackathons; however, if done right they can be effective.

Basic guidelines for an effective flyer:

- Clear and concise
- Big letters
- Modern fonts
- Big relevant pictures

Mentoring

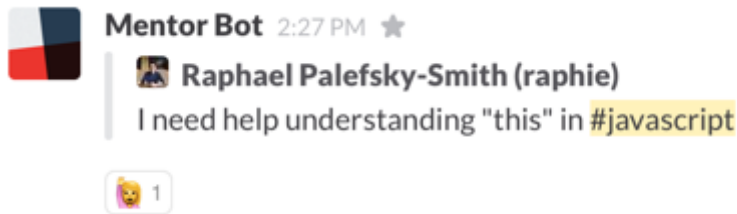
Sponsors are welcome and encouraged to bring people to serve as mentors at the event. Mentorship is a great way to interact with talented individuals and give help to those attempting your challenge.

Slack

We'll be using Slack as one of our primary means of communication throughout the event. This is especially useful for students and mentorship. We'll be using the same Slack system as TreeHacks and HackTX.

All students have to do is use the `/mentor` slash command from anywhere in Slack, for example `/mentor I need help understanding "this" in javascript`

The question is then posted inside the `#mentors` group, and any mentor can claim it by tapping the 🧑🏫 emoji reaction. Here's what it looks like:



Once a mentor claims the ticket, it's deleted from the mentor room. Then, the mentor and hacker are invited to a private chat to discuss the issue and hopefully meet up. That's it!

Workshops

Depending on the sponsorship agreement, your company may be eligible to give a workshop or tech talk. Workshops may be delivered either during the event (2 max.), during the CodeRED Symposium (Nov. 20), or any time prior to the event at the University of Houston (Scheduling required). Workshops can last a maximum of 1 hour unless approved by CodeRED organizers prior to scheduling.

Guidelines for effectiveness

Effective workshops for students generally follow the following guidelines:

- 20-40 minutes of content
- Show lots of visuals or do a live demonstration. Words on a screen can be bad.
- Have a topic that's broad or applicable for many things. Not narrowly focused like "How to make a chat app". Instead, "Intro to ruby by making a chat app" would be a better angle for the topic since the talk would be more focused on learning ruby (or possibly how to use a product) rather than how to make a chat app.
- Make it interactive. Talk to the audience and show them visual feedback from what you're presenting. It's the best way of attracting interest in your talk and most students don't want to sit through another lecture.

Judging

Sponsor Challenges

Sponsors are welcome to judge all projects, but are highly encouraged to focus on judging projects that are attempting their challenge(s). Sponsors will be given the table number of the projects attempting their challenge(s) prior to judging.

Judging and decisions for sponsor challenges should be kept and tracked by the sponsor. See below for more information on the expo judging format and process.

Format and Processes

Expo

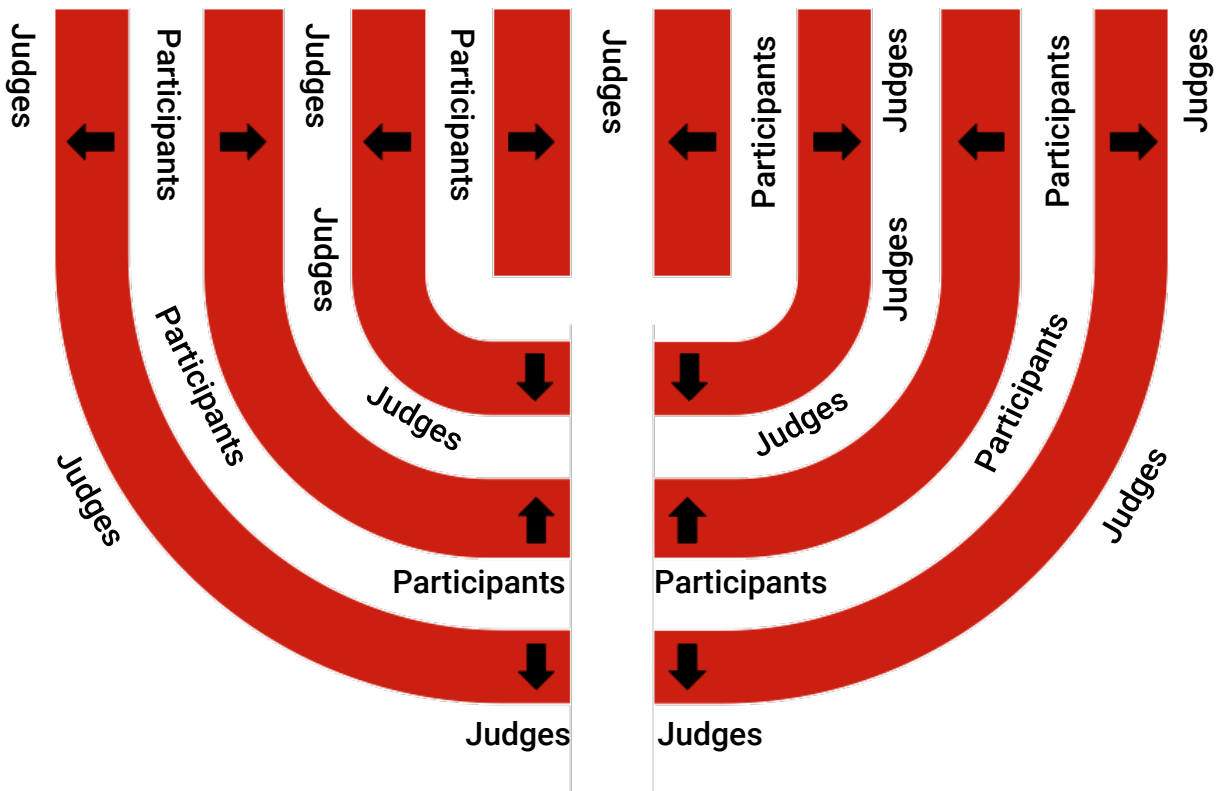
Expo judges should be on-site by 12:30 PM for briefing. Briefing will take place on the 2nd floor of CBB.

The expo round of judging will be carried out by volunteer judges and sponsor judges. This is the period in which sponsors will pick the winners to their challenges and the top 5 overall projects will be selected.

Judges will each be assigned a number, which will correspond to the rooms they will be judging. If a judge has finished judging all the projects in both of their rooms, they may proceed to other rooms.

General judging of all submissions will be kept track via HackerEarth. All judges are required to provide their name and email prior to the event.

Room Layout and Flow



Final Demos

The final demos will take place at the closing ceremony. The final judging for top 3 overall will be carried out by pre-selected panelists.

Criteria

Judging Criteria										
Creativity	1	2	3	4	5	6	7	8	9	10
Technicality	1	2	3	4	5	6	7	8	9	10
Aesthetics	1	2	3	4	5	6	7	8	9	10
Functionality	1	2	3	4	5	6	7	8	9	10