

# GopherCon 2016 Sponsor Prospectus

In 2014, GopherCon launched its first conference and by all accounts, was tremendously successful. With sold-out attendance, GopherCon drew developers from across the globe. We attracted industry professionals ranging from hobbyists to startup CTOs and corporate developers to language designers. In the end, 700 attendees represented more than half of the Fortune 100 companies.

GopherCon 2015 built on the successful platform of the inaugural conference and ended up attracting 1,300 attendees. The conference moved to the Colorado Convention Center, which allowed us the space to continue our unique single-track format while giving our sponsors the exposure they deserved in this high-profile venue. "Hack Day" was also expanded, allowing hundreds of developers to come together on the last day of the conference for collaboration, learning, lightning talks, and camaraderie.



This year, the conference will continue to grow and expand with an anticipated attendance of 1,500 professionals from more than 25 countries. Based on community feedback, the programming will continue to offer a single-track format in the morning, but will now include various options in the afternoon based on each attendee's level of knowledge and overall interests. More importantly, sponsor benefits have been enhanced to add more value to your contribution! Specifically, a customized QR code will be created for the conference, allowing sponsors to garner valuable contact information from targeted attendees.

## 2015 Sponsors

Google	Thumbtack	Sentry
Twitch	Yext	Qwinix
Cisco	Ubuntu (Supported by Canonical)	context.io
Mesosphere	Timehop	MongoDB
ClusterHQ	NodePrime	Rackspace
Couchbase	BugSnag	Iron.io
docker	DataDog	Shopkeep
Pivotal	InfluxDB	Raintank
Verizon	CoreOS	Clypd
Segment.io	Apcera	Heroku

## Diamond Sponsor \$50K

(3 Available)

Sponsorship of Welcome Party, inclusive of one (1) materials table and/or branded swag

Exhibit table in ballroom pre-function area, with first choice of location

Two-page, full-color ad in conference program

Dedicated sponsorship highlight page on conference website

Sponsor highlight email and corresponding article on website

Logo in all GopherCon email campaigns

Logo on conference t-shirts

Logo on Main Theatre screens, before/after sessions and during breaks

Logo on all conference directional signage

Logo on conference lanyards

Logo in conference program

Opportunity to include materials in conference welcome bag

Ten (10) conference tickets

Exclusive upgrade opportunities on a first-come, first-serve basis (please refer to "Upgrades" section)

## Platinum Sponsor \$30K

(5 Available)

Sponsorship of Hack Day, inclusive of logo on all Hack Day signage

Exhibit table in ballroom pre-function area, with preferred choice of location

Full-page, full-color ad in conference program

Dedicated sponsorship highlight page on conference website

Sponsor highlight email and corresponding article on website

Logo on conference t-shirts

Logo on Main Theatre screens, before/after sessions and during breaks

Logo on all conference directional signage

Logo in conference program

Opportunity to include materials in conference welcome bag

Eight (8) conference tickets

Exclusive upgrade opportunities on a first-come, first-serve basis (please refer to "Upgrades" section)

## Gold Sponsor \$15K

Half page, full-color ad in conference program

10' x 10' booth in Dining Den, first come, first served availability

Dedicated sponsorship highlight page on conference website

Logo on conference t-shirts

Logo on all conference directional signage

Logo in conference program

Opportunity to include materials in conference welcome bag

Five (5) conference tickets

## Silver Sponsor \$7.5K

Logo on conference website

Logo in conference program

Logo on conference t-shirts

Opportunity to include materials in conference welcome bag

Three (3) conference tickets

## Bronze Sponsor \$2.5K

Logo on conference website

Logo in conference program

Two (2) conference tickets

## Upgrades

Welcome Bag Sponsorship with logo (1 available)	\$5,000
Exhibit Table for duration of conference (2 available)	\$5,000
Hack Day Workshop	\$3,500
Lunch Sponsorship, including signage (2 available)	\$1,500
Breakfast Sponsorship, including signage (2 available)	\$1,000
Break Sponsorship, including signage (5 available)	\$750

### **Available to Diamond and Platinum Sponsors only**

Charging Station Sponsorship for the duration of the conference, inclusive of branding (1 available)	\$10,000
Private lounge in corner of ballroom pre-function area for the duration of the conference, inclusive of power and signage (2 available)	\$10,000

**Primary Contact**

Name	Email
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Company
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Phone	Fax
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Mailing Address
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City, State, ZIP
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**Billing Contact**

Name	Email
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Company
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Phone	Fax
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Mailing Address
-----------------

City, State, ZIP
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**Sponsorship Choice**

Level	Cost	\$
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Upgrade(s)	Cost	\$
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Cost	\$
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Cost	\$
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Total	\$
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## **TERMS AND CONDITIONS FOR "COMPANY" PARTICIPATION IN GOPHERCON 2016 COLORADO CONVENTION CENTER, DENVER, COLORADO, JULY 11 - 13, 2016**

**ASSIGNMENT OF SPACE:** As specified in sponsorship benefits, Gopher Academy shall assign exhibit table space as agreed to in sponsorship benefits. Location of exhibit table, if included in Company benefits, will be "first choice" for Diamond Sponsors, "preferred choice" for Platinum Sponsors and on a first-come, first-served basis for any Upgrades. Regardless of sponsorship level, Gopher Academy reserves the right to modify layout due to Conference changes; changes will be made solely at the discretion of Gopher Academy. Exhibit table assignment may include specific non-negotiable instructions on how the table may be utilized.

**USE OF SPACE:** Company is allowed to distribute literature, run demonstrations and sell products within the boundaries of the Company's assigned space. Company's product demonstration, placement or distribution of literature, and signage must be well within the confines of the assigned space at all times and may in no way interfere with adjacent space. Demonstrations using audio must use headsets to demonstrate audio capabilities. All equipment and displays are the responsibility of the Company, must be constructed safely, and must be installed, occupied and dismantled in accordance with Gopher Academy's schedule. Gopher Academy may refuse permission to exhibit any products or services Gopher Academy deems objectionable or unsuitable for the Conference. Company shall not assign to a third party its space or any portion of that space without the prior written consent of Gopher Academy, which Gopher Academy may grant or withhold at its sole discretion. This includes needing specific authorization for participation by third parties designated as your Partners. Areas requiring authorization include displaying logos, signage, third-party branded giveaways or handouts, and any other representation bearing a brand other than that of the Company. If such permission is granted, the Company assumes full responsibility for the conduct of the assignee and all its representatives. Company may not distribute/sell food or beverage at the assigned space or anywhere on Conference premises without prior permission from Gopher Academy.

**COMPANY EVENTS:** Company shall not schedule or sponsor any event in connection with the Conference, including without limitation, evening events or events during a time that overlaps or conflicts with any Conference event(s) published in Gopher Academy's Conference schedule. All events must be pre-authorized by Gopher Academy to avoid such conflicts. Events can only be listed as official Conference events and promoted by Gopher Academy if they are sponsored exclusively by Conference Sponsors.

**UPGRADES:** Unless specified, Company purchasing upgrades do not receive placement on conference signage.

**INDEMNITY AND LIMITATION OF LIABILITY:** Neither Gopher Academy, any sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives or assignees shall be liable for actions of Company's officers, agents, employees, contractors, representatives, assignees or visitors. Company thereby releases Gopher Academy from any claims for damage, loss, expense, harm, injury or death to the person, property or business of the Company and/or any of its officers, agents, employees, contractors, representatives, assignees or visitors resulting from theft, fire, earthquake, flood, unavailability of the facility, uncontrollable events, third-party accidents or any other reason in connection with the Conference.

Company hereby indemnifies, and shall defend and protect Gopher Academy and hold Gopher Academy, any sponsor, venue provider and its respective agents, employees, contractors, facilities, representatives or assignees harmless from any and all claims, demands, lawsuits, liability, damages, losses, costs, attorney's fees and expenses which might result or arise from Company's participation in the Conference or any actions of Company's officers, agents, employees, contractors, representatives, assignees or visitors. Under no circumstance will Gopher Academy, any sponsor or the venue provider and its respective agents, employees, contractors, facilities, representatives or assignees be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever. In no event shall Gopher Academy's liability, under any circumstance, exceed the amount actually paid to it by the Company. Gopher Academy makes no representations or warranties regarding the number or identity of persons who will attend the Conference.

**CANCELLATION OR TERMINATION BY GOPHER ACADEMY:** If for any reason beyond its reasonable control, including but not limited to: acts of God, acts of war, government regulation (including governmental advisories, quarantines and curfews), natural disaster, fire, strikes or other labor disputes, curtailment or disruption of transportation, civil disorder, terrorism and responses thereto, an act or occurrence creating a significant risk to the attendees' health or safety (as determined by both parties), otherwise known as Force Majeure, Gopher Academy may cancel the Conference or any part thereof. In that event, the liability of Gopher Academy is limited to the amount of fees paid, and Gopher Academy shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by Gopher Academy. In the event, however, that Gopher Academy cancels the Conference for any reason other than Force Majeure, Gopher Academy shall refund to Company the full amount of the fees paid by Company.

**CANCELLATION BY COMPANY:** All payments made to Gopher Academy or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by Gopher Academy and Gopher Academy's lost or deferred opportunity to provide space and/or sponsorship opportunities to others. Cancellation notices must be in writing and sent to [gophercon@gopheracademy.com](mailto:gophercon@gopheracademy.com).

**OBSERVANCE OF LAWS:** Company shall abide by and observe all laws, rules and regulations and ordinances in connection with the Conference and this Agreement.

**COMPANY CONDUCT:** Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. Gopher Academy reserves the right to eject from the Conference any Company's officers, agents, employees, contractors, representatives, assignees or visitors violating those standards.

**AGREEMENT TO TERMS, CONDITIONS AND RULES:** Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions and rules made by Gopher Academy from time to time for the efficient and safe operation of the Conference. This Agreement represents the final, complete and exclusive agreement between the Company and Gopher Academy concerning the subject matter of this Agreement. Gopher Academy does not make any warranties or other agreements except as set forth in this Agreement. Any amendment to this Agreement must be in writing and signed by Gopher Academy. No business forms (including without limitation any Company purchase order terms and conditions) shall modify, interpret, supplement or alter in any manner the express terms of this Agreement. The rights of Gopher Academy under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of Gopher Academy. If any term of this Agreement shall be declared invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect. This Agreement shall be binding upon the heirs, successors and assignees of the Company subject to the terms of this Agreement regarding consent to assignment.

For Company	For Gopher Academy
Name	Name
Signature	Signature
Date	Date
<b>Payment Information</b> Full payment is due upon execution of this Application and Contract. All fees are deemed fully earned and are non-refundable. Cancellation by Sponsor does not relieve Sponsor of liability for full payment of fees, notwithstanding the loss of Sponsor package benefits.	<b>Payment Instructions</b> Checks should be addressed to: Gopher Academy, LLC 18865 State Road 54, Suite 179 Lutz, FL 33558 Payment questions can be sent to: <a href="mailto:gophercon@gopheracademy.com">gophercon@gopheracademy.com</a>