bitcamp

MARK YOUR TRAIL

University of Maryland | April 6-8, 2018
Sponsor Information Packet

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Hi!

We're so glad that you're attending Bitcamp 2018! We'll be your primary contacts, and we will be able to answer any questions you might have leading up to the event as well as during the weekend of Bitcamp. We want you to have the best sponsor experience possible, so please don't hesitate to reach out!

This guide details logistics for the event as well as Bitcamp's history, some new things we're doing this year, and information about the surrounding College Park area. Beyond logistics details, we have also included a list of sponsor tips for you to get the most out of your sponsorship.

We're here for you at all times! Please let us know how we can make your Bitcamp experience a weekend to remember.

See you by the campfire!

Rex Ledesma
Sponsorship Co-Director

Carlos Gonzales
Sponsorship Co-Director

DAY-OF CONTACTS

We're here to answer any and all questions you may have throughout the weekend! If for some reason you cannot find or reach us, just look for another organizer or volunteer!

At Bitcamp, we use bandanas to differentiate between various roles: organizers wear **red** bandanas, volunteers wear **white** bandanas, and mentors wear **orange** bandanas. We will provide sponsors with **light blue** bandanas when you arrive at the venue. Please keep these with you at all times!

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OUR HISTORY

The idea of Bitcamp was conceived by a group of UMD students back in 2013. "Camp" represented an event that evoked togetherness, warmth, and adventure. "Bit" was the embodiment of tech. Bit+camp = Bitcamp! The first ever Bitcamp focused on the idea of YOU+TECH, where participants ("Bitcampers") were encouraged to take something they loved and fuse it with technology. The team focused on collaboration, fun, and a commitment to the Bitcamp experience, which are all values we carry forward today.

2018 THEME

Paying homage to Bitcamp's founding idea of YOU+TECH, our theme this year is "Mark Your Trail." We want to encourage each individual to apply their interests and passions to technology, and use Bitcamp as a milestone to make a mark on their unique path. To highlight the diverse fields of interest, we've launched the Bitcamp Trails program detailed in the next page.

BITCAMP TRAILS PROGRAM

One of our aims this year is to expose students to the diverse opportunities available in the expansive world of tech. Whether they're a new or veteran hacker, or whether they want to use their skills in design or entrepreneurship, we want to provide a meaningful way for each individual to **Mark Their Trail**.

Below we've included a brief description of each program to give you an idea of the different interests that each is catered toward. For sponsors, our Trails program can also be a great branding opportunity for you to discover and interact with students who have different backgrounds and ways of thinking!

💻 HACKER TRAIL

The classic hackathon experience! We encourage hackers to build anything cool that comes to mind and to try new technologies. The sky is the limit, and we will have plenty of workshops with topics ranging from Web Development to Machine Learning.

📐 DESIGN TRAIL

Designers will will act as mentors and contributors to multiple teams throughout the weekend, while developing and adding to a portfolio of their designs (their "Bitfolio"). Their Bitfolios will be judged at the end of the hackathon as its own type of project.

🍺 VENTURE TRAIL

The bustling world of entrepreneurship can be hard to navigate, so we want to offer the opportunity to hear from key players in the startup space: venture capitalists and student entrepreneurs! Venture Trail workshops are geared towards taking hacks to the next level and working on a venture as a student and beyond.

🍪 SCOUT TRAIL

First-time hackers will learn how to combine their interests with tech to create something awesome. We will have beginner-oriented workshops to guide first-timers through the world of coding and hacking, covering essentials such as team formation, leveraging mentors, and submitting a project.
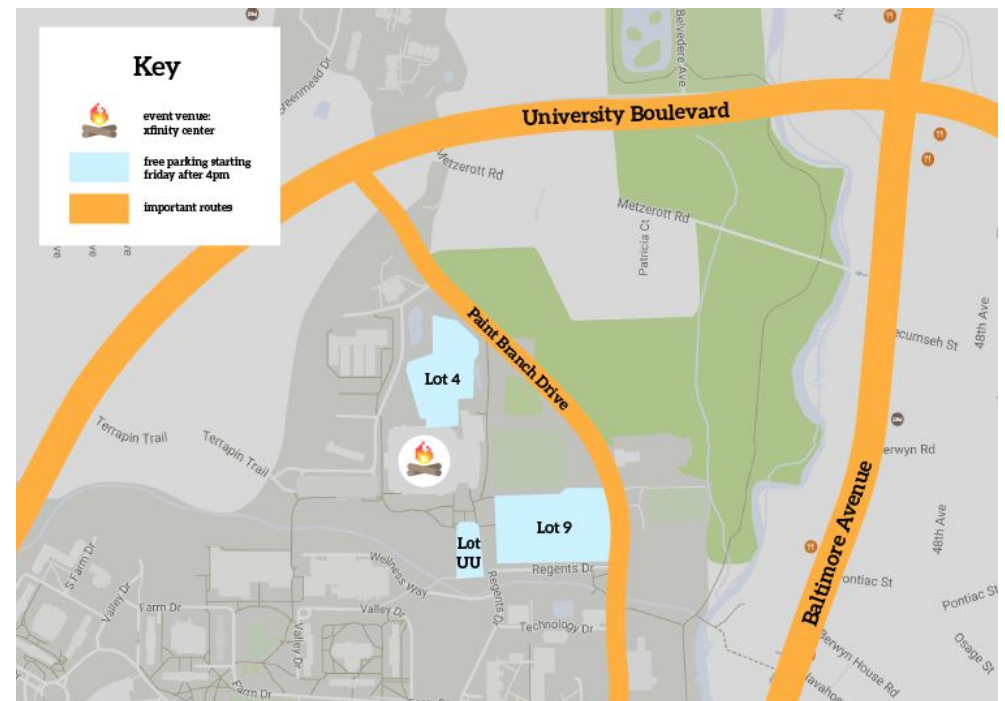
LOCATION

Xfinity Center
8500 Paint Branch Dr
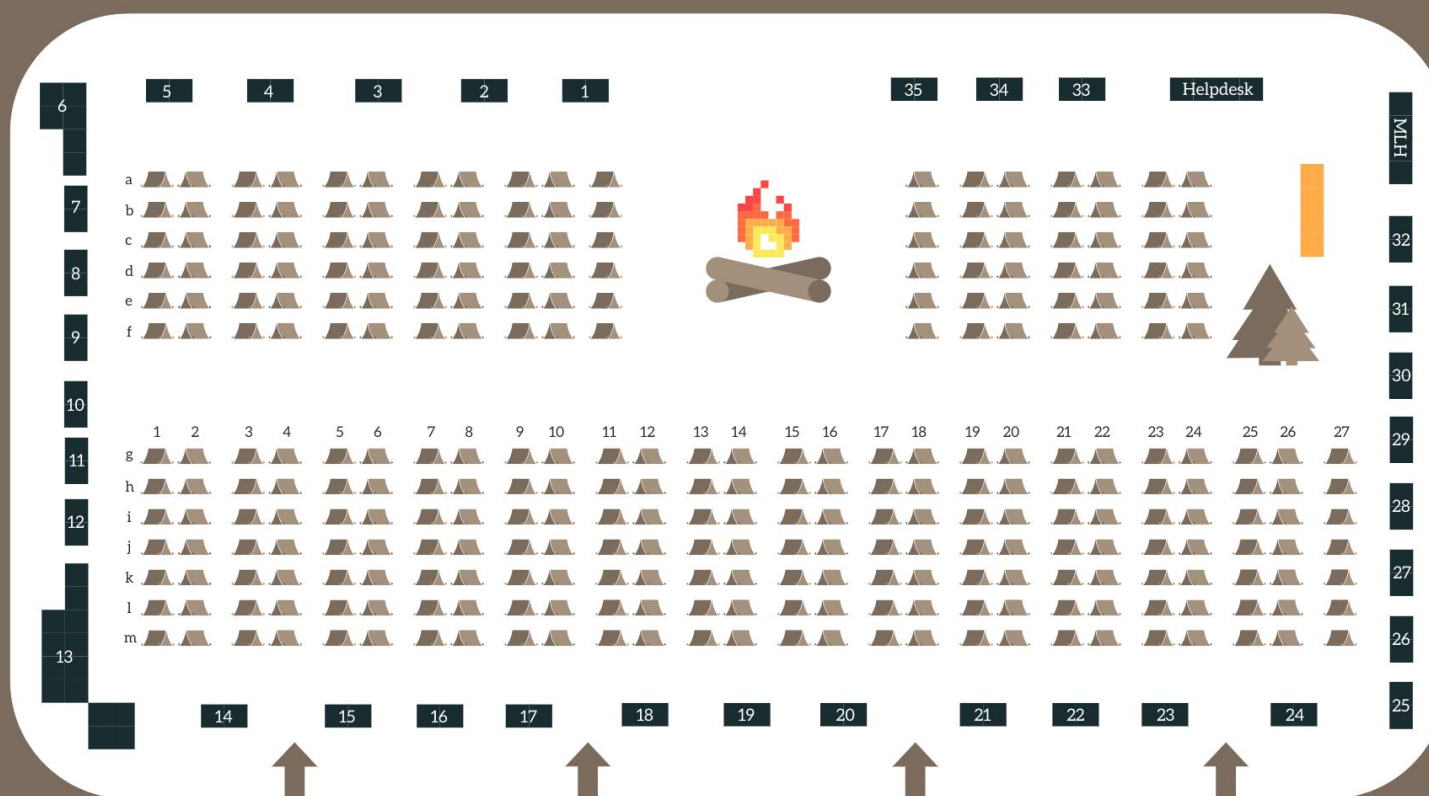University of Maryland
College Park, MD 20740

PARKING

We have reserved parking spots in **Lot 4** for sponsors and will provide passes once you arrive.

You may also park in lots **UU and 9** for free between 4 PM Friday and the end of the event on Sunday. Make sure not to park in a lot marked with a red restricted sign!

Key

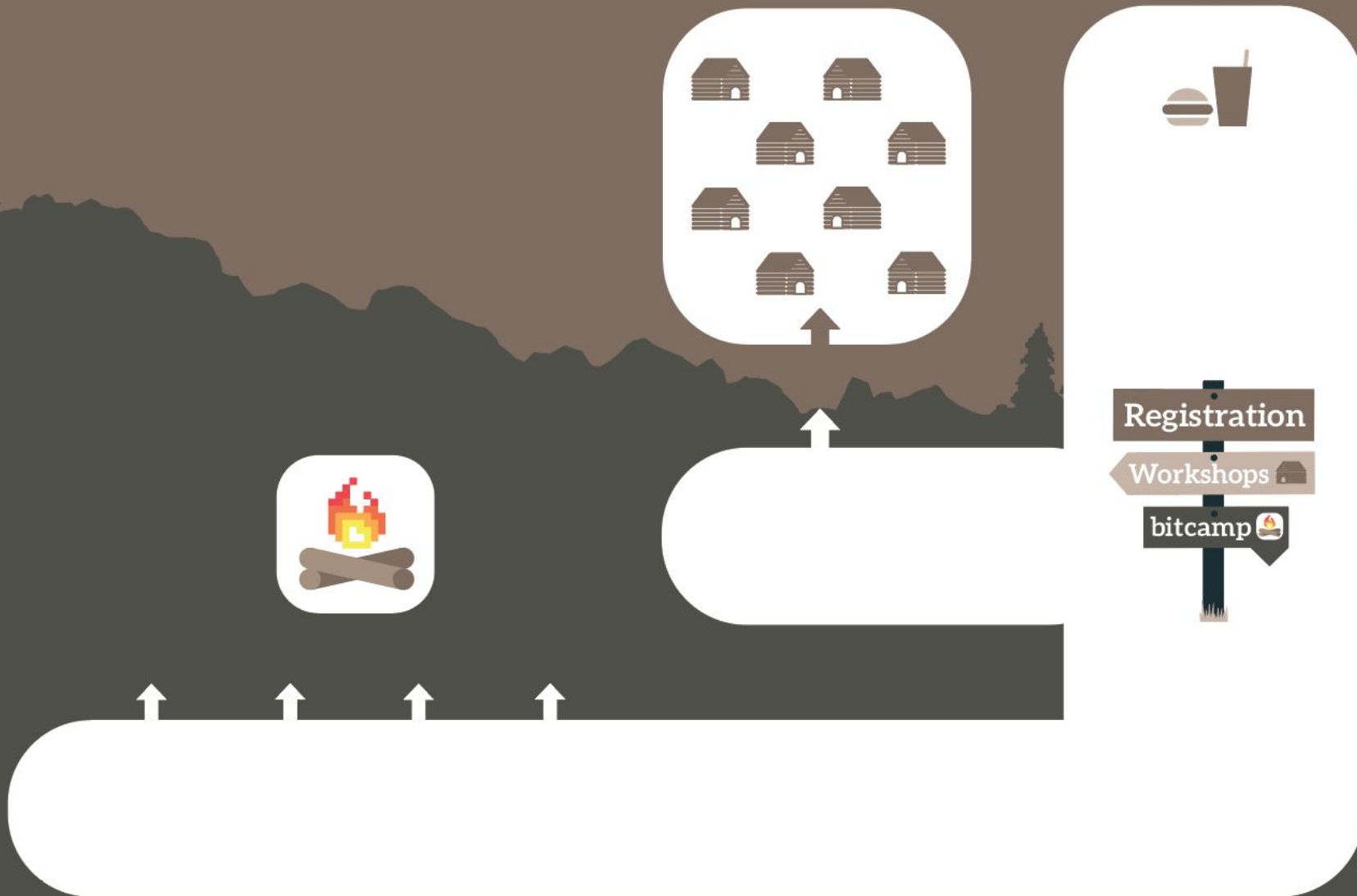- event venue: xfinity center
- free parking starting friday after 4pm
- important routes

Floor 1

Legend:
- Hardware
- Collaborative Hack
- S'mores (Outside Xfinity)
- Workshops
- Food Area

Floor 2

Registration

Workshops

bitcamp

SCHEDULE

Key events for sponsors are bolded.

FRIDAY, APRIL 6, 2018

12:00 PM	**Sponsors Check-in Opens**	**Third Floor Lobby (3799)**
5:00 PM	Hacker and Mentor Check-in Opens	Third Floor Lobby (3799)
6:00 PM	UMD Check-in Opens	Third Floor Lobby (3799)
6:00 PM	Dinner	Canteen
7:00 PM	**Sponsorship Fair**	**Campgrounds**
7:30 PM	**Opening Ceremony**	**Campgrounds**
9:00 PM	Dessert	Campgrounds
9:00 PM	Hacking Starts	Campgrounds
9:00 PM	Hackathon 101 Workshop	Campfire

SATURDAY, APRIL 7, 2018

8:30 AM	Breakfast	Canteen
12:30 PM	Lunch	Canteen
4:00 PM	COLORWAR	Campfire
6:00 PM	Dinner	Canteen
11:59 PM	S'mores hosted by APT	Campfire (outdoors)

SUNDAY, APRIL 8, 2018

8:00 AM	Breakfast	Canteen
8:00 AM	Devpost Submission Deadline	Campgrounds
9:00 AM	Hacking Ends	Campgrounds
9:00 AM	How to Demo Workshop	Cabin
10:00 AM	**Expo A**	**Campgrounds**
11:00 AM	**Expo B**	**Campgrounds**
12:00 PM	Lunch	Canteen
1:00 PM	**Closing Ceremony**	**Campgrounds**
3:30 PM	Closing Ceremony Ends	Campgrounds
4:15PM	Buses Leave	Lot UU

GETTING THE MOST OUT OF BITCAMP

We want you and your company to get the most out of sponsoring Bitcamp, so we've put together a few tips!

EFFECTIVELY USING SLACK

Like many other hackathons, we will be using Slack for communication and collaboration. We recommend getting familiar with the platforms before the event so that you can jump right in once our event starts. You can create a channel for your company to answer any questions about the company itself or any challenges and prizes you may be offering.

PROACTIVELY ENGAGING WITH HACKERS

Hackers will visit you during the sponsorship fair, but the engagement doesn't stop there! We encourage sponsors to bring mentors to help guide hackers. Hackers remember those who have helped them through their coding journey, and the interactions with your mentors will help keep your company in their minds as they look for jobs and internships.

JUDGING YOUR CHALLENGE

The expos are a great opportunity to engage with hackers who have been working on your challenge. Spend time getting to know the team by asking about their design process, implementation, and anything else you may be interested in. Hackers love talking about their work, and this gives you an idea of their capabilities.

BRINGING SWAG + DECKING OUT YOUR BOOTH

Make your sponsor booth *yours*! Feel free to bring tablecloths, banners, displays, and anything else that will make your booth unique. And of course, hackers love swag, so bring something cool to get the attention of our hackers!

HAVING THE MOST FUN

We want Bitcamp to be the most memorable hackathon experience that you've had! Take time to relax or walk around the campgrounds to see what others are up to. If you're feeling up to it, come participate in our fun mini-events and workshops!

GUIDE TO COLLEGE PARK | CONVENIENCE SHOPS

CVS PHARMACY
7300 Baltimore Ave
301-277-6114
Open 24 hours

CVS PHARMACY
8319 Baltimore Ave
301-955-1922
Fri | 7 AM to 10 PM
Sat | 7 AM to 10 PM
Sun | Closed

TARGET EXPRESS
7501 Baltimore Ave
301-955-1921
Fri | 7 AM to 12 AM
Sat | 8 AM to 12 AM
Sun | 8 AM to 11 PM

UNION SHOP
Stamp Student Union
ground floor
301-314-3375
Fri | 7:30 AM to 11 PM
Sat | 9 AM to 11 PM
Sun | 11 AM to 11 PM

7-ELEVEN
8600 Baltimore Ave
301-474-7612
Open 24 hours

GUIDE TO COLLEGE PARK | RESTAURANTS & BARS   Restaurants marked with an asterisk (*) offer delivery.

* AROY THAI
Quaint eatery offering curries, soups and other Thai foods, including vegetarian items.
4511 College Ave
301-864-5550
Fri | 11:30 AM to 10 PM
Sat | 12 PM to 10 PM
Sun | 4:30 PM to 10 PM

BAGEL PLACE
Bustling sandwich shop and espresso bar offering house-made bagels and deli fare.
7423 Baltimore Ave
301-779-3900
Fri, Sat, Sun | 6:30 AM to 7 PM

BLAZE PIZZA
Hip counter-serve pizzeria dishing up crispy, thin-crust pies made with creative top- pings and sauces.
7419 Baltimore Ave
301-277-4849
Fri, Sat | 11 AM to 1 AM
Sun | 11 AM to 12 AM

BOBBY'S BURGER PALACE
Celeb chef Bobby Flay is behind this counter-serve chain offering burgers and shakes in mod digs.
8150 Baltimore Ave
240-542-4702
Fri, Sat | 11 AM to 10 PM
Sun | 11 AM to 9 PM

CHIPOTLE
Fast-food chain offering Mexican fare, including design- your-own burritos, tacos and bowls.
7332 Baltimore Ave
240-582-0015
Fri, Sat, Sun | 11 AM to 10 PM

CORNERSTONE GRILL + LOFT
Casual sports bar with, pool tables, arcade games and American food.
7325 Baltimore Ave
301-779-7044
Fri, Sat | 11:30 AM to 2:40 AM
Sun | 11:30 AM to 1:40 AM

* HANAMI JAPANESE RESTAURANT
Sushi, noodles, hibachi, sake and more.
8145 Baltimore Ave
301-982-9899
Fri | 11 AM to 11 PM
Sat | 12 PM to 11 PM
Sun | 12 PM to 10 PM

* INSOMNIA COOKIES
Bakery chain known for late-night cookies and ice cream treats.
4435 Lehigh Rd
877-632-6654
Fri, Sat, Sun | 11 AM to 3 AM

* IVY NOODLES
Chinese restaurant serving modern interpretations of classic dishes.
7313 Baltimore Ave
240-582-7230
Fri, Sat | 11 AM to 11:30 PM
Sun | 12 PM to 10:30 PM

* JASON'S DELI
Deli chain featuring piled-high sandwiches, a salad bar and health-conscious fare.
7356 Baltimore Ave
301-779-3924
Fri, Sat, Sun | 8 AM to 10 pm

* JIMMY JOHN'S
Counter-serve chain specializing in sub and club sandwiches.
7356 Baltimore Ave
301-779-3924
Fri, Sat, Sun | 11 AM to 11 PM

* KIYOKO EXPRESS
Classic sushi, hibachi and other Japanese bites.
7313 Baltimore Ave
240-764-8312
Fri | 11 AM to 10:30 PM
Sat | 12 PM to 10:30 PM
Sun | 12 PM to 9:30 PM

GUIDE TO COLLEGE PARK | RESTAURANTS & BARS

Restaurants marked with an asterisk (*) offer delivery.

LOONEY'S PUB

Scores of TVs & a huge pub-grub menu.
8150 Baltimore Ave
240-542-4510
Fri, Sat | 11 AM to 3 AM
Sun | 11 AM to 2 AM

POTBELLY SANDWICH SHOP

Retro-style chain known for made-to-order toasted sandwiches and salads.
7422 Baltimore Ave
301-209-0635
Fri, Sat, Sun | 11 AM to 9 PM

SHANGHAI TOKYO CAFÉ

Authentic, almost-homemade Asian food with great sushi and Thai food.
8300 Baltimore Ave #102
301-220-1998
Fri, Sat | 11AM - 10:30PM
Sun | 11AM - 11PM

THE BOARD AND BREW

Board game cafe offering coffee drinks, beer, small plates and treats.
8150 Baltimore Ave
240-542-4613
Fri | 7 AM to 1 AM
Sat, Sun | 9 AM to 11 PM

* NANDO'S PERI-PERI

Order-at-the-counter chain serving Portuguese ame-grilled, buttery-cut chicken.
7400 Baltimore Ave
240-582-8420
Fri, Sat | 11 AM to 11 PM
Sun | 11 AM to 10 PM

RJ BENTLEY'S

Casual American restaurant in a converted gas station.
7323 Baltimore Ave
301-277-8898
Fri | 11 AM to 2:30 AM
Sat, Sun | 11 AM to 1:30 AM

STARBUCKS

Coffeehouse chain known for its signature roasts and light bites.
7336 Baltimore Ave
301-277-0106
Fri | 5 AM to 10 PM
Sat | 5:30 AM to 10 PM
Sun | 6 AM to 10 PM

TERRAPIN'S TURF

Spacious American restaurant and bar draws an energetic crowd for drinks and live entertainment.
4410 Knox Rd
301-279-8303
Fri | 3 PM to 3 AM
Sat | 11 AM to 3 AM
Sun | 11 AM to 12 AM

NOODLES & COMPANY

International noodle and pasta dishes.
7320 Baltimore Ave
301-779-5300
Fri, Sat | 11 AM to 10 PM
Sun | 11 AM to 9 PM

SLICES PIZZA CO.

Traditional NY style pizza, panini and salads get creative with gourmet toppings and ingredients.
7313 Baltimore Ave
240-582-5207
Fri, Sat | 4 PM to 4 AM
Sun | 4 PM to 1 AM

SWEETGREEN

Locavore-friendly counter- serve chain specializing in organic salads, soups and bowls.
8300 Baltimore Ave
240-770-4443
Fri, Sat, Sun | 10:30 AM to 10 PM

* WASABI BISTRO

Japanese eatery known for sushi rolls and bubble tea.
4505 College Ave
301-277-4038
Fri, Sat | 11:30 AM to 2 AM
Sun | 1 PM to 12 AM