

bitcamp

BUILD WITH PURPOSE

University of Maryland | April 12-14, 2019
Sponsor Information Packet

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CONNECT WITH US!



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Hi!

We're so glad that you're attending Bitcamp 2019! 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!

Cameron Bernhardt

Sponsorship Co-Director

Jason Ittner

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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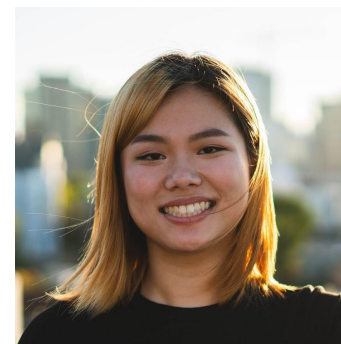
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OUR HISTORY

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.

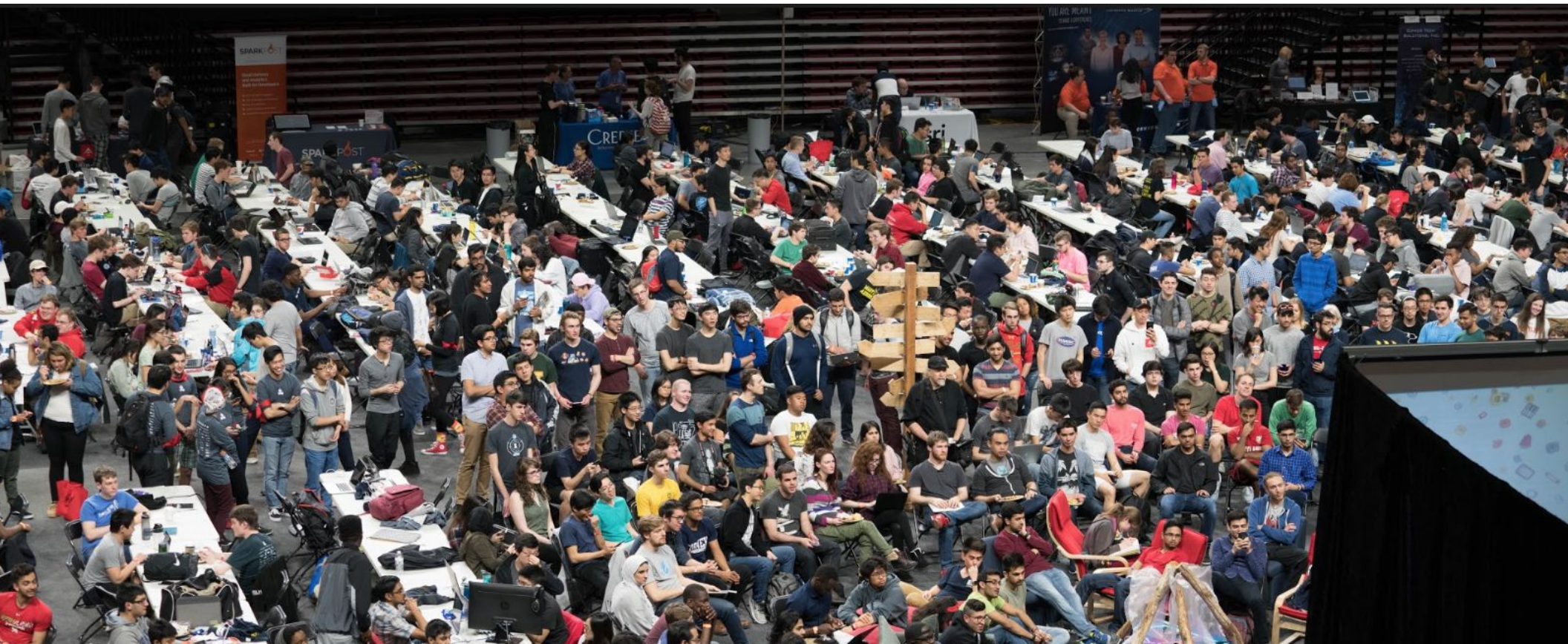
2019 THEME

Our theme this year is "Build With Purpose." This year's theme will encourage hackers to take an active role in addressing community problems and using technology to offer new solutions. To highlight the different causes hackers can contribute to, we've launched the Compass Challenge program detailed in the next page.

COMPASS CHALLENGE

Since its inception, Bitcamp has always been about bringing people together through their love for technology. This year, we want to bridge the gap between our hackers and the rest of our community by incorporating real-world problems at the forefront of our challenges. Hackers will be able to navigate themselves to a cause of their choice and partner with local organizations to help create solutions to problems they are currently facing, enabling individuals to **Build With Purpose**.

Each cardinal direction represents a separate cause we are focusing on: partner organizations within the community will determine the most prevalent issues concerning each cause. For each of the four causes, we will have a corresponding challenge for hackers to take part in. Participation in the Compass Challenge is completely optional, acting as another challenge for hackers to choose from at Bitcamp. The Compass Challenge aims to empower hackers in helping make a lasting change in their community.





LOCATION

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

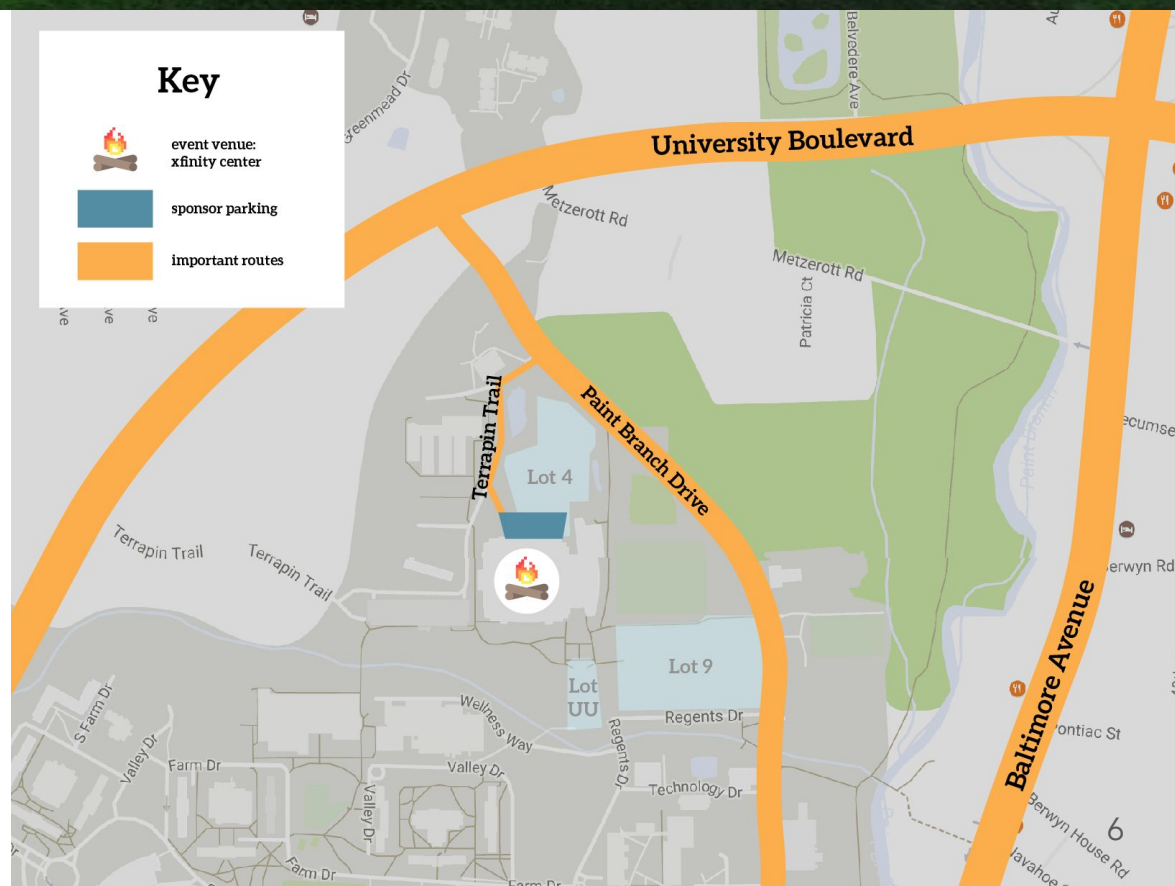
SHIPPING

Bitcamp c/o Claudia Fitall
4467 Technology Dr.
#1100
College Park, MD 20740

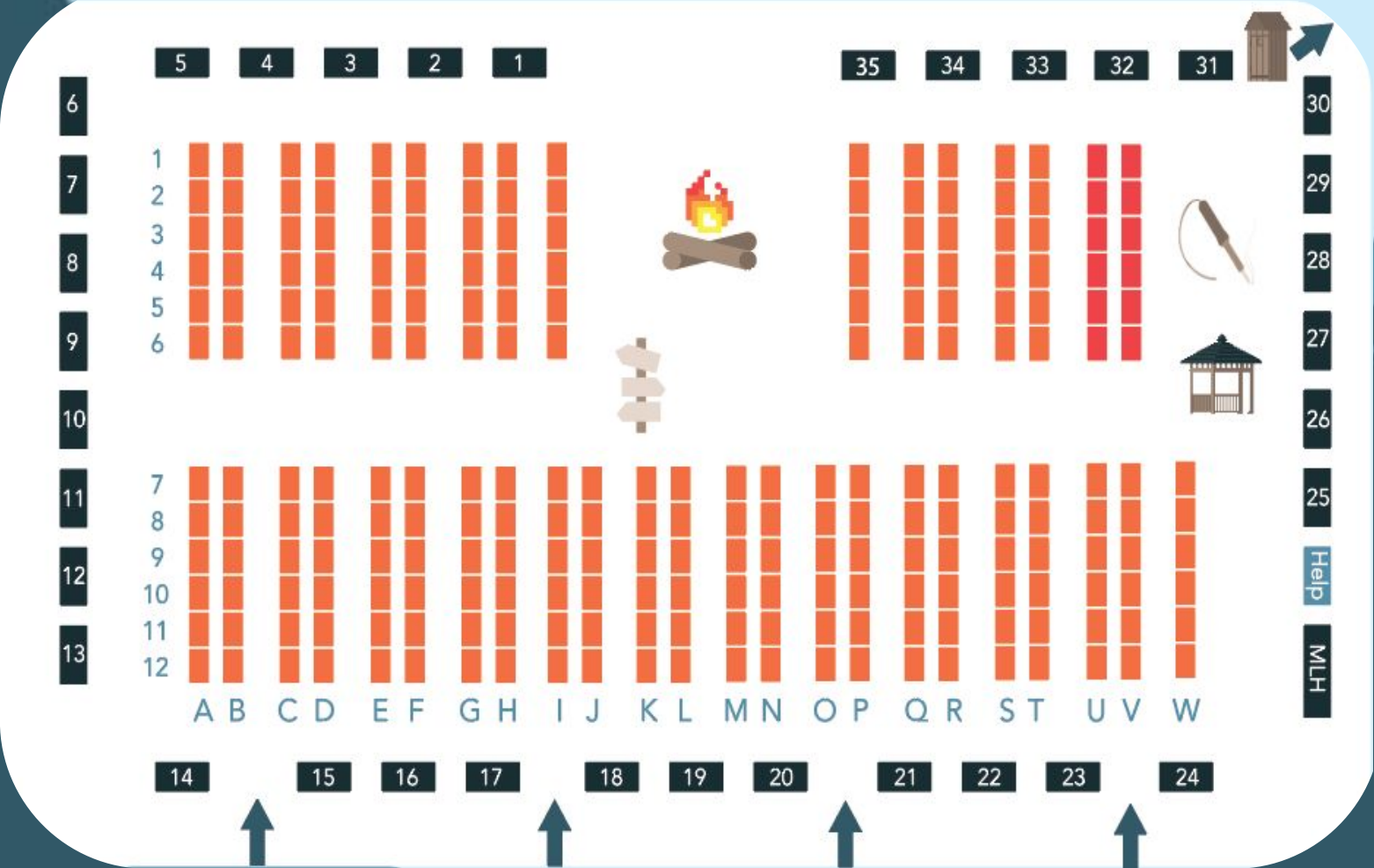
PARKING

We will have dedicated sponsor parking spots in the **loading dock area of the Xfinity Center**. Once you're at the gate, press the call button and say you're a Bitcamp sponsor.

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



Floor 1



-  Smash/Hardware
-  Checkpoint
-  Power Pavillion
-  Bathrooms
-  Mentor Table

Floor 2



The Lodge



Quiet Hacking Area



Food Station



The Treehouse



The Observatory

SCHEDULE

Key events for sponsors are marked with an asterisk.

FRIDAY, APRIL 12, 2019

12:00 PM	Sponsors Check-in Opens*
5:00 PM	Hacker and Mentor Check-in Opens
6:00 PM	UMD Check-in Opens
6:00 PM	Dinner
6:00 PM	Sponsorship Fair*
7:30 PM	Opening Ceremony*
9:00 PM	Dessert
9:00 PM	Hacking Starts

Xfinity Center Loading Dock
Xfinity Center Gate A
Xfinity Center Gate A
Canteen
Campgrounds
Campgrounds
Campgrounds
Campgrounds

SATURDAY, APRIL 13, 2019

8:30 AM	Breakfast
12:30 PM	Lunch
4:00 PM	COLORWAR
6:00 PM	Dinner
11:59 PM	Smash Tournament, sponsored by Capital One

Canteen
Canteen
Campfire
Canteen
Campfire (outdoors)

SUNDAY, APRIL 14, 2019

8:00 AM	Breakfast
8:00 AM	Devpost Submission Deadline
9:00 AM	Hacking Ends
9:00 AM	Sponsor Briefing (Expo + Logistics)*
9:30 AM	Expo A*
11:00 AM	Expo B*
12:00 PM	Lunch
1:00 PM	Closing Ceremony*
3:00 PM	Closing Ceremony Ends
4:15PM	Buses Leave

Canteen
Campgrounds
Campgrounds
The Cabin
Campgrounds
Campgrounds
Canteen
Campgrounds
Campgrounds
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

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

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

* 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

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

CAVA

Mind-blowing fast-casual Mediterranean dishes.

7350 Baltimore Ave

301-200-5417

Fri, Sat | 10:45 AM to 11 PM

Sun | 10:45 AM to 11 PM

* 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

* 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

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

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

* 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

* 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

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

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

* TEN ASIAN FOOD HALL

Korean restaurant serving modern interpretations of classic dishes, as well as a variety of milk teas.

7313 Baltimore Ave

240-770-7383

Fri, Sat | 11 AM to 11 PM

Sun | 12 PM to 10 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

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

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

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

* 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