

SPONSORSHIP OPPORTUNITIES



chicagocamps.org

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“Chicago Camps is one of the best valued conferences out there today, jam-packed with incredible information at a stunningly affordable price. You won’t be disappointed.”

Jared Spool
Author, Usability Expert & Founder,
User Interface Engineering

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Preface

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Prototypes, Process & Play

Sponsors can choose from several different sponsorship options that are designed with maximum exposure to our attendees.

There is, however, only one cost: \$1500

Each sponsorship, with the exception of the Live Closed Captioning Sponsorship (which nets out to \$1500 and is targeted toward friends and freelancers who would like to be involved) is \$1500. We do, of course, welcome multiple sponsorships from your organization!

We wanted to make this as simple as possible!

For more information:
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Who Should Sponsor & Attend



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Companies who invest in design and development talent for their teams.

- Design Firms
- Development Firms
- Consulting Firms
- Advertising Agencies
- Software Vendors
- Training And Professional Services Partners

People who invest in their future as leaders.

- Directors Of User Experience
- Agency Digital Executives
- Senior Design Professionals
- Senior Development Professionals
- Design Strategists
- Information Architects
- Interaction Designers
- Marketing Professionals
- Product Managers
- Web And Graphic Designers
- Web Developers
- Interactive Strategists

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Sponsoring Options

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Prototypes, Process & Play provides our sponsors with the opportunity to showcase themselves at a great event that will draw in some of the most sought-after talent in the industry: **the senior-level professional.**

Sponsors are featured on the Prototypes, Process & Play event website, in our various Chicago Camps newsletters to promote the event, and in mentions across Twitter and LinkedIn networks.

We're taking a rather unique approach that we believe will make us an easy event to sponsor and to work with. We don't want to burden you with overly-complex matrices of options, precious metal categorizations, or dollar-spend that is reflected on the size of your logo on our website and in our materials.

In fact...

All of our corporate sponsorships are \$1500.

You can choose from our list and sponsor the option or options that make the most sense to you. We'll work with you to make everything happen as easy as possible.

We look forward to partnering with you for our great event!

All sponsorship options will include:

- Email blast mentions from the start of sponsorship until the event and in the post-event mailing.
- Social Media mentions (twitter, LinkedIn) from our events accounts.
- Logo placement on the website and on the presentation during breaks, other sponsorship signage as used throughout the event.

"Swag bag" or equivalent type of materials at registration table to be delivered to all attendees. We won't have an actual "swag bag", however, sponsors without tables will have the opportunity to provide information to attendees. Please contact for more details.

Overview of Available Sponsorships:

- Tables (10 ea) \$1500 each
- Lunch (2 ea) \$1500 each
- Breakfast (2 ea) \$1500 each
- Snack (2 ea) \$1500 each
- Happy Hour (2 ea) \$1500 each
- Lanyards (1 ea) \$1500 each
- Session Podcasts (1 ea) \$1500 each
- Session Videos (1 ea) \$1500 each
- Speaker Dinner (1 ea) \$1500 each
- Charging Station (2 ea) \$1500 each
- Video Monitors (1 ea) - \$1500
- Lounge (1 ea) \$1500
- Live Closed-Captioning Service (16 ea) \$100 each

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Sponsorship Tables & Charging Stations

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Table Sponsorship (10) \$1500 each

This sponsorship will provide you with a table that you can use to meet and greet attendees for the event. Sponsorship tables will be in a designated area where we will also be providing refreshments during the breaks and lunch, which guarantees a high level of foot traffic and visibility for your company.

Sponsorship includes:

- 1 Sponsor Table
- 1 Conference Admission Ticket
- 1 Non-attendee ticket (no designated auditorium seat; access to the sponsor, lounge and overflow areas)

Charging Stations Sponsorship (2) \$1500 each

There will be at least 2 charging stations for attendees to recharge their devices that they bring with them to the conference. The sponsorship provides you with the option to decorate and brand the recharging tables and provide materials to attendees. In addition, Chicago Camps will provide additional signage and mention to promote your sponsorship throughout the event.

Sponsorship includes:

- At least 2 Charging Stations to be decorated/branded by the sponsor
- 1 Conference Admission Ticket

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Lounges

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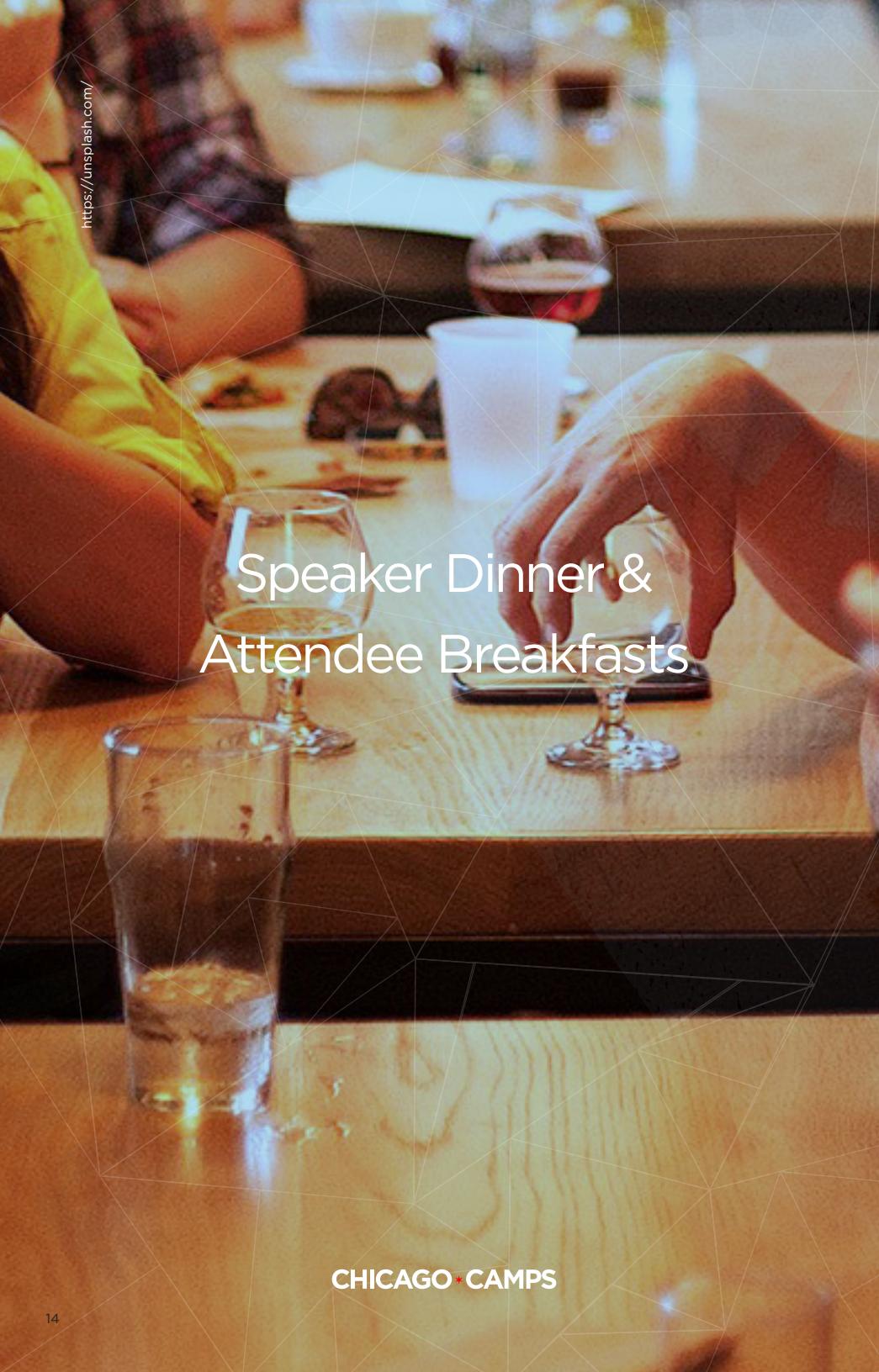
Lounge Sponsorship (2) \$1500 each day

This sponsorship will be a dedicated lounge area where attendees can visit during the day. The Lounge will provide you with a table that you can use to meet and greet attendees and you can work with our caterer for any customisations you may choose. You can be sure this will be a highly-trafficked area!

Sponsorship includes:

- 1 Sponsor Table in the Espresso Lounge for 1 day
- 1 Conference Admission Ticket
- 1 Non-attendee ticket (no designated auditorium seat; access to the sponsor, lounge and overflow areas)

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Speaker Dinner & Attendee Breakfasts

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Speaker Dinner (1) \$1500

The Speaker Dinner sponsorship allows you and another person of your designation to attend the speaker dinner the night before Prototypes, Process & Play. We will invite our speakers who are in Chicago and available to attend a special, private dinner and you can attend and get to meet and greet those speakers who are available.

Sponsorship includes:

- 1 Conference Admission Ticket
- 2 Attendees to the Private Speaker Dinner

Breakfast Sponsorship (2) \$1500 each

A breakfast sponsorship provides you with branded materials to be accompanied with the breakfast service, as well as a temporary table that is set up breakfast time that you can use to promote your company.

Sponsorship includes:

- 1 Temporary Breakfast Sponsor Table
- 1 Conference Admission Ticket
- 1 Non-attendee ticket (no designated auditorium seat; access to the sponsor, lounge and overflow areas)

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Lunches & Snacks

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Lunch Sponsorship (2) \$1500 each

A lunch sponsorship provides you with branded materials to be accompanied with the lunch service, as well as a temporary table that is set up during lunch time that you can use to promote your company.

Sponsorship includes:

- 1 Temporary Lunch Sponsor Table
- 1 Conference Admission Ticket
- 1 Non-attendee ticket (no designated auditorium seat; access to the sponsor, lounge and overflow areas)

Snack Sponsorship (2) \$1500 each

A snack sponsorship provides you with branded materials to be accompanied with the snack service, as well as a temporary table that is set up during snack time that you can use to promote your company.

Sponsorship includes:

- 1 Temporary Snack Sponsor Table
- 1 Conference Admission Ticket
- 1 Non-attendee ticket (no designated auditorium seat; access to the sponsor, lounge and overflow areas)

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Happy Hour & Lanyards

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Happy Hour Sponsorship (2) \$1500 each

A happy hour sponsorship provides you with the opportunity to promote your company after the day is done and people are unwinding. Our first day Happy Hour will also have a presentation / panel that is a bit lighter in nature. Sponsorship will include a table that you can staff and/or provide branded materials to promote your company during the event, which happens immediately after the closing keynote.

Sponsorship includes:

- 1 Happy Hour Sponsor Table
- 1 Conference Admission Ticket
- 1 Non-attendee ticket (no designated auditorium seat; access to the sponsor, lounge and overflow areas)

Lanyard Sponsorship (1) \$1500 each

The Lanyard sponsorship will get your brand in front of every attendee at the conference--it'll be around every attendee's neck!

Sponsorship includes:

- 1 Conference Admission Ticket
- Logo/branding on Event Lanyard

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Remote Monitor & Podcast Sessions

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Remote Monitor Sponsorship (1) \$1500 each

A remote monitor sponsorship provides you with your logo and branding at each of our remote monitor locations--we will be providing streams to Prototypes, Process & Play in various locations outside of the auditorium so that people are able to stay in touch with the event.

Sponsorship includes:

- 1 Conference Admission Ticket
- At least 3 video monitor streams will be available throughout the event (in areas where the food and sponsor tables are present, overflow space, lounge spaces, etc.) and will be designated as sponsored by the sponsor

Podcast Sessions Sponsorship (1) \$1500 each

A podcast sponsorship provides you with the option to be heard by a very large audience of podcast listeners of the Prototypes, Process & Play sessions when they are released. In 2014, we had listens in the tens of thousands of our Chicago Camps speaker podcasts alone!

Sponsorship includes:

- 1 Conference Admission Ticket
- Branded audio bumper, before and after the session podcasts, highlighting the sponsor, including a brief/succinct tagline and URL

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Video Sessions & Live Captioning

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Video Sessions Sponsorship (1) \$1500 each

A video sponsorship provides you with the option to be seen by a very large audience of video viewers of the Prototypes, Process & Play sessions when they are released online.

Sponsorship includes:

- 1 Conference Admission Ticket
- Branded video bumper, before and after the session podcasts, highlighting the sponsor, including a brief/succinct tagline and URL

Live Presentation Captioning Sponsorship (16) \$100 each / \$1600 Total

Chicago Camps is providing live captioning of each presentation during the event in order to be as accessible as possible to our attendees. Each session will have captioning displayed to a monitor in the auditorium and we will brand each session as "Presented by" and your brand and logo will be displayed with the monitor where the captioning is provided. We will also announce your sponsorship before the session.

Sponsorship includes:

- Branded monitor where the live captioning occurs
- Mention of sponsorship before the session starts

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About Chicago Camps

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Chicago Camps, LLC (chicagocamps.org) was founded in 2012 by Shay Howe, Brad Simpson, and Russ Unger. Together, they planned multiple low cost, single day conferences ("Camps") in Chicago that are very successful.



As they continued to refine their approach to their events, they began to make plans to expand into workshops (campshops.com) that provide single-day, deep-focused content.

In addition, they kicked-off the Prototypes, Process & Play conference that is a multiple day event for designers and developers interested in continuing to grow and improve their leadership skills, problem solving skills, and diverse perspectives from other leaders.

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