



Platinum and Gold Sponsor Benefits FAQ for 2013

UPDATED: 9/8/2013

8th Annual Silicon Valley Code Camp

Oct 5th and 6th, 2012

Foothill College, Los Altos, CA

www.siliconvalley-codecamp.com

Update Your Sponsorship Information (Important)!

If you are one of the designated representatives for a sponsor, we automatically link your email address to your code camp registration (even if you are not attending the event, please register). Once you do that, you will see a *special link* on the top of your registration that when you click, lets you fill in detailed information about your company.

Very important! If you are shipping anything to code camp **you must** put the details on that page with tracking information so we can verify receiving it. Code Camp is held at a community college with limited shipping and receiving.

Table at Registration Basics

Platinum and Gold sponsors have the option of staffing a table provided by Foothill College to talk to attendees. The table is typically about 2' x 6' and is usually used to hold company brochures and small placards brought by the company. It is not recommended to have more than two staff people at the table at a time (we will provide 2 folding chairs). Assuming weather permits (which for early October is likely), we will have tents set with two platinum vendors per tent or under building overhangs.

Sponsor Registration

Make sure that anyone who is planning on attending code camp as either a sponsor or attendee register as an attendee on the normal registration page for code camp:

(<http://www.siliconvalley-codecamp.com/Register>).

When you arrive at code camp, there is a special table setup for sponsor registration which will be clearly marked. We want you to pick up your badge there and not at the general registration. If you have any trouble finding it, track down one of us wearing a staff shirt and we will help you.

Local Hotels

We don't keep track of what local hotels are good or bad and we don't have any special deals for code camp attendees. San Jose Airport is the closest major airport to the event and there are lots of hotels that can be found around that airport. Weekends are their low times so you should be able to find pretty good pricing. If you stay through the week, mid-week can be quite congested in Silicon Valley.

Sponsor Table Staffing Times

Our registration opens on Saturday at 8:00AM. Our first session Saturday does not start until 9:45 so there is quite a bit of "hang out" time for attendees. Our suggestion is to be at the code camp registration area by 7:45 Saturday so that when registration starts, you will be at your table and ready to go. Please be patient with us if we are not quite ready. We will be trying our hardest to have everything in order though we depend on table deliveries and such that can run a little behind. As with any event with sessions, traffic will vary during the day. From our past years, here are our expectations for traffic flow.

Saturday:

8:00 AM to 9:30 AM – Very busy.

9:30 AM to 11:15 AM – Somewhat busy.

11:00 AM to 1 PM – Very busy.

1 PM to 5:00 PM – Somewhat busy.

Sunday:

8:30 AM to 9:15 AM – Very busy but not as much as Saturday,

9:15 to 11:15 AM – Somewhat busy.

11:15 to 1 PM – Very busy.

1 PM to 3 PM – Somewhat busy

3 PM – Starting to get very slow.

3:30 PM – we start folding up the tents.

Attendee Bags Include 1 Flyer from Each Platinum and Gold Sponsor

We will be pre-stuffing one flyer from each Platinum or Gold sponsor in an attendee bag that we will hand to each attendee. If the platinum/gold sponsor wants to be included in this offering, they must get the one 8.5 x 11 or small flyer to us at least two weeks before code camp. The address to send to is:

Mike Murphy

PSME - Code Camp Foothill College

12345 El Monte Road

Los Altos Hills, CA 94022

Assuming we have you as a sponsor contact, we want you to register for code camp like a normal attendee. Then, when you go back to the registration page (once logged into the site), you will see a link right on top that will take you directly to your own sponsor details page. It's very important you fill this page out completely and if you are sending anything to the address above, you put tracking information there so that we can verify it arrives. Sending emails is helpful but if you enter here, it will not get lost.

Where are the Tables Setup?

We will be having the sponsors in the newly remodeled Library quad area (same as 2 years ago). It is close to last years location at campus center. It will be easy to find. Everything is there.

How are Locations for Tables Chosen?

We will assign tables based on order of commitment to sponsorship, Platinum's first, then gold's. We will have a map when you arrive Saturday morning to let you know where your location is. All sponsors are in the same general area.

Company Signs at Table

Feel free to bring small standup displays to put next to your table. We want our attendees to know who you are. Anything higher than about 6 feet may seem a little big but we don't have any hard and fast rules about it. We are not a trade show, just a fun community event.

Extra Stuff in the Vendor Area (Putting greens, Ice Cream Machines, etc.)

We have a list of extras platinum sponsors can take advantage of (like logo water bottles, attendee's bag, etc.) that we can provide you with if you ask. However, because of our limited space, we ask that platinum/gold vendors restrict themselves to just using there table for handouts, business card collection bowls, Candy or other giveaways but not bring things that involve food production or other space intensive things like putting greens. We appreciate your consideration on this.

Special Rules

The only special rules we have regarding tables is that we ask our sponsors not to bring any accessories that generate a lot of noise or distraction that might interfere with either camp, or other sponsors.

Is It OK to Collect Business Cards from Attendees for your own raffle?

Yes, feel free to do that. We ferociously guard the list of attendees and don't give it out to anyone, however if an attendee gives you their information, we are 100% OK with that. As far as the raffle goes, we prefer that you join our raffle and pull the winner for your prize at our general raffle which is usually Sunday during lunch (check the schedule day of code camp for actual time)

Do Platinum sponsors get copies of attendees email addresses?

From the beginning, we've always told attendees that we will not share their email addresses anyone. Since we don't have any software that tracks opting in and out, our default has to be "no share". So, the answer is unfortunately no, we don't provide any emails to sponsors. However, see the question above this for a way to collect some emails yourself.

Is there a General Raffle where items can be donated?

Yes, we have a raffle on Sunday which you can contribute prizes to. In 2010 we had some small “issues” with a sponsor giving out many T-shirts which we would rather not repeat, however if you have software you would like to raffle, please send to service@siliconvalley-codecamp.com a certificate with contact information and what you are raffling (1 per prize) and we will give the attendee that certificate if they win the raffle.

Can Platinum sponsors ship items to Foothill College before the event?

Yes, Foothill College allows us to ship small items to them before the event. Actually, Mike Murphy, our faculty contact and helper at the event keeps them in his small office for us. Things like product information, small table top displays can be sent ahead of time. The address to ship to (no sooner than 4 weeks before event) is on the top of this flier.

(Please don't send anything more than a couple boxes to this address without making prior arrangements with us).

I have some Jobs I'd like to Advertise. Are there any benefits regarding running ads on the web site for Platinum sponsors?

In addition, each Platinum sponsor will be able to place job ads at a 25% discount on our site. Contact us for more information about placing those ads.

What does it mean to have activities sponsored by Platinum/Gold Sponsors?

Each day of camp (Saturday and Sunday), we give a nicely formatted, double sided 11"x17" handout to all attendees. On this handout are all the events of the day. Things like: Registration; Lunch; Coffee break; Speakers and Volunteers BBQ; etc. One or more Platinum sponsor will be listed on each of these events as sponsoring. On the printed handout, the sponsor's name will be bold, on the “Sessions Overview” page on the web site which gets tons of traffic; the sponsor's name will also be hyperlinked to the sponsor's company web site.

Where on the Silicon Valley Code Camp web site (<http://siliconvalley-codecamp.com>) are sponsor names listed and are logos included?

On the right column of the web site, on almost every page is a list of all Platinum and Gold sponsors. On the top of the column, as well as under our “About” page, is a link to sponsors with there logos. You can get there directly by going to the URL: <http://www.siliconvalley-codecamp.com/Sponsor> .

Do Speakers From Sponsors Get Preferential Treatment?

Yes, we try to work closely with sponsors to make sure that any special needs are meet as well as allow speakers from sponsors to submit multiple sessions.

What Format should sponsors send their logo to code camp in?

Basically, we would like your logo as square as possible and at least 300 x 300 pixels. We prefer Photoshop (PSD Files) or reasonable resolution jpgs or pngs so we can scale then well to fit our page. Our display area for each sponsor logo is fairly square so the more square the logo the better.

How Many Attendees Come and How Many Might I Expect to see?

Last year, we had over 2200 attendees. We cannot promise you will see them all, but if past experience is any guide, the sponsor area gets pretty busy, especially around lunches Saturday and Sunday as well as Registration both days.

Are there any other service provided to Platinum and Gold Sponsors?

As a volunteer event that is organized by a dedicated group of volunteers, and about 300 helpers over the weekend, we do everything we can to make the event successful. That said, we don't have any kind of professional show staff or other things typically associated with events of our size. If there is something that you want that we are not offering, please let us know and we will see what we can do.

Thanks For Sponsoring our Great Event!

Questions:

Email: sponsorship@siliconvalley-codecamp.com