

# 2015 Sponsorship Prospectus

**Largest free event in the world for the technical community.**

- Recruiting High Caliber Developers?
- Need Visibility for Your Technology Company?
- Seeking to Collaborate & Network with World Class Talent?

Celebrating its 10th anniversary, Silicon Valley Code Camp is a two-day event that's free to attendees. Mark your calendar for October 3 & 4 at Foothill College in Los Altos, CA. SVCC attracts the best and brightest of Northern California's technical community: attendees who are top talent, who are motivated to sharpen their skills and learn new ones, and who want to network with their peers. Silicon Valley Code Camp is an event designed by and for the developer community. Notable and top industry leaders present on emerging technologies and trends.

Because of this SVCC offers unique access and sponsorship opportunities. If you are recruiting or looking for visibility for your tech company, Silicon Valley Code Camp is a great way to directly engage with this audience through sessions and in-person conversations.

If you cannot recruit directly at the event, job ads are available on the SVCC website. Last year we had over 53,000 unique visitors; it provides the perfect place to advertise for technical job openings.

## SVCC Sponsors Reach:

16,000+ past registrants

2,900 attendees in 2014

421,322 pageviews with  
53,000+ unique visitors on  
SVCC's website & blog last  
year

200+ sessions covering  
technical areas and career  
development topics

## Three Levels of Sponsorships

Whether you're recruiting top developer talent or demonstrating new technology products and services, Silicon Valley Code Camp is the perfect event to showcase your company. We offer three sponsorship levels, Platinum, Gold and Silver:

"We sponsor dozens of Code Camps around the country. The mother of all is Silicon Valley Code Camp. Based upon attendance and the number of people we spoke to, it's easily three times the size of other events we sponsor. SVCC is well worth the effort and investment."

Michael Phillips  
DiscountASP.NET

Sponsorship Opportunities	Platinum \$7500	Gold \$5000	Silver \$1500
Speaking Sessions (Plat-2,Gold-1)	x	x	
Platinum à la carte items	x		
One (1) Table In Sponsorship Area	x	x	
One (1) approved flyer or giveaway in Attendee Bag and 1 Sponsored Email	x	x	
Gold à la carte items	x	x	
Company Name on Handout	x	x	x
Logo and Direct URL Link on Web Site	x	x	x
Silver à la carte items	x	x	x
Guaranteed Registration Badges	10	6	1

## À la carte Items:

Depending on your sponsorship level you have the opportunity to take advantage of additional à la carte items.

Our audience is elite, technical & motivated. They attend SVCC to brush up on skills, learn new ones and get connected.

À la Carte Items	Available to		
	Platinum	Gold	Silver
Platinum Enhanced (Limited to maximum three (3) sponsors). Confirmed Platinum level sponsors have access to the à la carte opportunity called Platinum Enhanced. <b>Platinum Enhanced provides:</b> <ul style="list-style-type: none"> <li>Exclusive Logo Placement on up to Three (3) Code Camp Transactional Emails to over 16,000 Past Registered attendees.<sup>2</sup></li> <li>Insignia on SV Code Camp Sponsors website indicating Platinum Enhanced participation.</li> </ul>	\$3500	N/A	N/A
Additional Table (Limited to maximum two (2) sponsors). One (1) additional table to be placed next to existing sponsor table (not in a separate location).	\$2500	N/A	N/A
Attendee Bag Provider - Maximum one (1) sponsor. Provide Attendee handout bags with your logo for all Attendees <sup>3</sup>	\$1500	N/A	N/A
Attendee Lanyard Provider - Maximum one (1) sponsor. Provide lanyards with your logo for all Attendees <sup>3</sup>	\$1500	N/A	N/A
Attendee Water Bottle Provider - Maximum one (1) sponsor. Provide Attendee water bottles with your logo for all Attendees <sup>3</sup>	\$1500	N/A	N/A
Mobile Application Sponsor Contact sponsorship@SiliconValley-CodeCamp.com for further pricing and details	Upon Request	N/A	N/A
Job Ad Discount Level	25% off	20% off	10% off

**Note:** these promotional opportunities are popular, so we recommend committing early. Sponsors manage the production and shipping of the giveaways. SVCC must approve all artwork prior to production.

<sup>2</sup> Your company logo and approved banner will be placed on up to three (3) of our transactional emails to attendees (emails communicating important information such as "Final Schedule Available" or "Registration is Open"). The maximum number of emails for each sponsor up to three (3) will depend on the sponsorship confirmation start date and the email blast cycle and schedule until the start of Silicon Valley Code Camp 2014 (October 11-12, 2014). Late sponsorship confirmation may result in fewer than three (3) email banner placements. Contact sponsorship@siliconvalley-codecamp.com for further details.

<sup>3</sup> As a sponsor for bag, water bottle or lanyard, it is your responsibility to: 1) get SVCC approval of artwork on the item, 2) purchase the item, 3) make arrangements with SVCC to ensure items are available at least 2 weeks prior to the event.

# Silicon Valley Code Camp (SVCC) 2014 Sponsorship Agreement

## Application and Contract for Sponsorship and Exhibit Space

The Company/Division identified below ("Sponsor") applies to Silicon Valley Code Camp ("Organizer") for sponsorship ("Sponsorship") and exhibit space (the "Space") at the "Event" identified above on the terms and conditions of this "Application" plus the "Terms and Conditions of Participation in Event" on the attached pages (collectively, the "Agreement").

\* Please complete all fields of the following form and initial the bottom of each page.

### 1. Contact Information

- Company/Division Name: \_\_\_\_\_
- Primary Contact: \_\_\_\_\_
- Primary Contact Title: \_\_\_\_\_
- Primary Contact Email: \_\_\_\_\_
- Primary Contact Phone: \_\_\_\_\_

### 2. Select Sponsorship Level and Exhibit Opportunities

We understand that sponsorships are assigned on a first come, first served basis and Organizer is not deemed to have accepted the application until it so states. (Sponsorships are non-transferrable and nonrefundable.)

☐ PLATINUM Sponsorship  
Price: \$7,500

☐ GOLD Sponsorship  
Price: \$5,000

☐ SILVER Sponsorship  
Price: \$1500

PLATINUM SPONSORSHIP Includes:	GOLD SPONSORSHIP Includes:	SILVER SPONSORSHIP Includes:
<ul style="list-style-type: none"> <li>One (1) Speaking Session</li> <li>One (1) Table In Sponsorship Area *</li> <li>One (1) approved flyer or approved giveaway in Attendee Bag</li> <li>Six (6) Guaranteed Badge Registrations</li> <li>Job Ad 25% off Discount Opportunity</li> <li>Logo on Daily Handout</li> <li>Logo and Direct URL Link on Web Site</li> <li>Access to Platinum à la carte items</li> <li>Access to Gold à la carte items</li> <li>Access to Silver à la carte items</li> </ul>	<ul style="list-style-type: none"> <li>One (1) Table In Sponsorship Area *</li> <li>One (1) approved flyer or giveaway in Attendee BVag</li> <li>Four (4) Guaranteed Badge Registrations</li> <li>Job Ad 20% off Discount Opportunity</li> <li>Logo on Daily Handout</li> <li>Logo and Direct URL Link on Web Site</li> <li>Access to Gold à la carte items</li> <li>Access to Silver à la carte items</li> </ul>	<ul style="list-style-type: none"> <li>One (1) Guaranteed Badge Registrations</li> <li>Logo on Daily Handout</li> <li>Logo and Direct URL Link on Web Site</li> <li>Access to Silver à la carte items</li> </ul>

\* Only one company represented per sponsor

Initial: \_\_\_\_\_

### 3. Select à la carte items

#### Platinum à la carte Items:

- |  |   |
|--|---|
| <input type="checkbox"/> Platinum Enhanced Price:        | \$3,500   |
| <input type="checkbox"/> Additional Table Price:         | \$2,500   |
| <input type="checkbox"/> Attendee Bag Provider* Price:   | \$1,500   |
| <input type="checkbox"/> Attendee Lanyard Provider*      | Price: \$1,500  |
| <input type="checkbox"/> Attendee Water Bottle Provider* | Price: \$1,500  |
| <input type="checkbox"/> 25% off Job Ads - contact SVCC  | Price: See Job Ad pricing sheet for placement details |
| <input type="checkbox"/> Mobile Application Sponsor*     | Price: Upon Request                                   |

#### Gold à la carte Items:

- |   |   |
|---|---|
| <input type="checkbox"/> 20% off Job Ads - contact SVCC | Price: See Job Ad pricing sheet for placement details |
|---|---|

#### Silver à la carte Items:

- |   |   |
|---|---|
| <input type="checkbox"/> 10% off Job Ads - contact SVCC | Price: See Job Ad pricing sheet for placement details |
|---|---|

#### Sponsorship Level:

\_\_\_\_\_ \$ \_\_\_\_\_

#### à la carte items (optional)

1. \_\_\_\_\_ \$ \_\_\_\_\_
2. \_\_\_\_\_ \$ \_\_\_\_\_
3. \_\_\_\_\_ \$ \_\_\_\_\_
4. \_\_\_\_\_ \$ \_\_\_\_\_

*(Additional 15%, if paying after August 27th 2014)*

**TOTAL SPONSORSHIP PRICE:** \$ \_\_\_\_\_

**Note:** Prices do not include cost of materials. Contract terms and conditions are available on a separate document.

\* Contact SVCC to reserve sponsorship

Initial: \_\_\_\_\_

#### PAYMENT TERMS

The Total Sponsorship Fee is due no later than two (2) weeks after receipt of your signed contract. For applications submitted after August 27th, 2015, 100% of the Total Sponsorship Fee is due with application. Total Sponsorship Fee shall be paid in United States Dollars. And all prices are good up until 45 days before the event. Any payment made within the 45 days period, must include an additional fee of 15%.

All fees are deemed fully earned and non-refundable when due, unless Application is denied. Sponsor may not assign or transfer any portion of its interest in this Agreement.

#### CHECK PAYMENTS

Please make check payable to: Silicon Valley Code Camp. Mailed payments must be sent to the attention of Peter Kellner. Failure to do so may result in a lost payment for which Silicon Valley Code Camp will not be responsible.

#### Payable to:

Silicon Valley Code Camp  
Attn: Peter Kellner  
3443 Yuba Avenue  
San Jose, CA 95117

#### To Make Other Payment & Invoice Arrangements, please contact:

Peter Kellner - (866) 385-4323  
Sponsorship@SiliconValley-Codecamp.com

#### For Sponsor

Name (printed): \_\_\_\_\_

Title: \_\_\_\_\_

\_\_\_\_\_  
Authorized Signature:

\_\_\_\_\_  
Date:

# Silicon Valley Code Camp 2015 Sponsorship

## Terms and Conditions of Participation in Event

### 1) ACCEPTANCE BY ORGANIZER.

Sponsor's participation in the Event is subject to Organizer's approval. No contract is created until the Agreement is accepted by Organizer.

The Organizer may at any time and at its sole discretion determine that Sponsor or its product is ineligible. If Sponsor has paid the Total Sponsorship Fee and Organizer withdraws its acceptance, Organizer will refund the paid fees.

Organizer makes no warranties regarding the number of persons who will attend the Event. Event dates, hours, and venues may be modified. Sponsor shall be notified in writing of any such modification.

### 2) ASSIGNMENT AND USE OF SPACE

**a) Benefits and License Grant.** The Total Sponsorship Fee includes the benefits as specified in the Application. Sponsor grants to Organizer the right to use Sponsor's name, logo, and employees in connection with the promotion and production of the Event.

**b) Space Assignment, Use, Installation, Occupancy, and Dismantling.** Organizer will provide exhibit space (the "Space") at the Event for Platinum and Gold Sponsors provided they have reserved their space before the deadline. The location and amount of Space provided to Sponsor will be determined by Organizer. The space is for Sponsor's use only, and Sponsor may not assign or sublease any portion of the Space or Sponsorship (including to an affiliated company) without Organizer's prior written consent. Sponsor's activities must be confined within the Space, and must be in support of products or services that are directly related to Sponsor's normal business activities. At the Event, Sponsor may not exchange goods or money without Organizer's prior written consent and Sponsor may not assist any other party in soliciting business without Organizer's prior consent. Organizer may refuse permission to exhibit any products or services Organizer deems objectionable, unsuitable or inconsistent with the goals of the Event. Organizer may reassign the Space or alter Event layout or venue at any time.

**c) Own Risk.** Sponsor is responsible for all actions of the persons visiting, viewing, or otherwise participating in Sponsor's Space. Sponsor has sole responsibility for any loss of its equipment or proprietary information, or any other loss, including any subrogation claims by its insurer.

**d) Third Party Contractors.** Organizer may require Sponsor to use designated third-party contractors or event venue employees to provide certain services ("Required Contractors"), and Sponsor must then use only the Required Contractors for such services. Notwithstanding such designation, Required Contractors act solely as independent contractors, and Organizer is not responsible for their performance, acts, or omissions.

**e) Other Event Payments.** Organizer may apply any payments made by Sponsor under this Agreement to any obligation that is past due under any other event-related agreement between Sponsor and Organizer, in which case Organizer will notify Sponsor of such application.

### 3) COMPLIANCE WITH LAWS AND RULES

**a) Laws and Rules.** Sponsor must comply with all applicable laws, regulations, and ordinances in connection with its participation in the Event, including, but not limited to, rules of the venue and any relevant Labor union, construction of the Exhibit in compliance with the Americans With Disabilities Act or its local equivalent (e.g., the California Fair Employment and Housing Act), and the terms, conditions, and rules issued by Organizer from time to time in connection with the Event.

**b) Third Party Proprietary Rights.** Sponsor agrees that it will not violate any proprietary rights of third parties in connection with its participation in the Event, including but not limited to the performance, distribution, or posting of copyrighted material without a license, assignment, or other legally effective permission.

**c) Taxes and Licenses.** Sponsor is solely responsible for obtaining any licenses and permits, and payments of all taxes (including sales and use taxes), license fees, or other charges applicable to its participation in the Event, including taxes collected by Organizer.

### 4) CANCELLATION OR TERMINATION

**a) Cancellation.** Organizer may cancel all or any part of the Event for any reason beyond its reasonable control, including but not limited to natural or public disaster, wartime, acts of God, acts of terrorism, venue construction, insufficient participation, market fluctuations, government regulation, or similar reasons, organizer may refund at its discretion all or part of fees paid.

**b) Termination.** Organizer may take possession of the Space and terminate Sponsor's participation in the Event upon Sponsor's failure to meet any obligations under the Agreement, including but not limited to Sponsor's failure to (a) pay for the Space or related services, (b) set up its Exhibit, (c) maintain all exhibited products in good working order, (d) staff the Space fully and in a timely manner, or (e) meet Organizer's standards of conduct (including, but not limited to, engaging in violent, illegal, threatening, or discriminatory conduct). All payments to Organizer are deemed fully earned and non-refundable when due. The amounts due from Sponsor under this Agreement as of the effective date of any termination belong to Organizer and represent an agreed measure of compensation, and are not to be deemed or construed as a forfeiture or penalty.

### 5) PAYMENT.

Sponsor's payment is due upon the earlier of (i) two (2) weeks from date the Agreement is signed by Sponsor or (ii) immediately if within forty five (45) days from the start of publicly stated Event date. Payment must be received in full by Organizer before the start of publicly stated Event dates in order to participate or exhibit in Event (unless other arrangements have been made in writing with the organizer). Organizer reserves the right to decline or terminate Company's Agreement if payment is not received within the parameters stated above.

*Continue to page 6*

Initial: \_\_\_\_\_

*Terms and conditions of participation in event continued from page 5*

## 6) ORGANIZER MATERIALS.

All methodologies and planning materials distributed to Sponsor related to the planning or execution of the Event ("Organizer Materials") are owned exclusively by and are confidential information of Organizer. Organizer grants to Sponsor a nontransferable, nonexclusive license, on an "AS IS" basis to use such Organizer Materials solely in connection with Sponsor's participation in the Event. Upon completion of the Event or earlier termination of this Agreement, Sponsor must promptly return the Organizer Materials to Organizer upon Organizer's written request. Sponsor may use, but may not sell, lists of Event exhibitors or attendees without Organizer's prior written permission.

## 7) LIMITATION OF LIABILITY; INDEMNITY

a) In no event will Organizer's liability hereunder, or otherwise in connection with the Event, exceed the amount actually paid to it by Sponsor for the Space. Under no circumstances will Organizer, its affiliated entities and individuals, or the venue of the Event and its affiliated entities and individuals (the "Event Providers") be liable for lost profits or other indirect, incidental, consequential, or exemplary damages for any of their acts or omissions in connection with the Event, whether or not such Event Provider has been apprised of the possibility of such damages or lost profits.

b) Organizer is not liable for any errors in any listing or descriptions or for omitting Sponsor from the Event materials demonstrations, or stagings.

c) The Organizer is not liable to Sponsor for any damage, loss, harm, or injury to the person, property, or business of Sponsor, or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the venue or intermediate staging facilities, insufficient participation, accident, or any other reason in connection with the Event or any planning meetings.

d) Sponsor agrees to defend, indemnify, and hold harmless the Event providers and those lawfully in the venue from and against any claim, loss, liability, or damage suffered due to: (i) Sponsor's construction or maintenance of an unsafe Exhibit, (ii) the negligence or misconduct of Sponsor or its agents, and/or (iii) Sponsor's breach of any commitment made hereunder.

e) Sponsor must maintain proper insurance coverage for its property and liability, and Sponsor represents and warrants that it has obtained adequate insurance of at least USD\$1,000,000 to cover its potential liability hereunder

f) Sponsor agrees to defend, indemnify and hold harmless, Event venue, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Sponsor's use of the property. Sponsor shall be fully responsible to pay for any and all damages to property owned by Event venue, its owners or managers, which results from any act or omission of Sponsor. Sponsor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Sponsor, its agents, employees, and business invitees which arise from or out of the Sponsor's occupancy and use of the exhibition premises, the Event venue or any part thereof.

## 8) RELEASE.

Sponsor acknowledges that the Event may be recorded or reproduced, and hereby authorizes Organizer and its designees to record, transcribe, modify, reproduce, perform, display, transmit and distribute in any form and for any purpose any such recording of the Event, and agrees to execute any additional release presented by Organizer in connection with such activity. Sponsor hereby releases Organizer and its designees from and waives all claims it or its employees or agents may possess, now or in the future, in connection with such activities, and specifically waives any statutory restriction on waivers of future claims or moral rights.

## 9) MISCELLANEOUS.

Organizer's rights under this Agreement are not deemed waived except as specifically stated in writing and signed by an authorized representative of Organizer. If any term of this Agreement is declared invalid or unenforceable, the remainder continues in full force and effect. Organizer may assign this Agreement or its rights or responsibilities hereunder to any other party. Any action arising out of this Agreement or the Event must be brought in the State of California and governed by the laws of the State of California, excluding its conflict of law rules. Company hereby consents to the jurisdiction of such courts. Organizer is entitled to recover reasonable attorneys' fees and costs in any action to enforce this Agreement. Sponsor may not assign this Agreement to any other party, including a successor in interest, in the event of a merger or sale of assets, without the prior written consent of Organizer, in which circumstance Sponsor must guarantee performance of the assigned obligations. This Agreement is binding upon the heirs, successors, and permitted assigns of Sponsor. This Agreement will constitute the entire agreement between Sponsor and Organizer concerning its subject matter, and may only be modified in a writing signed by the parties.

Initial: \_\_\_\_\_

Date: \_\_\_\_\_