



HalfStack

**Sponsorship
Prospectus**

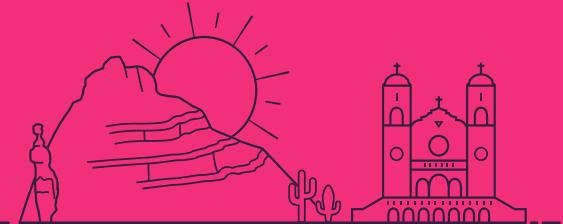
What is HalfStack?

HalfStack events celebrate the creative possibilities of the JavaScript and web platforms. Relaxed, localized environments (a pub in London, a movie theater in Phoenix, a former bread factory in Vienna, etc.) with engaging sessions, audience participation, and a highly interactive afterparty (JS Pub Quiz, contests, karaoke, etc.)

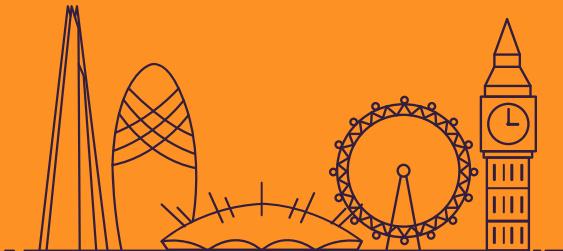
HalfStack is not a series of boring vendor pitches, or step-by-step tutorials that are better done at home. HalfStack is instead about getting inspired and connecting with other members of the ecosystem.



Where are HalfStack Events?



PHOENIX



LONDON



VIENNA



NEWQUAY



TEL AVIV



BELGRADE



NEW YORK



CHARLOTTE

● Event occurs annually

* Event occurs less frequently



Why Sponsor?

- /> Sponsoring HalfStack is more like sponsoring a concert or performance than a traditional conference. Sponsors are part of the program, not cordoned off in an expo hall.
- /> We do not sell attendee info, send extra emails, or sell speaking slots. Instead, a sponsor can offer an incentive to collect information directly, and if they want to speak, sponsors should propose a session as part of HalfStack's CfP process.
- /> Events are typically 100–250 attendees, depending on location. They are intimate events where an outgoing sponsor can meet everyone in attendance.



HalfStack
PHOENIX // FEB 22-24



HalfStack
PHOENIX // FEB 22-24

Living Spec Nerd
Tubular.io Mozilla Firefox
Tito Codecademy Code School



HalfStack Does

- ✓ Provide an amazing attendee experience.
- ✓ Guarantee a sizeable audience. If we do not reach this number, we will provide a prorated credit towards future events.

HalfStack Does Not

- ✗ Sell or provide attendee information... create a contest if you would like to gather information directly.
- ✗ Provide paid speaking slots... sponsors may propose sessions via the normal CfP process which is reviewed separately.
- ✗ Tolerate aggressive sales tactics that hinder the attendee experience.

Sponsorship Packages

Package	Half Stack	Full Stack
Price	£2000/\$2000/€2000	£5000/\$5000/€5000
Logo		
Priority placement	Bottom	Top
Website	✓	✓
Social media thank you	✓	✓
Opening and closing slide deck	✓	✓
Sponsor animation during breaks	✓	✓
T-shirts, banners, name badges, posters	✓	✓
Event themed sponsor poster		✓
Links		
Website	✓	✓
Social Media	✓	✓
Attendee information packet	✓	✓
Information		
Attendee information packet	✓	✓
30s video on rotation during breaks		✓
Presence		
Supply attendees with swag	✓	✓
Sponsor competition via sponsor's website	✓	✓
Provide prizes/giveaways for pub quiz	✓	✓
Event tickets included	2	4
Additional ticket discount	10%	20%
Dedicated table to deliver swag, run a contest, etc.		✓
Speaker dinner attendance		✓

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Be a part of the HalfStack Community

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Our events will, as always, provide a day of high quality, entertaining and creative JavaScript and web development sessions.

We are open to your creative sponsorship suggestions, and we will work with you to derive maximum value from your sponsorship.

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• **halfstackconf.com hello@halfstackconf.com**

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