



# DevSpace 2015

Sponsorship and Exhibitor Prospectus

October 9-10, 2015

Thank you for your interest in sponsoring the inaugural DevSpace. In this guide, you will find all the sponsorship and exhibitor information for the event. However, don't feel constrained by what is listed here. Please feel free to contact us if you have other ideas.

## About DevSpace 2015

DevSpace 2015 is the first of what will be annual developer's conference to take place in Huntsville, Alabama. Fueled by extensive space and missile research and a vibrant, emerging start-up culture, Huntsville is a market poised and ready to burst onto the national stage.

Technological interests run the gamut of every language. As such, DevSpace aims to cater to this entire atmosphere. DevSpace wants to offer talks on a variety of languages, offering attendees the ability to improve their skills within their daily technology of choice and the ability to become familiar with new technologies. Combine this with talks on soft skills and processes, DevSpace will provide an outstanding value to the attendees.

DevSpace will operate on a Friday and Saturday. We think this schedule will encourage employers to send their employees to the conference. The schedule is based on the idea of "Give a day, take a day." The employers are more likely to give their staff a day from work, knowing the employee will give a day of their own, doubling their return on investment.

## About DevSpace Huntsville

DevSpace Huntsville is the brain child of Chris Gardner. Chris has spent years speaking at conferences and users groups all over the country. As he fell in love with the culture and community offered by these events, he began to wonder why such an event didn't exist in his area.

After years of talking about creating a conference, he finally decided to put his money where his mouth was. After enlisting local volunteers that shared his passion, DevSpace Huntsville was officially registered as an Alabama Non-Profit Corporation. We are currently in the process of completing the paperwork to register as a full 501(c)(3) Educational Non-Profit entity.

## Exhibitor Opportunities

Exhibitor sponsorship puts you right in the mix of things. We intend to offer 2 options for exhibitors. There will be a dedicated vendor area with nearly 3,000 square feet. This room will allow you to set up equipment and displays in an area that will be locked and protected in the off hours. We will also offer limited space in the pre-function hallways. While this will increase your visibility, it does not offer the security of the vendor room.

### Premiere - \$10,000

1 Available

This is the ultimate package. We're not saying this will get your message out to everyone, but it will give you every opportunity to make your message heard.

- 10 x 8 exhibitor space in prime location
- 5 exhibitor passes
- 10 minute talk during keynote session, prior to keynote presentation
- Email to attendees before event
- Email to attendees during event
- Email to attendees after event
- Logo or brand on all conference emails
- Logo or brand on badges
- Logo or brand on website
- Logo or brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 10 free attendee passes
- 15% discount on additional attendee passes

### Diamond - \$5,000

2 Available

The diamond package puts you in the forefront of our attendees. You'll be given preferential treatment in almost every decision.

- 8 x 5 exhibitor space
- 4 exhibitor passes
- 30 minute lunch session
- Email to attendees before event
- Email to attendees during event
- Email to attendees after event
- Logo or brand on all conference emails

- Logo or brand on website
- Logo or brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 5 free attendee passes
- 10% discount on additional attendee passes

### Gold - \$2,000

5 Available

The gold package is designed to drive interest without all the bells and whistles of the higher packages. You'll get good exposure with minimal fuss.

- 8 x 5 exhibitor space
- 3 exhibitor passes
- Email to attendees before event
- Email to attendees after event
- Logo or brand on website
- Logo or brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 3 free attendee passes
- 10% discount on additional attendee passes

### Silver - \$1,000

No Limit

The silver package is the starting point for getting your brand known. We'll give you a place to perform your magic and a heads up to the attendees that you'll be there.

- 8 x 5 exhibitor space
- 2 exhibitor passes
- Email to attendees before event
- Logo or brand on website
- Logo or brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 2 free attendee passes
- 5% discount on additional attendee passes

## Bronze - \$500

No Limit

The bronze packages is the entry level. We'll give you a place. The rest is up to you.

- 8 x 5 exhibitor space
- 2 exhibitor passes
- Logo or brand on website
- Logo or brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 1 free attendee passes
- 5% discount on additional attendee passes

## Individual Sponsorship Opportunities

Individual Sponsorship are a wonderful opportunity to spread your brand without the commitment to manning a booth for 2 days.

### Meal Sponsor - \$5,000

4 Available

A good meal can do the body and the mind a world of good. We believe a wonderful lunch surrounded by fellow attendees will help continue the conversations and refresh the mind.

- 30 minute lunch session
- Logo or brand on lunch napkins
- Logo or brand on signage by buffet lines
- Logo or brand on website
- Logo or Brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 5 free attendee passes
- 10% discount on additional attendee passes

### Refreshments Sponsor - \$2,500

4 Available

I could tell you this is where we give our attendees a mid-morning and mid-afternoon snack. I could talk about the fresh fruit, healthy options, juices, or teas. I could also mention the array of sodas. However, let's face it. This is the coffee budget.

- Logo or brand on snack napkins
- Logo or brand on signage by snack displays
- Logo or brand on website
- Logo or Brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 3 free attendee passes
- 10% discount on additional attendee passes

### Speaker Dinner - \$3,000

1 Available

The speakers are the lifeblood of our conference. These speakers offer their time and knowledge for the sake of improving the community they are passionate about. We want to offer these saints a relaxing meal that will give them an opportunity to relax, catch up, and enjoy an evening among friends.

- 2 tickets to the speaker dinner
- A few minutes to address the speakers directly during the speaker dinner
- Logo or brand on website
- Logo or Brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 3 free attendee passes
- 10% discount on additional attendee passes

### USB Drives - \$5,000

1 Available

We get it. You want to get your message to our attendees. We want you to get your messages to our attendees. However, the traditional way of accomplishing this is the distribute flyers to attendees at registration. Unfortunately, most people just pull it out of the bag, throw it away, and move on. As such, we decided to provide all the information electronically on a conference USB. We're calculated the cost of a good drive into the other financials. However, we want to give the attendees a great drive, and this is where you come in.

- Logo or brand etched in the conference USB
- Logo or brand on website
- Logo or Brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 5 free attendee passes
- 10% discount on additional attendee passes

### Badges - \$2,000

1 Available

Badges are more than just a way to tell who someone is and if they paid to get in. They become a symbol of the community. They become a keepsake, a cherished possession that takes them back to a wonderful experience. We've budgeted for the worst that money can buy, printed on my old, black and white printer. However, you can be the hero, allowing us to order swanky, shiny, and downright awesome badges.

- Logo or brand printed on badges
- Logo or brand on website
- Logo or Brand on sponsor slide

- Folder on conference USB drive
- Acknowledgement during keynote
- 3 free attendee passes
- 10% discount on additional attendee passes

## Lanyards - \$1,000

1 Available

Sometimes, it's the little things that can make a big impression. We can easily provide a shoelace to hold our badges in place. It might afford us a little indie credibility. We could also provide a comfortable and stylish lanyard that will lovingly caress the neck.

- Logo or brand placed on lanyards
- Logo or brand on website
- Logo or Brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 2 free attendee passes
- 5% discount on additional attendee passes



## Terms and Conditions

### Indemnity and Limitation of Liability

Neither DevSpace Huntsville, The Organizers, any co-sponsor, venue provider nor any of their respective officers, agents, employees, facilities or representatives shall be responsible for any claims for damages, loss, harm, injury to the person, property or business of the Sponsorship applicant (referred to as Company) and/or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, or unavailability of the facility in connection with the Conference. The Company shall indemnify and defend the Organizers, any co-sponsor, and venue provider against any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which result or arise solely and directly from Company's participation in the conference or Company's participation in any of the conference activities, as well as the willful or grossly negligent actions of Company's officers, agents, employees, or other representatives. Under no circumstances will the Company, organizers, any co-sponsor, or the venue provider be liable for lost profits, or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall the Company's or the Organizers' liability, under any circumstance, exceed the amount actually paid hereunder by the Company. The Organizers make no representations or warranties regarding the number of persons who will attend the conference.

### Observant of Laws

Company shall abide by and observe all laws, rules, regulations, and ordinances in compliance with the City of Huntsville, County of Madison and the State of Alabama.

### Trademarks

"Mark" or "Marks" means any trademark, trade name, service mark, design, logo, domain name or other indicator of the source or origin of any product or service. Company hereby grants Organizers, and Organizers hereby accept, a non-exclusive, non-transferable, non-sublicensable right and license to use those Company Marks, which Company provides to Organizers, as necessary to provide the gold level sponsorship benefits described in the DevSpace 2015 Sponsorship Prospectus. Organizers hereby grant Company, and Company hereby accepts, a non-exclusive, non-transferable, non-sublicensable right and license to use the Organizers Marks, which Organizers provide to Company, in its advertising, marketing and promotional materials in all formats and media, including on its website, mobile apps and social marketing pages on third party websites and mobile apps, to identify and promote Company's participation in, association with, and its status as a sponsor of, the conference. Each party shall use the other party's Marks solely in accordance with the other party's trademark usage guidelines and quality control standards. If either party is notified in writing by the other party that any use does not so comply, such party shall immediately remedy the use to the satisfaction of the other party or terminate such use. Neither party shall use, register or attempt to register in any jurisdiction any Mark that is confusingly similar to or incorporates any of the other party's Marks. All uses of a party's Marks, and all goodwill associated therewith, shall inure solely to the benefit of such party, and each party shall retain all right, title and interest in and to its Marks.

### Cancellation or Termination by the Organizers

If for any reason beyond its reasonable control including fire, strike, earthquake damage, construction or renovation to conference site, government regulation, public catastrophe, act of God, or any similar reason, the Organizers shall determine that the conference or any part may not be held, the Organizers may cancel the conference or any part thereof. In that event, the Organizers shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by the organizers.

### Cancellation by the Company

All payments made to the organizers under this application shall be considered fully earned and non-refundable in consideration for expenses incurred by the Organizers and the Organizers' lost or deferred opportunity to provide space and/or sponsorship opportunity to others.

### Company Conduct

DevSpace Huntsville and all its representatives shall conduct themselves at all times in accordance with the highest of standards of decorum and good taste. The Organizers shall reserve the right to eject from the conference any Company or Company representative violating those standards.

### Agreement to Terms, Conditions, and Rules

Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by the Organizers from time to time for the efficient and safe operation of the conference. Such additional terms, conditions, and rules made by the Organizers will be posted to the Conference website and incorporated by reference. This application represents the final, complete and exclusive agreement between the company and the organizers concerning the DevSpace. The organizers do not make warranties, or other agreements except as set-forth above.

### Severability

If any provision of this Agreement is held by a court of law to be illegal, invalid, or unenforceable, (a) that provision shall be deemed amended to achieve as nearly as possible the same economic effect as the original provision, and (b) the legality, validity, and enforceability of the remaining provisions of this Agreement shall not be affected or impaired thereby.

### Subject to Change

While most of the details contained in this prospectus are set, several details such as ticket cost, event activities are still in flux and may be changed to such as the conference accommodate more attendees if necessary.

## Code of Conduct

All attendees, speakers, sponsors and volunteers at our conference are required to agree with the following code of conduct. Organizers will enforce this code throughout the event. We are expecting cooperation from all participants to help ensuring a safe environment for everybody.

### Need Help?

You have our contact details in the emails we've sent.

### The Quick Version

Our conference is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, or religion (or lack thereof). We do not tolerate harassment of conference participants in any form. Sexual language and imagery is not appropriate for any conference venue, including talks, workshops, parties, Twitter and other online media. Conference participants violating these rules may be sanctioned or expelled from the conference *without a refund* at the discretion of the conference organizers.

### The Less Quick Version

Harassment includes offensive verbal comments related to gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, religion, sexual images in public spaces, deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of talks or other events, inappropriate physical contact, and unwelcome sexual attention.

Participants asked to stop any harassing behavior are expected to comply immediately.

Sponsors are also subject to the anti-harassment policy. In particular, sponsors should not use sexualized images, activities, or other material. Booth staff (including volunteers) should not use sexualized clothing/uniforms/costumes, or otherwise create a sexualized environment.

If a participant engages in harassing behavior, the conference organizers may take any action they deem appropriate, including warning the offender or expulsion from the conference with no refund.

If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact a member of conference staff immediately. Conference staff can be identified as they'll be wearing branded t-shirts.

Conference staff will be happy to help participants contact hotel/venue security or local law enforcement, provide escorts, or otherwise assist those experiencing harassment to feel safe for the duration of the conference. We value your attendance.

We expect participants to follow these rules at conference and workshop venues and conference-related social events.

*Taken from: <http://confcodeofconduct.com/>*

*Original source and credit: <http://2012.jsconf.us/#/about> & The Ada Initiative*

*Please help by translating or improving: <http://github.com/leftlogic/confcodeofconduct.com>*

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## Frequently Asked Questions

### Will there be a conference shirt?

No, there will not be a conference shirt. We, as an organization, refuse to distribute subpar shirts. Superior shirts cost lots of money, which we don't have. Plus, most people I know just donate them to Goodwill, anyway.

### Will there be a conference bag?

See answer for conference shirt.

### How will I distribute my materials?

Every attendee will receive a USB drive. Your materials will be pre-copied onto the device. You are free to distribute materials in whatever fashion you wish at your booth.

### How will the sponsored email work?

You provide us with your content. We will email it to the attendee list at the requested times.

### Can I buy the list of attendee's email?

No.

### For aspects dealing with "First Come, First Serve," what determines my place in line?

The first criteria will be sponsorship level. Among organizations within the same sponsorship level, order will be determined by the time your payment is received.

Yes, this means that you can commit to a sponsorship level now. However, if you do not submit your payment until a week before the show, you will likely be the last on the list.

### Are you a non-profit?

We have submitted our application for 501(c)(3) status. According to IRS guidelines, we can consider ourselves a federal non-profit. However, at the time of this writing, our application is pending. If the application is approved, all previous transaction will be treated as if we were a non-profit. If it is rejected, all previous transaction will be treated as if we were a for-profit corporation.

### Why haven't you sent the application yet?

That costs money. We don't have enough, yet.

### Will my sponsorship fees be tax-deductible?

We will work with you to offer any documentation we can provide. However, we are not accountants or lawyers in your area. Consult with them, first. If they say you're good, just tell us what you need.

## Contact Information

Please direct all enquiries to [info@devspaceconf.com](mailto:info@devspaceconf.com). Someone will follow up with you as soon as possible.