



2016 *Sponsorship Outline*

#FSTOCO OCT 17-18TH 2016, SHERATON CENTRE,
DOWNTOWN TORONTO, CANADA

Hello there!

#FSTOCO OCT 17-18TH 2016, SHERATON CENTRE,
DOWNTOWN TORONTO, CANADA

You're probably reading this because you want to learn more about the many wonderful opportunities to sponsor *Full Stack Toronto* events, right?

You should know *Full Stack Toronto* is a non-profit organisation and all funds we raise go exclusively towards bringing together all sorts of web professionals through commercial-free intermediate and advanced educational resources, like our annual conference and monthly meetups. That said, let us speak about the opportunities we have available for the 2016 conference, #fstoco!



Our Commitment

#FSTOCO OCT 17-18TH 2016, SHERATON CENTRE,
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Our commitment is to offer you the best brand exposure for your business, to all those hard-to-reach intermediate and senior web developers as well as other experienced web professionals. We are flexible at every level of sponsorship on how many passes to the event you need for your exhibit booth or team to attend the event.

Furthermore, our sponsors will of course be recognised accordingly both in our event's mobile app and website, as well as all around our social media channels.



Diversity is of the utmost importance to us. This year on top of attracting even better talent by paying our speakers, we will provide a “Diversity bonus” to those who publicly identify as women, transgendered, people of color and other areas typically underrepresented at tech events.

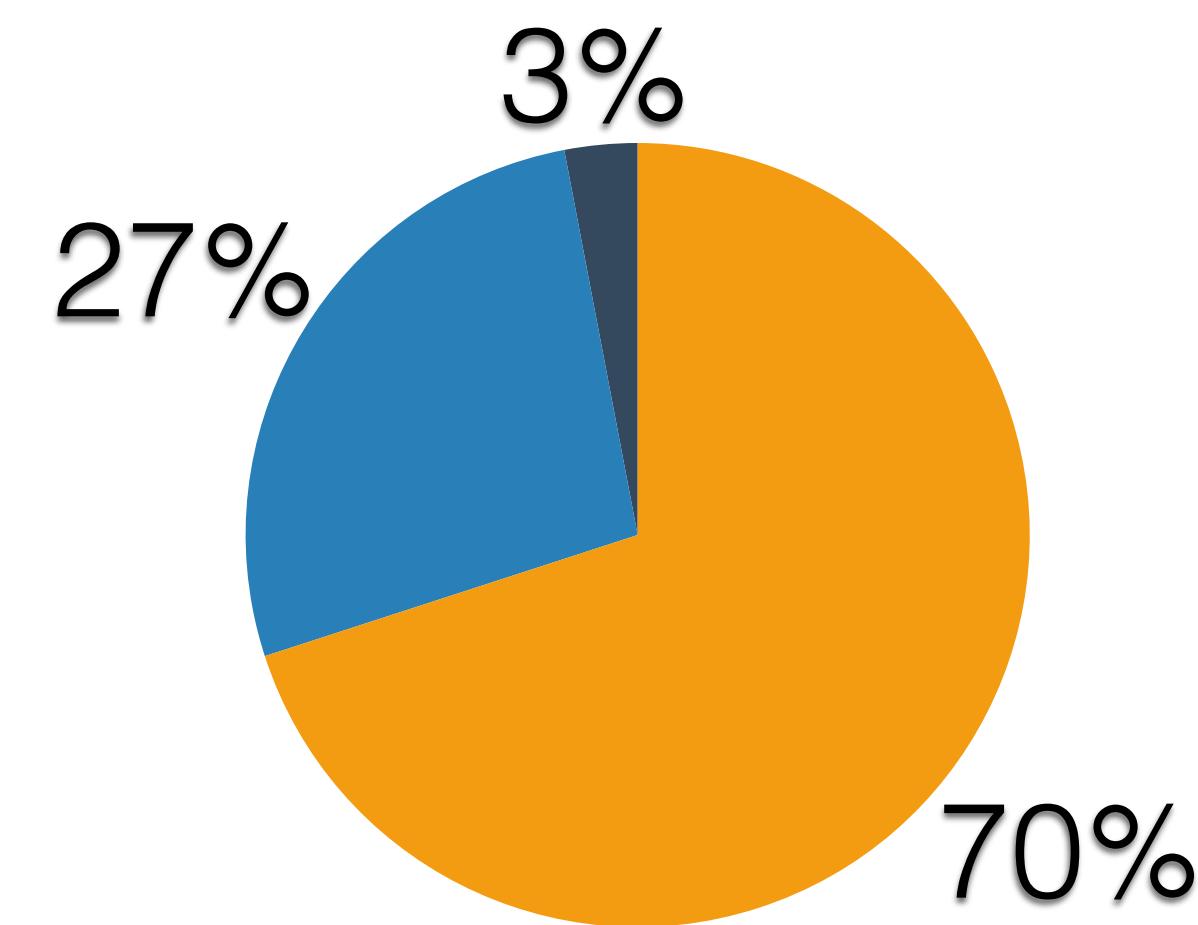
Full Stack Toronto is already making a real difference in the community and having your brand name attached to ours shows loud and clear how much you care about the web professionals community and that you share our values of respect, diversity and education for all.



Our Demographics

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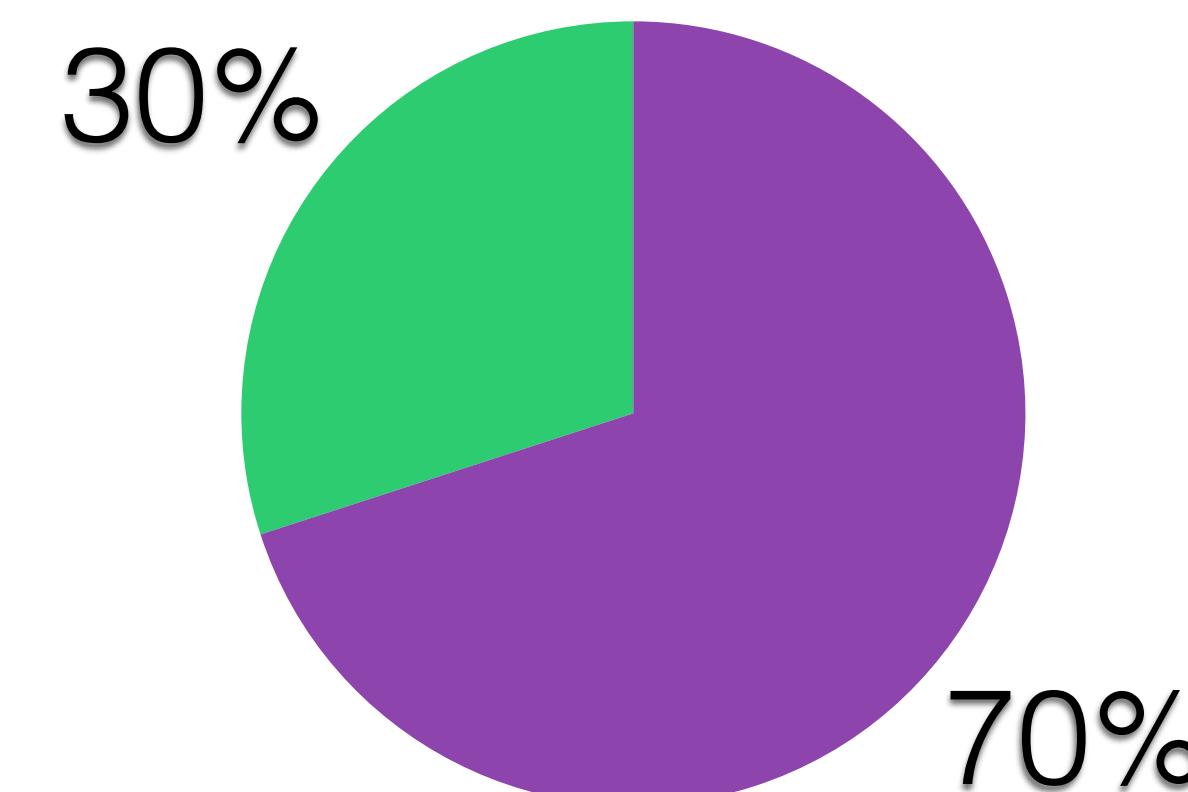
Demographics



- Male
- Female
- Undisclosed

- Average age of 32
- 25% Have young families
- Over 50% earn more than \$50k

Employment



- Full-Time
- Freelance

- Jr. Int. & Sr. Web Developers
- UX Designers & Web Designers
- Project Managers
- DevOps Engineers
- Product Managers



By The Numbers

#FSTOCO OCT 17-18TH 2016, SHERATON CENTRE,
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Notice the sustained growth! Imagine the possibilities!
Sponsor our conference now!

2014

- 200 Attendees
- 36 Speakers
- 32 Sessions
- 2 Sponsor Booths

2015

- 420 Attendees
- 42 Speakers
- 45 Sessions
- 11 Sponsor Booths

2016

- 600 Attendees
- 36 Speakers
- 36 Sessions
- 39 Exhibitors



This year your sponsorship dollars are helping us provide the following and much more

- Paying our Speakers
- Supporting Diversity
- New Larger Venue
- Adding an Exhibit Hall
- Better Video Archive
- Lunch & Beverages
- Cocktail Reception
- Better Swag
- Sustaining Our Growth
- Supporting the Community



We're Quotable!

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"Favourite moment at #fstoco met #DeanDelpeache from #sponsor #RLSolutions, #software for safer Healthcare. I've opportunities for them" - @webmrktingmatrs

"The #fstoco networking session turned out to be awesome; I met a lot of cool people doing cool shit" - @ArcadeErrorWin

"After #fstoco, I want to a) learn all the things (dev), and b) buy all the things (IoT). May have to c) control impulses a little" - @andkerel

"Thanks @fullstackTO for this great weekend and another amazing conference. It exceeded my expectations. Learned a lot #fstoco" - @twitanvk

"Got a bunch of great ideas and met some great people at #fstoco this weekend" - @dougalg

"My dad talked about ponies today @fullstackTO #fstoco" - @orianasmky

"#fstoco Had an awesome time at my first conference ever. Thanks!" - @MichaelBrawn

"#fstoco speakers from #USA #Germany #Israel first time visiting #Canada: "never had so many people apologize to me in my entire life" - @AhmadNassri



Previous Sponsors

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Our attendees are waiting to meet you in the exhibit hall so why not get your name out there and show them you care about advancing their careers and being a part of the web professional community!

We highly suggest you prepare stickers and other swag items of your choice.
We sure don't need to tell you how much our attendees absolutely LOVE tech swag!
Why not let them promote your brand for you!?



MANDRILL

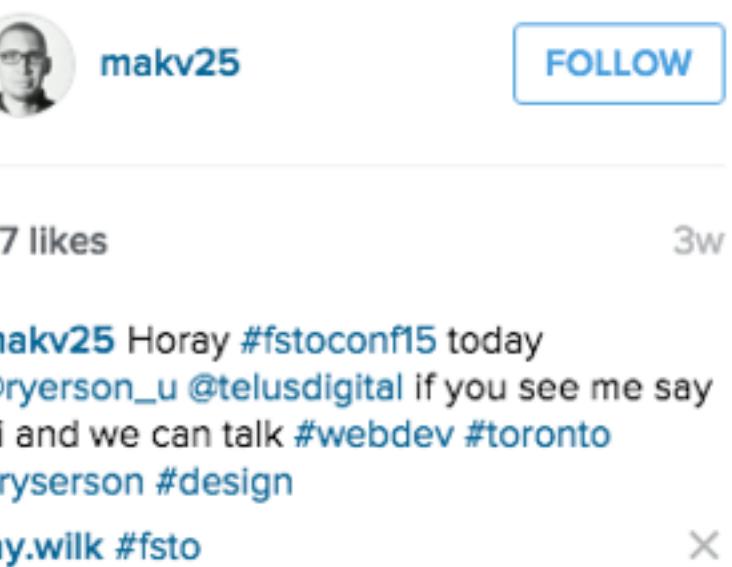
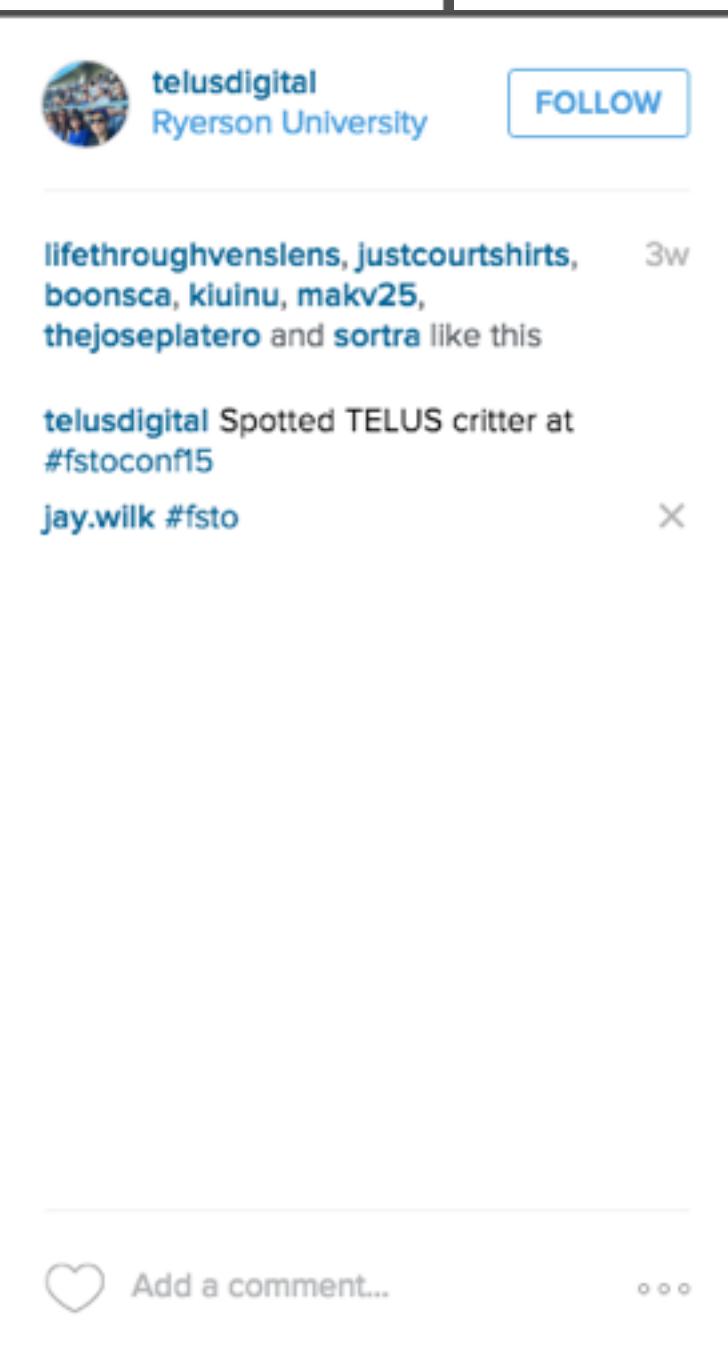
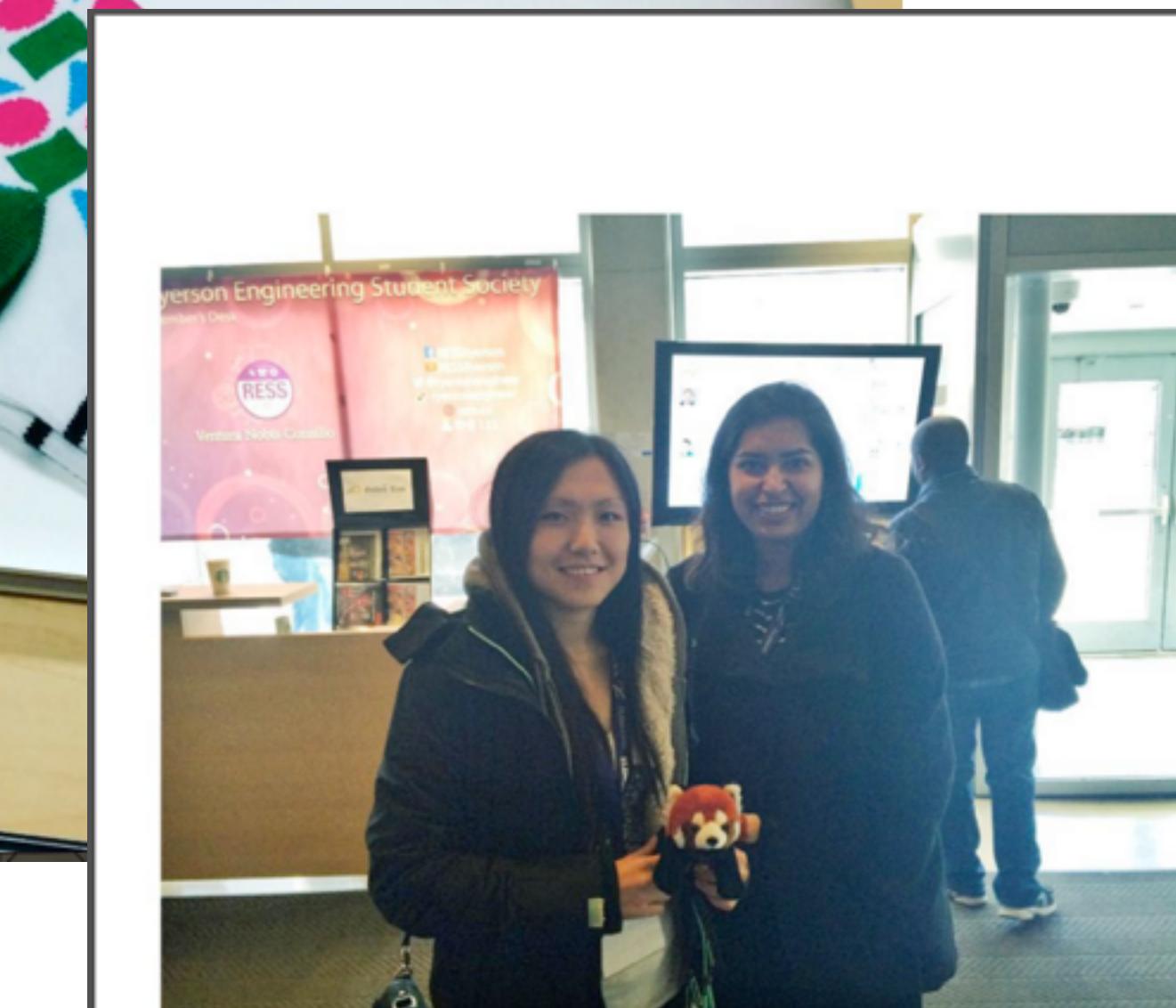


and many more supporters and partners.

Social Media



Jeremy Law @LawJeremy · Nov 14
Thanks to @TELUS for throwing a stuffed bunny at me. #fstoconf15

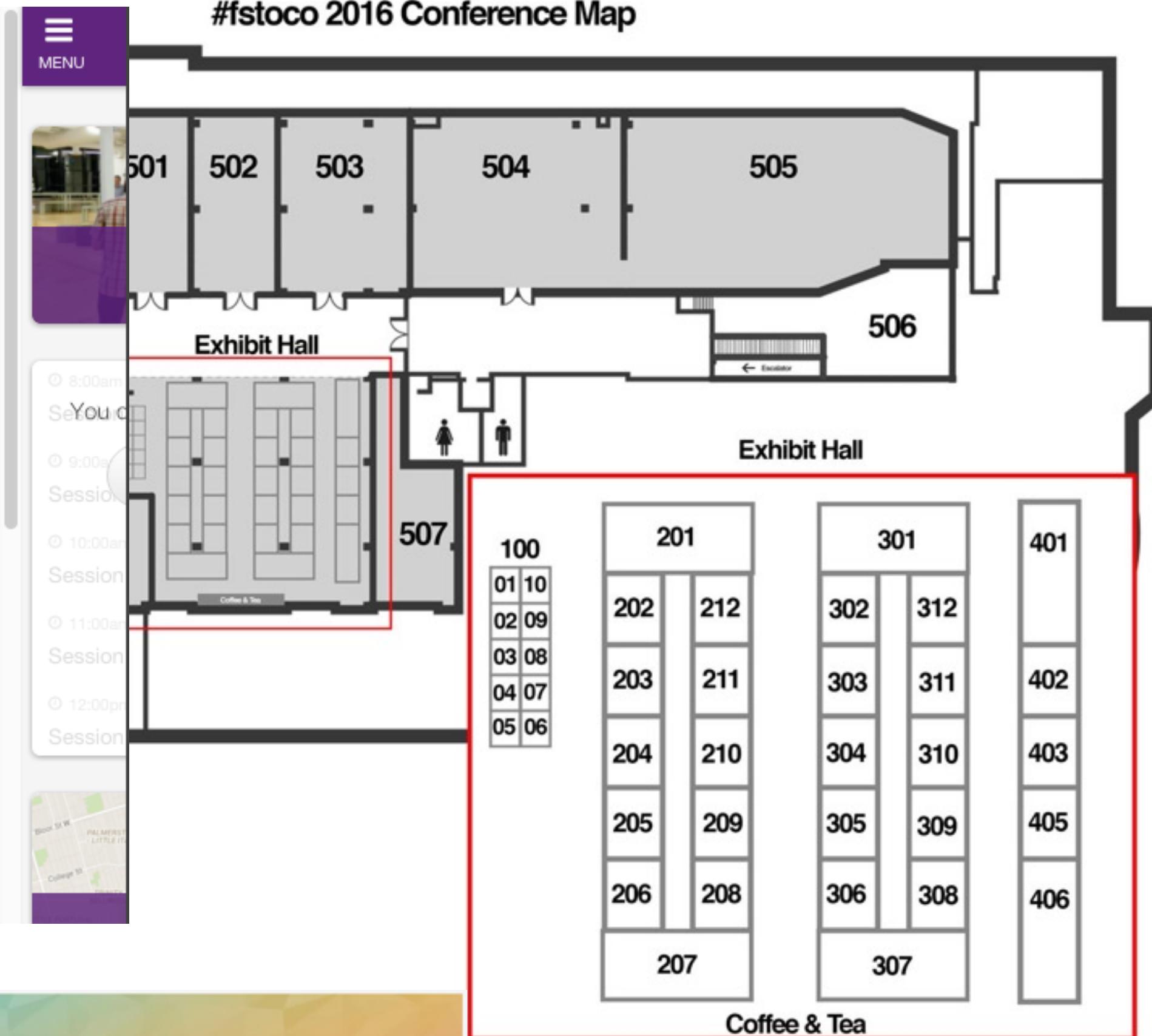


The Exposure

Mobile App Website

The website homepage features a colorful geometric background. At the top, it says "presented by TELUS". Below that is the conference logo "#FSTOCONF15 focusing on all layers of web development". The date "Nov. 14-15, 2015" and location "Ryerson Engineering Bldg., 245 Church St., Toronto, Canada" are listed. A green button at the bottom left says "Pre-Order The Videos!". Navigation links at the top include HOME, SPEAKERS, SCHEDULE, and MOBILE APP.

The mobile app menu has a purple header with "Search Event App" and "MENU". It lists the following options: Home, Sessions, Speakers, Sponsors, Social Media, Polls & Feedback, and Maps. The "Home" option is currently selected.



The video player interface features the Full Stack logo and the text "#FSTOCONF15 SESSION VIDEOS". It includes a play button, a progress bar showing "0:02 / 0:31", and other video control icons.

About Full Stack Toronto

Full Stack Toronto is a non-profit organization that provides web developers with access to education and resources that cover intermediate to advanced web development, free of commercial content.

Speakers at Full Stack Toronto events are subject matter experts with extensive industry experience. Attendees will walk away having not only learned the why of what they're doing, but also how to execute on ideas.

Workshop-style sessions with a focus on all layers of web development—in a commercial free environment—is what really sets Full Stack Toronto events apart from all other development events.

Our Conference #fstoco15

Full Stack Toronto Conference hosts speakers from around the world and across stack! We organize things a bit differently too, all of our sessions are workshop style where you can expect to leave with actionable items to continue your career growth. We keep the sessions free of commercial content so you don't feel like you have been pitched to, and we leave ample time for you to network with your peers to learn how they approach similar problems.

This year we are excited to bring you the same commitment to awesome content opportunities paired with improvements from your valued feedback.

On Site Video Archive



1500 Person Mailing List

775 Twitter Followers

1.1 Million Reach from our Twitter RT's

50 YouTube Subscribers and growing fast!

Monthly Meetups



Presenting Sponsor \$40,000

- Appoint a speaker for before the keynotes (5 minutes maximum).
- Co-Branding of website, mobile app, and other conference branded materials.
- Co-Branding of event tweets (eg. [...] at #fstoco presented by @fullstackto).
- Co-Branding of watermark on sessions videos.
- Co-Branding of Badges.
- Free XL Exhibit Space.
- Free Lead-Collection Software.
- Free 15 sec video ad before the session videos.
- Corporate banners on display throughout venue (Max 8).
- Recognition before keynotes.
- Logo and link on event website.
- Logo and link on mobile app.
- Logo on sponsor slide of session videos.
- Negotiable amount of Conference Passes for your web team.
- 4 Exhibit Hall Passes.
- Free WiFi and Electrical.
- One object insert in the Swag Bag.
- One flat/paper insert in the Swag Bag.



Platinum Sponsorships \$20,000

All sponsorships at this level include

- Free XL exhibit space.
- Free lead collection software.
- Logo and link on event website and mobile app.
- Recognition on social media channels.
- Recognition before keynotes.
- Logo on sponsor slide of session videos.
- 4 Conference Passes.
- 4 Exhibit Hall Passes.
- Free WiFi and Electrical.
- One object insert in the Swag Bag.
- One flat/paper insert in the Swag Bag.



Platinum Sponsorships

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Select one of the below focuses for your platinum sponsorship:

Exhibit Hall (1 Opportunity)

- Name the Exhibit Hall (Eg. Full Stack Toronto Exhibit Hall).
- Exhibit Hall Branding throughout the site and mobile app.
- Free 15sec ad at the end of the session videos.

Lunch (2 Opportunities)

- Name the Lunch (Eg. Lunch Provided by Full Stack Toronto).
- Branding of lunch throughout the site and mobile app.
- One piece of content on spots of lunch table (10 per table).

Cocktail Reception (1 Opportunity)

- Name the Cocktail Reception (ex Cocktail Reception presented by Full Stack Toronto).
- Branding of reception throughout the site and mobile app.
- Branded Drink Tickets.
- Free XL exhibit space.

WiFi (1 Opportunity)

- Brand the WiFi Login Screen.
- Free 15sec ad at the end of the session videos.



Gold Sponsorships \$10,000

All sponsorships at this level include

- Free L exhibit space.
- Free lead collection software.
- 2 Exhibit Hall Passes.
- Logo and link on event website and mobile app.
- Recognition on social media channels.
- Recognition before keynotes.
- Logo on sponsor slide of session videos.
- 2 Conference Passes.
- Free WiFi and Electrical.
- One flat/paper insert in the Swag Bag.

Select one of the below focuses for your gold sponsorship:

Room (8 Opportunities)

- Branding of a session room on day 1 or day 2
- Recognition before each speaker in that room on given day.

Coffee (2 Opportunities)

- Branding of coffee station on day 1 or day 2



Silver Sponsorships \$5,000

All sponsorships at this level include

- Logo and link on event website and mobile app
- Recognition on social media channels
- 1 Conference Pass
- Free WiFi
- One flat/paper insert in the Swag Bag

Select one of the below focuses for your gold sponsorship:

Lanyard (1 opportunity)

- Co-Branding of conference lanyards (not the badge)

Chair Drop (10 opportunities)

- One piece of content on all chairs at the beginning of one of the two days.

Lunch Table Drop (10 opportunities)

- One piece of content on spots of lunch table (10 per table) for day 1 or day 2
- Brand the Table for ad-hoc Passion Talks for day 1 or day 2

Exhibitor (15 Opportunities)

- L size exhibit hall space for both days
- Free lead collection software
- Free Electrical
- 2 Exhibit Hall Passes



Bronze Sponsorships \$2,500

Small Exhibitor

- M size exhibit hall space for both days
- \$150 for lead collection software
- 1 Exhibit hall pass
- Logo Recognition on Website

Swag Sponsor

- Object & Paper Insert in Swag Bag
- Logo Recognition on Website

Don't wait any longer, we are always ready to answer any questions.

Email us at sponsorship@fstoco.com





Thank You!

WE LOOK FORWARD TO YOUR SUPPORT!