

# GopherCon 2015 Sponsor Prospectus

GopherCon 2014 was, by all accounts, a tremendously successful conference. With sold-out attendance of 700 people, GopherCon drew developers from across the globe. We attracted developers ranging from hobbyist to startup CTO, from corporate developer to language designers. Attendees represented more than half of the Fortune 100 companies.



GopherCon 2015 will build on that successful platform by more than doubling the number of attendees to 1500 and moving to the Colorado Convention Center to allow us the space to continue our unique single track event while still comfortably housing 1500 people.

This year we will expand our wildly successful post-conference “Hack Day” which brought hundreds of developers together after the conference for a loosely-organized day of collaboration, learning, lightning talks, and camaraderie.

GopherCon is organized by GopherAcademy, LLC, a community-driven group of developers focused on the education of developers and the promotion of the Go programming language.

## Previous Sponsors

Google	Stripe	Hashicorp
Canonical	MomentumSI	OutCast
Digital Ocean	DataDog	ChickTECH
PayPal	The Hybrid Group	O'REILLY
Apcera	xpient	ShopKeep POS
StackOverflow	Parse	Runscope
DramaFever	:DeNA	MongoDB
Yext	Airbrake	Sourcegraph
Iron.io	CounterSoft	SameGoal
GitHub	Cobenian	Twitch

## Diamond Sponsor **\$45K**

*(limited quantity)*

Exclusive Diamond sponsorship is our premier sponsorship opportunity

- Two page, full color ad in conference program
- Dedicated sponsorship highlight page on conference website
- Featured logo on all conference materials
- Featured logo on conference T-Shirts
- Includes 10 conference tickets
- Includes exhibit booth/table reservation with first choice of location
- Includes named sponsorship of Welcome Party
- Includes opportunity to include materials in welcome packet

Diamond sponsors will be named in all GopherCon email campaigns

Diamond sponsor may provide a plenary speaker to present a five minute welcome or closing presentation

First chance at optional sponsorship opportunities

## Platinum Sponsor **\$25K**

*(limited quantity)*

Full page, full color ad in conference program

- Dedicated sponsorship highlight page on conference website
- Featured logo on all conference materials
- Featured logo on conference T-Shirts
- Includes 8 conference tickets
- Includes exhibit booth/table reservation with preferred choice of location
- Includes named sponsorship of Hack Day
- Includes opportunity to include materials in welcome packet

First chance at optional sponsorship opportunities

## Exhibitor Only **\$7.5K**

Includes one exhibitor table or booth space for the duration of the conference

- Includes 1 conference ticket
- Includes opportunity to include materials in welcome packet

## Gold Sponsor **\$10K**

Half page, full color ad in conference program

- Dedicated sponsorship highlight page on conference website
- Logo on all conference materials
- Logo on conference T-Shirts
- Includes 5 conference tickets
- Includes exhibit booth/table reservation
- Includes named sponsorship of Breakfast / Lunch
- Includes opportunity to include materials in welcome packet

## Silver Sponsor **\$5K**

Sponsorship highlight page on conference website

- Logo on conference T-Shirts
- Includes 3 conference tickets
- Includes opportunity to include materials in welcome packet

## Bronze Sponsor **\$2.5K**

Logo and one paragraph highlight on conference website

- Logo on conference T-Shirts
- Includes 1 conference tickets
- Includes opportunity to include materials in welcome packet

## Optional **at cost**

- Lanyard Sponsorship
- Welcome Bag Sponsorship
- Registration Sponsorship
- Other opportunities available - contact us to discuss

**Primary Contact**

Name	Email
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Company
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Phone	Fax
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Mailing Address
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City, State, ZIP
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**Billing Contact**

Name	Email
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Company
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Phone	Fax
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Mailing Address
-----------------

City, State, ZIP
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**Sponsorship Choice**

Level	Cost	\$
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Optional Sponsorship	Cost	\$
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Cost	\$
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Cost	\$
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Total	\$
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**Payment Information**

Full payment is due upon execution of this Application and Contract.  
All fees are deemed fully earned and are non-refundable. Cancellation by Sponsor/Exhibitor does not relieve Sponsor/Exhibitor of liability for full payment of fees, notwithstanding the loss of Sponsor/Exhibitor package benefits.

**Payment Instructions**

Checks should be addressed to:

GopherAcademy, LLC  
18865 State Road 54, Suite 179  
Lutz, FL 33558

Payment questions can be sent to [gophercon@gopheracademy.com](mailto:gophercon@gopheracademy.com)

**TERMS AND CONDITIONS FOR COMPANY PARTICIPATION IN GOPHERCON 2015 TAKING PLACE IN DENVER, CO ON JULY 7 - 10, 2015.**

**ASSIGNMENT OF SPACE:** GopherAcademy shall assign the booth, display and/or tabletop space as agreed to under this Agreement for the period of the display and such assignment will generally be made no later than three weeks before the Event. Location assignments will be on a first-come, first-served basis, and may be modified by GopherAcademy due to changes in Event layout, venue or other factors, and will be made solely at the discretion of Gopher Academy. Booth assignments may include specific non-negotiable instructions on how to orient the booth.

**USE OF SPACE:** Company is allowed to distribute literature, run demonstrations and sell products within the boundaries of the Company's assigned space. Company's product demonstration, placement or handing out of literature, signage, all booth furnishings and lighting must be well within the confines of the assigned space at all times and may in no way interfere with adjacent space. Demonstrations using audio must use headsets to demonstrate audio capabilities. All booth furnishings, equipment and displays are the responsibility of the Company, must be constructed safely, and must be installed, occupied and dismantled in accordance with Gopher Academy's schedule. GopherAcademy may refuse permission to exhibit any products or services GopherAcademy deems objectionable or unsuitable for the Event. Company shall not assign to a third party its space or any portion of that space without the prior written consent of GopherAcademy, which GopherAcademy may grant or withhold at its sole discretion. This includes needing specific authorization for participation by third parties designated as your Partners. Areas requiring authorization include displaying logos, signage, third party branded giveaways or handouts, and any other representation bearing a brand other than that of the Company. If such permission is given, the Company assumes full responsibility for the conduct of the assignee and all its representatives. Company may not distribute or sell food or beverage at the assigned space or anywhere on event premises without prior permission from GopherAcademy.

**COMPANY EVENTS:** Company shall not schedule or sponsor any event in connection with the Conference, including without limitation evening events, during a time that overlaps or conflicts with any Conference event published in GopherAcademy's Conference schedule. All events must be preauthorized by GopherAcademy to avoid such conflicts. Events can only be listed as official Conference events and promoted by GopherAcademy if they are sponsored exclusively by Conference Sponsors.

**A LA CARTE SPONSORSHIPS:** Unless specified, a la carte sponsorships do not include placement on regular Conference Sponsor signage.

**INDEMNITY AND LIMITATION OF LIABILITY:** Neither GopherAcademy, any sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives or assigns shall be liable for, and Company hereby releases them from, any claims for damage, loss, expense, harm, or injury or death to the person, property or business of the Company and/or any of its visitors, officers, agents, employees, contractors or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with the display at the Conference. Company hereby indemnifies, and shall defend and protect GopherAcademy and hold GopherAcademy, any sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees and expenses which might result or arise from Company's participation in the Conference or any actions of Company's officers, agents, employees, contractors or other representatives. Under no circumstance will GopherAcademy, any 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 GopherAcademy's liability, under any circumstance, exceed the amount actually paid to it by the Company. GopherAcademy makes no representations or warranties regarding the number or identity of persons who will attend the Conference.

**OBSERVANCE OF LAWS:** Company shall abide by and observe all laws, rules and regulations and ordinances in connection with the Conference and this Agreement.

**CANCELLATION OR TERMINATION BY GOPHER ACADEMY:** If for any reason beyond its reasonable control, including without limitation fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe or act of God ("Force Majeure"), GopherAcademy shall determine that the Conference or any part will not be held, GopherAcademy may cancel the Conference or any part thereof. In that event, the liability of GopherAcademy is limited to the amount of fees paid, and GopherAcademy 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 GopherAcademy. In the event, however, that GopherAcademy cancels the Conference for any reason other than Force Majeure, GopherAcademy shall refund to Company the full amount of the fees paid by Company.

**CANCELLATION BY COMPANY:** All payments made to GopherAcademy or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by GopherAcademy and GopherAcademy's lost or deferred opportunity to provide space and/or sponsorship opportunities to others. Cancellation notices must be in writing and sent to [gophercon@gopheracademy.com](mailto:gophercon@gopheracademy.com).

**COMPANY CONDUCT:** Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. GopherAcademy reserves the right to eject from the Conference Company or any Company representative(s) 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 GopherAcademy from time to time for the efficient and safe operation of the Conference. This Agreement represents the final, complete and exclusive agreement between the Company and GopherAcademy concerning the subject matter of this Agreement. GopherAcademy does not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by GopherAcademy. No business forms (including without limitation any Company purchase order terms and conditions) shall modify, interpret, supplement or alter in any manner the express terms of this Agreement. The rights of GopherAcademy under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of GopherAcademy. If any term of this Agreement shall be declared invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect. This Agreement shall be binding upon the heirs, successors and assigns of the Company subject to the terms of this Agreement regarding consent to assignment.

For COMPANY	For GOPHER ACADEMY
Name	Name
Signature	Signature
Date	Date