IndyPy

PYDATA INDY '19

October 11th, 2019

Sponsorship Prospectus

DETAILS

Date:
October 11th, 2019

Venue:
JPS Events at Regions Tower
211 N Pennsylvania St, Indianapolis, IN 46204

Attendees:
150-200+ professionals in business development, QA, engineering, operations, students, professors

Why sponsor:
Recruit new talent, show off your products, brand recognition and awareness, distribute swag, meet community and professional influencers

All tickets include:
Registration, breakfast, lunch, snacks, WiFi

Website:
https://2019.indypy.org/pydata

Contact us:
info@indypy.org

FORMAT

IndyPy is a 501(c)(3) through the Python Software Foundation (the PSF). The IndyPy Conf series are technical conferences covering topics from automation, testing, security, and organization culture. The PyData Indy will focus on topics such as Data Science, Data Analytics, AI, Machine Learning, VR, Blockchain, IoT and more.

Talk format
There will be an opening session with event notes, sponsor information and more, followed directly by a keynote presentation. After the keynote, talks will begin in 1 track. Over lunch will be 5 to 10 minute lightning talks. After lunch, talks continue until 4:45pm. At 4:45pm will be closing remarks.

Talk timing
Opening remarks - 15 minutes
Keynote - 30 minutes
Multi-track talks - 45 minutes*
Lightning talks - 5 to 10 minutes
Closing remarks - 15 minutes
*unless otherwise noted

Hallway track
There will be tables and chairs avaliable in the main foyer. Attendees are encouraged to talk with sponsors, fellow attendees or work on projects in these spaces. We encourage sponsors to further talk with attendees outside of sessions to get the most ROI.

Code of Conduct
All attendees, speakers, sponsors, and volunteers at PyData Indy are required to follow the Code of Conduct. This can be found at: https://2019.indypy.org/pydata/code-of-conduct/

STATS

2019 marks the second PyData Indy. IndyPy has successfully presented the Pythology Conference series from 2013-2018. Over 1,000 attendees have participate in the Pythology series. In 2019, Pythology was rebranded to the IndyPy Conf series, with each event focusing on a certain topic within Python (March - IndyPy Automate Conf, August - PyData Indy, October - PyData Indy).

We are working to get more meaningful attendee demographics. If there is a stat you'd like to see in the future, please let us know at **info@indypy.org**.

Job Titles:

Attendee job titles included Founder, CTO, Senior Systems Engineer, QA, Data Scientist, Software Developer, Consultant, Account Specialist, Student.

Companies:

Attendees come from top banks, Fortune 500 companies, engineering companies, major universities, marketplaces, consulting firms, local governments, car manufacturers and financial services.

Representation:

Attendees represent startups, industry leading brands, local universities and coding academies, and Python users.

Location:

Attendees hail from cities like Indianapolis, Carmel, Fishers, Greenfield, Greenwood, Bloomington, Columbus, Cleveland, Lexington, and Chicago.

Attendance:

For the PyData Indy, we expect to see 150-200+ attendees.

LEVELS

IndyPy — PYDATA INDY '19

DIGITAL ADVERTISING

	GOLD (X10) $1,000	PLATINUM (X4) $2,500	DIAMOND (X2) $5,000	TITLE (X1) $10,000
Mention in the announcement emails	✕	✕	✕	✕
Mention in the recap email	✕	✕	✕	✕
Logo on landing webpage	SMALL	MEDIUM	LARGE	LARGEST
Sponsor recognition in all advertising				✕
Sponsor logo on YouTube bumpers				✕

ONSITE ADVERTISING

	GOLD (X10) $1,000	PLATINUM (X4) $2,500	DIAMOND (X2) $5,000	TITLE (X1) $10,000
Pass out own swag at event	✕	✕	✕	✕
Free tickets to event	2	4	6	8
Logo on printed event banner	SMALL	MEDIUM	LARGE	LARGEST
Logo on table sign		✕	✕	✕
Booth at event (6' table)			✕	✕
1 minute pitch before keynote			✕	✕
Present 1 case study during event			✕	✕
15 minute talk during lunch				✕

To sponsor or for more information, please contact: info@IndyPy.org

FAQ

Can I sponsor a talk?
No. Sponsors' employees and clients are welcome to submit speaking proposals for consideration, but are not guaranteed to be selected.

Can I commit to a sponsorship but pay closer to the conference?
Yes. However, IndyPy will not list your organization on the website or in any marketing materials until the sponsorship fees are paid in full. Sponsorships are first-come, first-serve based on when payment is received, so IndyPy will not guarantee availability.

Can I get a list of attendee information?
No. Although sponsor logos and information will be included in marketing emails, IndyPy will not send out emails on behalf of sponsors. IndyPy will not share any contact information about attendees.

Who should staff our booth?
We encourage you to send team members based on your goal for this event. If you want to recruit, we suggest sending engineers or tech leads to talk about open positions. If you are looking to talk about a project, send a sales rep or tech marketing member. We encourage you to actively participate in discussions in the hallway track, over lunch, or in between sessions. You are welcome to bring a fishbowl or collect attendee information on your own at the booth.

Can I hand out swag?
Absolutely! Swag is a great hook to get people to come by your booth and is highly encouraged.

Do we get lead scanners?
At this time, we are unable to provide lead scanner software to sponsors.

Count us in! What's next?
Please fill out page 7 of the sponsorship prospectus and email it to: info@indypy.org. Please pay for the sponsorship at: **bit.ly/IndyPyDonate.** Your sponsorship benefits will not begin until payment is received. In addition to payment, please send us your company logo (hi-res, preferably an .eps or .ai file), URL/landing page, and 200 character blurb about your company. Please send your handles for Facebook and Twitter.

What are the logistics?
Approximately a month before the event, you will receive information about: dates, times, shipping, tickets (if applicable), venue logistics, etc. If you need information sooner, please email info@indy.org for details.

PyData Indy Prospectus - 2019

CONTRACT

This agreement is between the Organizers of PyData Indy 2019 (hereafter"PyData Indy") and the organization identified at the bottom of this document. This agreement provides the terms and conditions for sponsors of PyData Indy 2019 held October 11th, 2019 in Indianapolis, Indiana.

Description of benefits and sponsor obligations:

Registration. Title sponsors will receive (4) complimentary tickets valued at $500. Diamond sponsors will receive (3) complimentary tickets valued at $375. Platinum sponsors will receive (2) complimentary tickets valued at $250. Gold sponsors will receive (1) complimentary ticket valued at $125. All sponsors must be registered attendees and display a name tag inside the event.

Exhibit space. Each booth space consists of (1) 6' table and 2 chairs. Title sponsors are entitled to (1) booth space to display company marketing materials, demos, and interact with conference attendees. Diamond sponsors are entitled to (1) booth space to display company marketing materials, demos, and interact with conference attendees.

Logo in marketing materials, banners, emails. Sponsor logos will be included in announcement/recap emails to organizations and event banner(s).

Logo on website. Sponsor logos and link to company website or landing page will be posted on the PyData Indy website.

Promotional presentations. Title sponsors may present a 1 minute introduction before the keynote presentation, a 15 minute talk over lunch, and 1 case study. Diamond sponsors may present a 1 minute introduction before keynote presentation. These talks are on the topic of their choice, but must be approved in writing by PyData Indy within 10 days of event. Presentation order will be communicated by organizers before the event. Please provide the following per speaker: hi-res headshot, brief speaker bio, title and abstract of talk.

Sponsorship costs. Title sponsorships are priced at $10,000 USD. Diamond sponsorships are priced at $5,000 USD. Platinum sponsorships are priced at $2,500 USD. Gold sponsorships are priced at $1,000 USD.

Sponsor payment. Sponsors agree to pay the full sponsorship fee by Monday, September 30th, 2019. Sponsorship fees are non-refundable with the exception of unforeseen circumstances that require event cancellation.

Code of Conduct. All sponsor attendees and marketing materials must adhere to the Code of Conduct (CoC) established for this event. If an attendee violates the CoC, the organizers may request the attendee to leave. If the marketing materials violate the CoC, the sponsor will be asked to remove them immediately.

Intellectual property. Any conference content, including but not limited to photos, videos, slides, or papers are considered property of PyData Indy and shall not be posted or disseminated without credit given to website or social handles or other written approval from organizers.

Indemnification. Both PyData Indy and Sponsor (the "Indemnifying Party") shall indemnify the other party (the "Indemnified Party") against and save each other harmless from any and all suits, proceedings at law or in equity, claims, liabilities, damages, costs, payments and expenses, including reasonable attorney's fees, asserted against or incurred by the Indemnified Party, arising out of or in connection with the negligence or willful misconduct of the Indemnifying Party in the performance of this Agreement including, but not limited to, any claim for damages to property or injuries to persons, to the extent that such damages or injuries shall have been caused by, or shall have resulted from the willful or negligent acts or omissions of the Indemnifying Party, or its employees or agents.

Complete agreement. This Agreement contains the entire understanding between the parties with respect to the conference sponsorship benefits and obligations and supersedes all prior oral and written understandings, arrangements and agreements between the parties.

Sponsors

Sponsorship type: [ ] Title   [ ] Diamond   [ ] Platinum   [ ] Gold

Sponsor Company Name: _____   **Date:** _____

Signature: _____   **Full Printed Name:** _____

PyData Indy

Signature: _____   **Full Printed Name:** _____

Please complete payment here: **bit.ly/IndyPyDonate**
If you require an invoice or other documentation, please contact **info@indypy.org**