



EXPLORE DDD CONFERENCE

SEPTEMBER 14 – 18, 2020
KEYSTONE | COLORADO

SPONSORSHIP OPPORTUNITIES

exploreddd.com



Welcome and thank you for taking the time to review the Explore DDD 2020 sponsor prospectus.

As you may know, **Explore DDD is the premier software design conference in North America**, attracting the world's best and brightest software professionals from across the USA and around the globe.



Explore DDD is dedicated to:

- Encouraging excellence, sharing, and innovation within the DDD community
- Building awareness of software modeling and design amongst the broader software development community
- Assembling the best industry-recognized experts
- Giving back to the local community

A broad variety of topics are covered both in the pre-conference workshops and during the conference. In the talks and hands-on sessions, topics at all levels – beginner, intermediate, and advanced – are presented by our industry expert speakers.

We hope you will join us this year as we expand as a destination conference to the **Keystone Resort in the beautiful Colorado Rocky Mountains**. We offer a range of sponsorship packages to fit your needs. I encourage you to review the prospectus and take special note of the various opportunities to make connections with attendees that each level of sponsorship provides. **Please note that logo placement on all media, onsite banners, the website, and the event videos, are based upon your prompt sponsorship sign up, so don't delay.**

I look forward to seeing you this September in Keystone, CO and experiencing with you the fourth annual Explore DDD!

Paul Rayner
Explore DDD Founder & Chair

EXPLORE DDD BY THE NUMBERS

ON STAGE VISIBILITY



CONFERENCE GROWTH

YEAR	ATTENDANCE
2017	180
2018	190
2019	240
2020	300+ (Expected)

MARKETING REACH



1,770+ FOLLOWERS
1K-3K+ IMPRESSIONS
PER TWEET



2,600+ SUBSCRIBERS
104,000+ VIEWS
16.4K MIN WATCH TIME

PREVIOUS SPONSORS

alteryx



Pivotal



choozle



INSPIRATO



SPONSORSHIP PACKAGES

	PLATINUM	GOLD	SILVER	BRONZE
	\$15,000	\$10,000	\$6,000	\$3,000
Logo on Lanyard Strap (1 Available Only)				
5 Minute Content-Approved Sponsor Announcement				
Logo on Reception Drink Ticket (2 Available Only)				
Logo on Large Banner on Keynote Stage				
Logo in Email Communications				
Table in Sponsor Area				
Special Logo Placement Opportunity				
10% Discount Workshop Tickets				
Logo on Conference Videos (Intro & Outro)	Premium	Group	Group	
Marketing Materials in Attendee Bags				
Conference Registrations (Workshops Not Included)	4	3	2	1
Description on Website	200 words	100 words	100 words	50 words
Logo on Website	Large	Large	Medium	Small
Logo on Conference Sponsor Banners	Large	Large	Medium	Small
Discounted Conference & Workshop Tickets	20%	15%	15%	10%
Recognition Prior To Keynotes	Individual	Individual	Group	Group
Social Media Recognition	Individual	Individual	Individual	Individual

SPONSORSHIP INFO

EXPLORE DDD 2020 IS HEADED TO THE ROCKIES AT KEYSTONE RESORT, CO!

We are excited to be at **KEYSTONE RESORT** in 2020! In addition to excellent accommodation, food and meeting spaces, this resort has two award-winning golf courses, miles of mountain biking trails, hiking, horseback riding, fly-fishing, whitewater rafting, and more. This is a destination resort that can be enjoyed by the whole family, and offers a full-service hotel with an on-site spa, fitness facility, restaurant and bar.



SPONSORSHIPS

We have a range of sponsorship packages to help you **market your company and connect with talented professionals** who are at the top of their field.

OPPORTUNITY GRANTS

You can help deserving individuals attend Explore DDD. We are offering scholarships to people from underrepresented groups in tech who wouldn't otherwise be able to attend. Opportunity tickets will be available for purchase as scholarships for others, each of which will provide a recipient with entrance into the conference, three room nights, and \$250 towards travel.

HOW TO RESERVE YOUR SPONSORSHIP

Sponsorships are awarded on a first-come first-served basis. Complete the acceptance section below in this document and email it to us at contact@exploreddd.com to make your sponsorship reservation. We will then send you the online form to provide your company description, logo, etc.

SPECIAL SPONSOR PLACEMENT OPPORTUNITIES

Your logo will be displayed prominently in a special area, one per sponsor. Your placement choice will be selected later in the online form we will provide you. Sponsor logo placement opportunities include lanyard logo, reception drink tickets, live graphic recording, device charging stations, meals, beverages, wifi info, etc.

SPONSOR TABLE

Company representatives who are tending to the sponsor table may register for a reduced rate of \$255 per person. This registration includes a name badge and lanyard, a t-shirt, lunch, and snacks throughout the day on Thursday and Friday, September 17 and 18.

SPONSOR LOGO

You provide your company logo for inclusion in sponsorship materials via the online form we will provide you.

We prefer to receive your logo as a vector- based EPS file. If you have both a color and a black-and-white version, please provide us with both.

If you do not have an EPS file, we can use a high quality 300-dpi JPG or TIFF that is the same size or bigger than the image that we will reproduce. If you have different versions and are unsure, feel free to send us all of them using the online form. You will also provide your company description as specified by the sponsorship package.

MARKETING MATERIALS

Marketing materials for attendee bags are limited to two small, non-breakable items, and must be provided by the sponsorship deadline date in order to be included.

OPEN SPACE

Sponsor representatives are encouraged to participate in the conference open space, engaging attendees by offering educational sessions that provide hands-on experiences with your company's products. This is an excellent way to make lasting personal connections with attendees.

ATTENDEE INFORMATION

Explore DDD does not provide sponsors access to private attendee information such as names, email addresses, etc. Attendees are informed of their rights and how their information will be used (per GDPR) upon registration. Sponsors are welcome (and encouraged!) to invite attendees at sponsor tables to provide email addresses etc. in exchange for possible prizes, but this must be an attendee choice.

Please contact us with any questions at contact@exploreddd.com.

TERMS AND CONDITIONS

TERMS AND CONDITIONS FOR COMPANY PARTICIPATION IN EXPLORE DDD 2020 TAKING PLACE IN KEYSTONE, CO ON SEPTEMBER 14-18, 2020

SPONSORSHIP SPACE: Demonstration area space includes access to one draped 6' or high top table (specified in sponsorship form), two chairs, and one power strip. It is the sole responsibility of each demonstrator to rent/provide/purchase any additional support items not identified above. Sponsors shall not paste, nail, or otherwise affix any part of an exhibit, poster, signs, or any other materials to walls, doors, or other surfaces in the conference space. Damage from failure to observe this notice is payable by the sponsor. Travel and lodging costs are not included in the sponsorship fee.

ASSIGNMENT OF SPACE: Virtual Genius 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 four weeks before the Event. Location assignments will be on a first-come, first-served basis, and may be modified by Virtual Genius due to changes in venue layout, venue or other factors, and will be made solely at the discretion of Virtual Genius. 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 Virtual Genius's schedule. Virtual Genius may refuse permission to exhibit any products or services Virtual Genius 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 Virtual Genius, which Virtual Genius 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 sponsor. 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, as this violates our agreement with the conference venue.

COMPANY EVENTS: Company shall not schedule or sponsor any event in connection with the Conference, including evening events, during a time that overlaps or conflicts with any Conference event published in the Conference schedule. All such events must be pre-authorized by Virtual Genius to avoid such conflicts, and such events can only be listed as special conference events and promoted by the conference if they are sponsored exclusively by event sponsors.

INDEMNITY AND LIMITATION OF LIABILITY: Neither Virtual Genius, any co-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, of 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.

The Company hereby indemnifies, and shall defend, and protect Virtual Genius and hold Virtual Genius, any co-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 Virtual Genius, 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 Virtual Genius's liability, under any circumstance, exceed the amount actually paid to it by the Company. Virtual Genius 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 VIRTUAL GENIUS: If for any reason beyond its reasonable control - including without limitation fire, storm, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, or any act of God ("Force Majeure") - Virtual Genius shall determine that the Conference or any part will not be held, Virtual Genius reserves the right to cancel the Conference or any part thereof. In that event, the liability of Virtual Genius is limited to the amount of fees paid, and Virtual Genius 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 Virtual Genius. In the event, however, that Virtual Genius cancels the Conference for any reason other than Force Majeure, Virtual Genius shall refund to Company the full amount of the fees paid by Company.

CANCELLATION BY COMPANY: All payments made to Virtual Genius or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by Virtual Genius and Virtual Genius's lost or deferred opportunity to provide space and/or sponsorship opportunities to others. Cancellation notices must be in writing and sent to contact@exploredd.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, and ensure that the conference code of conduct (exploredd.com/about) is observed both in behavior and in any materials distributed to attendees. Virtual Genius 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 Virtual Genius 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 Virtual Genius concerning the subject matter of this Agreement. Virtual Genius does not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by Virtual Genius. 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 Virtual Genius under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of Virtual Genius. 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.

ACCEPTANCE

Thank you for your interest in sponsoring Explore DDD. To reserve your sponsorship, please fill out your company and sponsorship details below and email an electronic copy to contact@exploreddd.com.

For Virtual Genius, LLC.:

For _____:

Signature: _____

Signature: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

We will return a co-signed copy of this agreement and send you an online form to complete to provide your company logo etc. We will also invoice you for payment (please complete invoice details below).

Note: Full payment of sponsorship amount (specified below as the Total Due) is due upon receipt of our invoice. All fees are deemed fully earned and non-refundable. Cancellation by sponsor does not relieve sponsor of liability for full payment of fees, notwithstanding the loss of sponsor package benefits.

Sponsorship Package

Select sponsorship package and enter cost:

___ PLATINUM

___ GOLD

___ SILVER

___ BRONZE

Total Due \$: _____

Invoice Details

Company Payment Contact:

Name: _____

Email: _____

Company Address Information:

Address: _____

City: _____

State: _____ Zip Code: _____