



EXPLORE DDD
CONFERENCE

Sponsorship Opportunities

September 17 – 20, 2019
Denver, Colorado, USA

exploreddd.com



ABOUT EXPLORE DDD

Explore DDD is designed for senior developers, team leads, and software architects - technical leaders with experience building software systems for complex domains. The conference provides a creative space where 200+ domain-driven design (DDD) explorers, enthusiasts and experts will connect and share real-world experience of applying DDD philosophy and techniques.

Attendees gain deep insights into software system design from software design thought leaders, DDD practitioners, and their peers. This happens via talks, 2-day workshops, open space, short-format workshops, and impromptu modeling, coding, and problem-solving sessions with peers. The conference logo maze represents the collaborative exploration and problem solving, openness to new ideas, and the learning and creativity of the conference.

Conference Goals

- Provide a safe, creative, high-quality, fun, learning DDD-centric environment for attendees.
- Nurture a growing, diverse, pragmatic, humble, questioning, and open DDD community.
- Spread knowledge and adoption of DDD more broadly amongst the general software development community.

Greetings from the Explore DDD Team!

If you're looking to connect with some of the world's best and brightest software professionals, then Explore DDD is the place. Whether you're interested in brand awareness, hiring, education, supporting a great conference, or creating direct connections to key influencers, Explore DDD has options for you.

Regards,

Paul Rayner
Explore DDD Founder & Chair
paul@virtualgenius.com

SPONSORSHIP LEVELS

Explore DDD attendees will be in search of real solutions and industry connections. By sponsoring Explore DDD, you can ensure conference attendees make meaningful, personal connections with your company, its staff members, and its products and services.

The sponsor tickets included in Explore DDD sponsorship packages enable organizations sending one or more of their staff members to Explore DDD to promote their brands, products, and services to attendees. Sponsorship starts with a base sponsorship level of Platinum, Gold, Silver, or Bronze. You can also add and combine the additional optional opportunities items listed after the main sponsorship packages.

PLATINUM SPONSOR: \$12,000

The Platinum sponsor receives the following benefits:

- Short announcement during conference kickoff, with company logo featured prominently in conference kickoff slide deck
- Four sponsor conference tickets
- 10% discount for both conference and pre-conference workshop tickets (subject to availability)
- Logo featured prominently on conference landing page slider image
- Exhibit area sponsor table where lunch and breaks are served. 2 booth tickets included.¹
- Logo featured prominently on conference banners throughout the conference space
- Top placement of logo at bottom of every page on the website
- Logo and 100 word description of company on sponsors page (linked to company website)
- Marketing materials you provide included in bags given to every attendee
- Appreciative recognition through social media

¹ Booth tickets are provided so that your booth will have staff there to support attendee visits during all conference open hours. It is not expected that these are the same people during the entire conference. We include these tickets in our food and beverage planning, but booth ticket holders should not attend sessions.

GOLD SPONSOR: \$9,500

Gold sponsors receive the following benefits:

- Three sponsor conference tickets
- 10% discount on both conference and pre-conference workshop tickets (subject to availability)
- Logo featured on conference landing page slider image
- Exhibit area sponsor high top table where lunch and breaks are served. 2 booth tickets included.
- Logo featured on conference banners throughout the conference space
- Logo at bottom of every page on the website
- Logo and 100 word description of company on sponsors page (linked to company website)
- Marketing materials you provide included in bags given to every attendee
- Appreciative recognition through social media

SILVER SPONSOR - \$6,000

Silver sponsors receive the following benefits:

- Two sponsor conference tickets
- 10% discount on both conference and pre-conference workshop tickets (subject to availability)
- Logo featured on conference banners throughout the conference space
- Logo at bottom of every page on the website
- Logo and 100 word description of company on sponsors page (linked to company website)
- Marketing materials you provide included in bags given to every attendee
- Appreciative recognition through social media

BRONZE SPONSOR - \$3,000

Bronze sponsors receive the following benefits:

- One sponsor conference ticket
- 10% discount on both conference and pre-conference workshop tickets (subject to availability)
- Logo at bottom of every page on the website
- Logo and 100 word description of company on sponsors page (linked to company website)
- Logo on conference banners throughout the conference space
- Marketing materials you provide included in bags given to every attendee

SPECIAL PACKAGES

Packages below may be combined with each other or with Platinum, Gold, Silver and Bronze sponsorships.

KICKOFF RECEPTION SPONSOR - \$10,000 (1 available)

Prior to the opening welcome and keynote on Wednesday night we will have our kickoff reception on the 38th floor conference space with complimentary drinks and appetizers.

The reception sponsor receives the following benefits:

- Two sponsor conference tickets
- 10% discount on both conference and pre-conference workshop tickets (subject to availability)
- Exclusive reception area sponsor table during the conference reception and kickoff evening. 2 booth tickets included.
- Special recognition for support during the welcome address.
- Logo featured on conference banners throughout the conference space
- Logo at bottom of every page on the website
- Logo and 100 word description of company on sponsors page (linked to company website)
- Marketing materials you provide included in bags given to every attendee
- Appreciative recognition through social media

VIDEO SPONSOR - \$8,000

Explore DDD will be recording conference talks and publishing the videos online for free at youtube.com/exploreddd to attendees and non-attendees alike after the conference. As a video sponsor, you support the recording and release of these videos. Video sponsorship is a great way to receive a significant impact from Explore DDD long after the conference. For example, in the three months after being published on YouTube, the 2017 conference talk videos were viewed over 7000 times (the top three most watched talks accounted for more than 2000 of the views) and over 1,200 people currently subscribe to the channel.

Video sponsors receive the following benefits:

- Two sponsor conference tickets
- 10% discount on both conference and pre-conference workshop tickets (subject to availability)
- Logo displayed in the pre-roll slides before every Explore DDD video
- Logo featured on conference banners throughout the conference space
- Logo and 100 word description of company on sponsors page (linked to company website)
- Marketing materials you provide included in bags given to every attendee
- Appreciative recognition through social media

PODCAST SPONSOR - \$6,000

Explore DDD is kicking off a new DDD-centric podcast! We will be publishing weekly audio interviews with noted conference speakers and industry thought leaders to the software development community worldwide. As a podcast sponsor, you support the professional production and publishing of twelve episodes over three months.

Podcast sponsors receive the following benefits:

- Two sponsor conference tickets
- 10% discount on both conference and pre-conference workshop tickets (subject to availability)
- Ad read live during the show
- Logo on the sponsored episode's page (linked to company website)

- Logo and 100 word description of company on conference website sponsors page (linked to company website)
- Marketing materials you provide included in bags given to every attendee
- Appreciative recognition through social media

WIFI SPONSOR - \$4,000

The conference provides complimentary wifi to all conference and workshop attendees in the conference space, as well as free conference hotel room wifi. As a wifi sponsor, you support the provision of this critical service. Wifi sponsors receive the following benefits:

- One sponsor conference ticket
- 10% discount on both conference and pre-conference workshop tickets (subject to availability)
- Logo on conference Wifi information signs throughout conference space
- Logo and 100 word description of company on sponsors page (linked to company website)
- Marketing materials you provide included in bags given to every attendee
- Appreciative recognition through social media

LUNCH SPONSOR - \$4,000

Our conference and pre-conference workshop attendees are going to be hungry and we're providing top-quality buffet meals each day. As a conference or pre-conference workshop lunch sponsor, you receive the following benefits:

- One sponsor conference ticket
- 10% discount on both conference and pre-conference workshop tickets (subject to availability)
- Priority branding where lunches are served
- Logo and 100 word description of company on sponsors page (linked to company website)
- Marketing materials you provide included in bags given to every attendee
- Appreciative recognition through social media

BEVERAGE SPONSOR - \$2,000

Our conference and pre-conference workshop attendees are going to be thirsty and we're providing coffee, tea, and water each day. As a conference or pre-conference workshop beverage sponsor, you receive the following benefits:

- 10% discount on both conference and pre-conference workshop tickets (subject to availability)
- Priority branding where beverages are served
- Logo and 100 word description of company on sponsors page (linked to company website)

Terms and Conditions

TERMS AND CONDITIONS FOR COMPANY PARTICIPATION IN EXPLORE DDD 2019 TAKING PLACE IN DENVER, CO ON SEPTEMBER 17-20, 2019

SPONSORSHIP SPACE: Demonstration area space includes access to one draped 6' or high top table (specified in sponsorship package), 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 Event 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, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, or 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 (exploreddd.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. **A LA CARTE SPONSORSHIPS:** Unless specified, a la carte sponsorships do not include placement on regular sponsor signage.

Additional Requirements

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 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. Also include company description (<100 words) if specified by the sponsorship package.

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

Acceptance

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

For Virtual Genius, LLC.:

Signature: _____

Name: _____

Title: _____

Date: _____

For _____:

Signature: _____

Name: _____

Title: _____

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. and provide payment details. We will also invoice you for payment (please complete invoice details on next page).

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 Details

EXPLORE DDD SPONSORSHIP PACKAGE

Level: _____

Price \$: _____

Additional Opportunities

Kickoff Reception: _____

Video: _____

Podcast: _____

Wifi: _____

Lunch: _____

Beverage: _____

TOTAL DUE \$: _____

Invoice Details

Company Payment Contact:

Name: _____

Email: _____

Company Address Information:

Address: _____

City: _____

State: _____ Zip Code: _____