



**EXPLORE DDD**  
CONFERENCE

# Sponsorship Opportunities

SEPTEMBER 21 - 25, 2026  
DENVER | COLORADO

[exploreddd.com](http://exploreddd.com)

**Explore DDD is the premier software design conference in North America, bringing together senior practitioners, architects, and engineering leaders who shape how software gets built at their organizations.**

**September 21–25, 2026** CSU Spur Hydro Building, Denver, CO

2-day pre-conference workshops (Sept 21–22) + 3-day conference (Sept 23–25)

What sets Explore DDD apart is its size and focus. With up to 250 practitioners in the room, including 25 speakers, every conversation is with someone who makes technology decisions. No filler sessions, no massive expo halls. Speakers, sponsors, and attendees share meals, hallway conversations, and open space sessions together for the full week.

Attendees come from enterprises, consultancies, and high-growth startups across the US and internationally.



CSU Spur Hydro Building, Denver

#### BY THE NUMBERS

**250**

ATTENDEES

**25+**

SPEAKERS

**80%+**

SENIOR / LEAD

**14+**

COUNTRIES

**6<sup>th</sup>**

YEAR

Typical attendee roles: Software Architects    Engineering Managers/Directors    Senior Developers  
CTOs/VPs    Consultants



*"I found my tribe at the #ExploreDDD last week in Denver. What I love about this community of people is that they're all there not to get rich, sell more software, or become famous, but that they all care deeply about their craft and want to **build better software**."*

Brian Zambrano, Attendee

# PREVIOUS SPEAKERS HAVE INCLUDED



**Eric Evans**

*Author, Domain-Driven Design*  
Domain Language



**Alberto Brandolini**

*Creator of EventStorming*

Avanscoperta



**Vaughn Vernon**

*Author, Implementing DDD*

Kalele



**Chris Richardson**

*Author, Microservice Patterns*  
Eventuate.io



**Jessica Kerr**

*Developer Advocate*  
Honeycomb.io



**Indu Alagarsamy**

*Principal Engineer*  
CircleCI



**Nick Tune**

*Author, Architecture Modernization*

Payfit



**Jacqui Read**

*Author, Communication Patterns*

Over six years, Explore DDD has hosted dozens of speakers from companies including Microsoft, AWS, Netflix, Honeycomb, The New York Times, and Grafana Labs.



# WHY PARTNER WITH EXPLORE DDD?

## QUALIFIED AUDIENCE, NOT JUST A BIG CROWD

At large conferences, you pay for thousands of attendees and hope to find the right ones. At Explore DDD, **100% of attendees are qualified contacts: senior developers, architects, and engineering leaders** who make technology decisions. That works out to \$16–\$100 per decision-maker depending on the package.

## REACH THAT LASTS ALL YEAR

Every conference talk is published on the Explore DDD YouTube channel (**6,700+ subscribers, 350,000+ views, 52,300+ hours watched**). Your brand reaches thousands of practitioners long after the conference ends.

## COMMUNITY ALIGNMENT

Your sponsorship supports **diversity scholarships**, community-driven open spaces, and the growth of DDD practice worldwide. **Attendees notice and remember** the companies that invest in their community.

*“Explore DDD was awesome last week. Thank you to Paul Rayner, Rachel Pool, and their entire team for being such gracious hosts and putting together an insightful and fun conference. I’m so glad it’s back, and I can’t wait for next year!”*

David Laribee, Speaker

## ENGAGEMENT, NOT JUST LOGOS

Explore DDD’s intimate format means **sponsors interact directly with attendees** throughout the week, not from behind a booth in a crowded expo hall. Meals, open spaces, and evening events create natural opportunities for **real conversations**.

## RECRUITMENT ACCESS

If you hire one senior engineer through Explore DDD connections, **the sponsorship pays for itself**. Average recruiting cost for a senior developer is \$25,000–\$50,000. You will spend a week alongside **exactly the people you want to hire**.

# WHAT ATTENDEES SAY

*“What a wonderful Explore DDD Conference! I absolutely enjoyed the great, insightful conversations with speakers and attendees and had a wonderful time.”*

**Susanne Kaiser, Independent Consultant; Speaker**

*“Explore DDD Conference is an incredible community and event! I extend my heartfelt gratitude to Paul Rayner and the entire team for their dedication in making it a reality... As a speaker, I found immense joy in participating in the conference, and the insights gleaned from both fellow speakers and attendees proved to be incredibly valuable.”*

**Wei (David) Wang, Speaker**

*“There were many great talks at Explore DDD Conference the last two days! I’m heading home energized and refreshed with lots of ideas on some next steps on our DDD implementation!”*

**Matt Jones, Speaker**



# PREVIOUS SPONSORS



Pivotal.

alteryx



INSPIRATO



choozle



RED HAT  
OPEN INNOVATION LABS



SingleStone

Temporal

initialCapacity[ ]

*"I'm blown away and having an absolute blast at Explore DDD Conference! THIS is what I've been looking for. Speakers from all over the US and the globe are here to talk about Domain Driven Design and I'm soaking it up. The workshops have been engaging and I've learned so much!"*

Mindi Weik, Attendee



[youtube.com/exploreddd](https://youtube.com/exploreddd)

**6,700+**  
SUBSCRIBERS

**350K+**  
VIEWS

**52.3K**  
HOURS WATCHED

### TOP TALKS

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Alberto Brandolini: 50,000 Orange Stickies Later	<a href="#">62K views</a>
Scott Wlaschin: Domain Modeling Made Functional	<a href="#">39K views</a>
Mauro Servienti: All Our Aggregates Are Wrong	<a href="#">34K views</a>
Sandi Metz: Polly Want a Message	<a href="#">21K views</a>

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# SPONSORSHIP PACKAGES

	PLATINUM \$25,000 <small>Limited to 1</small>	GOLD \$15,000 <small>Limited to 2</small>	SILVER \$8,000 <small>Limited to 4</small>	BRONZE \$4,000 <small>Limited to 6</small>
Complimentary Conference Tickets*	6	4	2	1
Featured Announcement in Conference Opening (2 min)	✓			
Dedicated Sponsor Spotlight in Conference Newsletter	✓	✓		
Sponsor Booth (6' table, 2 chairs, power)	✓	✓	✓	
Logo on Website	Large	Large	Medium	Small
Logo on Daily Opening Slides	✓	✓	✓	✓
Logo on Conference Signage	✓	✓	✓	✓
Logo in Conference Newsletter	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓
Attendee Bag Item(s)	✓	✓	✓	✓
Additional Conference Tickets Discount	25%	20%	15%	10%

\*Each complimentary ticket grants full conference access: talks, meals, open spaces, and networking events. Platinum, Gold, and Silver sponsors may have up to 2 additional representatives staff the booth without using a complimentary ticket; booth-only staff may not attend talks. Additional conference tickets may be purchased at the package discount rate shown above.

# OTHER SPONSORSHIP OPPORTUNITIES

The opportunities below can be purchased on their own or combined with a Platinum, Gold, Silver, or Bronze package. You may also select more than one. These opportunities do not include booth space or conference tickets; to add those, combine with a package above or purchase conference tickets separately. Have something else in mind? We are open to creative arrangements such as hosted roundtables, office hours, or other formats. Contact Rachel at [contact@exploreddd.com](mailto:contact@exploreddd.com) to discuss.

## **RECEPTION SPONSOR** EXCLUSIVE ..... \$10,000

Host an exclusive evening reception for conference attendees on Wednesday evening at a nearby venue. This sponsorship includes exclusive branding at the reception and on the conference website. You will be the only sponsor to interact with attendees at this event.

*Deadline: June 1, 2026*

## **SCHOLARSHIP SPONSOR** EXCLUSIVE ..... \$10,000

The scholarship sponsorship makes it possible for up to three people from underrepresented, marginalized groups in technology and open source communities to attend Explore DDD – those who would not have the opportunity to attend the conference otherwise. Grants will be awarded based on a combination of need and impact, and include (as needed) three nights conference hotel stay, up to \$500 in flights, and a free Explore DDD conference ticket.

*Deadline: May 15, 2026*

## **VIDEO SPONSOR** EXCLUSIVE ..... \$8,000

Extend your presence long after the conference. Your company logo will be featured at the start of every conference talk published publicly at [youtube.com/exploreddd](https://youtube.com/exploreddd).

*Deadline: September 1, 2026*

## **BEVERAGES SPONSOR** EXCLUSIVE ..... \$5,000

Promote your company through exclusive promotional signage in the beverage area. Our conference attendees will come back to the coffee and tea over and over as they network between sessions. Promote your company in this high traffic area.

*Deadline: August 15, 2026*

**SNACKS SPONSOR EXCLUSIVE .....\$5,000**

Good conversations and good food always go together. Contribute toward top-quality snacks each day and provide visibility to your company via promotional signage in the snack area.

*Deadline: August 15, 2026*

**WIFI SPONSOR EXCLUSIVE .....\$5,000**

Maximize your company's exposure with exclusive promotional signage in the conference space, branded slide in the daily opening slides, and on the conference website.

*Deadline: August 15, 2026*

**ATTENDEE BAG SPONSOR .....\$1,000**

If you want to support Explore DDD but are not able to attend, this sponsorship is a great opportunity to place a marketing item in attendee bags without the need to be present at the conference. Items must be received by the deadline.

*Deadline: September 1, 2026*

**SUPPORTING PARTNER .....FREE**

With this sponsorship we list your company as a supporting partner on the conference website in return for the simple service of promoting the conference to your network of partners and customers.

*Deadline: August 1, 2026*

# SPONSORSHIP INFO

Sponsorships are awarded on a first-come, first-served basis. See the Acceptance page at the end of this document for instructions.

## Sponsor Logo

You will 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.

## Sponsor Booth

Platinum, Gold, and Silver packages include a sponsor booth. Your booth space will include:

- One 6-foot table with two chairs
- One power strip
- Up to 2 sponsor representatives to staff the booth and engage with attendees

Sponsor booths are positioned in the main networking area where attendees gather during breaks, meals, and between sessions. This means consistent foot traffic throughout the day without relying on attendees to visit a separate expo hall.

Booth-only staff do not require a conference ticket. To attend talks, booth staff must use a complimentary ticket from your package or purchase a conference ticket separately. All booth staff must provide their information ahead of the conference so we can issue them a conference name badge to gain access to the conference space.

## Conference Tickets

Each complimentary ticket grants full conference access: talks, meals, open spaces, and networking events. All sponsors, including Bronze and standalone opportunity sponsors, may purchase additional conference tickets at the applicable discount rate or at the standard conference price. If a sponsor representative is also a conference speaker, they

will receive a separate speaker ticket; this does not reduce the sponsor's complimentary ticket allocation.

## Marketing Materials

Marketing materials for attendee bags are limited to two small, non-breakable items. Plan for approximately 250 items per piece. Items must be received by September 1st in order to be included. For shipping questions or international shipments, contact Rachel Pool at [contact@exploreddd.com](mailto:contact@exploreddd.com).

## Attendee Information

Explore DDD does not provide sponsors access to private attendee information such as names, email addresses, etc. Sponsors with booth space are welcome to invite attendees to provide email addresses or other personal information and to offer incentives for doing so; this will be at the discretion of the attendee.

## Speaking and Content

Sponsorship and speaking are handled separately. Speaker selection is based on topic fit and expertise through our call for proposals. Sponsors are welcome to submit talk proposals through the standard CFP process, but sponsorship does not include or guarantee a speaking slot.

Please contact Rachel Pool with any questions at [contact@exploreddd.com](mailto:contact@exploreddd.com).

# TERMS AND CONDITIONS

## TERMS AND CONDITIONS FOR COMPANY PARTICIPATION IN EXPLORE DDD 2026 TAKING PLACE IN DENVER, CO ON SEPTEMBER 21-25, 2026

**SPONSORSHIP SPACE:** For sponsors whose package includes booth space (Platinum, Gold, and Silver), demonstration area space includes access to one 6' table, 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:** For sponsors with booth 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, 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 apprised 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@exploreddd.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](http://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.

# ACCEPTANCE

To reserve your sponsorship, reply to Rachel Pool at [contact@exploreddd.com](mailto:contact@exploreddd.com) with your selections below, or complete this form and return it as a PDF attachment.

**Sponsorship Package** Select a package, one or more additional opportunities, or both.

Platinum \$25,000     Gold \$15,000     Silver \$8,000     Bronze \$4,000

## Additional Opportunities

- |   |   |
|---|---|
| <input type="checkbox"/> Reception Sponsor \$10,000   | <input type="checkbox"/> Snacks Sponsor \$5,000       |
| <input type="checkbox"/> Scholarship Sponsor \$10,000 | <input type="checkbox"/> WiFi Sponsor \$5,000         |
| <input type="checkbox"/> Video Sponsor \$8,000        | <input type="checkbox"/> Attendee Bag Sponsor \$1,000 |
| <input type="checkbox"/> Beverages Sponsor \$5,000    | <input type="checkbox"/> Supporting Partner Free      |

**Total Due:** \$ \_\_\_\_\_

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**For Virtual Genius, LLC.:**

Signature: \_\_\_\_\_  
Name: \_\_\_\_\_  
Date: \_\_\_\_\_

**For** \_\_\_\_\_:

Signature: \_\_\_\_\_  
Name: \_\_\_\_\_  
Date: \_\_\_\_\_

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## Sponsor Details

**Sponsorship Contact:**

Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Address: \_\_\_\_\_

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**Billing Contact:**

Name: \_\_\_\_\_  
Email: \_\_\_\_\_

We will return a co-signed copy and send you an online form to provide your company logo. Full payment is due upon receipt of invoice. All fees are deemed fully earned and non-refundable. Cancellation by sponsor does not relieve sponsor of liability for full payment, notwithstanding loss of package benefits.