



EXPLORE DDD
CONFERENCE

Sponsorship Opportunities

March 12-15, 2024
Denver, Colorado, USA

exploreddd.com



Welcome to the Explore DDD 2024 sponsor prospectus.

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.

Conference attendees are typically in leadership roles (e.g. lead software developers, software architects, CTOs, development managers, QA leads, product managers, etc.) in their organizations. Attendees are looking for tools, techniques, and products to help their development teams be more effective, and to connect with peers, experts, and vendors towards that goal.



We offer a range of sponsorship packages to fit your needs. As you review the prospectus 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.

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
- Connecting attendees with the best industry-recognized experts and products

The conference will be held at the **EMBASSY SUITES** hotel (next to the Colorado Convention Center) in downtown Denver.

I look forward to seeing you this March for 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

MARKETING REACH



2,600+	FOLLOWERS	4,900+	SUBSCRIBERS
1K-3K+	IMPRESSIONS	261,000+	VIEWS
	PER TWEET	40.8K MIN	WATCH TIME

PREVIOUS SPONSORS

alteryx



Pivotal®



Dice®

choozle



INSPIRATO

RED HAT
OPEN INNOVATION LABS



PATIENTPOP



SPONSORSHIP PACKAGES

	PLATINUM	GOLD	SILVER	BRONZE
	\$15,000	\$10,000	\$6,000	\$3,000
Sponsor Announcement in Conference Opening (2 minute)				
Logo on Reception Drink Ticket (2 Spots Available)				
Logo in Newsletter Emails				
Special Logo Placement Opportunity*				
Logo on Conference Videos (Intro & Outro)	Premium	Group	Group	
Sponsor Table in Conference Space				
Complimentary Conference Tickets	4	3	2	1
Description on Website	200 words	100 words	100 words	50 words
Logo on Website	Large	Large	Medium	Small
Discounted Conference Tickets	20%	15%	15%	10%
Social Media Recognition	Individual	Individual	Individual	Individual

* Your logo will be displayed prominently in a special area in the conference experience, one per sponsor.
Your placement choice will be chosen on a first-come, first-served basis.

SPONSORSHIP INFO

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.

HOW TO RESERVE YOUR SPONSORSHIP

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

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.

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 to invite attendees at sponsor tables to provide email addresses or other personal information and to offer incentives for doing so; this will be at the discretion of the attendee.

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

TERMS AND CONDITIONS

TERMS AND CONDITIONS FOR COMPANY PARTICIPATION IN EXPLORE DDD 2023 TAKING PLACE IN DENVER, CO ON MARCH 12-15, 2024

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, 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) 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.

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. 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: _____