KCD Texas 2023
Sponsor FAQ / Info

Please also see the [Sponsor Prospectus](#) for high-level information, including sponsorship levels and how to pay.
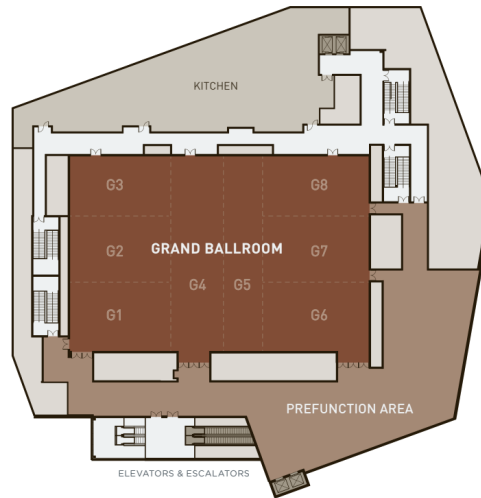
Venue:

- **When and where is the event?**
  KCD Texas 2023 will be held at the ⊙ Irving Convention Center at Las Colinas in Irving, Texas (a suburb of Dallas). It is about a 15-minute drive due-east of DFW International Airport at the intersection of State Highway 114 and Spur 348.

- **Floor plan:**

- **How may I ship packages to/from the venue**
  Shipping directly to the venue is possible but there are no facilities there to ship outbound. We can provide contact information from the venue to coordinate shipping if that is needed.

- **Where do we load/unload materials into the venue?**
  There are multiple loading ramps and docks with freight elevators at the back of the building that are available if needed.

- **Where should we park, and is there a charge?**
  The convention center parking garage is attached to the venue, and parking will be free (covered by KCD Texas).

Booth space:

- **How big is our booth?**
  All sponsors will have table:
  > Silver sponsors - 6 feet table
  > Gold sponsors - 8 feet table
  > Platinum sponsors - 2 x 6 feet tables

- **What facilities are provided at the booth?**
  Tables: Each booth will have the applicably sized table(s) with table cloth and chairs.
  WifI: Conference WiFi will be available at no charge.
  Power: Power will be available, but it is recommended you bring whatever power strips or extension cables you might need to reach your devices.

Screens: The venue does not have any screens or stands, so plan to rent/bring your own.

- **Can we pick our booth spot?**
  Yes, spaces will be reservable based on when we receive the money. We suggest using a credit card and paying via PayPal on our website to guarantee a spot.

- **Are there any restrictions on displays, banners, and materials presented at our booth?**
  The booths will consist of venue provided tables (see above for sizes.) There will be little-to-no space to the sides of your table(s) so make sure any screens or banners can be comfortably placed behind or in front of your table without blocking walking traffic or encroaching on neighboring booths.

  Messaging on any displays or handouts is at your discretion as long as the content does not violate the [CNCF Event Code of Conduct](#).

- **Can I bring in special food/drinks for my booth, happy hour space, etc.?**
  No. The venue doesn't allow it.

- **What badge-scanning app/hardware is to be used?**
  None. Our badges will not have barcodes on them. We have seen that sponsors benefit the most when they bring engineers to the conference and interact with the attendees during the event instead of scanning badges at the booth for later engagement. You are responsible for collecting any information you want in person at your booth. One effective option sponsors use is to do a raffle and have people submit business cards/write their info on slips of paper.

Sponsorship perks/responsibilities:

- **Do we get any sponsored talks?**
  KCD Texas cannot guarantee a speaking slot, however, a sponsor callout will be allowed in accordance with the sponsor prospectus based on the sponsorship package.

- **Can we do giveaways?**
  - **At booth:**
    Absolutely! Giveaways are great ways to draw traffic to your booth.
  - **On stage:**
    You are welcome to announce any booth giveaways you're doing. We also will be allowing giveaways from the stage at the closing ceremonies. If you have anything to give out at that time, you can do so but we would ask that you have the winning name(s) picked out before taking the stage to keep things moving.

- **What if my company chooses to withdraw from sponsorship?**
  We understand, but we will not be able to refund any funds to your company for any reason other than the entire event being completely canceled. We are a community organization run entirely by volunteers, and funds gathered go immediately to pay the bills for the event, so we do not guarantee refunds to any sponsors. However, if we can fill your slot with another paying sponsor, we will refund you on a best-effort basis.

- **Do we get a dedicated email blast and/or contact info for all the attendees?**
  No. As an community-driven conference we find that ensuring attendee privacy is important to get the quality of attendees and contributions we need. You are welcome to gather information via your sponsor table from those who wish to opt in to communications.

- **What are the behavior expectations of sponsors?**
  Expected behavior is posted as part of the [CNCF Event Code of Conduct](#) and is applied to sponsors as well as participants.

- **Are there any hotel room blocks/discounts for sponsors?**
  No.

Other:

- **Can I coordinate my own events inside/alongside KCD Texas?**
  Not without coordinating with us. If you have a specific idea / request, please talk to us beforehand. 'Surprise' events that conflict with conference events will not be promoted and may result in revocation of sponsorship.

  We're happy to work with sponsors who want to host book signings or have evening events after our happy hour, but please discuss it with us well ahead of time to ensure we have the staffing to support it.

- **Are there any deals/perks in combination with other CNCF event participation?**
  No. KCD is a community-organized event; it is not run or funded by the Linux Foundation or the CNCF.

- **What happens if the event is canceled due unforeseen circumstances?**
  We will not move to an online format, nor will we hold funds for a future event. Instead, we will make our best effort to return as much money as we can to you. Since we are volunteer organizers, we cannot guarantee that we can return 100% of paid funds due to venue deposits or catering deposits that we may not be able to get back.

- **Who should I send?**
  Given the technical nature of the content presented, companies often get a better

response when they send technical staff that can interact with the attendees. Sponsor personnel are free to attend the sessions and participate in the group conversation process as part of the community. As a practitioner-focused event, this isn't a place where doing pure marketing and just trying to gather leads is as effective as engaging with the attendees with demos and technically knowledgeable people.

Branding and Socials:

The conference's Twitter hashtag will be #kcdtexas. Please tweet, blog, and otherwise share what you learn with everyone who isn't able to attend but could benefit from your experience!

Join us:
- **Short URL for the conference web site**: https://texaskcd.com
- **YouTube**: https://www.youtube.com/@KCDTexas
- **Twitter**: https://twitter.com/KCDTexas
- **Reddit**: https://www.reddit.com/u/KCDTexas
- **Facebook**: https://facebook.com/texaskcd
- **Instagram**: https://www.instagram.com/texaskcd/
- **LinkedIn**: https://www.linkedin.com/company/kcd-texas
- **Mastodon**: https://mastodon.social/@kcdtexas

Please note that sponsors are responsible for collecting their own leads and contact information for participants. If a sponsor abuses the social media and/or discussion/chat forums at the event to harvest contact information, the organizers have the right to ban the organization from future events.