

## Sponsorship Information

<dev>

2024

**WHAT:** Devnexus is the premier conference for professional software developers who want to hear from and interact directly with internationally acclaimed presenters and technologists while also connecting with like-minded developers who are mastering their craft in a range of relevant technologies.

**WHEN:** April 9 - 11, 2024

**WHERE:** Georgia World Congress Center, Atlanta GA

## **Devnexus – the Professional Developer Conference**

**[Devnexus Promo Video, Click Here](#)**

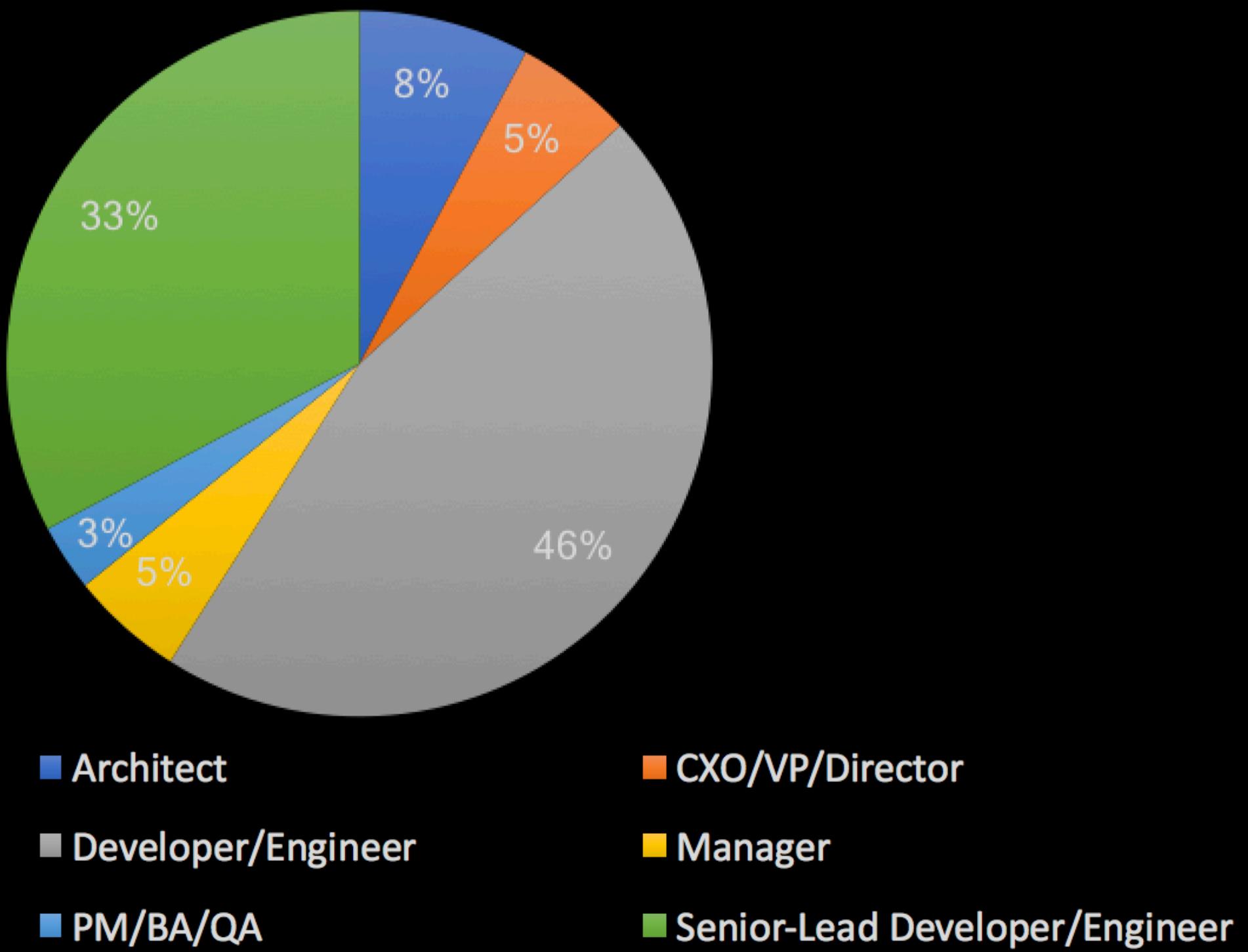
**As the longest-running and largest Java platform conference in the USA and one of the leading technology events held annually around the globe. Devnexus is the premier conference for professional software developers who want to hear from and interact directly with internationally-acclaimed presenters and technologists while also connecting with like-minded developers who are mastering their craft in a range of relevant technologies.**

**Founded in 2004 by the Atlanta Java Users Group as Atlanta DevCon and restarted in 2009 under the moniker Devnexus, the 2024 event will bring in 2000+ attendees for an experience that will span three days, beginning with an optional full-day of six hands-on workshop sessions, followed by two days of presentations and live demonstrations on the industry's hottest topics. Offering 15 concurrent technology tracks and 150+ individual sessions, Devnexus brings attendees unparalleled opportunities to learn about the latest technology trends and dive deep into technologies that interest them.**

**With registration and sponsor slots consistently sold out before the opening day, Devnexus also distinguishes itself as the highest-value event of its kind, offering premium content for an exceptional price. Unlike competing events held throughout the globe with many of the same speakers and programming, Devnexus' volunteer organizers continue to ensure that the event remains at a price point that makes it accessible to all professional developers who want to learn from masters and connect with their peers**

**3 days with  
2000+ developers,  
15 technology tracks,  
160 speaker sessions,  
1 day of hands-on workshops, all with  
globally recognized  
presenters and thought leaders.**

## Devnexus Attendee Demo by job title



## **Unobtanium Sponsor | \$85,000**

- **Dedicated Devnexus track on both conference days (April 5-6, 2023). 10 sessions over two days to promote and educate about your company, products, services, or favorite things. The content is up to you but will be subject to the event code of conduct.**
- **Opt-In leads are shared one week before the event (final list, one day after)**
- Branding on the main keynote stage.
- Primary logo placement on podium banners in Keynote Auditorium and breakout rooms.
- 4 x floor-to-ceiling columns wrapped with your branding
- One premier 30' x 10' "Unobtanium Sponsor" booth location at the head of the exhibit/atrium area.
- Six additional premier "Unobtanium Banner" locations for freestanding vertical banner stands.
- Company logo on a notebook distributed to all attendees.
- Podium acknowledgment of Unobtanium Sponsor during welcome and reception periods.
- "Unobtanium Sponsor" badges for all company delegates at the event.
- Company logo and any session information on the event website, with links back to a company site.
- Company logo included in at least four branded HTML invitations to attendees\*.
- Company logo/session information on mobile app agendas distributed to all attendees.
- The choice to include stickers in the "sticker pack" given to all attendees
- Company logo on event signage, handouts, and all related event materials.
- Full conference passes for twenty (20) company delegates for the full, three-day event period (including workshop day).
- **12-month Sponsorship of the Atlanta Java Users Group with a logo and link on <http://ajug.org>, logo on the JUG meetup page, logo on monthly meeting announcements emails, verbal recognition at the start of any AJUG meeting, the opportunity to present on a technical subject at the monthly meeting**

## **Diamond Sponsor | \$55,000**

- Branding on the main keynote stage.
- **Opt-In leads are shared one week before the event (final list, one day after)**
- Primary logo placement on podium banners in Keynote Auditorium and breakout rooms.
- One premier 20' x 10' "Diamond Sponsor" booth location at the head of the exhibit/atrium area.
- 2 x floor-to-ceiling columns wrapped with your branding
- Six additional premier "Diamond Banner" locations for freestanding vertical banner stands.
- Company logo on a notebook distributed to all attendees.
- Podium acknowledgment of Diamond Sponsor during welcome and reception periods.
- "Diamond Sponsor" badges for all company delegates at the event.
- Company logo and any session information on the event website, with links back to the company site.
- Company logo included in at least four branded HTML invitations to attendees\*.
- Company logo/session information on mobile/PWA app agendas distributed to all attendees.
- The choice to include stickers in the "sticker pack" given to all attendees
- Company logo on event signage, handouts, and all related event materials.
- Full conference passes for fifteen (15) company delegates for the full, three-day event period (including workshop day).
- **12-month Sponsorship of the Atlanta Java Users Group with a logo and link on <http://ajug.org>, logo on the JUG meetup page, logo on monthly meeting announcements emails, verbal recognition at the start of any AJUG meeting, the opportunity to present on a technical subject at the monthly meeting**

## **Cloud Lounge Sponsor | \$45,000**

- Podium Branding on the main keynote stage.
- A 20' x 20' space for the Cloud Lounge. You may bring whatever display/booth items you desire and furniture, branded or non-branded that will fit the space.
- Primary logo placement on podium banners in Keynote Auditorium and breakout rooms.
- 1 x floor-to-ceiling columns wrapped with your branding
- Four additional premier “Cloud Lounge Banner” locations for freestanding vertical banner stands.
- Podium acknowledgment of Cloud Lounge Sponsor during welcome and reception periods.
- “Cloud Lounge” Sponsor badges for all company delegates at the event.
- Company logo and any session information on the event website, with links back to the company site.
- Company logo included in at least four branded HTML invitations to attendees\*.
- Company logo/session information on mobile/PWA app agendas distributed to all attendees.
- Company logo on event signage, handouts, and all related event materials.
- Full conference passes for fifteen (15) company delegates for the full, three-day event period (including workshop day).
- **12-month Sponsorship of the Atlanta Java Users Group with a logo and link on <http://ajug.org>, logo on the JUG meetup page, logo on monthly meeting announcements emails, verbal recognition at the start of any AJUG meeting, the opportunity to present on a technical subject at the monthly meeting**

## **Platinum Sponsor | \$35,000**

- Primary logo placement on podium banners in Keynote Auditorium and breakout rooms.
- One premier 10' x 8' “Platinum Sponsor” booth location at the head of the exhibit/atrium area.
- Two additional “Platinum Banner” locations for freestanding vertical banner stands in the exhibit area.
- Company logo on Primary logo placement on podium banners in Grand Ballroom and breakout rooms.
- Podium acknowledgment of Platinum Sponsor during welcome and reception periods.
- “Platinum Sponsor” badges for all company delegates at the event.
- Company logo and any session information on the event website, with links back to a company site.
- Company logo included in at least four branded HTML invitations to attendees\*.
- The choice to include stickers in the “sticker pack” given to all attendees
- Full conference passes for ten (10) company delegates for the two-day event period.
- **12-month Sponsorship of the Atlanta Java Users Group with a logo and link on <http://ajug.org>, logo on the JUG meetup page, logo on monthly meeting announcements emails, verbal recognition at the start of any AJUG meeting, the opportunity to present on a technical subject at the monthly meeting**

## **Open Source Cafe Sponsor | \$35,000**

- One premier 10' x 8' booth location in the designated Open Source Cafe, a 50' x 30' cafe-style area with chairs and tables, and booths for five open source projects
- Two espresso machines staffed during the day and displaying your branding
- Two additional premier Banner locations for freestanding vertical banner stands in the exhibit area.
- 1 x floor-to-ceiling column wrapped with your branding (must reference open source cafe)
- “Open Source Cafe” badges for all company delegates at the event.
- Company logo and any session information on the event website, with links back to the company site.
- Company logo included in a minimum of four branded HTML invitations to attendees\*.
- The choice to include stickers in the “sticker pack” given to all attendees
- Full conference passes for ten (10) company delegates for the two-day event period.
- **12-month Sponsorship of the Atlanta Java Users Group with a logo and link on <http://ajug.org>, logo on the JUG meetup page, logo on monthly meeting announcements emails, verbal recognition at the start of any AJUG meeting, the opportunity to present on a technical subject at the monthly meeting**

## **Gold Sponsor | \$20,000**

- Primary logo placement on podium banners in Keynote Auditorium and breakout rooms.
- One 8' x 6' “Gold Sponsor” booth location within the exhibit/atrium area.
- One additional premier “Gold Banner” location for freestanding vertical banner stands in the exhibit area.
- Podium acknowledgment of Gold Sponsors during welcome and reception periods.
- “Gold Sponsor” badges for all company delegates at the event.
- Company logo and any session information on the event website, with links to the company site.
- Company logo included in at least four branded HTML invitations to attendees.
- Company logo/session information on the event agendas distributed to all attendees.
- Company logo on event signage, handouts, and all related event materials.
- The choice to include stickers in the “sticker pack” given to all attendees
- Full conference passes for six (6) company delegates for the two-day event period.
- **12-month Sponsorship of the Atlanta Java Users Group with a logo and link on <http://ajug.org>, logo on the JUG meetup page, logo on monthly meeting announcements emails, verbal recognition at the start of any AJUG meeting, the opportunity to present on a technical subject at the monthly meeting**

## **Devnexus Attendee Party Sponsor | \$15,000**

- Attendee Party naming, i.e., TechCo Super Party, Rock and Roll with TechCo Party, etc.
- Exclusive graphics (your design) for all signage, invitations, and other material related to the conference attendee party.
- Includes all food, beverages, and entertainment (i.e., band, DJ, dancing elephants).
- Company logo and any Party related branding on our fully branded event website, with links to your company site.
- Company logo on a minimum of four branded HTML invitations to attendees (depending on the date the sponsorship is confirmed, there may be less than four)
- Company logo on event signage, handouts, and all related event materials.
- Full conference passes for two (2) company delegates for the two-day event period.

## **Speaker/JUG Leader Dinner Sponsor | \$15,000**

- Featured in the welcome announcements, with the ability to address the crowd for 10 minutes
- Branding at the Venue as the Executive Partner for the dinner. AJUG will produce 4x 34" W x 90" H meter boards using your design
- A dedicated social media post across our event handles highlighting your support
- 4 seats at the Speaker Dinner and JUG Leaders' Summit (JUG leaders or speakers in your org do not count as one of these)
- A table at the venue for giving out swag and displaying branding

## **Atlanta Java Users Group (AJUG) Annual Sponsor | \$15,000**

- Corporate logo on Atlanta Java Users Group (AJUG) website ([www.ajug.org](http://www.ajug.org)) home page with a link to your website.
- Hyperlink to the corporate website in all annual outbound emails to the AJUG mailing list (typically 2 per month) to 4,000 developers
- Verbal recognition as AJUG Annual Sponsor at the start of all annual, monthly AJUG meetings.
- Ability to participate in AJUG annual developer event, Devnexus, as a Silver Sponsor. Silver Sponsor benefits include:
  - One 6' x 4' "Silver Sponsor" booth location within the exhibit/atrium area.
  - Company logo on signage, website, handouts, and all related event materials.
  - Company logo and any session information on the event website, with links to your company site.
  - The choice to include stickers in the "sticker pack" given to all attendees
  - Full conference passes for four (4) company delegates for the two-day event period.

## **Silver Sponsor | \$10,000**

- One 6' x 4' "Silver Sponsor" booth location within the exhibit/atrium area.
- Company logo on signage, website, handouts, and all related event materials.
- Company logo and any session information on the event website, with links to your company site.
- The choice to include stickers in the "sticker pack" given to all attendees
- Full conference passes for four (4) company delegates for the two-day event period.

## **Lanyard Sponsor - Highly Visible Branding | \$10,000**

- Corporate logo on lanyards worn by all conference attendees, speakers, sponsors, volunteers, and organizers
- Highly visible branding
- Company logo/session information on mobile app/PWA agendas distributed to all attendees.
- The choice to include stickers in the "sticker pack" given to all attendees.
- Full conference passes for two (2) company delegates for the two-day event period.
- Company logo and any session information on the event website, with links back to the company site.

## **Name Badge Sponsor - Highly Visible Branding | \$10,000**

- Corporate logo on lanyards worn by all conference attendees, speakers, sponsors, volunteers, and organizers
- Highly visible branding
- Company logo/session information on mobile app/PWA agendas distributed to all attendees.
- The choice to include stickers in the "sticker pack" given to all attendees.
- Full conference passes for two (2) company delegates for the two-day event period.
- Company logo and any session information on the event website, with links back to the company site.

## **Lunch Sponsor - Highly Visible Branding | \$5,000**

- Exclusive lunch Sponsor for one of the two conference days with High Visibility branding on an 8.5"x11 table tent on all the tables in the lunch room (240 tables) that will seat 2400 people.
- Company logo on the event website, with links back to the company site.
- Company logo/session information on mobile app/PWA agendas distributed to all attendees.
- The choice to include stickers in the "sticker pack" given to all attendees
- Full conference passes for two (2) company delegates for the two-day event period.

## **Lead generation/Lead capture**

Leads will be collected in accordance with our [privacy policy](#). Attendees have the option to opt into receiving sponsor information during the registration process. A list of those that have opted in will be shared with sponsors immediately after the event.

We will have QR codes on the attendee name badges that can be captured with any kind of smartphone/tablet QR reader app. It is your responsibility to download and test one that works for you, or, we have a recommendation, [BADGERSCAN](#). A free app that we have tested and used on multiple occasions. The data that will be available is Name, Title, Company, State of residence, Country of Residence and email address.

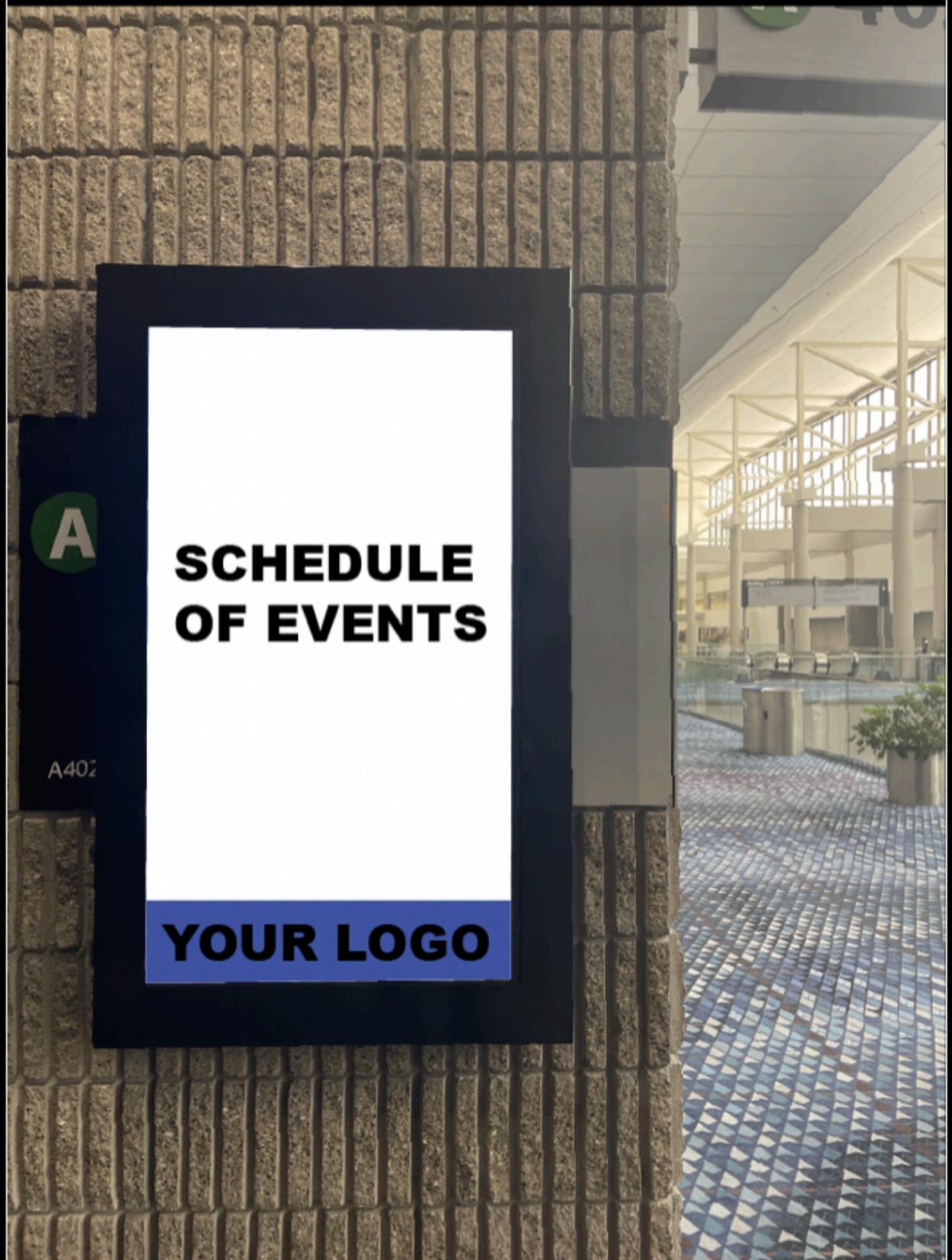
**PLEASE NOTE THAT IT IS YOUR RESPONSIBILITY TO TEST AN APP THAT WILL CAPTURE THE QR DATA THAT WE PROVIDE TO YOUR SATISFACTION**

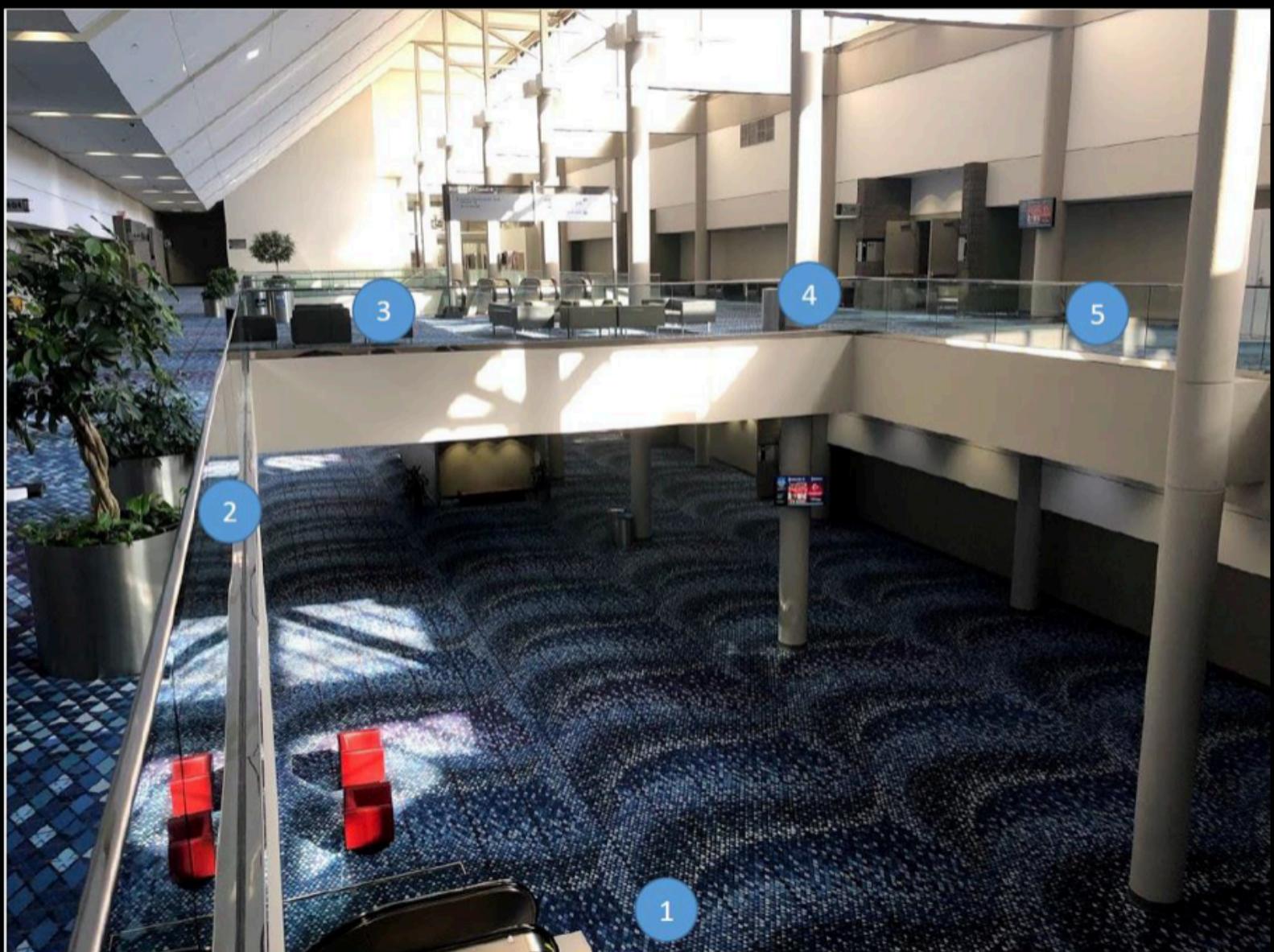
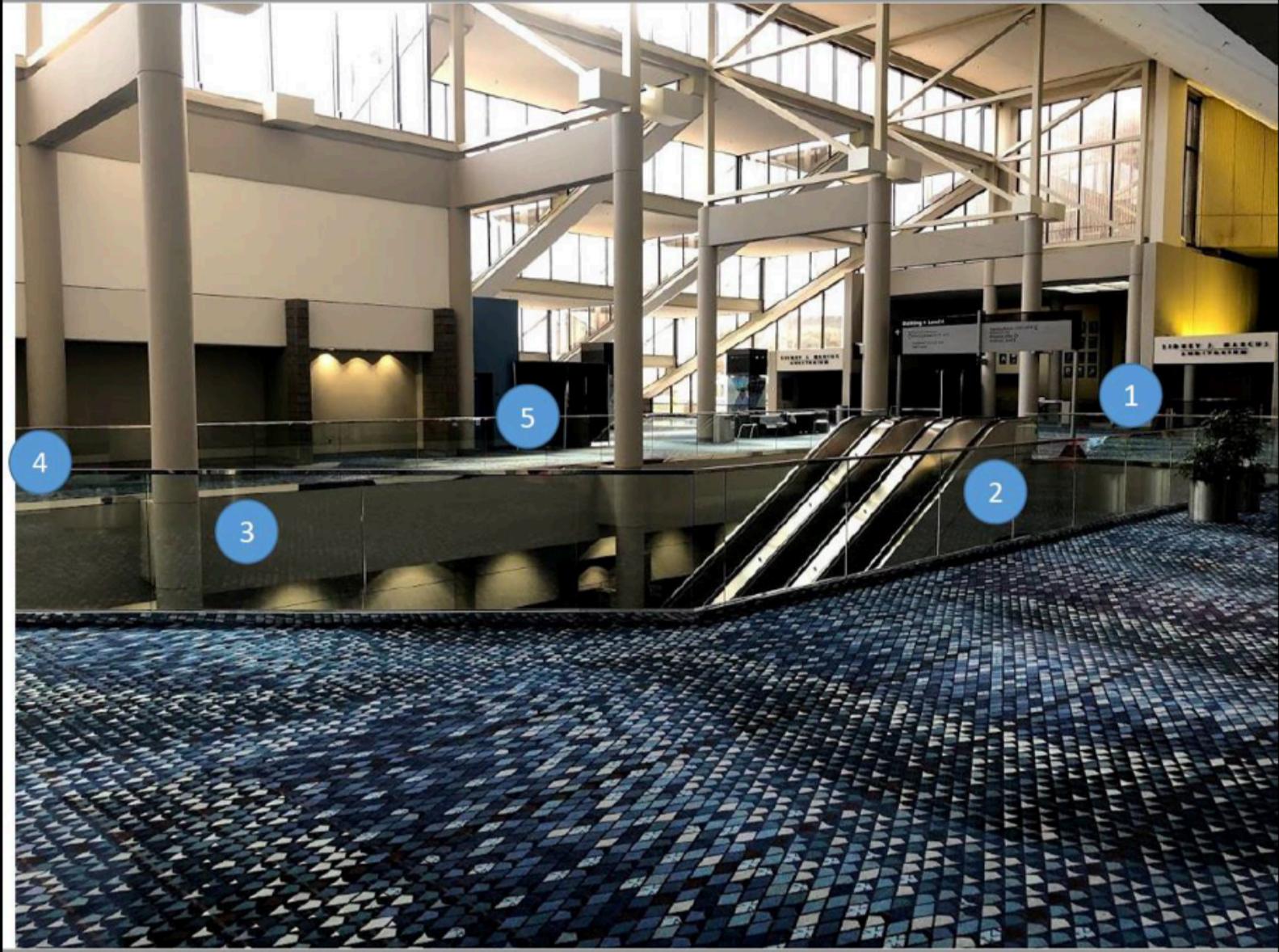
Feel free to conduct raffles, giveaways or other Lead generation/Lead capture at your booth.

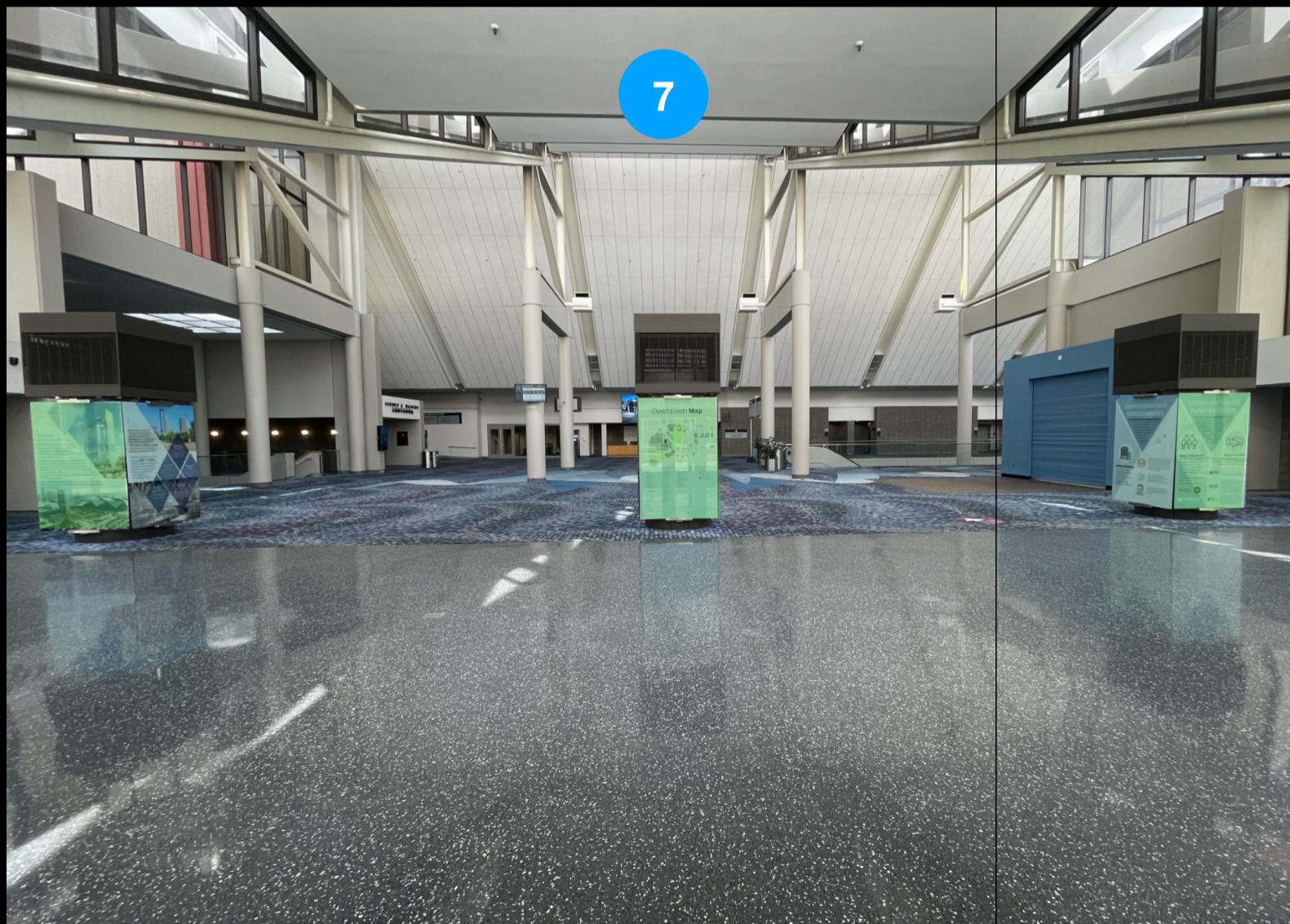
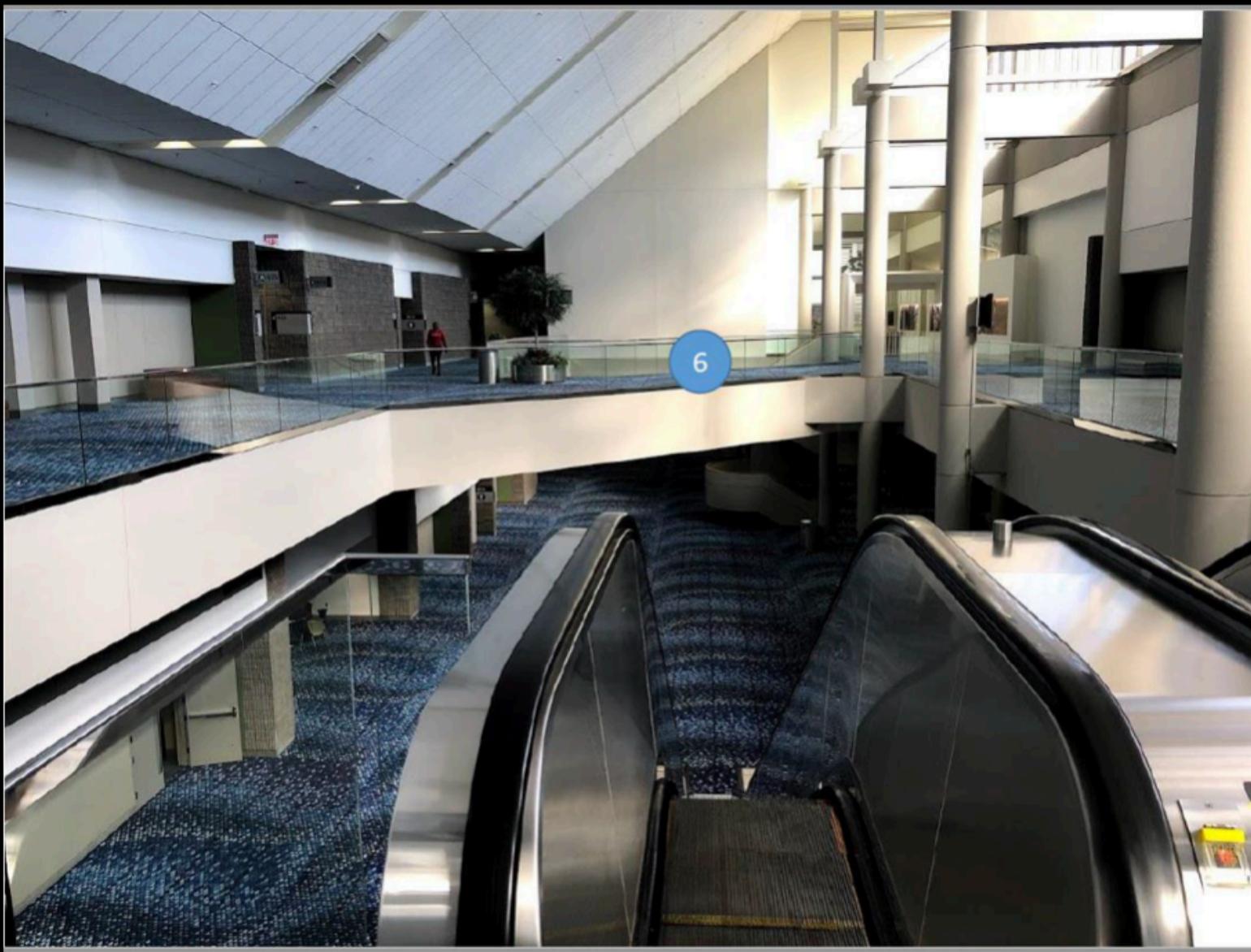
\*This will be in line with the organizer's event marketing schedule and we cannot guarantee that 4 marketing emails will include your logo if you sign up after a certain time

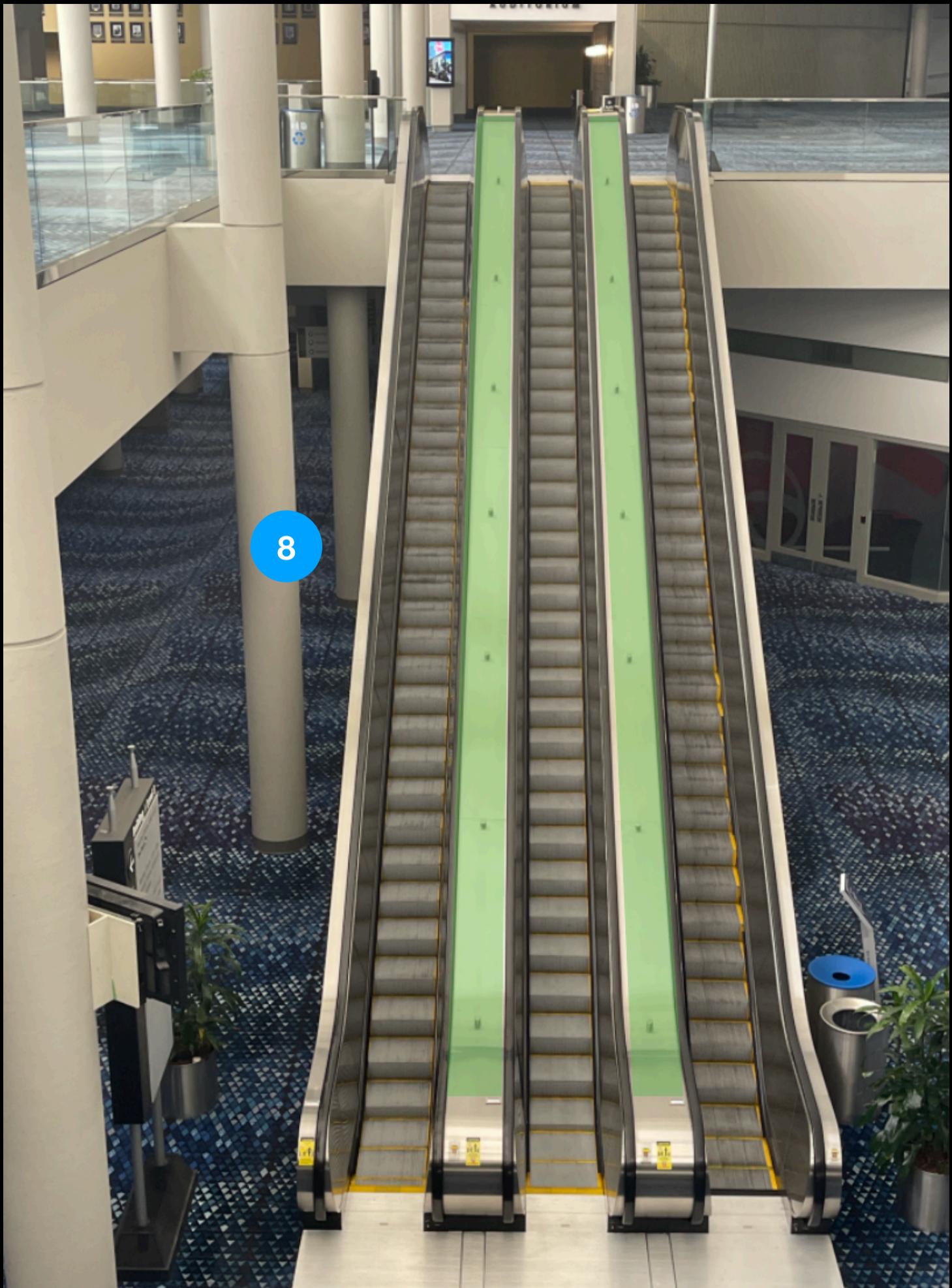
**Click [HERE](#) for the sponsorship agreement. You can fill it out online.**

We are also able to offer the following branding opportunities at the venue with designs that you provide to us

Logo on all Meeting room Signage A Building,	\$2,000	 A large digital screen is mounted on a wall made of rectangular tiles. The screen displays a white background with the text "SCHEDULE OF EVENTS" in bold black capital letters. At the bottom of the screen is a blue horizontal bar with the text "YOUR LOGO" in white. To the left of the screen, there is a green circular sign with a white letter "A" and the text "A402" below it. The background shows a modern building interior with a glass roof and a patterned floor.
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<b>1 -A Lobby Railing Glass Cling -Doub-Sided (First Glass Rail)208"W x 38.5"H</b>	<b>\$2,000</b>
<b>2 -A Lobby Railing Glass Cling -Doub-Sided (First Glass Rail)717"W x 38.5H</b>	<b>\$5,400</b>
<b>3 -A Lobby Railing Glass Cling -Doub-Sided (First Glass Rail)545.5"W x 38.5"H</b>	<b>\$4,000</b>
<b>4 -A Lobby Railing Glass Cling -Doub-Sided (First Glass Rail)63.5"W x 38.5"H</b>	<b>\$500</b>
<b>5 -A Lobby Railing Glass Cling -Doub-Sided (First Glass Rail)1,104"W x 38.5H</b>	<b>\$8,000</b>
<b>6 -A Lobby Railing Glass Cling -Doub-Sided (Second Glass Rail)548"W x 38.5"H</b>	<b>\$4,400</b>
<b>7- Six (6) Air Return banners (3 facing the entrance and 3 on the inside) 48W x 76.75" H</b>	<b>\$3,000</b>
<b>8- Two (2) Escalator runners, 2 Sets from A400 to A300, 624" x 14.5"</b>	<b>\$2,500</b>