



WE

ROCKIT

2020 Conference Prospectus

March 26-27, 2020

**ADTRANS Mark C. Smith Conference Center
901 Explorer Boulevard
Huntsville, AL 35806**

About WeRockIT

WeRockIT Conf's mission is to showcase and grow diverse voices in technology. We are laser-focused on celebrating inclusion and excellence in tech. WeRockIT Conf 2020 will be a 2-day technical conference focused on technology while creating a safe and thoughtful space.

WeRockIT Conf will have talks and workshops appropriate for all levels.

Our junior programmer track builds skills for new career developers with 0 - 5 years experience in software engineering, quality testing, data science, or related fields.

Our senior programmer track is workforce development for professionals with over 5 years of experience in software engineering, quality testing, data science, or related fields.

Our workshops come included with the conference at no extra cost and show workflows, frameworks, applications, and more through interactive sessions led by industry experts.

Huntsville is number one in job growth in the tech industry in the nation. The people to fill these jobs come from all over the country and all over the world. So we set out to create a technical conference to meet their needs.

But while we were creating a celebration of excellence in tech for Huntsville, we knew that we also wanted to build a conference that lifted up diverse voices and celebrated inclusion from the bottom up. We knew that we wanted our conference to serve not only Huntsville and not only Alabama, but the greater Southeast, the region, and the country.

We are WeRockIT Conf 2020. We celebrate inclusion and excellence in tech. And we invite you to celebrate it with us.

The Team

WeRockIT Conf organizers have significant experience planning events and conferences including:

WeRockIT Conf 2019

Rock the Talk speaker development series presented at CoWorking Night Huntsville

Rock Your Next Whiteboard Interview session presented at Alabama A&M University

Lacey Reinoehl - Chairman of the Board - Lacey@werockitconf.com

Angelina Uno-Antonison - Vice Chairman of the Board - Angelina@werockitconf.com

Marissa Jones - Treasurer - Marissa@werockitconf.com

Marcia Ensley - Secretary - Marcia@werockitconf.com

Raelyn Bangel - Board Member - Raelyn@werockitconf.com

Valerie Cowan - Board Member - Val@werockitconf.com

Event Details

Date:

March 26 - 27, 2020

Location:

ADTRAN's Mark C. Smith Conference Center

901 Explorer Boulevard

Huntsville, AL 35806 USA

The Topics

DEVOPS

CLOUD, AGILE, CI/CD

IOT

EMBEDDED, WEARABLES

DEVELOPMENT

WEB, BACKEND, UX

DATA SCIENCE

Sponsorship Packages

Platinum Sponsor \$10,000

Gold Sponsor \$5,000

Silver Sponsor \$1,000

Bronze Sponsor \$500

Video Sponsor \$5,000

Graphic Recording Sponsor, \$5,000

Badge Sponsor \$2,000

Tote Sponsor \$2,000

Launch Party Sponsor \$3,000

Diversity Ticket Sponsor \$1,000

Social Room Sponsor \$2,000

Speaker Lounge Sponsor \$2,000

Platinum: \$10,000 | (Limit 1)

- Company logo on stage sign-age in the Keynote Auditorium (exclusive)
- Company logo projected in the keynote room throughout the day including lunch
- One table at the prime location in the Exhibit Hall
- Company logo on digital materials and Exhibit Hall sign-age
- Opportunity to address conference attendees from the main Keynote Auditorium stage in conjunction with keynote
- Premier logo placement with a link to your company site on our event website
- Company logo on event signage / slides
- Opportunity to include flyers, stickers, and other materials in our official event bag
- Social media promotion
- Company logo included on all official outbound email communications
- Access to WeRockIT Conf Attendee Resume database available by request
- Name and email list of attendees that have opted-in will be shared immediately after event
- Discounted ticket price for conference tickets

Gold Sponsor: \$5,000 | (Limit 5)

- Company logo projected in the keynote room throughout the day including lunch
- One table at a prime location in the Exhibit Hall
- Premiere logo placement with a link to your company site on our event website
- Company logo on event signage / slides
- Social Media Promotion
- Opportunity to include flyers, stickers, and other materials in our official event bag
- Company logo included on all official outbound email communications
- Access to WeRockIT Conf Attendee Resume database available by request
- Name and email list of attendees that have opted-in will be shared immediately after event
- Discounted ticket price for conference tickets

Silver Sponsor: \$1,000 | (Limit 10)

- One table in the Exhibit Hall
- Company logo on event signage / slides
- Company logo with a link to your company site on our event website
- Social Media Promotion
- Opportunity to include flyers, stickers, and other materials in our official event bag
- Access to WeRockIT Conf Attendee Resume database available by request
- Discounted ticket price for conference tickets

Bronze Sponsor: \$500 | (Limit 10)

- Company logo with a link to your company site on our event website
- Social Media Promotion
- Opportunity to include flyers, stickers, and other materials in our official event bag
- Access to WeRockIT Conf Attendee Resume database available by request
- Discounted ticket price for conference tickets

Video Sponsor: \$5,000 | (Limit 1)

- Company name and logo on the opening of each video recording
- Company logo with a link to your company site on our event website
- Company logo on event signage / slides
- Social Media Promotion
- Company logo included on all official outbound email communications
- Opportunity to include flyers, stickers, and other materials in our official event bag
- Access to WeRockIT Conf Attendee Resume database available by request
- Name and email list of attendees that have opted-in will be shared immediately after event
- Discounted ticket price for conference tickets

Graphic Recording Sponsor: \$5,000 | (Limit 1)

- Company name on digital render of talk graphic recordings
- Company logo with a link to your company site on our event website
- Company logo on event signage / slides
- Social Media Promotion
- Company logo included on all official outbound email communications
- Opportunity to include flyers, stickers, and other materials in our official event bag
- Access to WeRockIT Conf Attendee Resume database available by request
- Name and email list of attendees that have opted-in will be shared immediately after event
- Discounted ticket price for conference tickets

Launch Party Sponsor: \$3,000 | (Limit 1)

- Company logo on launch party signage
- Two (2) branded signs for the Launch Party
- Company logo with a link to your company site on our event website
- Opportunity to include flyers, stickers, or other materials in our event bag
- Social media promotion
- Company logo included on all official outbound email communications
- Special “Thank You” shout out at Launch Party
- Access to WeRockIT Conf Attendee Resume database available by request
- Name and email list of attendees that have opted-in will be shared immediately after event
- Discounted ticket price for conference ticket

Speaker Lounge Sponsor: \$2,000 | (Limit 1)

- Company logo on Speaker Lounge signage
- One branded sign for Speaker Lounge
- Company logo with a link to your company site on our event website
- Company logo on event signage / slides
- Opportunity to include flyers, stickers, or other materials in our event bag
- Social media promotion
- Company logo included in all official outbound email communications
- Access to WeRockIT Conf Attendee Resume database available by request
- Name and email list of attendees that have opted-in will be shared immediately after event
- Discounted ticket price for conference tickets

Badge Sponsor: \$2,000 | (Limit 1)

- Company logo on official name badge (exclusive)
- Company logo with a link to your company site on our event website
- Company logo on event signage / slides
- Social Media Promotion
- Opportunity to include flyers, stickers, and other materials in our official event bag
- Access to WeRockIT Conf Attendee Resume database available by request
- Name and email list of attendees that have opted-in will be shared immediately after event
- Discounted ticket price for conference tickets

Tote Sponsor: \$2,000 | (Limit 1)

- Company logo on official conference bags (exclusive)
- Company logo with a link to your company site on our event website
- Company logo on event signage / slides
- Social Media Promotion
- Opportunity to include flyers, stickers, and other materials in our official event bag
- Access to WeRockIT Conf Attendee Resume database available by request
- Name and email list of attendees that have opted-in will be shared immediately after event
- Discounted ticket price for conference tickets

Badge Sponsor: \$2,000 | (Limit 1)

- Company logo on official name badge (exclusive)
- Company logo with a link to your company site on our event website
- Company logo on event signage / slides
- Social Media Promotion
- Opportunity to include flyers, stickers, and other materials in our official event bag
- Access to WeRockIT Conf Attendee Resume database available by request
- Name and email list of attendees that have opted-in will be shared immediately after event
- Discounted ticket price for conference tickets

Tote Sponsor: \$2,000 | (Limit 1)

- Company logo on official conference bags (exclusive)
- Company logo with a link to your company site on our event website
- Company logo on event signage / slides
- Social Media Promotion
- Opportunity to include flyers, stickers, and other materials in our official event bag
- Access to WeRockIT Conf Attendee Resume database available by request

Social Room Sponsor: \$2,000 | (Limit 1)

- Company logo on Social Room signage
- One branded sign for Social Room
- Company logo with a link to your company site on our event website
- Company logo on event signage / slides
- Opportunity to include flyers, stickers, or other materials in our event bag
- Social media promotion
- Company logo included in all official outbound email communications
- Access to WeRockIT Conf Attendee Resume database available by request
- Name and email list of attendees that have opted-in will be shared immediately after event

Diversity Ticket Sponsor: \$1,000 | (Limit 5)

- Provide 2-day conference tickets to ten (10) people from underrepresented and marginalized groups in technology
 - Company logo with a link to your company site on our event website
 - Opportunity to include flyers, stickers, or other materials in our event bag
 - Company logo included in all official outbound email communications
 - Social media promotion
 - Special “Thank You” shout out before keynote address
 - Access to WeRockIT Conf Attendee Resume database available by request
 - Discounted ticket price for conference tickets
- *Attendees are selected by organizers through a diversity scholarship process

Special Offer

10% discount for any combined packages

Lead Generation / Lead Capture

Attendees will have the option at registration to opt-in to receiving sponsor information. A list of those that have opted-in will be shared with sponsors immediately after the event. Feel free to conduct raffles, giveaways, or other lead generation/lead capture at your booth.

QUESTIONS? Contact Lacey Reinoehl at lacey@werockitconf.com

READY TO SPONSOR? Fill out the Sponsorship Agreement