

# Sponsorship Packet



September 9th, 2023

Kennesaw State University

Marietta, GA

8:00AM – 6:00PM





# Atlanta Developers' Conference Sponsorship Packet

Thank you for your interest in sponsoring **Atlanta Developers' Conference 2023**. The Atlanta Developers' Conference committee is hard at work on the upcoming event and looks forward to highlighting your business to the local developer community.

## Event Description

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The Developers' Conference is a community focused event by and for the developer community. The Atlanta Developers' Conference draws upon the expertise of local and regional developers, architects, and experts who come together to share their real-world experiences, lessons learned, best practices, and general knowledge with other interested individuals.

This event is unique in that it is “for the community, by the community”. Therefore, when you help to sponsor the Atlanta Developers' Conference, you are seen by attendees as a supporter of the local development community and are recognized as a primary player within the Atlanta developer community. Additionally, this event is continually promoted by development professionals in the weeks and months preceding the event as they talk with their clients. This ensures that you are receiving qualified attendees that are currently engaged with technologies in demand within their current organization.

In past years, the Atlanta Developers' Conference has provided training and networking opportunities for more than 400 of the best, most motivated development professionals in the area. We are expecting this year to be our biggest and best yet. The qualified leads generated by Atlanta Developers' Conference are unequalled!



## Event Details

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**Date:** Saturday, September 9th, 2023

**Registration Time:** 8:00 AM to 8:45 AM

**Time:** 8:00 AM to 6:00 PM

**Location:** Kennesaw State University, Marietta, GA (formerly Southern Polytechnic State University)

**Address:** 1100 South Marietta Parkway, Marietta, GA 30060

**Call for Speakers:** <https://sessionize.com/atlanta-developers-conference-2023/>.

## Event Attendance

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In the past, the event has drawn **400+ attendees** and we expect this year's event to be even bigger and attract many new attendees. As the event approaches, we will share the registration numbers with our sponsors in order to assist with staff planning and collateral quantities.

## Tracks

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In recent years, presentation content tracks offered to the attendees have included topics related to the following subject areas. We expect this year's tracks to be similar:

Track	Track Components
<b>Modern Application Development</b>	Building Resilient Web Applications with Progressive Web Apps (PWAs) Next-Gen Mobile App Development: Flutter & React Native Unleashing the Power of Serverless Architectures with AWS Lambda & Google Cloud Functions
<b>JavaScript &amp; TypeScript-Based Technologies</b>	Unleashing JavaScript's Potential: Advanced Concepts & ESNext Features Reactive Programming with React / React Native Building Dynamic Applications with Angular & TypeScript Future of JavaScript-Based Development: Vue.js, Svelte, Deno, and More
<b>Enterprise Development</b>	Architecting Scalable Enterprise Applications with .NET & Java Modernizing Legacy Systems: Strategies for Migration and Refactoring Service-Oriented Architecture (SOA) with Microservices and RESTful APIs Ensuring Enterprise Security: Strategies with OAuth2 & OpenID Connect
<b>Data Languages: Python, SQL, R</b>	Utilizing Python for Data Manipulation and Analysis SQL: Beyond the Basics





	Applying R for Statistical Computing Exploring Other Data Languages and Technologies
<b>Emerging Technologies &amp; Languages</b>	Unleashing the Potential of IoT A Journey into Augmented / Mixed / Virtual Reality Smart Cities: Future Tech for Urban Life Exploring Rust: A Language for the Future Kotlin: A Better Java? Exploring Functional Programming: Haskell, Scala, and More Swift: More than iOS Development
<b>Gaming Technologies</b>	Building Immersive Games with Unity & Unreal Engine Mobile Game Development: From Concept to Monetization The Future of Gaming: VR, AR & Cloud Gaming Game Design: Creating Engaging Experiences Esports: A Look into Competitive Gaming
<b>Application Lifecycle Management (ALM)</b>	Effective Project Management with GitHub Leading Agile Teams: Challenges and Strategies Mastering Jira for Streamlined Project Management Integrating Security into the Development Lifecycle
<b>Modern Workplace &amp; Business Tools</b>	Collaborative Tools: Teams vs Slack Exploring the Power Platform for Low-Code / No-Code Development Maximizing Productivity with Modern Tools Thriving in the Remote Work Era
<b>Entrepreneurship in Tech</b>	Navigating the Startup Landscape: A Primer Building a Successful Tech Consultancy Financing Your Tech Venture: A Guide From Idea to Market: Launching a Tech Startup Scaling Tech Businesses: Strategies and Pitfalls
<b>Professional Development &amp; Soft Skills</b>	Mapping Your Career Path in Tech Building High-Performance Teams: A Leadership Guide Acing Tech Interviews: Strategies and Tips Public Speaking for Tech Professionals Striking Work-Life Balance in a Tech Career

Attendees select the topics which most closely align with their job responsibilities or areas of interest and are not limited in any way with regards to which sessions they may wish to attend. Each track consists of several presentations lasting approximately 60 minutes each and ranging from introductory 100-level content to highly technical, 400-level “expert” sessions. The speakers represent a broad cross section of the development community and offer a variety of different perspectives regarding application architecture, design and development. Some of those sessions are demos, so that attendees can learn with hands-on experience. We also encourage the sponsors to submit technical talks and demos. No overt sales pitches or commercial talks will be allowed, and the sponsorship does not guarantee the speaker’s selections.



## Sponsorship Levels

There are six levels of sponsorships (SWAG, Silver, Gold, Platinum, Attendee After Party, and Speaker Dinner) that are available with the following benefits:

Sponsor Benefit	Platinum	Gold	Silver	SWAG	Attendee After Party	Speaker Dinner	Attendee Shirts	Speaker Shirts
Raffle Item	•	•	•	•	•	•	•	•
Logo on Website	•	•	•	•	•	•	•	•
Logo on Session Materials	•	•	•	•	•	•	•	•
Attendee Bag Collateral	•	•	•		•	•	•	•
Logo in Event Material	•	•			•	•	•	•
Booth with Table	•	•			•	•	•	•
Featured Speaker	•	•			•	•	•	•
Attendee List (of Opt-In Attendees)	•				•	•	•	•
Logo on Additional Signage	•				•	•	•	•
Logo in Slide Template for Presenters	•				•	•	•	•
Lunch Session	•				•	•	•	•
<b>Sponsorship Level Costs</b>	<b>\$3000</b>	<b>\$2000</b>	<b>\$1000</b>	<b>\$300+</b>	<b>\$3000</b>	<b>\$3000</b>	<b>\$3000</b>	<b>\$3000</b>

### PLATINUM: \$3000 (Grandfather \$2000)

As a PLATINUM sponsor, you'll have your logo featured on the website, session materials, and keynote slide, including the presentations of three highlighted speakers. A booth for your company display, and a lunchtime presentation slot will be provided.

Post-event, you'll receive an opt-in attendees list, and your logo will be visible on all additional signage and presenter slides. Raffle item donations valued at \$300 will be recognized during the day.

Please note, sponsorship prices have increased due to inflation. However, sponsors from the last two years will receive the previous price, under our new grandfather clause.

### GOLD: \$2000 (Grandfather \$1000)

As a GOLD sponsor, you'll have your logo featured on the website, session materials, and the Gold keynote slide, including a mention in our 3 featured speaker sessions. A company booth with provided tables and chairs is included for your use.



Your collateral will be placed in the attendee bags on the event day. Should you donate a raffle item valued at a minimum of \$300, it will be highlighted at some point during the day, with recognition given to your company.

Please note, due to inflation, the sponsorship price has increased. However, if you've sponsored in the past two years, you're eligible for the previous price, as per our grandfather clause.

## **SILVER: \$1000 (Grandfather \$500)**

As a SILVER sponsor, your logo will be prominently displayed on the website and session materials. Additionally, you can provide collateral for inclusion in the attendee bags distributed at event registration.

If you choose to donate a raffle item worth a minimum of \$300, it will be featured during the day with your company receiving due recognition.

Please note, sponsorship prices have been adjusted due to inflation. However, as part of our new grandfather clause, if you've sponsored in the last two years, you qualify for the prior price point.

## **SWAG: \$300+**

As a SWAG sponsor you can donate one or more Raffle Items that will be given away at some point during the day. The items must be valued at a minimum of \$300 and your company will be recognized during the giveaway. Please be sensible about raffle items – fewer and/or higher value items are preferred. Please request pre-approval for any raffle items valued under \$300/each.

## **SPEAKER SHIRT SPONSOR: Approx. \$3000**

(limited to 1 sponsor)

As the SPEAKER SHIRT sponsor you are responsible for providing 50 Polo Shirts for the speakers (various sizes). The Atlanta Developers' Conference logo will be embedded on one side of the shirt and your company logo will be on the other side of the shirt. Speaker shirts must be available the week before the event. The sponsor will be responsible for ordering and paying for the shirts, as well as handling the coordination of logistics of the shirts with the Atlanta Developers' Conference committee.

## **ATTENDEE SHIRT SPONSOR: Approx. \$3000**

(limited to 1 sponsor)

As the ATTENDEE SHIRT sponsor you are responsible for providing at least 500 t-shirts for attendees (various sizes), the exact number to depend upon expected attendance. The Atlanta Developers' Conference logo, Atlanta Developers' Conference URL and your company logo should all be printed on the shirt based on your design. The design must be approved by the Atlanta Developers' Conference committee. The sponsor will be responsible for ordering and paying for the shirts, as well as handling the coordination of logistics of the shirts with the Atlanta Developers' Conference committee.



## **SPEAKER DINNER SPONSOR: \$3000**

(limited to the first sponsor to commit)

As the SPEAKER DINNER sponsor, you will receive all the benefits of a Platinum Sponsor. In addition, the SPEAKER DINNER sponsor attendees get face time with the event speakers the evening prior the event. This networking opportunity is the official start to the Atlanta Developers' Conference festivities. Note: The Atlanta Developers' Conference Committee will handle all logistics including time, location, invitations, and menu.

## **ATTENDEE PARTY SPONSOR: \$3000**

(limited to the first sponsor to commit)

As the ATTENDEE PARTY sponsor, you will receive all the benefits of a Platinum Sponsor. After the event, speakers, attendees, and YOU gather to continue the conversations and grow networking relationships over food and drink. The Atlanta Developers' Conference Committee will handle all logistics including time, location, invitations, and menu.

## **LUNCH KEYNOTE SPONSOR: \$3000**

(limited to the first sponsor to commit)

As the LUNCH KEYNOTE sponsor, you will receive all the benefits of a Platinum Sponsor. During the event, speakers, attendees, and YOU gather in the keynote room for lunch for a twenty-minute presentation over food and drink. The Atlanta Developers' Conference Committee will handle all logistics including time, location, invitations, and menu.

## **Sponsorship Benefit Descriptions**

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### **Raffle Item**

The sponsor can give away any item(s) valued at a minimum of \$300 and your company will be recognized during the giveaway. Please be sensible about raffle items – fewer and/or higher value items are preferred. Please request pre-approval for any raffle items valued under \$300/each.

### **Logo on Website**

The Atlanta Developers' Conference website ([www.atldevcon.com](http://www.atldevcon.com)) will include the sponsor's logo. Logos on the website will have a maximum width of 256 pixels.

### **Logo on the Atlanta Developers' Conference Materials**





The printed material will include the sponsor's logo.

## Logo on Keynote Slide

There will be a shared slide for GOLD sponsors and dedicated slides for each PLATINUM sponsor recognized during the keynote presentation. These slides will be presented at the beginning of the keynote.

## Attendee Bag Collateral

Each sponsor may provide their own printed materials that will be added to the attendee bag that attendees will receive as a giveaway. Bag Collateral must be received two weeks before the event (**Friday, September 8th**) and should be mailed directly to the following address:

Developers Association of Georgia  
c/o Jared Rhodes  
3185 Oak Dr  
Marietta, GA 30066

## Booth with Table

The sponsor will be able to display a company booth the day of the event. We will be providing (1) table and (2) chairs for each company to use. Tables are 6' x 30". Please be sure that your displays are no larger than the table size to accommodate the visibility of your branding as well as that of your neighbors. Table space will be distributed on a first-come, first-served basis upon receipt of completed sponsorship application and payment.

## Attendee List

The attendees can "opt-in" to allow sponsors to contact them after the event. Only those attendees that have chosen to opt in will be provided to the sponsors that receive the attendee list.

## Logo on Additional Signage

For PLATINUM sponsors your logo will appear on all signage and event material prior to and during the day of the event.

## Logo in Slide Template for Presenters

For PLATINUM sponsors your logo will appear in all the speakers' PowerPoint presentations.



# Sponsorship Application

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Sponsorship for the Atlanta Developers' Conference on September 9th, 2023 is on a first come, first serve basis. For the sponsorship levels that include booths, table space will be distributed on a **first-come, first-served basis** upon receipt of completed sponsorship application and payment / shirts / swag. Kindly fill in the form below for your sponsorship commitment and email it to [atldev@georgiadevelopers.org](mailto:atldev@georgiadevelopers.org).

My organization, \_\_\_\_\_, is committed to sponsor the Atlanta Developers' Conference on September 9th, 2023 with the following sponsorship package:

- Platinum Sponsorship: \$3000
- Gold Sponsorship: \$2000
- Silver Sponsorship: \$1000
- My company will be providing one or more SWAG items, please list:

\_\_\_\_\_

\_\_\_\_\_

- Speaker Shirts: \$3000
- Attendee Shirts: \$3000
- Speaker Dinner: \$3000
- Attendee Party: \$3000
- Lunch Keynote: \$3000

**Signature:**

\_\_\_\_\_

**Date:**

\_\_\_\_\_

**Name:**

\_\_\_\_\_

**Company:**

\_\_\_\_\_

**Phone:**

\_\_\_\_\_

**Address:**

\_\_\_\_\_