



# DevSpace 2017

Sponsorship and Exhibitor Prospectus  
October 13-14, 2017 at the Von Broun Center

## What We Can Help You With:

### **Are you looking for opportunities to demo your companies' products and services directly to developers, technicians, and system administrators?**

- DevSpace Conference offers individual developers and companies of all sizes a platform on which to market skills and services directly to the workforce.

### **Looking for more developers to help your company succeed?**

- DevSpace Conference provides a platform on which to recruit emerging talent for internships, jobs, and/or company mentorship programs.

### **Trying to find ways to enrich yourself or your company's existing workforce with cutting-edge skills and workflow techniques?**

- DevSpace Conference is a great opportunity for workforce development at any scale, especially within local companies, with continuing education credits for your employees to excite and educate the workforce around all aspects of software development and personal growth.

### **Seeking ways to encourage your son or daughter to follow their passion while accruing marketable skills?**

- DevSpace Conference is an effective platform for industry and education to grow with the local community around software development and next-generation workforce development through presenting high-quality and bleeding-edge technical content.

### **Are you excited to meet people who share your passions for software and systems?**

- DevSpace Conference provides a great opportunity for professionals from all over the region to come together and network around industry-leading technologies through its wide network of indie developer conferences across the southeast region.

Thank you for your interest in sponsoring the DevSpace Technical Conference. In this guide, you will find all the sponsorship and exhibitor information for the event. However, don't feel constrained by what is listed here. Please feel free to contact us if you have other ideas.

## How to get involved:

If you're looking to get involved on the ground floor of the DevSpace 2017 conference, you can!

### Links:

Main Site	<a href="https://www.devspaceconf.com">https://www.devspaceconf.com</a>
Open Source Projects	<a href="https://github.com/DevSpaceHuntsville">https://github.com/DevSpaceHuntsville</a>
Twitter	<a href="https://twitter.com/devspaceconf">https://twitter.com/devspaceconf</a>
Facebook	<a href="https://www.facebook.com/DevSpaceConf">https://www.facebook.com/DevSpaceConf</a>

### Contacts:

Chris Gardner	<a href="mailto:cgardner@devspaceconf.com">cgardner@devspaceconf.com</a>	Technical Details and Speakers
Jonathan Rosswog	<a href="mailto:jrosswog@devspaceconf.com">jrosswog@devspaceconf.com</a>	Sponsorships and Financial
Jasper Morrow	<a href="mailto:jmorrow@devspaceconf.com">jmorrow@devspaceconf.com</a>	Show Logistics
General Inquiries	<a href="mailto:info@devspaceconf.com">info@devspaceconf.com</a>	General Inquiries

## About DevSpace 2017

Where: South Hall of the Von Braun Center in Huntsville, AL.

When: October 13-14, 2017

DevSpace is an annual developer's conference in Huntsville, Alabama. Fueled by extensive space and missile research and a vibrant, emerging start-up culture, Huntsville is a market poised and ready to burst onto the national stage.

Technological interests run the gamut of every language. As such, DevSpace aims to cater to this entire atmosphere. DevSpace wants to offer talks on a variety of languages, offering attendees the ability to improve their skills within their daily technology of choice and the ability to become familiar with new technologies. Combining this with talks on soft skills and processes, DevSpace Conference will provide an outstanding value to the attendees.

DevSpace will operate on a Friday and Saturday. We think this schedule will encourage employers to send their employees to the conference. The schedule is based on the idea of "Give a day, take a day." The employers are more likely to give their staff a day from work, knowing the employee will give a day of their own, doubling their return on investment.

## About DevSpace Huntsville

DevSpace Huntsville is the brainchild of Chris Gardner. Chris has spent years speaking at conferences and user groups all over the country. As he fell in love with the culture and community offered by these events, he began to wonder why such an event didn't exist in his area.

After years of talking about creating a conference, Chris finally decided to put his money where his mouth was and make it happen. After enlisting local volunteers that shared his passion, DevSpace Huntsville was officially registered as an Alabama Non-Profit Corporation and a federal 501(c)(3) Educational Non-Profit entity in 2015.

Since then, with the help of board members Jonathan Rosswog and Jasper Morrow, Chris set out to change the ~~World Country~~ Southeast!!!

## Mission 2017

The aim of the DevSpace Huntsville is to hold an annual two-day conference that will serve as a platform for local industry, education, and community in Huntsville and Madison County. This platform will showcase technology, software development, entrepreneurship, and skill development.

The aim of the conference is to attract talent to stay over in Huntsville, to provide a platform for education to gain knowledge of the software development industry, and to provide a space for small business and entrepreneurs to interface with potential employees and grow with the DevSpace community, which is dedicated to learning and showcasing new technologies.

Our 2015 conference attracted 100 people to the north hall of the VBC for our first two-day conference and our 2016 conference grew to 150 attendees.

The board of DevSpace knows that for any conference to become successful, there comes a time for it to tailor itself to the community that supports it.

For 2017, DevSpace will be laser focused on regional inclusion as we grow our audience.

## Education and Workforce Development

By showcasing new technology, software development best-practices, entrepreneurship, and small businesses, the DevSpace Conference will provide a platform for Huntsville and Madison County to seed personal and professional growth, along with community engagement, in local industry and education.

By promoting and cultivating real-world marketable skills for students and young professionals, local companies and institutions will allow themselves and their communities to grow faster and to better compete globally. This workforce development will enable North Alabama and the surrounding areas to continue to be outstanding places to work and live.

Conference participation will also lead to local students and industry sharing year-round connections with the DevSpace community by fostering opportunities for mentorship, internships, and general industry-connectedness. The wide spectrum of topics at the conference will showcase the variety of cultural identities within each industry or business as options for those that choose to extend their participation beyond the DevSpace Conference itself and into their own career path.

## Exhibitor Opportunities

An exhibitor sponsorship puts you right in the mix of things. We will offer space in the hallways around the session areas. We understand that, while this will increase your visibility, it does not offer much in the way of security. We will provide a secure area for you to lock your valuable assets (TVs, monitors, et al.) during the off periods. If people walk away with your stickers, pins, and pens, it's just more free advertising.

### Premiere - \$10,000

1 Available

This is the ultimate package. We're going to give you every opportunity to make your message heard. We wanted to say this level would come with something like a petting zoo and free pony rides, but our lawyer started to get a bit twitchy. Bad things happen after he gets twitchy. We had to back out of the conference room, and run.

- 10 x 8 exhibitor space
- 5 exhibitor passes
- 10 minute talk prior to keynote session and a brand mention during the keynote presentation
- Email to attendees before event
- Email to attendees during event
- Email to attendees after event
- Logo or brand on all conference emails
- Logo or brand on badges
- Logo or brand on Web site
- Logo or brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 10 free attendee passes
- 15% discount on additional attendee passes

## Diamond - \$5,000

2 Available

The diamond package puts you in the forefront of our attendees. You'll be given preferential treatment in almost every decision. If we manage to get any interns, we may even offer to wash, wax, and detail your car. Actually, cancel that last promise. The lawyer is getting twitchy again.

- 8 x 5 exhibitor space
- 4 exhibitor passes
- 30 minute lunch session
- Email to attendees before event
- Email to attendees during event
- Email to attendees after event
- Logo or brand on all conference emails
- Logo or brand on Web site
- Logo or brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 5 free attendee passes
- 10% discount on additional attendee passes

## Gold - \$2,000

5 Available

The gold package is designed to drive interest without all the bells and whistles of the higher packages. You'll get good exposure with minimal fuss. You'll also get that warm feeling one gets when they get something with a limited quantity. You could even look at the Silver and Bronze exhibitors with an air of superiority, but we wouldn't advise it.

- 8 x 5 exhibitor space
- 3 exhibitor passes
- Email to attendees before event
- Email to attendees after event
- Logo or brand on Web site
- Logo or brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 2 free attendee passes
- 10% discount on additional attendee passes

### Silver - \$1,000

No Limit

The silver package is the starting point for getting your brand known. We'll give you a place to perform your magic and a heads up to the attendees that you'll be there. All we ask is that you leave the bullhorn at your office. Well, maybe you can bring the bullhorn, but no using it when people are nearby. Sometimes, the geeks scare a little easy.

- 8 x 5 exhibitor space
- 2 exhibitor passes
- Email to attendees before event
- Logo or brand on Web site
- Logo or brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 10% discount on additional attendee passes

### Bronze - \$500

No Limit

The bronze package is the entry level. We'll give you a place. The rest is up to you.

- 8 x 5 exhibitor space
- 2 exhibitor passes
- Logo or brand on Web site
- Logo or brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote

## Individual Sponsorship Opportunities

An individual Sponsorship is a wonderful opportunity to spread your brand without the commitment to manning a booth for 2 days. The plan is simple: you give us the money, we do all the hard work, and you get to take credit for it.

### Meal Sponsor - \$5,000

8 Available

A good meal can do the body and the mind a world of good. We believe a wonderful lunch surrounded by fellow attendees will help continue the conversations and refresh the mind. Plus, we can trap them in a room and let you blab at them for a while. We even thought about pumping in some sort of gas to sedate the attendees during your talk, but the lawyer said no before we even got the question out.

- 30 minute lunch session
- Logo or brand on signage by buffet lines
- Logo or brand on Web site
- Logo or brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 5 free attendee passes
- 10% discount on additional attendee passes

### Refreshments Sponsor - \$2,500

8 Available

I could tell you this is where we give our attendees a mid-morning and mid-afternoon snack. I could talk about the fresh fruit, healthy options, juices, or teas. I could also mention the array of sodas. However, let's face it. This is the coffee budget.

- Logo or brand on signage by snack displays
- Logo or brand on Web site
- Logo or brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 3 free attendee passes
- 10% discount on additional attendee passes



### Attendee Party - \$5,000

1 Available

After a long day of learning, we felt we needed to create a peaceful environment where the attendees can reflect upon what they've learned. Once we realized how silly that sounded, we realized we really needed a party, where newfound friends can exchange horror stories of bad code.

- Unlimited access to attendee party
- Logo or brand on signs near doors and refreshment stations
- Logo or brand on Web site
- Logo or brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 5 free attendee passes
- 10% discount on additional attendee passes

### Speaker Dinner - \$3,000

1 Available

The speakers are the lifeblood of our conference. These speakers offer their time and knowledge for the sake of improving the community they are passionate about. We want to offer these saints a relaxing meal that will give them an opportunity to kick back, catch up, and enjoy an evening among friends.

- 2 tickets to the speaker dinner
- A few minutes to address the speakers directly during the speaker dinner
- Logo or brand on Web site
- Logo or brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 3 free attendee passes
- 10% discount on additional attendee passes

## USB Drives - \$5,000

1 Available

We get it. You want to get your message to our attendees. We want you to get your messages to our attendees. However, the traditional way of accomplishing this is to distribute flyers to attendees at registration. Unfortunately, most people just pull it out of the bag, throw it away, and move on. As such, we decided to provide all the information electronically on a conference USB. We've calculated the cost of a good working drive into the other financials. However, we want to give the attendees a great drive, and this is where you come in.

- Logo or brand etched on the conference USB
- Logo or brand on Web site
- Logo or brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 5 free attendee passes
- 10% discount on additional attendee passes

## Badges - \$2,000

1 Available

Badges are more than just a way to tell who someone is and if they paid to get in. They become a symbol of the community. They become a keepsake, a cherished possession that takes them back to a wonderful experience. We've budgeted for the worst that money can buy, printed on my old, black and white printer. However, you can be the hero, allowing us to order swanky, shiny, and downright awesome badges.

- Logo or brand printed on badges
- Logo or brand on Web site
- Logo or brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 3 free attendee passes
- 10% discount on additional attendee passes

## Lanyards - \$1,000

1 Available

Sometimes, it's the little things that can make a big impression. We can easily provide a shoelace to hold our badges in place. It might afford us a little indie credibility. We could also provide a comfortable and stylish lanyard that will lovingly caress the neck.

- Logo or brand placed on lanyards
- Logo or brand on Web site
- Logo or brand on sponsor slide
- Folder on conference USB drive
- Acknowledgement during keynote
- 2 free attendee passes
- 5% discount on additional attendee passes

## Terms and Conditions

### Indemnity and Limitation of Liability

Neither DevSpace Huntsville, The Organizers, any co-sponsor, venue provider nor any of their respective officers, agents, employees, facilities or representatives shall be responsible for any claims for damages, loss, harm, injury to the person, property or business of the Sponsorship applicant (referred to as Company) and/or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, or unavailability of the facility in connection with the Conference. The Company shall indemnify and defend the Organizers, any co-sponsor, and venue provider against any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which result or arise solely and directly from Company's participation in the conference or Company's participation in any of the conference activities, as well as the willful or grossly negligent actions of Company's officers, agents, employees, or other representatives. Under no circumstances will the Company, organizers, 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 appraised of the possibility or likelihood of such damages or lost profits. In no event shall the Company's or the Organizers' liability, under any circumstance, exceed the amount actually paid hereunder by the Company. The Organizers make no representations or warranties regarding the number of persons who will attend the conference.

### Observant of Laws

Company shall abide by and observe all laws, rules, regulations, and ordinances in compliance with the City of Huntsville, County of Madison and the State of Alabama.

### Trademarks

"Mark" or "Marks" means any trademark, trade name, service mark, design, logo, domain name or other indicator of the source or origin of any product or service. Company hereby grants Organizers, and Organizers hereby accept, a non-exclusive, non-transferable, non-sublicensable right and license to use those Company Marks, which Company provides to Organizers, as necessary to provide the gold level sponsorship benefits described in the DevSpace 2015 Sponsorship Prospectus. Organizers hereby grant Company, and Company hereby accepts, a non-exclusive, non-transferable, non-sublicensable right and license to use the Organizers Marks, which Organizers provide to Company, in its advertising, marketing and promotional materials in all formats and media, including on its Web site, mobile apps and social marketing pages on third party Web sites and mobile apps, to identify and promote Company's participation in, association with, and its status as a sponsor of, the conference. Each party shall use the other party's Marks solely in accordance with the other party's trademark usage guidelines and quality control standards. If either party is notified in writing by the other party that any use does not so comply, such party shall immediately remedy the use to the satisfaction of the other party or terminate such use. Neither party shall use, register or attempt to register in any jurisdiction any Mark that is confusingly similar to or incorporates any of the other party's Marks. All uses of a party's Marks, and all goodwill associated therewith, shall inure solely to the benefit of such party, and each party shall retain all right, title and interest in and to its Marks.

### Cancellation or Termination by the Organizers

If for any reason beyond its reasonable control including fire, strike, earthquake damage, construction or renovation to conference site, government regulation, public catastrophe, act of God, or any similar reason, the Organizers shall determine that the conference or any part may not be held, the Organizers may cancel the conference or any part thereof. In that event, the Organizers 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 the organizers.

### Cancellation by the Company

All payments made to the organizers under this application shall be considered fully earned and non-refundable in consideration for expenses incurred by the Organizers and the Organizers' lost or deferred opportunity to provide space and/or sponsorship opportunity to others.

### Company Conduct

DevSpace Huntsville and all its representatives shall conduct themselves at all times in accordance with the highest of standards of decorum and good taste. The Organizers shall reserve the right to eject from the conference any Company or Company representative 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 the Organizers from time to time for the efficient and safe operation of the conference. Such additional terms, conditions, and rules made by the Organizers will be posted to the Conference Web site and incorporated by reference. This application represents the final, complete and exclusive agreement between the company and the organizers concerning the DevSpace. The organizers do not make warranties, or other agreements except as set-forth above.

### Severability

If any provision of this Agreement is held by a court of law to be illegal, invalid, or unenforceable, (a) that provision shall be deemed amended to achieve as nearly as possible the same economic effect as the original provision, and (b) the legality, validity, and enforceability of the remaining provisions of this Agreement shall not be affected or impaired thereby.

### Subject to Change

While most of the details contained in this prospectus are set, several details such as ticket cost, event activities are still in flux and may be changed to such as the conference accommodate more attendees if necessary.

## Code of Conduct

All attendees, speakers, sponsors and volunteers at our conference are required to agree with the following code of conduct. Organizers will enforce this code throughout the event. We are expecting cooperation from all participants to help ensuring a safe environment for everybody.

### Need Help?

You have our contact details in the emails we've sent.

### The Quick Version

Our conference is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, or religion (or lack thereof). We do not tolerate harassment of conference participants in any form. Sexual language and imagery is not appropriate for any conference venue, including talks, workshops, parties, Twitter and other online media. Conference participants violating these rules may be sanctioned or expelled from the conference *without a refund* at the discretion of the conference organizers.

### The Less Quick Version

Harassment includes offensive verbal comments related to gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, religion, sexual images in public spaces, deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of talks or other events, inappropriate physical contact, and unwelcome sexual attention.

Participants asked to stop any harassing behavior are expected to comply immediately.

Sponsors are also subject to the anti-harassment policy. In particular, sponsors should not use sexualized images, activities, or other material. Booth staff (including volunteers) should not use sexualized clothing/uniforms/costumes, or otherwise create a sexualized environment.

If a participant engages in harassing behavior, the conference organizers may take any action they deem appropriate, including warning the offender or expulsion from the conference with no refund.

If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact a member of conference staff immediately. Conference staff can be identified as they'll be wearing branded t-shirts.

Conference staff will be happy to help participants contact hotel/venue security or local law enforcement, provide escorts, or otherwise assist those experiencing harassment to feel safe for the duration of the conference. We value your attendance.

We expect participants to follow these rules at conference and workshop venues and conference-related social events.

*Taken from: <http://confcodeofconduct.com/>*

*Original source and credit: <http://2012.jsconf.us/#/about> & The Ada Initiative*

*Please help by translating or improving: <http://github.com/leftlogic/confcodeofconduct.com>*

*This work is licensed under a Creative Commons Attribution 3.0 Unported License*

## Frequently Asked Questions

### Will there be a conference shirt?

No, there will not be a conference shirt. We, as an organization, refuse to distribute subpar shirts. Superior shirts cost lots of money, which we don't have. Plus, most people I know just donate them to Goodwill, anyway. If you REALLY feel there should be a shirt, we'd be happy to create a sponsorship level for that.

### Will there be a conference bag?

See answer for conference shirt.

### How will I distribute my materials?

Every attendee will receive a USB drive. Your materials will be pre-copied onto the device. You are free to distribute materials in whatever fashion you wish at your booth.

### How will the sponsored email work?

You provide us with your content. We will email it to the attendee list at the requested times.

### Can I sponsor more than one thing?

Absolutely. While we will not give you a discount on getting multiple sponsorships, we will find a way to make it up to you. For example, if you want a cheap exhibitor sponsorship, but also want to buy the USB drives, we'll give you some of the higher perks.

### Can I buy the list of attendee's email?

No.

### For aspects dealing with "First Come, First Serve," what determines my place in line?

The first criteria will be sponsorship level. Among organizations within the same sponsorship level, order will be determined by the time your payment is received.

Yes, this means that you can commit to a sponsorship level now. However, if you do not submit your payment until a week before the show, you will likely be the last on the list.

### Are you a non-profit?

Yes, DevSpace Huntsville is a 501(c)(3) federal non-profit organization. More precisely, we are a 509(a)(2) Public Charity.

### Will my sponsorship fees be tax-deductible?

We will work with you to offer any documentation we can provide. However, we are not accountants or lawyers in your area. We aren't even accountants or lawyers in our area. Consult with them, first. If they say you're good, just tell us what you need.

## Contact Information

Please direct all enquiries to [info@devspaceconf.com](mailto:info@devspaceconf.com). Someone will follow up with you as soon as possible. If you need more immediate response, please feel free to reach out directly to Jonathan Rosswog or Chris Gardner.