

CodeStock 2019

EDUCATE | INSPIRE | CONNECT

April 12-13, 2019

Sponsorship Prospectus

ADDRESS

PO Box 24346
Knoxville, TN 37933

CONTACT

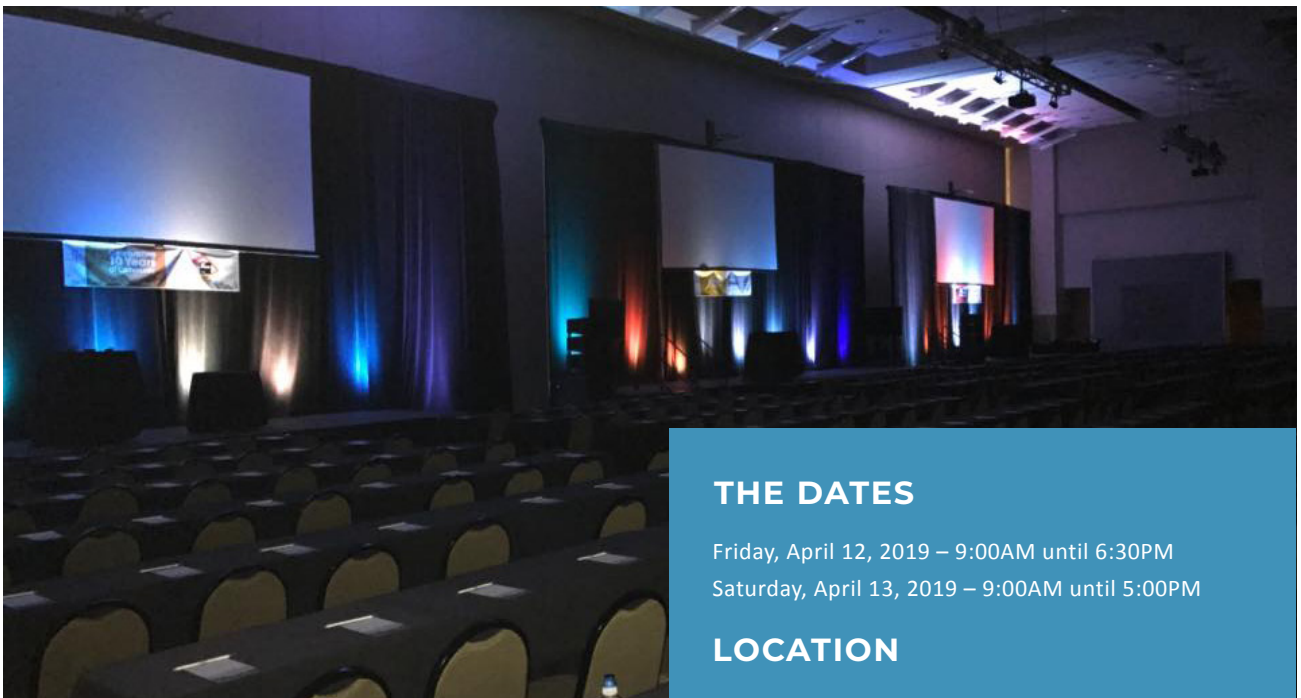
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WEBSITE

<https://codeStock.org>

About The Event

Our 2018 conference brought over 900 developers, IT professionals, architects, C-level executives from around the country, Canada, and Europe to Knoxville in order to participate in the event.



**For 12 years,
CodeStock has
been serving
the tech
industry.**

THE DATES

Friday, April 12, 2019 – 9:00AM until 6:30PM
Saturday, April 13, 2019 – 9:00AM until 5:00PM

LOCATION

Knoxville Convention Center
701 Henley Street, Knoxville, TN 37902

ANTICIPATED STATISTICS

Attendees: 1,000-1,050
Speakers: 70+
Sessions: 90+

OUR BOARD

In 2018, over 70 people volunteered to make the two day event happen. While we wish we could list them all, below are the leaders who those volunteers supported.



Don Den Uyl II

President



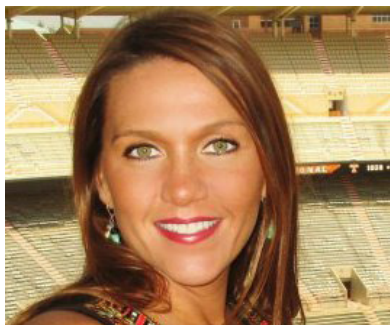
Kathy Waters

Operations Director



Bethany Vananda

Marketing Director



KrisAnn Hawkins

Community Director



Brad Miller

Sponsorship Director



Stephen Jenkins

Academy Director

Lineup of Events

The V.I.P. Dinner

Sponsors and speakers are invited to a Thursday night gathering to eat, drink and network the evening away at the Sun Sphere. This evening is about the CodeStock board thanking everyone for their financial and time-based investments in the community. It takes a massive amount of effort each year to bring this all together and the cornerstone of that effort is from our volunteer speakers and our sponsors.

Presentations

90+ sessions across 4 days from our attendees' peers, industry leaders, and upcoming speakers who are taking the stage for the first time. Our speakers are challenged to follow our motto in each of their presentations to EDUCATE, INSPIRE, AND CONNECT the audience members to add as much value as possible within the 60-minute window they are on stage.

Our sessions range from tracks such as Development, Design, DevOps, IoT, Soft Skills, and Entrepreneurship. Each of these tracks will be broken down further to appeal to a variety of attendees. We literally have something for almost everyone in technology.

Open Spaces

While we would love to give everyone a session slot who wishes to speak, logistically it just wouldn't work. But, we do want everyone who has something to say to have a platform to say it at some point throughout the weekend. That is why, in 2018, we brought back open spaces as a means for attendees to gather, present ideas, and discuss with their peers in a more intimate setting than a session room.

Friday Afternoon After Party

Immediately following the final session on opening day, the main concourse will be converted for our sponsor/attendee social hour. Hors d'oeuvres and a cash bar will be available for attendees to enjoy while everyone unwinds and networks. Sponsors are encouraged to engage attendees during this event and get to know everyone.

The Academy

We believe that everyone should have access to content and ideas. No matter their age. 2019 will be our 3rd Annual CodeStock Academy program and we're beyond excited. Targeting local high school students, our team puts on a one day event that provides students with an immersive experience at the various avenues that a career in technology can provide. A little code. A little robotics. And a whole lot of tech will be on display. If you're interested in participating as a sponsor of the Academy as well, please let us know and we will be happy to tell you more!

Testimonials

“Thanks so much for continuing to put on one of the best conferences in the country. CodeStock single-handedly turned my career around [for the better] the one time I attended. I’ve not been the same since, and that’s a very good thing.”

“You guys hit this one out of the park. Great job. I was overwhelmed by the density of the material and exhausted after both days.”

“I wouldn’t have improved and become an IT Manager if not for programming and people skills learned at CodeStock.”

“I owe a lot to CodeStock. They really helped my career by giving me speaking opportunities.”

“I was very impressed with the range of topics and quality of the speakers. It was two days very well spent!”

“Had a great time at my first CodeStock. Makes me feel like an idiot for not attending sooner. It was a great opportunity to interact and learn.”

Sponsorship Package



PRESENTING PACKAGE

Sold Out!

- Everything from Elite Level

- Logo on all emails & marketing material

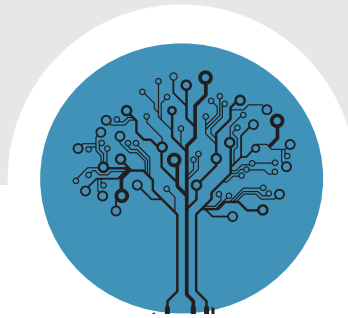
- Email attendee list before and after event

- Closing session introduction

- Logo on all conference marketing material

- VIP Dinner invites - 4

- Conference passes - 4



ELITE PACKAGE

\$6,000

- Everything from Exhibitor Level

- Banner in ballrooms

- Guaranteed speaker slot

- VIP Dinner invites - 3

- Logo on screen between sessions

- Logo on website homescreen

- Conference passes - 3



EXHIBITOR PACKAGE

\$4,000

- Booth in concourse

- Banner in room

- Email opt-in attendee list after event

- Logo in mobile app

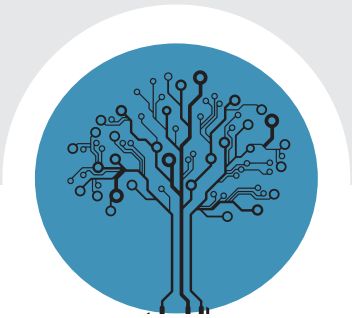
- VIP dinner invites - 2

- Attendee badge scanner in booth

- Conference passes - 2

- Logo on conference t-shirt

- Attendee bag item



ROOM PACKAGE

\$1,000

- Logo associated with room

- Room poster with logo

- Listed on website sponsor page

- Logo in mobile app

Other Sponsorship Options

Mobile App Sponsor – \$5,500 (2 available)

For 2019, CodeStock is developing a conference application for the attendees. Recognition during the keynote presentation and a rotating logo placement in the app.

Attendee Social Hour Sponsor - \$3,500 (2 available)

CodeStock will be hosting a social hour for attendees with food and beverages immediately following the last session of the first day. Recognition during the keynote presentation and prominent banner placement at the social hour.

Speaker Dinner Sponsor - \$3,000

Announced at speaker dinner sponsor and prominent 3x2 tripod logo at dinner.

Coffee and Soda Sponsor - \$4,200 (2 available)

CodeStock provides coffee, sodas, and water to attendees. Announced as a sponsor at the keynote and prominent 3x2 tripod logo placement near the drink stations. Plus, the gratitude of the attendees!

Reusable Attendee Bags Sponsor - \$3,500

Prominent logo placement on reusable bag provided to all attendees.

Water Bottle Sponsor - \$3,500

Logo on water bottles provided to all attendees during the conference.

Attendee Notepad Sponsor - \$2,200

Logo on notepad provided to all attendees during the conference.

Attendee Pen Sponsor - \$1,800

Logo on pen provided to all attendees.

Custom Sponsorships

Don't see a sponsor package that fits your needs? Want to purchase tickets with your sponsorship? Contact us at sponsors@codestock.org and we can work out a custom sponsorship that will fit your needs.

Attendee Profile

Job Title

Developer	51%
Architect	12%
Manager	11%
DBA	8%
Executive	8%
QA Engineer	6%
Student	4%

Technology Interests

.NET	Javascript
Python	Java
Ruby	C#
Objective-C	PHP
Swift	Kotlin
IoT	DevOps

Location Data

While a strong percentage of our attendees are represented by states of the South Eastern region of the US, nearly 20% of our attendees are from the North Eastern, Mid-Western, and South Western United States. In 2018, we had attendees from Europe and Canada.

Companies Represented

JetBrains	Microsoft
Lockheed Martin.	Eastman Chemical Company
3M	Bechtel
Ultimate Software	Pilot Flying J
SunTrust Bank	Clayton Homes
Turner Broadcasting, Inc	Covenant Health
PerfectServe	Discovery, Inc
Careerbuilder	ORNL
Wintellect	Ministry Brands
3M	Siemens Healthcare
Heartland Payment Systems	Eventbrite
Vets Who Code	Deroyal Industries
Quicken Loans	Rackspace
Telerik	Ingram
Carbon Five	The Tombras Group
Tennessee Valley Authority	and many others.

FAQs

Q: I'm still budgeting & not ready to write a check yet. Can I commit now & pay before the event?

A: Absolutely! We completely understand that organizations have budget cycles and need time to make things happen. All sponsorship dollars are due one month prior to the event taking place. As soon as we have your commitment on sponsorship, we will start promoting you as a sponsor of the event!

Q: What options do I have to engage the attendees beyond the day of the event?

A: Beyond the interaction at the event, different sponsorship levels provide varying degrees of access to our attendees. From social media promotion to your company being able to send an email out to the event's attendee opt-in list prior to or after the event, we work to ensure that your company gets the recognition it deserves for helping put on this event each year.

Q: How does booth placement work in the convention center concourse?

A: We strategically plan booth placement in the event center so that each exhibiting company gets as much visibility as possible to every attendee that comes in the building. A couple of our sponsorship levels guarantee more prime placement in the concourse, but all booths are visible to all attendees in the main hall.

Q: I have an idea that isn't listed in the prospectus, would you be open to discussion?

A: Absolutely! We love discussing unique approaches to engaging our community. If you have an idea that you would like to float past us, please reach out and let's talk!

Q: Are my contributions tax-deductible since CodeStock is a 501(c)(3) organization?

A: When you commit to sponsorship, we will provide you with the necessary documentation so your organization can take advantage of your donation. But, please check with your accountant to ensure that your donation is tax deductible.

Q: As a sponsor, can I purchase additional tickets at a discount?

A: Yes, all of our sponsors have the ability to continue to purchase tickets at the early bird rate long after that sale has closed. Please talk to your sponsorship contact about getting access to those discounts as needed.

Q: How do I track attendee's that come by my booth during the event?

A: We provide you with the ability to scan attendee badges and then export the attendee data from our ticketing system at the end of the event. Normally sponsors have their contact list the following Monday, but please let us know if you need it sooner and we'd be happy to accommodate your request.

Q: What is expected of me as a sponsor of the event?

A: Show up, mingle and enjoy yourself! That's it! And be sure to catch a session or two between engaging at your booth.