techbash

October 2nd – 5th, 2018
Kalahari Resort, Pocono Mountains, PA

2018 Sponsorship Prospectus
www.TechBash.com

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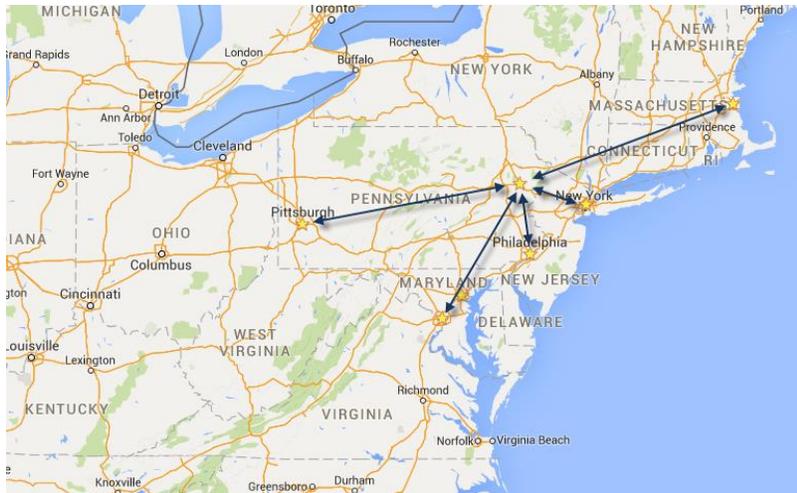
A bit about TechBash

TechBash is a community driven, mid-sized conference for professional developers

TechBash is for developers who are passionate about software and our aim is to inspire them to build great things.

Being a mid-sized conference, we serve the needs of developers who want the big conference content with the vibe of a smaller event. This kind of conference is growing in popularity around the country. We're building an event that fosters collaboration and conversation between attendees, speakers, and sponsors. We are a nonprofit organization and TechBash is organized and run by volunteers who are passionate about the tech community.

So what makes TechBash great?

New for 2018: We like to keep adding on and making TechBash better each year. This year we are adding a pre-conference day (on Tuesday Oct. 2) with full-day workshops. We see workshops as a great addition for a few reasons. First, our attendees have asked for them! Second, our research shows that larger companies are very interested in sending their staff to events featuring industry experts presenting full-day immersive content. This content will help us grow and be even larger for 2018.

Location: TechBash is in the Northeast US, close to a huge population of software developers. We are within 2 hours of NYC and Philly. That puts us within easy driving distance of an area between Washington DC and Boston and a lot of people in between.

Content: Officially, we are platform agnostic, but we are very Microsoft focused. We recruit experienced, well known speakers from across the US and beyond. We offer our attendees a wide variety of content but focus on web, cloud, mobile, and DevOps. We'll offer the latest and greatest technology in the Microsoft web developer community, but also the bread and butter information that any developer will find useful. Our attendees can learn about technology stacks like ASP.NET and .NET Core, languages like JavaScript or C#, skills and best practices like DevOps, and design patterns.

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Venue: And our venue is awesome. The Kalahari Resort and Convention Center in Pennsylvania's Pocono Mountains is brand new and state of the art. The conference area is large, new and hi-tech. They've even got great food. There's plenty of guest rooms so our attendees can stay on site for the entire event. Plus, they have a 220,000 sq. ft. indoor water park! That's the biggest indoor waterpark in the US!

What makes sponsoring TechBash different?

Our approach is simple: Allow you to make a more direct connection between your sponsorship dollars and our costs and allow you to only pay for the things that make sense for you. How do we do that? Flexibility. Yes, we can make this simple and offer basic sponsorship packages to our vendors. But we also offer you the chance to build your own package. We know that each vendor has different needs and a different message to get out. So, we don't force you into a package that doesn't fit your plan. If you have an idea, just let us know. We are very flexible and encourage creativity.

Sponsorship Opportunities

If you are interested in tiered sponsorship plans, here is our menu. We have a la carte items below this list.

	Headline	Platinum	Gold	Silver	Bronze
Price	$8000	$4000	$2000	$750	Free with purchase of 6 or more tickets
Limit	1	4	6	Unlimited	Unlimited
Attendee Tickets	4	2	2	1	
Exhibition Space	Yes	Yes	Yes		
Attendee Address	1	1			
Keynote Banners (sponsor supplied)	Yes	Yes			
Attendee Bag Insert	Yes	Yes	Yes	Yes	
Website Logo	Largest	Large	Medium	Small	Small
Social Media	Included in premium campaign	Included in premium campaign	Included in campaign		

Details and Other Options

Exhibition Space (included in Platinum and Gold plans)

Being an exhibitor is a great way to connect with our attendees. Our exhibition space is unusual because it's also our attendee lounge and hacklab. That means there is a lot of traffic with attendees meeting vendors, socializing, and getting snacks. Exhibitors get a table for 2 days (Wednesday and Thursday) along with 2 all access tickets for your staff.

Attendee Address (included in Headline and Platinum plans)

Speaking to our attendees is an awesome way to deliver your message. We have 4 slots available to our Platinum Partners including 1 five minute address during the keynote or 3 fifteen minute slots during a daily break. Headline sponsor gets first choice of slots.

Conference Badge Sponsor- $2,000 (Limit 1)

Every attendee will be wearing a badge and your company's logo should be on it. No extra work for you, we'll design and order the badges.

Lanyard Sponsor - $2,000 (Limit 1)

Your company's name and/or URL could be imprinted in the on the ribbon draped around the neck of every conference attendee. No extra work for you, we'll design and order the lanyards.

All-Day Coffee Sponsor (Per Day) - $2,000 (Limit 2)

Coffee is a pretty critical part of any tech conference. When you sponsor the coffee, we'll set up the coffee station with custom table drapery for your company, custom signage and even custom coffee cups with your logo! That's a great way to make an impression.

Breakout Room Sponsors –$2,000 (Limit 4)

A great way to get visibility for your company is to sponsor a breakout room! Here's what you get… We'll re-name the room for your company for our entire event. You can put signs/banners in the room. And if you are at TechBash, you can put your marketing material on every seat for each session if you want. It's your room for 3 days. Got other ideas? Just let us know.

Wi-Fi Sponsor - $1,000 (Limit 1)

This is a tech conference and great WiFi is a staple. Wouldn't it be great if every attendee was connected to a network with your company's name on it? Well they could be when the wifi network is customized with your name.

Website Logo - $500

Show your support of the developer community by placing your personal or company logo on the techbash.com website.

Evening Mixer/Happy Hour Sponsor – Contact Us

Mix it up! Spend the evening making merry with your fellow TechBash attendees on the beautiful outdoor Kalahari veranda (weather permitting).

Attendee Waterpark Party Sponsor – Contact Us

Want to make a big splash with our attendees? When our guests think back on TechBash they will remember the awesome party we had in the 220,000 square foot waterpark! And as a memento of that event, they will have a custom beach towel with your logo and the TechBash logo, side by side.

Insert Your Idea Here – Contact Us

This list is really meant to get your creative juices flowing. So contact us and we can talk about your ideas. Drop us an email.

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