



CODEMASH  
*Free Your Mind!*

# Welcome to CodeMash 2011!

Greetings from the CodeMash Tribe!

You're reading something which offers your company a unique opportunity to connect with a very special group of software professionals: The CodeMash Sponsor Prospectus.

CodeMash 2010 shattered our previous attendance records! We sold out and hit our cap of 750 attendees in an incredibly short **32 days**. That's pretty amazing for an event held in Sandusky, Ohio in the middle of winter!

As always, CodeMash's goal is to promote geeks from different domains sharing their knowledge and experience with others who view problems in a different way. We are passionate about the value interactions with others outside our normal domain can bring. Our attendees were emphatic in their approval of the event's value — read the testimonials and statistics on pages 3 and 4 to see what some of the feedback was.

Buzz about CodeMash spreads across the nation. CodeMash continues to be the best place in the midwest region for companies to connect with top-notch talent and decision makers.

Look this prospectus over and join us for an amazing time in January, 2011.

Sincerely,  
The CodeMash Board of Directors  
(Plus you get to play in a water park in Ohio in winter!)

SPONSOR PROSPECTUS

January 12 - 14, 2011  
Kalahari Lodge, Sandusky, Ohio



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# CODEMASH

CodeMash offers companies in the software development industry an amazing opportunity to promote their company and its products and services to a group of highly-motivated professionals by making a corporate sponsorship contribution to CodeMash.

## **WHAT IS CODEMASH?**

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CodeMash is a three-day conference aimed at fostering the exchange of ideas, technology, and experience between developers working on different platforms including .NET, Java, Ruby, PHP, and others. We anticipate nearly 800 software professionals from Michigan, Ohio, and surrounding states to attend this event on January 12-14, 2011 at the Kalahari Lodge in Sandusky, Ohio.

Pre-conference workshops are held January 12. The regular conference runs from January 13-14.

## **WHY DOES CODEMASH NEED CORPORATE SPONSORS?**

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CodeMash is a non-profit organization, and we pride ourselves on keeping attendee registration fees extremely low. An event like this is not cheap to organize. There are charges for food, facilities, promotion & equipment. As a sponsor, you'll help offset these costs, and in exchange, get great exposure to a group of passionate, motivated software professionals.

**SPONSOR PROSPECTUS**

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Kalahari Lodge, Sandusky, Ohio**



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# CODEMASH

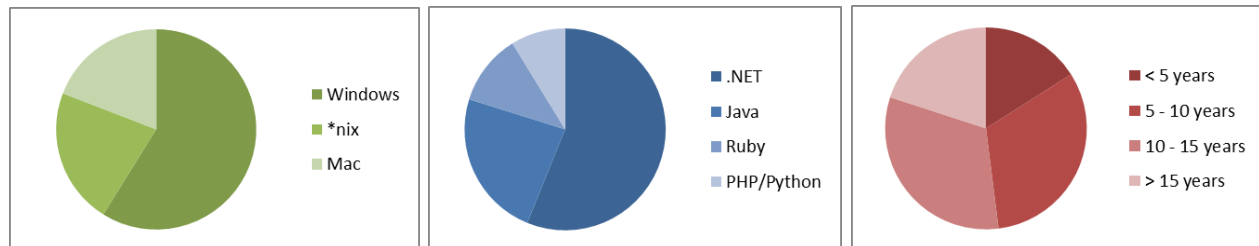
## WHO WILL MY COMPANY MEET AT CODEMASH?

CodeMash 2010 saw over 750 attendees from nearly 300 different companies and 28 states. CodeMash attendees hold a large range of responsibilities at their organizations, from developer through management and leadership roles. We've had code monkeys, testers, database engineers, program/project managers, and other types in attendance as well.

Looking to get engaged with highly experienced software professionals? 32% of attendees in 2010 had five to ten years' experience. Another 32% had up to 15 years in their field, and nearly 20% had over 15 years experience.

Each year we see a great blend of attendee disciplines and domains. At the 2010 event 27% of the attendees were paid to work in Java, 13% in Ruby, 64% .NET, and 10% in PHP and Python. 83% worked on the Windows platform, with 31% on \*nix, and 27% on Mac. We even had a few mainframe folks!

A great number of our attendees are purchasing influencers or deciders, so you'll have tremendous reach to individuals who help drive the purchase of goods, services, or platforms.



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# CODEMASH

## WHAT'S THE BUZZ ON CODEMASH?

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CodeMash generates a huge amount of interest in the blogosphere at both a regional and national level. Over 500 blog entries about CodeMash 2007 were posted during the event — resulting in two organizers shaving their heads after having challenged attendees to spread the word!

A number of post-event blog posts have validated the cross-discipline goal of CodeMash:

“This idea is what I think the CodeMash coordinators intended, although maybe not to this extreme. .NET and Java programmers do not have to work in isolation and should not. They should strive to understand each other's ways to find that there is probably an inter-locking of strengths and weaknesses in both tool sets that, if not compatible with each other, at least teach one another lessons that make both better. After years of skepticism a little rest and a great conference cleared this up entirely for me.” – Nick Watts

(source: <http://tinyurl.com/21z1cs>)

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“The best part of the conference is being able to get exposure to some of the topics that are hot in the other languages. Many times we attend conferences specific to our own core skills, but rarely get a chance to experience the other languages. This conference provide just such an experience. I was able to build on my own core set while learning more about .Net and Ruby.” – Christopher Grant

(source: <http://tinyurl.com/2uhw1x>)

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*On the value of CodeMash compared to national events:*

“Because of local events like... CodeMash, I'm not really feeling that I'm missing anything by not going to any of the larger national and international conferences. The Great Lakes region is really turning into a hotbed of .NET activity, not to mention the Ruby, PHP, Python, and Java stuff represented at CodeMash and beyond.” – Dan Hounshell

(source: <http://tinyurl.com/yuu4bq>)

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# INDIVIDUAL CONSULTANT

## CONTRIBUTION

An Individual Consultant Sponsor contributes \$100 cash to the CodeMash conference.

## BENEFITS

- Name and logo (linked to your homepage) displayed on our website's list of sponsors.
- Listing in the Service Provider list distributed to each CodeMash attendee as part of the CodeMash program. Listings will include the following for each consultant:
  - Name, website, and phone number
  - One line description of service offerings

## RESTRICTIONS

- Available only to individual, independent consultants in the region (i.e., cannot be a company of more than 1 employee).

**\$100**



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# SERVICE PROVIDER

## CONTRIBUTION

A Service Provider Sponsor contributes \$350 cash to the CodeMash conference.

## BENEFITS

- Name and logo (linked to your homepage) displayed on our website's list of sponsors.
- Listing in the Service Provider list distributed to each CodeMash attendee as part of the CodeMash program. Listings will include the following for each company:
  - Name, website, and phone number
  - Two line description of service offerings

## RESTRICTIONS

- Available only to companies in the region who provide **non-IT** services such as HR outsourcing, training, or finances.

**\$350**

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# SILVER

## CONTRIBUTION

A Silver sponsor contributes \$750 cash to the CodeMash conference.

## BENEFITS

- Logo on printed material and conference's website ([www.CodeMash.org](http://www.CodeMash.org))
- Logo included on conference handouts
- Preferential logo placement among all Silver sponsors based on total contribution amount and date that contribution was received

**\$750**

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# GOLD

## CONTRIBUTION

A Gold sponsor contributes \$1500 cash to the CodeMash conference, and will provide giveaway items to be distributed in the “Sponsor Pavilion”.

## BENEFITS

- Logo on printed material and conference’s website ([www.CodeMash.org](http://www.CodeMash.org))
- Larger logo size than Silver
- Logo included on conference handouts
- Preferential logo placement among all Gold sponsors based on total contribution amount and date that contribution was received
- Table/Booth Space in the “Sponsor Pavilion”
- Inclusion of one (1) 8.5” x 11” page of vendor materials in the attendee packet
- One complimentary pass to the conference.

**\$1500**



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# PLATINUM

## CONTRIBUTION

A Platinum sponsor contributes \$2500 cash to the CodeMash conference, and will provide giveaway items to be distributed in the “Sponsor Pavilion”.

## BENEFITS

- Logo on printed material and conference’s website ([www.CodeMash.org](http://www.CodeMash.org))
- Larger logo size than Gold
- Logo included on conference handouts
- Logo on hallway and room banners
- Preferential logo placement among all Platinum sponsors based on total contribution amount and date of contribution
- Table/Booth Space in the “Sponsor Pavilion”
- Inclusion of up to three (3) 8.5” x 11” pages of vendor materials in the attendee packet
- Two complementary passes to the conference.

**\$2500**



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# ADAMANTIUM

## CONTRIBUTION

An Adamantium sponsor contributes \$5000 cash to the CodeMash conference, and will provide giveaway items to be distributed in the “Sponsor Pavilion”.

## BENEFITS

- Logo on printed material and conference’s website ([www.CodeMash.org](http://www.CodeMash.org))
- Largest logo size of all sponsorship levels
- Logo included on conference handouts
- Logo on hallway and room banners
- Preferential logo placement among all Adamantium sponsors based on total contribution amount and date of contribution
- Table/Booth Space in the “Sponsor Pavilion”
- Inclusion of up to five 8.5” x 11” pages of vendor materials in the attendee bag
- First four Adamantium sponsors may give a presentation during one of regular sessions. Presentation must be technical, not marketing, must add value to the conference, and must be approved by CodeMash organizers.
- Four complementary conference passes.

**\$ 5000**



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# ADDITIONAL

CodeMash is also offering the following additional sponsorship opportunities:

## ATTENDEE NOTEBOOK

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Each CodeMash 2011 attendee will receive a Moleskine pocket notebook with the CodeMash logo laser etched on the front cover. Notebook sponsors will have their logo prominently displayed on the front cover. This sponsorship offers an exciting opportunity to have your logo on a long-lasting notebook which will be used by each attendee for years. Available only to Gold or higher sponsors.

**Cost: \$1000 each for two sponsors or \$2000 for one exclusive**

## COCKTAIL PARTY

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Cocktail party sponsors make our attendee party possible by underwriting the food and beverage costs. We accept multiple sponsors for this event; however, the first sponsor to sign up may elect to cover all costs, creating an exclusive sponsorship opportunity for this highly visible event.

**Cost: Varies. Contact us for details.**

## WATERPARK PARTY CABANA

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This sponsorship entitles your company to exclusive use of one of the poolside cabanas during the Thursday night waterpark party held from 10pm to 1am. The space is yours to do with what you'd like — do something fun, creative, and in the spirit of CodeMash

**Cost: \$250 (Five available)**



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# ADDITIONAL

CodeMash is also offering the following additional sponsorship opportunities (continued):

## ATTENDEE BAG INSERTS

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Placement of one page of vendor material in each attendee bag.

*Note: This is above and beyond the allocation already provided to Gold, Platinum, and Adamantium sponsorship levels.*

**Cost: \$150 per page**

## TABLE TENTS / FLIERS

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Placement of one printed flier or tent at each table for one meal. Sponsors are responsible for printing costs. Material must not be larger than 8.5" x 11"

**Cost: \$300**

## ACKNOWLEDGEMENT IN PROGRAM

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Acknowledgement space is being offered in the official conference program. Note that companies may purchase space in the program without otherwise being a sponsor of CodeMash.

**Costs: \$200 per 1/4 page (black/white);**

**\$1000 inside cover (full page, full color, 2 total);**

**\$1500 back cover (full page, full color, 1 total)**

## OTHER ITEMS

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A number of other items are available. If you're interested, please contact us to negotiate pricing.

- Lanyards with your logo
- Notepads for each attendee
- Conference bags with your logo



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# SPONSOR EVENTS

## A Unique Opportunity for Unique Events

CodeMash is all about uniqueness. We're gathering Ruby, PHP, Java, and .NET folks together, we're having a conference at a water park in January in Ohio, we're... You get the idea.

Do you have an idea for a unique event that you'd like to have your company organize and run at CodeMash? Pitch the idea to us and we'll work with you to help you put on something educational, helpful, or just plain fun.

Examples of events might include code mashups bringing Java, .NET, and Ruby folks together. Maybe your company wants to host a coding challenge. The possibilities are endless.

We do need to frame some rules around these events, so keep the following in mind:

- Only four sponsor events will be approved. First come, first served.
- CodeMash gets final approval on events which are run at the conference.
- Sponsors pay all costs associated with running the event. Such costs do not contribute in any way to the sponsor's level.
- Events will be listed on a special page on the website and will clearly note they're sponsor/vendor events and not directly part of CodeMash. Positioning on the site will be first come, first placed. Descriptions of events must be concise.
- Events **may** be listed in the conference program depending on logistics surrounding the program. Such listings will be on a separate page clearly noting these as sponsor/vendor events which are not directly part of CodeMash.
- Events will be announced at the conference kickoff. Ongoing events **may** have short summary updates during announcements at meal times if time allows.



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# FAQ

## Frequently Asked Questions:

**Q: We're working against budget schedules. Can I commit to sponsorship now but pay closer to the event?**

**A:** Yes; however, your benefits *will not be activated until we receive payment*. Moreover, special packages (cocktail party, cabanas, etc.) will not be held for you. All benefits are first-come, first-served based on the date we receive your payment. CodeMash is a non-profit event completely run by volunteers. We simply don't have the bandwidth to deal with Accounts Receivable.

**Q: What are the "Giveaway Items" mentioned in the Gold, Platinum, and Adamantium levels?**

**A:** We want to ensure that our "Sponsor Pavilion" is an exciting place for the attendees to visit. Besides having the opportunity to speak with our sponsors, attendees should have a reasonable expectation of walking away with some "swag". As is typical with other trade shows, this includes software, books, apparel with your logo, and/or trinkets with your logo. We ask that if you do not provide enough items for every attendee, that you try to be creative in how the items are distributed (i.e., hold your own raffle, have a secret spotter give away items in the crowd, etc).

**Q: Will my logo on the CODEMASH website be hyperlinked to my website?**

**A:** Yes. If you would like to have a custom landing page to identify CODEMASH visitors, please provide that URL to us.

**Q: What is "Preferential Logo Placement"?**

**A:** Whenever all sponsor logos are displayed together, they will be arranged from left to right and top to bottom within the Silver, Gold, Platinum, and Adamantium groups in order by the total contribution size (largest first) and the date that payment was received (earliest first).



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# FAQ (continued)

**Q: Are there any restrictions for the “Additional Items” that I may purchase?**

**A:** Yes. Until November 15, 2010, additional sponsorship opportunities are restricted to a value less than or equal to the amount contributed towards the regular partner levels. For example, a Gold partner who has contributed \$1500 may purchase up to \$1500 of additional items. After November 15, 2010, any remaining sponsorship opportunities will be offered to everyone without restriction.

**Q: May I contribute more than the minimum amount for a given sponsorship level?**

**A:** Yes. This will count towards your total contribution for logo placement and purchase limit for additional opportunities.

**Q: Why did you choose Sandusky, Ohio?**

**A:** We chose Sandusky, Ohio based on its proximity to our major markets of Detroit, Cleveland, Columbus, Dayton, and Cincinnati. The Kalahari Lodge, located in Sandusky, is also a unique venue that can both accommodate a conference of our size and still offer resort amenities that are perfect for a two-day conference. Sandusky is approximately about an hour’s drive from major airports in both Toledo and Cleveland on I-80/90 (the Ohio Turnpike).

(Plus there’s an indoor waterpark, and CodeMash is in winter. Bonus points.)

**Q: I’ve got a great idea for a sponsorship opportunity that you haven’t listed. What can I do?**

**A:** Contact us and run it by! We’re happy to work with any idea as long as it’s of benefit to the attendees! (And doesn’t get us in trouble with the law, of course...)



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# FAQ (continued)

## **Q: Who exactly is organizing CodeMash?**

**A:** The CodeMash conference is organized by a group of developer community leaders who have collectively formed a non-profit organization in the state of Ohio. This group is officially named “CODEMASH CONFERENCE” (Ohio Charter: 1648289).

Additionally, CodeMash Conference is in the process of gaining recognition by the IRS as a 501(c)6 Business League.

The CodeMash organizers are completely volunteer, and all monies collected from sponsors go towards the conference and its related expenses.

## **Q: What is the CodeMash mailing address?**

**A:** Unless otherwise directed, please send all sponsorship-related mail and packages to the CODEMASH Sponsorship Coordinator:

C O D E M A S H C O N F E R E N C E  
c/o Jason Follas  
871 Maple Lane  
Waterville, OH 43566

Email: [sponsors2011@codemash.org](mailto:sponsors2011@codemash.org)

## **Q: Are my sponsorship contributions tax-deductible?**

**A:** Possibly. CodeMash Conference is recognized as a Business League falling under section 501(c)6. Note that we are specifically **not** a 501(c)3 non-profit charity. You’ll need to get professional tax direction from your own financial staff.



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# Sponsorship Process

Please make sure you're clear on the points covered below. We'll manage the process, but you need to understand timelines and important dates.

## Sponsoring With CodeMash

Are you interested in sponsoring CodeMash this year? If so, please e-mail [sponsors2011@CodeMash.org](mailto:sponsors2011@CodeMash.org) and let us know at what level you'd like to sponsor. We'll send you an invoice for that level (and any extras you've indicated that you would like to purchase). Payment is due upon receipt of the invoice — remember that date of receipt of funds puts you higher in the food chain for logo placement on all signage as well as puts you in front of the line for booth spot selection!

## Important Dates for Sponsorships

|   |           |
|---|-----------|
| Sponsorship opens for Alumni                                  | 8/1/2010  |
| Sponsorship opens for all others                              | 8/15/2010 |
| Logos required for all printed material, slides, and T-Shirts | 12/1/2010 |
| Attendee bag inserts/materials delivered to Kalahari          | 1/11/2011 |
| Venue open for vendor setup                                   | 1/12/2011 |
| Vendor teardown complete NLT                                  | 1/14/2011 |

## Logistical Needs for Onsite Sponsors

CodeMash will supply onsite sponsors with a skirted table. Sponsors are responsible for all other logistics such as hardwired network access, electrical supply, or additional tables.

The convention center at Kalahari can meet nearly all your needs including supplying A/V equipment or monitors. You must coordinate all those needs directly with the staff at the convention center. Please be aware that they have deadlines for arranging logistics/equipment. You'll be charged additional fees if you call for last-minute changes!