2017 Sponsorship Prospectus

"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."

- Program Manager at Microsoft

Conference Overview

CodeStock is an annual technology conference for developers, IT professionals, and entrepreneurs held in Knoxville, TN. The conference is run by the CodeStock Corporation, a 501(c)(3) organization. The conference spans two full days and is packed with technical & entrepreneurial content. 2017 will mark the 10th year of the CodeStock conference and is expected to host over 75 speakers presenting on over 100 topics that span the gamut from best practice enterprise software development to cutting edge web techniques to managing a technical entrepreneurial endeavor. In previous years, we've had 1,000 attendees and sold out well in advance of the conference.

Conference Dates

Friday, May 5, 2017 – 9am until 6:30pm
Saturday, May 6th, 2017 – 9am until 5:00pm

Location

Knoxville Convention Center in downtown Knoxville, Tennessee
701 Henley Street, Knoxville, TN 37902

Anticipated Key Statistics

Attendees: 1,000 – 1,200
Speakers: 75+
Sessions: 100+

Sponsorship Contact

If you would like to sponsor CodeStock 2017 or need additional information on sponsorship opportunities, please contact us at sponsors@codestock.org and we'll get in touch with you as soon as possible.

Feedback from Recent Attendees

"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."

"As my first year at CodeStock, I thought it was awesome."

"I had a great time. Once again, CodeStock was a great conference to attend. I liked the size, location, and speaker list. I'm looking forward to next year already."

"Great work. CodeStock rocked!"

"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 Packages

Benefit	Presenting	Premier	Exhibitor	Room	Supporter
	SOLD OUT	$10,000	$5,000	$2,500	$1,000
Quantity	1	2	12	11	unlimited
Introduced at Keynote as Presenting	X				
Banner in Ballrooms	X				
Logo on all CS Emails	X	X			
Email CS Distribution List Before Conference	X				
Email CS Attendees After Conference	X	X			
Attendee Opt In list	X	X			
Badge Scanner	X	X	X		
Logo on Screen Between Sessions	X	X			
Room Schedule Poster w/ Logo at Room Entrance				X	
Table in Exhibit Hall	X	X	X		
Complimentary Passes	5	4	3	1	1
Logo on CS Homepage (*P*ersistent or *R*otating)	P	P	R	R	R
Listing on CS Sponsor Page	X	X	X	X	X
Logo Associated with Room	X	X	X	X	
Logo on Shirt	X	X	X		
Attendee Bag Item	X	X	X	X	

À la carte Options

These options can be added to an existing sponsorship package above or purchased separately.

Wifi Sponsorship

$14,500 – Prominent placement of sponsor's logo on wifi login splash page.

CodeStock Mobile App Sponsor

$7,500 – For 2017, 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 - two available

$6,000 – 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 - two available

$4,500 – Announced as speaker dinner sponsor and prominent 3x2 tripod logo at dinner.

Coffee/Drink Sponsor - four available

$4,500 – 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 Bag

$2,500 – Prominent logo placement on reusable bag provided to all attendees.

Water Bottle

$3,500 – Logo on water bottles provided to all attendees during the conference.

Attendee Notepad

$2,200 – Logo on notepad provided to all attendees during the conference.

Attendee Pen

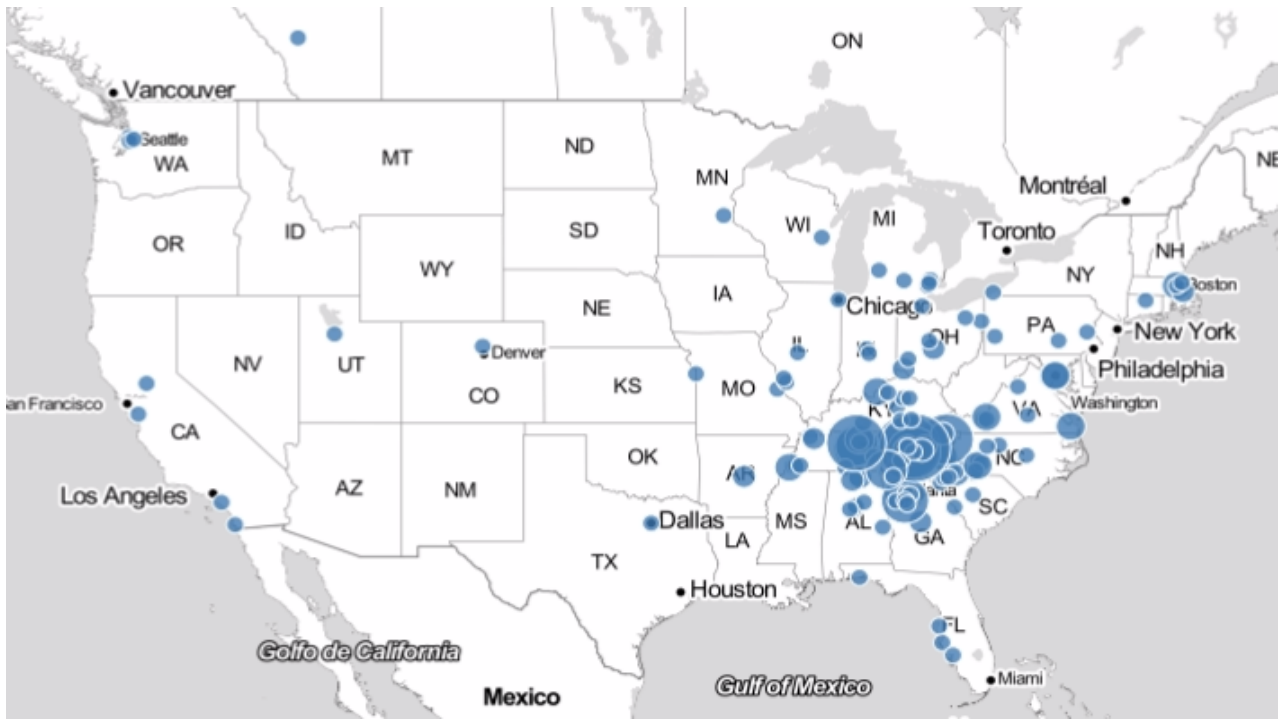$1,800 – Logo on pen provided to all attendees.

Custom sponsorship packages

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.
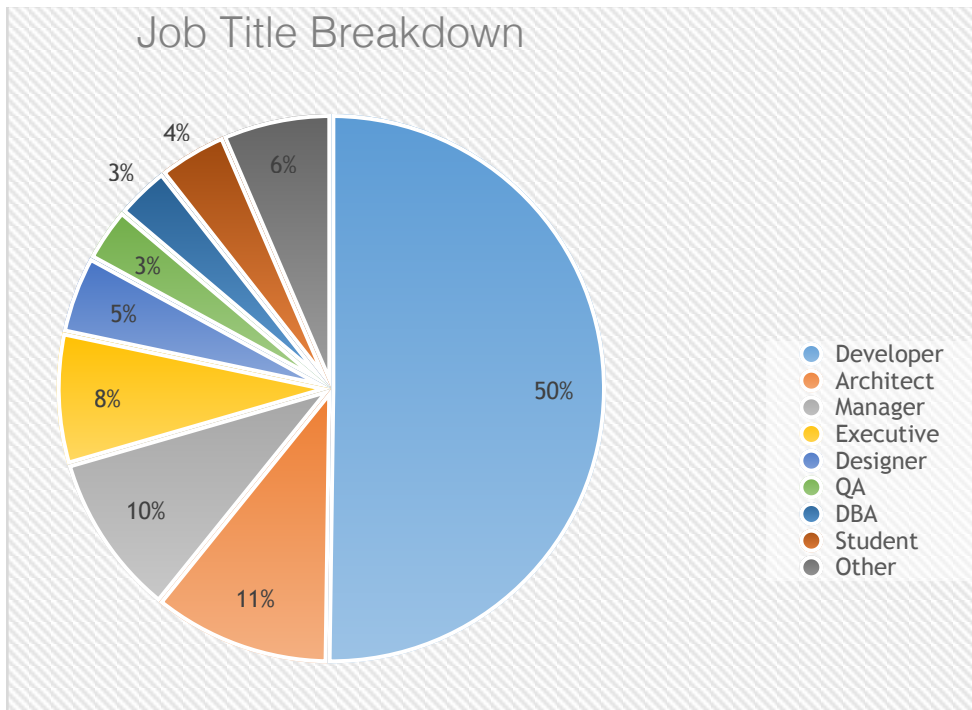
CodeStock Demographics

Attendee Reach

In 2016, we had 943 attendees from the Southeast region, across the country, and Canada.
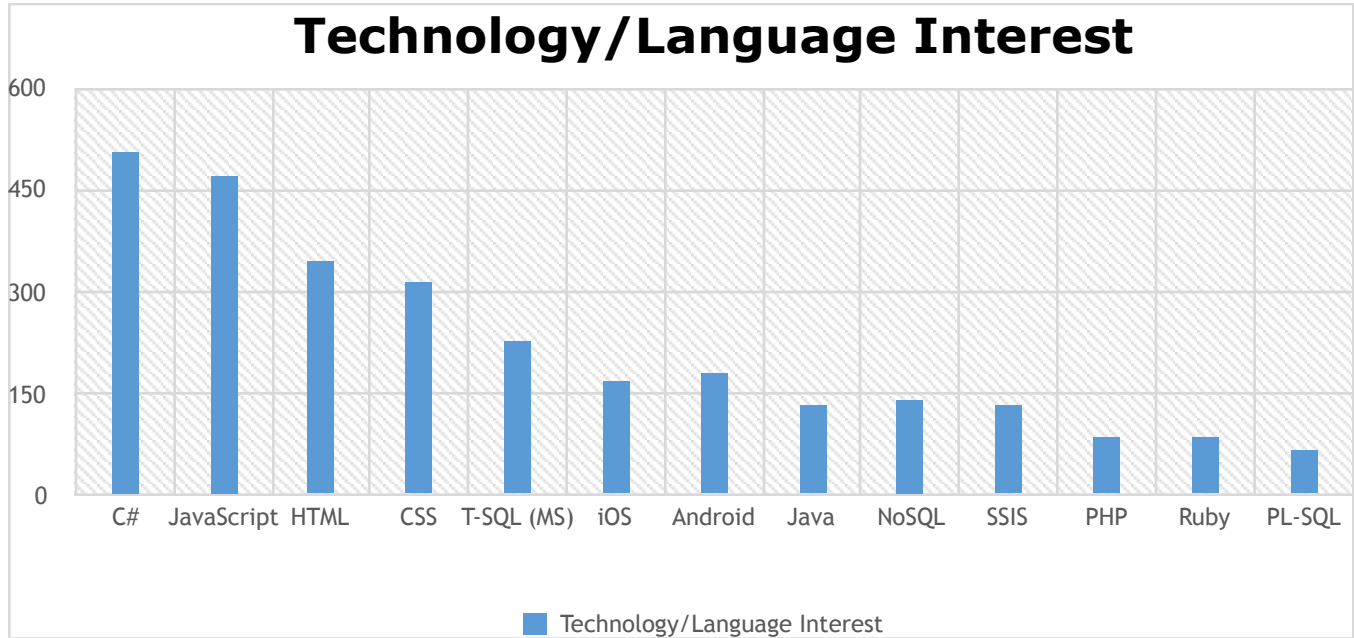
Attendee Job Titles

Our traditional attendee base has always been developers & IT professionals, However, we expect to attract an additional set of entrepreneurial attendees for 2017's event through a partnership with the Knoxville Entrepreneur Center. Below is a breakdown of the top job titles for 2016's event.

Technology Interests
Attendee interest by technology for 2016's event.

Technology/Language Interest

Technology	Interest
C#	~505
JavaScript	~470
HTML	~345
CSS	~315
T-SQL (MS)	~230
iOS	~170
Android	~185
Java	~135
NoSQL	~145
SSIS	~135
PHP	~90
Ruby	~90
PL-SQL	~70

Legend: ■ Technology/Language Interest

Sponsorship FAQs

What's a "badge scanner"?
Attendees will have a small barcode attached to their conference badge. Any sponsor with a badge scanner (and the attendee's verbal permission) may scan the attendee's barcode. At the conclusion of the conference, CodeStock will provide the contact information of attendees scanned by the sponsor.

Are my sponsorship contributions tax deductible?
We are an IRS recognized 501(c)(3) charitable organization and will provide a receipt indicating your sponsorship amount. Please consult your tax professional to determine any applicable tax deductions.

Can I purchase tickets with my sponsorship?
Yes! We're happy to offer custom sponsorship packages that include a customized number of tickets. Contact us and we'll work something out.

I don't see a sponsorship package that fits my needs?
Contact us at sponsors@codestock.org and we can work out a custom sponsorship that will fit your needs.