

2018 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 and IT professionals held in Knoxville, TN each spring. The event is organized by the CodeStock Corporation, a 501(c)(3) organization. The conference spans two days each year and is packed with technical content of all levels and interests. 2018 will mark the 11th year of the event and will host over 70 speakers presenting around 100 topics that span the gamut from best practice, enterprise software development to cutting edge web techniques to managing a technical entrepreneurial endeavor.

In the past, we have hosted over 1000 attendees and sold out well in advance of the event. Our roster of guests range from junior developers to senior architects to c-level executives of many small to medium sized organizations around the country. This past year, in 2017, we attracted guests from outside of the US and officially became an international event within our industry.

Conference Dates

Friday, April 20, 2018 – 9am until 6:30pm

Saturday, April 21, 2018 – 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 2018 or need additional information on sponsorship opportunities, please contact us at sponsors@codestock.org and we will 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.”

“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 Packages

Benefit	Presenting	Elite	Exhibitor	Room	Supporter
	\$15,000	\$7,000	\$5,000	\$2,500	\$1,000
Quantity	1	4	10	10	20
Logo on all emails	X				
Banner in Ballrooms	X				
Email CS Distribution List Before Conference	X	X			
Email CS Distribution List After Conference	X	X			
Push notification to app users during event	2	1			
Guaranteed Speaker Slot	X	X			
Logo shown before & during open ceremonies	X	X			
Attendee Opt In List	X	X			
Logo in Mobile App	X	X	X		
VIP Dinner Invite	4	2	2		
Prime Position Booth in Exhibit Hall	X	X	X		
Attendee Scanning at Booth	X	X	X		
Logo on Screen Between Sessions	X	X	X		
Logo on CS Website Homepage	X	X	X		
Premium Position Booth in Exhibit Hall	X	X			
Regular Position Booth in Exhibit Hall			X		
Complimentary Passes	5	4	2	1	1
Listing on CS Website Sponsor Page	X	X	X	X	X
Logo on Shirt	X	X	X		
Attendee Bag Item	X	X	X	X	
Logo Associated with Room				X	
Room Schedule Poster w/ Logo				X	

À la carte Options

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

CodeStock Mobile App Sponsor - one available

\$7,500 – For 2018, 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 - one available

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

Water Bottle - one available

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

Attendee Notepad - one available

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

Attendee Pen - one available

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

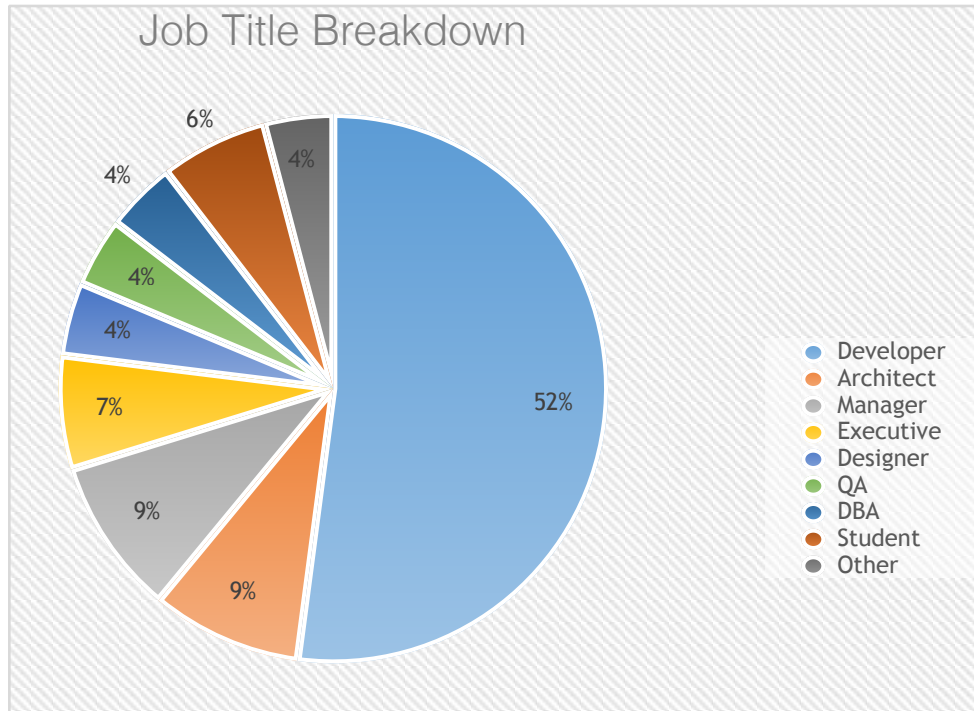
Custom sponsorship packages

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

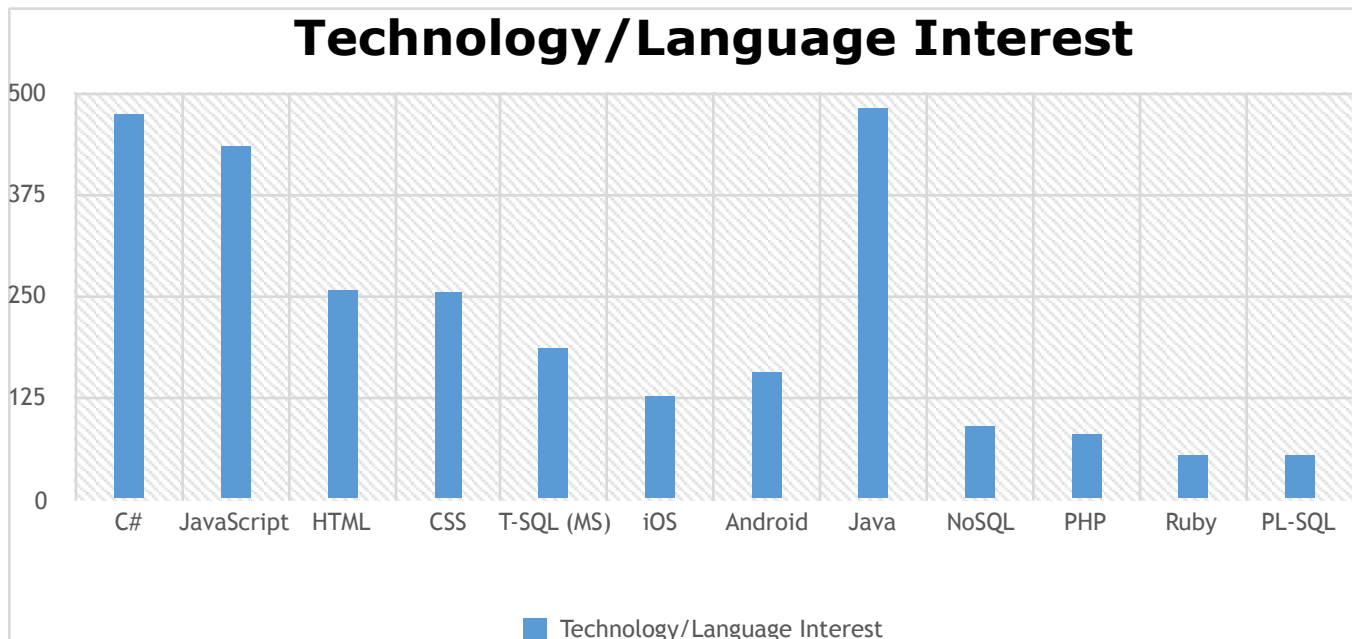
Attendee Job Titles

Our traditional attendee base has always been developers & IT professionals, However, we attract more and more entrepreneurs each year as founders are looking to become more familiar with technology and what their team is working with to build their product.



Technology Interests

Attendee interest by technology for 2017's event.



Sponsorship FAQs

What's a "attendee 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.