

# Dog Food Conference

## 2017 Sponsorship Prospectus

### Overview

When a company or development team uses its own products, it is said to be eating its own dog food. The reasoning is that if a company or team wants to promote its products and services, it should use them itself. Dog Food Conference (<http://dogfoodcon.com>) began based on this idea.

DogFoodCon is a technical conference put on by and for people who use Microsoft-related tools and technologies in their businesses every day.

Our goals are for organizations to optimize their Microsoft-related investments and IT professionals to increase their knowledge and network with peers.

The conference began in 2008 at the Columbus, Ohio Microsoft office as a 150-person event aimed primarily at government employees. Through the years, DogFoodCon has grown and into a much larger community event. In 2015, we attracted technical professionals, managers, CIOs, directors, and others from startups, Fortune 500 companies, and a variety of public and private sector organizations. Attendees and speakers come from the Midwest as well as throughout the United States.

DogFoodCon is different from other regional conferences because it includes tracks for infrastructure professionals, database administrators, DevOps, BI, QA, leadership, and software developers. Our speakers include Microsoft MVPs, consultants from Microsoft Gold-Certified partners, authors, community leaders, customers, and Microsoft employees. As Microsoft has evolved and become more open, so have our tracks. We now include talks on open source technologies as well as business and soft skills topics.

Dog Food 2017 will be held on October 5-6 at the Quest Conference Center in Columbus, Ohio.

As with any major event, there are significant costs to running DogFoodCon. We offer WiFi, A/V, breakfast, lunch, and drinks. We also host a Dog Food Game Night after sessions end on October 5. This provides a chance for attendees to network with our speakers over dinner and games.

Our cost to attendees stays affordable thanks to the support of our sponsors.

## **Sponsorship Levels**

### **Lunch Sponsor: \$3000 (2 available)**

- 15-minute company presentation at lunch
- Signage on dining tables
- Opportunity to provide custom branded cups, napkins, and other small giveaways
- Guaranteed speaker slot
- 2 complementary sponsor registrations
- Sponsor table in expo area
- Logo on website

### **Breakfast Sponsor: \$1500 (2 available)**

- Acknowledgement in opening remarks
- Opportunity to provide custom branded cups, napkins, and giveaways for dining tables
- Guaranteed speaker slot
- 2 complementary sponsor registrations
- Sponsor table in expo area
- Logo on website

### **Gold: \$1200**

- Guaranteed speaker slot
- 2 complementary sponsor registrations
- Sponsor table in expo area
- Logo on website

### **Silver: \$900**

- Sponsor booth for both days of the conference
- 2 complementary sponsor registrations
- Logo on website

### **Dog Food Game Night: \$750 (1 available)**

- Acknowledgement in opening remarks and during game night
- Opportunity to provide custom branded cups, napkins, and giveaways for dining/gaming tables
- Logo on website

### **Coffee/Beverage Sponsor: \$500 (2 available)**

- Acknowledgement in opening remarks
- Opportunity to provide custom branded cups, napkins, and giveaways for break area
- Logo on website

### **A/V Sponsorship: \$250 (Add-On)**

- Naming rights and signage for one of our breakout rooms

- Opportunity to provide custom branded giveaways for your room

*If you have additional suggestions for sponsorship, we'd love to hear them!*

### **Additional Sponsor Information & Sponsor Contact**

- We accept credit cards or checks made out to the Dog Food Conference. If you require an invoice, one can be provided. We need your mailing address, phone number, and email address to create the invoice.
- We encourage sponsors to bring giveaways and a raffle prize to help gather attendee contact information. Raffle winners will be announced during our closing ceremony. Please note that, like many regional conferences, we do not provide an attendee registration list.
- Banners, giveaways or other booth items can be shipped to the venue prior to the conference. We can provide the shipping address as requested. All shipments must be coordinated through Dog Food Conference.
- Sponsor booth setup includes one 8' table, 2 chairs, a tablecloth, and access to wireless internet and electrical outlets. Any changes to this setup must be approved by the Dog Food Conference planning committee prior to the conference.
- Additional sponsorship questions can be emailed to [dogfoodcon@outlook.com](mailto:dogfoodcon@outlook.com).

### **About Us**

Dog Food Conference is organized by a team of community-driven volunteers. We are 501(c)6 organization.