

Dog Food Conference

2018 Sponsorship Prospectus

- Sponsor at Eventbrite: [Link](#)

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. Through the years, DogFoodCon has grown and into a much larger community event. In 2014, we moved to the Quest Conference Center.

- We have been fortunate to sell out all tickets every year since 2008
- In 2017 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, DBAS, 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 2018 will be held on October 4-5 at the [Quest Conference Center](#) in Columbus, Ohio.

As with any major event, there are significant costs to running DogFoodCon. We use online tools to manage speakers, sponsors, payment systems and attendee registration. 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.

Dog Food Conference

Sponsorship Levels

- All prices increase after August 14th. See table at bottom of document
- Pay at Eventbrite: [Link](#)

Adamantium Sponsor: \$5,500.00 (1 available)

- 100 DogFoodCon hoodies for speakers (80) and the rest to be raffled off to attendees
 - Hoodies will have your logo or company name at heart position, DogFoodCon on sleeve.
- The only corporate logo on the agenda
- Signage at speaker and attendee check in, volunteers will wear logoed shirts if provided
- 2 guaranteed speaker slots
- 6 complementary sponsor registrations
- Sponsor table in expo area
- Logo on website, top of all sponsorship page

Platinum - Lunch Sponsor: \$3,000 (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: \$1,600 (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

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Sponsorship Levels (con't)

Gold: \$1,350

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

Silver: \$1,050

- 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

Conference Management Tools Sponsorship \$675 (2 available)

- 2 complementary sponsor registrations
- 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!

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	Sponsorship Catalog Item	Price - Early Bird Price May through Aug 14, 2018	Price - August 15 to Sept 26th, 2018
SPONSOR LEVEL	• Adamantium Sponsor	\$5,500.00	\$6,500.00
	• Platinum Lunch Sponsor	\$3,000.00	\$3,400.00
	• Breakfast Sponsor	\$1,600.00	\$2,000.00
	• Gold	\$1,350.00	\$1,650.00
	• Silver	\$1,050.00	\$1,350.00
	• Dog Food Game Night	\$750.00	\$900.00
	• Conference Management Tools	\$675.00	\$800.00
	• Coffee & Beverage Sponsor	\$500.00	\$650.00
	• AV Sponsorship (Add On)	\$250.00	\$350.00

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Additional Sponsor Information & Sponsor Contact

- Pay at the Eventbrite [site](#).
- We **do not** provide an attendee registration list. 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. Previous sponsors have collected 300-350 business cards and e-mails with the raffle prize
- Please note: Like many regional conferences, we **do not** provide an attendee registration list and are GDPR compliant.
- 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 Sponsorship@DogFoodCon.com

About Us

- Dog Food Conference is organized by a team of volunteers. We are a 501(c)6 organization.
- Info@DogFoodCon.com