2019 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 open source and Microsoft 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 2018 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 includes sessions on, Ruby, Python, Java, UX/UI, visual designers, entrepreneurs, infrastructure professionals, DBAS, DevOps, BI, QA, leadership, civic duty and software developers. Our speakers include consultants from MS Gold-Certified partners, authors, community leaders, customers, and Microsoft employees. As Microsoft has evolved and become more open, so have our tracks.

Dog Food 2019 will be held on October 3-4 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 sytems and attendee registration. We offer WiFi, A/V, breakfast, lunch, and drinks. We also host a Dog Food Game Night after sessions end on Wednesday October 3, 2019. This provides a chance for attendees to network with our speakers over dinner and games.

Sessions:

1. **Top left:** Designers, UX, Adobe Creative Cloud, UI

2. **Top right:** Developers, App Dev, Linux and Windows admins, personal devs

   a. Sessions on Ruby, Python, JavaScript, Azure, Red Hat, Kubernetes

3. **Bottom left:** Diversity and Inclusion, human potential and growth, project managers, Product owners, BAs, Skills

4. **Bottom right:** New technologies (e.g. block chain), trends, entrepreneurs, thinkers

Sponsorship Levels

- All prices increase after July 10, 2019. See table at bottom of document
- Pay at Eventbrite: Will be posted shortly.

Adamantium Sponsor: $5,000.00 (2 available)
- Corporate signage at keynote room, the Columbus room over both days
- Corporate signage at the Capitol room and Polaris room over both days
- One of 2 logos corporate logos on the agenda
- 2 guaranteed speaker slots
- Sponsor table in expo area
- Logo on website, top of all sponsorship page
- Can provide 50% of all lanyards for attendees, speakers and DFC staff.

Platinum – Breakfast and Lunch Sponsor: $3,500 (2 available)
- Signage at lunch buffet and coffee tables for 1 day
- 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

Gold: $1,300 (17 available)
- Sponsor table in expo area
- Guaranteed speaker slot. Having a speaker is not mandatory.
- 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

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!

	Sponsorship Catalog Item	Price - Early Bird Price April through July 10, 2019	Price – July 11 to Sept 26th, 2019
	• **Adamantium Sponsor**	$5,000.00	$6,000.00
	• **Platinum Lunch Sponsor**	$3,500.00	$4,500.00
	• **Gold**	$1,300	$1,650.00
	• **Dog Food Game Night**	$1000.00	$1,750.00
	• **Conference Management Tools**	$675.00	$800.00
	• **AV Sponsorship (Add On)**	$250.00	$350.00

Additional Sponsor Information & Sponsor Contact

- Pay at the Eventbrite: Link

- <mark>Please note:</mark> Like many regional conferences, we **do not** provide an attendee registration list and use GDPR as guidance to handle compliance concerns.

- 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

- 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.

About Us

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