INDY 2020 CLOUD CONF

March 26-27th, 2020 I Fishers, IN

https://2020.indycloudconf.com

Sponsorship Opportunities

Organized by: **six feet up**
python & cloud expert consulting

Community Sponsor: **IndyAWS**
The Indiana AWS Tribe

DETAILS

INDY CLOUD CONF 2020

https://2020.indycloudconf.com

Date:

March 26-27th, 2020

Venue:

Virtual Conference

Attendees:

150-200+ professionals including DevOps, QA, operations, software engineers, consultants, students, professors, etc.

Why sponsor:

Recruit new talent, show off your products, brand recognition and awareness, distribute swag, meet community and professional influencers

All tickets include:

Registration, dedicated Slack channels for attendees to interact with speakers, ability for attendees to search for specific expertise, attendees to gain one-on-one access to speakers/ experts, creation of an "Ask Me Anything" channel for attendees to get help, live demos from sponsors, exclusive access to the digital content for 6 months to all attendees, speakers and sponsors

Website:

https://2020.indycloudconf.com

FORMAT

The Indy Cloud Conf will focus on topics such as Cloud Orchestration, DevOps Best Practices, Machine Learning, AI, Big Data, Hardware, IoT and more.

Talk format

There will be an opening session with event notes, sponsor information and more, followed directly by a keynote presentation. After the keynote, talks will breakout into 3 tracks. At lunch, there will be product and new feature demos. After lunch, talks continue until 4:45pm. At 4:45pm will be closing remarks.

Talk timing - Day 1

Time	Session
9:00am - 9:15am	Opening Remarks
9:15am - 9:45am	Keynote
10:00am - 12:00pm	Multi-track talks
12:00pm - 1:30pm	Live Demos
1:30pm - 4:45pm	Multi-track talks
4:45pm - 5:00pm	Closing remarks

*subject to change without notice

Talk timing - Day 2

Time	Session
9:00am - 9:15am	Opening Remarks
9:15am - 9:45am	Keynote
10:00am - 12:00pm	Multi-track talks
12:00pm - 1:15pm	Live Demos
1:15pm - 4:45pm	Multi-track talks
4:45pm - 5:00pm	Closing remarks

*subject to change without notice

Hallway track

Each sponsor will have a dedicated Slack channel to network with attendees, explain your services, show off a demo, or use the space like a physical booth.

Code of Conduct

All attendees, speakers, sponsors, and volunteers at Indy Cloud Conf are required to follow the Code of Conduct.
This can be found at: https://2020.indycloudconf.com/code-of-conduct

STATS

2020 marks the second Indy Cloud Conf. The first Indy Cloud Conf hosted:

110 attendees | **6 sponsors** | **19 talks on cloud architecture**

Attendees' Job Titles:

Attendee job titles included Founder, CTO, Senior Systems Engineer, QA, Data Scientist, Software Developer, Consultant, Account Specialist, Student.

Attendees' Companies:

Attendees came from top banks, Fortune 500 companies, engineering companies, major universities, marketplaces, consulting firms, local governments, car manufacturers and financial services.

Representation:

Attendees represent startups, industry leading brands, local universities and coding academies, and cloud service provider users/buyers.

Location:

Attendees hail from cities like Indianapolis, Carmel, Fishers, Greenfield, Greenwood, Bloomington, Columbus, Cleveland, Lexington, and Chicago.

Attendance:

For the Indy Cloud Conf 2020, we expect to see 150-200+ attendees.

LEVELS (1/2)

All Sponsors Benefits

- Logo (sized based on tier) in slideshow before keynote
- Logo on website (sized based on tier)
- Mentions in announcement and recap emails

Title - $10000 (Limit 1)

- Mentions before all talks
- Dedicated default channel in Slack
- Place 3 items in digital swag bag
- Allow 3 medium sized items to be shipped
- 6 Slack announcements to all attendees
- (1) 3 minute promo video in YouTube playlist
- 1 live demo (30 min)
- 15 minute presentation during lunch each day
- Sponsor recognition in all advertising
- Sponsor logo on YouTube bumpers

Platinum - $2500 (Limit 4)

- Mentions (6) before talks, 2 in each track
- Dedicated optional channel in Slack
- Place 2 item in digital swag bag
- Allow 2 medium sized item to be shipped
- 3 Slack announcements to all attendees
- 1 live demo (30 min)

Diamond - $5000 (Limit 2)

- Mentions (9) before talks, 3 in each track
- Dedicated default channel in Slack
- Place 3 items in digital swag bag
- Allow 3 medium sized items to be shipped
- 6 Slack announcements to all attendees
- (1) 3 minute promo video in YouTube playlist
- 1 live demo (30 min)

Ruby - $1250 (Limit 10)

- Mentions (3) before talks, 1 per track
- Dedicated optional channel in Slack
- Place 1 item in digital swag bag
- Allow 1 medium sized item to be shipped
- 2 Slack announcements to all attendees

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All Sponsors Benefits

- Logo (sized based on tier) in slideshow before keynote
- Logo on website (sized based on tier)
- Mentions in announcement and recap emails

Digital Experience - $500 (Limit 1)

- Mentions (2) before talks
- Opportunity to moderate track-specific Slack channels
- Place 1 item in digital swag bag
- Allow 1 medium sized item to be shipped

Poll - $500 (Limit 1)

- Mentions (2) before talks
- 1 live demo (30 min)
- Opportunity to ask 4 questions to participants
- Place 1 item in digital swag bag
- Allow 1 medium sized item to be shipped

Community - FREE

- Mention (1) before talk
-1 item in swag package or 1 item in digital swag bag

Interested in sponsoring a benefit or level that is not mentioned here?

Please contact: info@indyaws.org

FAQ

Can I sponsor a talk?

No. Sponsors' employees and clients are welcome to submit speaking proposals for consideration but are not guaranteed to be selected.

Can I commit to a sponsorship but pay closer to the conference?

Yes. However, we will not list your organization on the website or in any marketing materials until the sponsorship fees are paid in full. Sponsorships are first-come, first-serve based on when payment is received, so we will not guarantee availability.

Can I get a list of attendee information?

No. Although sponsor logos and information will be included in marketing emails, we will not send out emails on behalf of sponsors. We will not share any contact information about attendees.

Count us in! What's next?

Please fill out page 7 of the sponsorship prospectus and email it to: info@indyaws.org. Please pay for the sponsorship at: **bit.ly/ICCSponsor.** Your sponsorship benefits will not begin until payment is received. In addition to payment, please send us your company logo (hi-res, preferably an .eps or .ai file), URL/landing page, and 200 character blurb about your company. Please send your handles for Facebook and Twitter.

What are the logistics?

Approximately a month before the event, you will receive information about: dates, times, tickets (if applicable), additional logistics, etc. If you need information sooner, please email info@indyaws.org for details.

CONTRACT

This agreement is between the Organizers of Indy Cloud Conf 2020 (hereafter"Six Feet Up, Inc.") and the organization identified at the bottom of this document. This agreement provides the terms and conditions for sponsors of Indy Cloud Conf 2020 held March 26-27th, 2020 in Fishers, Indiana.

Description of benefits and sponsor obligations:

Registration. Title sponsors will receive (4) complimentary tickets valued at $870. Diamond sponsors will receive (3) complimentary tickets valued at $652.50. Platinum sponsors will receive (2) complimentary tickets valued at $435. Ruby sponsors will receive (1) complimentary ticket valued at $217.50.

Logo in marketing materials, emails. Sponsor logos will be included in announcement/recap emails to organizations.

Logo on website. Sponsor logos and link to company website or landing page will be posted on the Indy Cloud Conf website.

Promotional presentations. Title sponsors may present a 1 minute introduction before the keynote presentation, a 15 minute talk over lunch, and 1 case study. Diamond sponsors may present a 1 minute introduction before keynote presentation. These talks are on the topic of their choice, but must be approved in writing by Six Feet Up, Inc. within 10 days of event. Presentation order will be communicated by organizers before the event. Please provide the following per speaker: hi-res headshot, brief speaker bio, title and abstract of talk.

Sponsorship costs. Title sponsorship is priced at $10,000 USD. Diamond sponsorships are priced at $5,000 USD. Platinum sponsorships are priced at $2,500 USD. Ruby sponsorships are priced at $1,250 USD. Lanyard sponsorships, Table Sign sponsorships, Coffee sponsorships, and Lunch sponsorships are priced at $500 USD each. Breakout room sponsorships are priced at $1,000 USD. Grand Room sponsorship is priced at $1,500 USD.

Sponsor payment. Sponsors agree to pay the full sponsorship fee by Monday, March 16th, 2020. Sponsorship fees are non-refundable with the exception of unforeseen circumstances that require event cancellation.

Code of Conduct. All sponsor attendees and marketing materials must adhere to the Code of Conduct (CoC) established for this event. If an attendee violates the CoC, the organizers may request the attendee to leave. If the marketing materials violate the CoC, the sponsor will be asked to remove them immediately.

Intellectual property. Any conference content, including but not limited to photos, videos, slides, or papers are considered property of Six Feet Up, Inc. and shall not be posted or disseminated without credit given to website or social handles or other written approval from organizers.

Indemnification. Both Six Feet Up, Inc. and Sponsor (the "Indemnifying Party") shall indemnify the other party (the "Indemnified Party") against and save each other harmless from any and all suits, proceedings at law or in equity, claims, liabilities, damages, costs, payments and expenses, including reasonable attorney's fees, asserted against or incurred by the Indemnified Party, arising out of or in connection with the negligence or willful misconduct of the Indemnifying Party in the performance of this Agreement including, but not limited to, any claim for damages to property or injuries to persons, to the extent that such damages or injuries shall have been caused by, or shall have resulted from the willful or negligent acts or omissions of the Indemnifying Party, or its employees or agents.

Complete agreement. This Agreement contains the entire understanding between the parties with respect to the conference sponsorship benefits and obligations and supersedes all prior oral and written understandings, arrangements and agreements between the parties.

Sponsor (You)

Sponsorship type: [ ] Title   [ ] Diamond   [ ] Platinum   [ ] Ruby   [ ] Poll   [ ] Social   [ ] Community

Sponsor Company Name: _____ **Date:** _____

Full Printed Name: _____ **Signature:** _____

Email Address: _____ **Payment Submission Date:** _____

Please complete payment here: **bit.ly/ICCSponsor**
If you require an invoice or other documentation, please contact **info@indyaws.org**

Six Feet Up, Inc. (Organizer)

Full Printed Name: _____ **Signature:** _____