

DRUPALCON LOS ANGELES

DrupalCon is the heartbeat of the Drupal community, an expression of our software innovation, our commitment to collaboration, and our extreme nerdiness. These events convene thousands of people who come together for a week to drain a city of all its coffee and fill a venue with energy, companionship and code unmatched by any other tech community.

Part SxSW, part DreamForce, and part college dorm room, DrupalCon is an integral element of the Drupal experience.

Developers, sitebuilders, UX/designers, project managers, business owners, CMS decision makers, job seekers and job givers will be pouring into this year's events. Together we will unite in celebration of the Drupal 8 release and work together to gain new skills and new friends as we advance the Project.

SPONSORING DRUPALCON

Join us in Los Angeles and be part of the largest, most anticipated DrupalCon as thousands of Drupalers come together to celebrate the release of Drupal 8. Let's take a look at our attendees from our 2013 DrupalCon Portland.

DRUPALCON BY THE NUMBERS

Demographics: DrupalCon Portland

Developers 86%	Site Builders 43%	Site Admins 40%	Project Managers 24%	CXO/Managers 20%	Designers 17%
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In our survey from DrupalCon Portland, many attendees identified themselves as serving in one or more roles.

Attendance

Los Angeles Anticipated: 4,000	Austin, 2014 Anticipated: 4,000	Portland, 2013 Actual: 3,300	Denver, 2012 Actual: 3,075
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THE POWER OF SPONSORING

Our **Sponsor Packages** are designed to help your business with

- Networking
- Lead generation
- Branding
- Talent recruitment
- Showcasing your modules and Drupal success stories
- Giving back and supporting the community

PICKING YOUR SPONSOR PACKAGE

Choosing the sponsor package that's right for you is easy!

1. Select your sponsor level from the Core or Module Sponsorships listed below.
2. Increase your exposure by adding on a **LEVEL UP** package

Want to make up your own sponsorship? Send us an email with your idea!

If you are looking for a discount and a way to support the Drupal community all year, check out the Drupal Association Supporter Programs (page 11).

To speak with a sponsorship sales person contact:

Don Page and Johanna Bergmann: sponsor@association.drupal.org

If you are interested in a media partnership, contact:

Joe Saylor: joe@association.drupal.org

CORE SPONSORSHIP

Platinum, Gold, and Silver level sponsors may select one bonus benefit from the benefits listed below.

Note: Packages do not include booth carpet rental or electricity fees.

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
PRICE (in USD)	\$45,000	\$30,000	\$15,000	\$8,000	\$4,000
Quantity Available	2	8	12	24	no limit
DrupalCon Tickets	24	16	8	5	2

Exhibit Booth	20' x 20'	20' x 10'	10' x 10'	10' x 10'	10' x 10'
Premium logo placement on DrupalCon website	Site header	Site footer	Visibility on sponsor page	Visibility on sponsor page	Visibility on sponsor page
Ad in printed program guide (see kit for specs)	Full-page ad	Full-page ad	½ page ad	Bonus A: ¼ page ad	---
Web ad on DrupalCon website	1 Ad (300x250px)	1 Ad (300x250px)	---	---	---
1 branded giveaway item for attendee bag (approval required)	1 unique item	1 unique item	---	---	---
Named Room on podium, event signage and website	Session Room	Session - or - BOF room	---	---	---
Keynote introduction	Yes, includes 3 minute speaking opportunity	---	---	---	---
Business Showcase Session <i>Session listing in printed schedule, website. Audio recording posted to our YouTube channel.</i>	1 recorded session (60 minutes)	1 recorded session (30 minutes) - Bonus A: level up to a full 60 minute session	Bonus A: Lightning Talk (15 minutes)		---
Premium logo placement in attendee email	Top tier	Second tier	---	---	---
Drupal Association News Blog Post (approval required)	One post	Redeemable if you are a Drupal Association	---	---	---

		Supporter			
Blind attendee opt-in email sent on your behalf	Redeemable following the conference	Bonus B: Up to 3 sponsors may claim	---	---	---
Attendee list by name, company and title ONLY (one time report)	Yes	Yes	Bonus B: Redeemable before & after the conference	Bonus B: Redeemable before & after the conference	---
Unlimited posting access to the DrupalCon jobs board	Featured posting	Bonus C: Featured posting	Bonus C: Featured posting	Job posting	Job Posting
Listing in program guide	Company Name	Company Name	Company Name	Company Name	Company Name
Dedicated sponsor page with logo, link, contact, and company description	Included	Included	Included	Included	Included
Logo on morning main stage screens	Dedicated slide	Shared slide	Shared slide	Shared slide	Shared slide
Opportunity to provide prizes for raffles and games, with attribution	Yes	Yes	Yes	Yes	Yes
Access to VIP Reception	4 tickets	4 tickets	2 tickets	2 tickets	2 tickets

MODULE SPONSORSHIPS

If a Core Sponsorship isn't quite a fit for your business goals, or you want to add to your Core sponsorship, take a look at our Module Sponsorship packages, which are designed with your flexible needs in mind.

Pro-tip: You can add a booth to any of these packages.

All Module Sponsorships include these benefits:

- Logo and link on DrupalCon sponsor page
- Logo on morning main stage screen
- Company name and sponsor level listed in program guide
- Unlimited posting access to the DrupalCon jobs board
- 2 tickets to the VIP Sponsor & Supporter Reception
- Opportunity to provide prizes for DrupalCon raffles and games, with attribution

Packages from \$25,000 - \$12,000

Water Sponsor - \$25,000 - one available

Help Drupalers stay cool with the water sponsorship. Your brand will align with the caring and helping nature of the Drupal community!

- Water coolers located throughout the venue will display your logo
- We (or your team!) will hand out your branded water bottle to attendees at registration
- Pricing is based on a one color logo printed on 4,000 water bottles

Drupal Games - \$15,000

The Drupal community loves to have fun together and you can align your brand with this core community value. We place fun games in the Exhibit Hall and in the game area we place several signs that have your logo on them.

- 8 complimentary conference passes
- Logo on signage next to each game table
- One half page ad in the Program Guide

**** Does not include a booth. A 10 x 10 booth can be added on for \$3,000*

Friday Contribution Sprint Sponsor - \$12,000 - one available

Drupal sprints are crucial to accelerating the Drupal Project and DrupalCon sprints are some of the largest in the world. Help us fund this important day as community members innovate the Project - especially the food we provide to keep our developers going after a long week. As they say “the way to someone’s heart is through their stomach”. You will receive:

- 5 DrupalCon tickets
- Your logo on Contribution Sprint signage
- Half page ad in the Program Guide
- Logo on podium signage
- Your logo on breakfast and lunch station signage
- Title sponsor in program guide/website: “Contribution Sprints sponsored by XXX”
- Sprint organizer to acknowledge and thank your company from the stage for understanding the importance of funding these sprints that accelerate the project. You get to come up and speak to the sprinters, too

We encourage you or one of your staff members to participate in the Sprint and see your sponsor dollars fund a highly inspiring event. Feel the excitement as community members submit code for the first time and Dries Buytaert, Drupal Founder, accepts code into the Drupal Project.

Business Showcase - \$12,000 - one available

The Business Showcase is one of the session tracks at DrupalCon where top level sponsors provide educational content to attendees. Located in the Exhibit Hall, special stage branding in this area provides you with high traffic visibility. You will receive:

- 8 DrupalCon tickets
- One full recorded Business Showcase session (60 minutes)
- One half page ad in the program guide
- Business Showcase title sponsorship
- Dedicated sponsor node with company description, logo, link, and contact information
- Your logo on the Business Showcase podium, event signage, and website

**** Does not include a booth. A 10 x 10 booth can be added on for \$3,000*

Power Up Sponsor - \$12,000 - one available

Each DrupalCon attendee is packing 2.5 mobile devices, including laptops, while at the conference, and all that activity requires power. Help keep our attendees connected and get your logo prominently displayed while their devices charge. You will receive:

- 8 DrupalCon tickets
- One half page ad in the program guide
- Your logo on up to 40 table tents on various tables in the Exhibit Hall

- Opportunity to leave out branded materials on the power-up tables
- Dedicated sponsor node with company description, logo, link, and contact information

**** Does not include a booth. A 10 x 10 booth can be added on for \$3,000*

Packages from \$3,500 - \$2,500

Opening Reception Sponsor - \$3,500 - two available

Be the first to kick off a week of exciting Drupal activities with this intimate pre-event in the Exhibit Hall on Monday for DrupalCon early birds.

- 2 DrupalCon tickets
- Opening reception title sponsorship
- Unique opportunity for your team to distribute swag and materials during the reception at a single dedicated table or over multiple cocktail tables. Welcome to place your freestanding banners around the room (up to 4 banners)
- Help welcome attendees to DrupalCon with 90 second stage time during the reception
- Promotion as opening reception title sponsor on event website and in attendee mails
- Logo on opening reception event signage
- Opportunity to provide branded napkins to be distributed at the bar

Lunch Sponsor - \$3,500 - one per day

- 2 DrupalCon tickets
- Your company name in all lunch listings and signage for the day
- Lunch title sponsorship, by day.
- Promotion as lunch title sponsor on event website
- Your company logo on signage at lunch stations
- Provide branded napkins that we will put out during lunch service. If you'd rather serve something fun like ice cream, we can do that too!
- Your team can create and distribute table tents or swag on lunch tables
- Additional: sponsor pays the cost to produce branded napkins

Coffee Sponsor - \$3,500 - one per day

- 2 DrupalCon tickets
- Your company name in all coffee listings and signage for the day
- Coffee title sponsorship, by day
- Promotion as coffee title sponsor on event website
- Your company logo on signage at coffee stations
- Provide branded napkins and we will put out during coffee service
- Additional: sponsor pays the cost to produce item

Trivia Night Sponsor - \$3,000 - two available

Help fund this popular community event where hundreds of Drupal's biggest geek gather to socialize and compete for first place. This package includes:

- 2 DrupalCon tickets
- Logo on Trivia Night signage
- Logo on table tents at event
- Opportunity to provide
 - branded napkins or swag that we will distribute
 - branded pen/pencils for attendees to use in the game
 - kick off the event with a short speaking opportunity
 - provide 5 nominal fee prizes to the winning team (think Tshirts)

Developer Contest Sponsor - \$3,000 - one available

Run a developer contest before DrupalCon and then announce the winner during the event. This package includes:

- 2 DrupalCon tickets
- We will promote the event via
 - social media
 - blog post
 - attendee email
 - event's program schedule

You can use the Monday of DrupalCon to hold "contest support hours" to help last minute entries. We recommend you cut off submissions Monday night and use Tuesday to select your winner. Then announce the winner on Wednesday during the event.

Live Streaming Sponsor - \$3,000 - one available

One of the great things about DrupalCon is our inclusivity for those who participate remotely. The global Drupal community is huge and not everyone can attend the conference, but thousands log in to watch our event live stream. Align your brand with this great outreach initiative to Drupal community members from across the planet. This package includes:

- 2 DrupalCon tickets
- Your company's name in all live streaming promotion leading up to the event including social media, the attendee email, and a DrupalCon news post.
- Your company's logo on the live stream page for thousands of Drupalers to see
- Additional: Sponsor must provide tech and resource to record live streaming

Lounge Sponsor - \$3,000 + Furniture Rental - three available

Give attendees a relaxing and cool place to sit, power up, chit chat, or just dream about their next line of code. Your comfy and welcoming lounge is a collection of sofas and chairs in an easy to access open area, where photographers often travel to catch coders in the wild. This package includes:

- 2 DrupalCon tickets
- Electricity in the lounge area

Note: Sponsor pays the cost of furniture rental

Birds of a Feather Room (BOF Room) Sponsor - \$2,500 - four available

Align your brand with community discussions. Attendees propose a variety of topics like CRM + Drupal or Drupal in Government and they host open discussions for an hour at a time in a BOF room. This package includes:

- 2 DrupalCon tickets
- Your company's logo on the BOF room signage
- Your company's name and logo on the printed venue map

LEVEL UP!

Affordable upgrades to your Module or Core sponsor packages

Looking for some more branding and exhibiting power? Check out these ways to level up your sponsor package.

Add / expand your booth - \$3,000

Add a 10' x 10' Booth to your Module sponsor package or expand your Core Sponsorship booth. Go as big as you want, and pay just \$3,000 for each 10' x 10' area addition. Cost does not include booth carpet rental or electricity.

Keynote Street Team - \$2,500 - one per day

Get your message into each attendees hand after the keynote. When the keynote ends, your staff stands outside the Keynote doors to hand attendees your promotional giveaway (a flyer, branded swag).

Hotel Room Key - \$5,000

- One color logo on hotel key cards
- Sign up for first right of refusal on this package
- We will let you know if this becomes available for DrupalCon Los Angeles

Tote Bag Sponsor - \$6,000

- One color logo on the attendee tote bag plus one tote bag insert

Lanyard - \$6,000

- One color logo on all DrupalCon Lanyards

DRUPAL LOVE

Are you overjoyed with the impact that Drupal and the Drupal community has made on your life and your business? Are you looking for a way to share your warm fuzzies and give back to the community? Then check out the [Drupal Love Packages](#), where you share your goodwill and your funds pay for DrupalCon scholarships, Community Grants, and Drupal.org hosting fees.

DRUPAL LOVE PACKAGE: Tier 1 - \$500

- Your company listed on DrupalCon sponsor page
- Acknowledgement in program guide
- Post jobs on the DrupalCon Job Board

DRUPAL LOVE PACKAGE: Tier 2 - \$1,250

Want to interact more with the community, but not get tied up for 3 days doing booth duty? Try this package on for size! Highlight job openings, your modules, your latest Drupal website, or just thank each developer who passes by!

- All Tier 1 benefits
- One day to exhibit in the Exhibit Hall's Drupal Village. This area holds several cocktail tables and you can exhibit for a day at one of them. Each table provides electricity and wifi. Bring a freestanding banner to dress up your area!
- 1 ticket to the VIP reception

ANNUAL SUPPORTING PROGRAMS

In addition to sponsoring DrupalCon, your company can help fund the Drupal Association's Drupal.org improvements and gain visibility throughout the year by joining one of our Supporter Programs.

Supporting Partner Program

Become a Drupal Association [Supporting Partner](#) and help us fund the Drupal.org Tech Team, so we can pull the right resources and plans together to make our community home better for developer collaboration, module selection and more!

- **Supporting Partner - \$2,500**
- **Supporting Partner Premium - \$7,500**

Current [Supporting Partners](#)

Technology Supporter Program

Does your company offer a product or service that helps Drupalers build great sites? Then, [join the Technology Supporter Program](#) to educate the Drupal community all year. Program fees help fund Drupal.org improvements that will foster better community collaboration on the Project.

- **Technology Supporter - \$2,500**
- **Technology Supporter Premium - \$7,500**

Current [Technology Supporters](#)

Hosting Supporter Program

This program is for hosting companies who want to promote their service and help fund Drupal.org improvements. Contact [Don Page](#), Account Manager for details.

- **Technology Supporter - \$2,500**
- **Technology Supporter Premium - \$7,500**

To secure your sponsorship, complete this Order Form and Sponsor Agreement and return them to sponsor@association.drupal.org.

ORDER FORM

CORE SPONSORSHIPS

- | | | | | |
|---|-------------|---------|---------|---------|
| <input type="checkbox"/> Diamond \$45,000 | circle one: | Bonus A | Bonus B | Bonus C |
| <input type="checkbox"/> Platinum \$30,000 | circle one: | Bonus A | Bonus B | Bonus C |
| <input type="checkbox"/> Gold \$15,000 | circle one: | Bonus A | Bonus B | |
| <input type="checkbox"/> Silver \$8,000 | | | | |
| <input type="checkbox"/> Bronze \$4,000 | | | | |

MODULE SPONSORSHIPS

- Birds of a Feather **\$2,500**
- Trivia Night **\$3,000**
- Sponsored Lounges **\$3,000 + furniture**
- Opening Reception **\$3,500**
- Developer Contest **\$3,000**
- Live Streaming **\$3,000**
- Lunch **\$3,500**
- Coffee **\$3,500**
- Business Showcase **\$12,000**
- Friday Contribution Sprint **\$12,000**
- Power Up **\$12,000**
- Drupal Games **\$15,000**
- Water Sponsorship **\$25,000**

Add a booth or expand your booth
\$3,000 x ___ additional 10'x10' area = \$_____

Note: Packages do not include booth carpet rentals or electricity fees.

Payment Terms

- Payment terms are Net 30 Days. You will receive an invoice with payment instructions.
- Sponsors must pay in full before the event to set up their exhibitor space or receive their sponsor benefits.
- DrupalCon Sponsorship and Supporter Program Payments are in USD\$.

LEVEL UP SPONSORSHIPS

- Keynote Street Team **\$2,500**
- Hotel Room Key **\$5,000**
- Lanyard **\$6,000**
- Totebag Sponsorship **\$6,000**

ANNUAL SUPPORTING PROGRAMS

- Supporting Partner **\$2,500**
- Supporting Partner Premium **\$7,500**
- Technology Supporter **\$2,500**
- Technology Supporter Premium **\$7,500**
- Hosting Supporter **\$2,500**
- Hosting Supporter Premium **\$7,500**

DRUPAL LOVE

- Drupal Love - Tier 1 **\$500**
- Drupal Love - Tier 2 **\$1,250**

TOTAL AMOUNT USD \$_____

CONTACT INFORMATION

Company

(spelled and punctuated exactly how it should be written in the DrupalCon Los Angeles Program Guide)

Mailing Address

(as it should appear in your invoice)

Sponsor Fulfillment Contact Information

First Name _____

Last Name _____

Email _____

Phone # _____

Invoice Contact Information

First and Last Name of person to receive the Invoice:

Email of person to receive the Invoice: _____

Please return signed paperwork to sponsor@association.drupal.org or fax to +1 971.229.4545, or mail to:
DrupalCon Inc., 209 SW Oak Street, Portland, OR 97204.

EXHIBITOR AND SPONSORSHIP AGREEMENT

This exhibitor agreement is entered into by and between DrupalCon, Inc. a District of Columbia not-for-profit organization with its principal place of business located at 209 SW Oak Street, Suite #100, Portland, OR 97204 (hereinafter “DCI”), and _____ (hereinafter “Exhibitor”), effective on the date signed below.

1. Booth Assignment: Exhibitor understands that Drupal Association Partners have priority over non partners when booths are assigned and booths are assigned in the order in which contracts are received. Booths may not be set up if payment in full is not received before the event. DCI reserves the right to change booth assignments at any time.

2. Booth Fee, Table, Size & Equipment: The fee for the reservation and use of your space is included with your sponsorship. Furnishings for each space includes wifi access and a draped table with 2 chairs. Sponsor is responsible for renting booth carpeting and electricity.

No credit is provided for equipment that is not used. Additional booth furnishings, audiovisual equipment, electrical and telephone connections, signs and drayage services are available for an additional charge. If Exhibitor plans to install a completely constructed display so that the standard booth equipment is not desired, no part of the constructed display shall project so as to obstruct the view of adjacent booths. Island exhibits must not include any walls that block visibility of neighboring booths. Any exception must first be approved by DCI. Audiovisual equipment must not be played at a level that would interfere with adjacent exhibitors.

3. Advertisements: Exhibitor agrees to provide suitable copy for any advertising presented to attendees through the sponsor benefits.

4. Registration Fee Waived: Exhibitor is entitled to the number of registrations included with their sponsorship. Free conference passes included in sponsor packages must be redeemed before their expiration date. Sponsor is entitled to buy additional tickets at the early bird rate at any time.

5. Restriction on Location of Exhibits & Solicitation: Exhibitor agrees not to conduct or solicit business in the exhibit hall or other designated area unless they have rented exhibit space. Exhibitor agrees not to exhibit products and services at the conference except in the exhibit hall, other designated area, or conference program time slot.

6. Internet Connections: Network access will be provided through a wireless connection (wifi);

actual throughput speeds and up times are not guaranteed.

7. Payment & Cancellation: Applicable fees are based on the date that payment is received by DCI. Exhibitor may cancel this agreement by written notice to DCI. Below is the cancellation fee schedule:

Cancellation made on or before December 31, 2014 is subject to a 25% cancellation fee.
Cancellation made on or before February 1, 2015 is subject to a 75% cancellation fee.
Cancellation made on or before April 1, 2015 is subject to a 75% cancellation fee.
No refunds will be granted on cancellation made on or after April 2, 2015.

8. Union Clearance & Exclusivity: If required by union contract rules and regulation for the convention location, Exhibitor agrees to use qualified union personnel for the various services required for installation and dismantling of exhibits and for material handling within the show. Exhibitor must use the service provider designated by DCI for drayage and rigging, electrical, plumbing, and custom cleaning services. For other services and for other contractors other than those designated above, Exhibitor shall submit the necessary certificates of insurance in advance so that permission can be secured for said contractor to operate.

9. Use of Space: Exhibitor shall not permit any other corporation or firm or its representatives to use the space allotted to the signer of this contract, nor shall Exhibitor display articles not manufactured or normally sold by the Exhibitor. Requests for co-participation by any other corporation or firms in space assigned to the original applicant must be made in writing to DCI. If permission is granted by DCI, there may be an additional charge for each additional firm, and the additional firm must purchase a conference registration for each of its Representatives at the then current registration cost. Exhibitor is not permitted to sublet booths or assign this lease in whole or in part.

10. Limitation of Liability: Exhibitor shall be fully responsible to pay for any and all damages to property owned by the venue facility, its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, DCI and the venue facility as well as their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or

persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

11. Security & Insurance: DCI is not liable for damage or loss to Exhibitor's property, nor shall DCI be liable for any injury that may occur in the exhibition area. Exhibitor is responsible for obtaining any insurance required to participate.

12. Protection of the Exhibit Hall Facility: Nothing shall be posted or tacked, nailed, screwed or otherwise attached to the columns, walls, floors, or other parts of the conference hotel without permission from the proper building authority and exhibition management.

13. Drayage: DCI will appoint an exhibition management firm. Shipments to the conference must be arranged through them.

14. Installation & Dismantling: Packing, unpacking, and assembly of exhibits will be done only in designated areas at designated times under the direction of exhibition management. Space not set up by one hour before the official opening of the exhibit hall may be reassigned by exhibition management for other purposes and will not be made available to the Exhibitor. No exhibits shall be dismantled before the official closing time of the show.

15. Distribution of Printed Matter, Samples, etc: Exhibitor shall not distribute to the conference attendees printed matter, samples, souvenirs, or the like, except from within the rented space or through insertion into conference registration packets as provided for by the organizers.

16. Listing of Exhibitors in Conference Material: Exhibitor will be listed on the Conference Web site and in the printed material distributed at the Conference. All Exhibitor Content must be received by 1 April 2015 to ensure appearance in the print materials. If Exhibitor does not provide Exhibitor Content prior to that date, it may be listed by name only.

17. Agreement to Conditions: Exhibitor agrees for itself and its employees to abide by these conditions, it being understood and agreed that the sole control of the exhibition hall rests with exhibition management.

18. Amendments: DCI shall have sole authority to interpret and enforce all rules and regulations contained herein, and to make any amendment thereto and to make such further rules and regulations as shall be necessary for the orderly conduct of the exhibition.

19. Observance of Laws: Company shall abide by and observe all laws, rules and regulations, and ordinances in connection with the conference and this agreement.

20. Company Conduct: Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. DCI reserves the right to eject from the conference any Company or Company representative violating those standards.

Name _____

Exhibitor _____

Signed _____ **Date** _____

Name _____

DrupalCon, Inc. _____

Signed _____ **Date** _____

Please return signed paperwork to sponsor@association.drupal.org or fax to +1 971.229.4545, or mail to: DrupalCon Inc., 209 SW Oak Street, Portland, OR 97204.