

## DRUPALCON PORTLAND: SPONSORSHIP PACKAGE

# DRUPALCON PORTLAND

### WHAT IS DRUPALCON?

DrupalCon is an international event that brings together the people who use, develop, design, and support the Drupal platform. More than just another trade show or industry conference, it's a shared experience that seeks to inspire and engage. DrupalCon Portland 2013 will feature dozens of curated sessions and panels from some of the most influential people and brightest minds within the Drupal community and beyond, as well as countless opportunities for networking, code sprints, informal conversations, and more.

#### DATES

May, 20 - 24, 2013

#### VENUE

Oregon Convention Center  
Portland, Oregon



Special Payment Plan  
for DrupalCon Denver  
Sponsors!

Pay 20% over  
next 5 months

### DRUPALCON BY THE NUMBERS

The Drupal community is a diverse group, with a variety of interests, that span the globe. Thousands of these Drupal enthusiasts will be in attendance at DrupalCon Denver. Let's take a look at who took part in last year's DrupalCon.

#### Attendees by Job Position (based on San Francisco DrupalCon)

<b>25%</b> Corporate Leadership	<b>19%</b> Project Managers	<b>14%</b> Themers	<b>11%</b> Designers	<b>31%</b> Developers
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<b>ESTIMATED</b> <b>3,000</b> Portland 2013	<b>3,075</b> Denver 2012	<b>2,900</b> Chicago 2011	<b>3,000</b> San Francisco 2010	<b>1,400</b> Washington D.C 2009	<b>800</b> Boston 2008	<b>300</b> Sunnyvale 2007
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### WHY SPONSOR AT DRUPALCON

Sponsoring DrupalCon is not only a great way to get your message before a targeted audience of Drupal users, developers, businesspeople, and other Web professionals, it's also a great way to increase the equity of your brand as a company or organization that supports one of the fastest-growing open source software communities in the world.

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	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER
PRICE	\$45,000	\$25, 000	\$12, 500	\$7, 500	\$4,000	\$2,000
CONFERENCE PASSES (must be redeemed by April 19 2013)	24	16	8	5	2	1
EXHIBIT HALL	20'W x 8'H x 10'D	20'W x 8'H x 10'D	10'W x 8'H x 10'D	10'W x 8'H x 10'D	10'W x 8'H x 10'D	Literature on a shared table
PREMIUM EVENT SITE PLACEMENT	Yes	Yes	---	---	---	---
EVENT SITE: COMPANY LOGO, LINK, & DESCRIPTION	Yes	Yes	Yes	Yes	Yes	Yes
LOGO ON PLENARY SCREEN	Yes	Yes	Yes	Yes	Yes	Yes
LOGO ON PROGRAM GUIDE	Yes	Yes	Yes	Listed	Listed	Listed
EVENT WEB SITE AD	Yes	Yes	Yes	Yes	---	---
HANDOUT AT REGISTRATION (no tote bags this year!)	Yes	Yes	-----	-----	-----	---
NAMED ROOM	Yes	Yes	-----	-----	-----	---
DRUPAL ASSOCIATION PANEL & COCKTAIL PARTY	4 tickets	2 tickets	2 tickets	-----	-----	---
JOBS POSTING	Yes	Yes	Yes	Yes	Yes	Yes
SPECIAL OFFER POSTING	Yes	Yes	Yes	Yes	Yes	Yes
KEYNOTE INTRODUCTION	Yes	---	---	---	---	---
DAY STAGE SPEAKING OPPORTUNITY	50 min session on the Day Stage during the Drupal Business Summit	50-min session on Tue. or Wed OR 25-min son Thurs. (limited availability)	Participate In a lightening talk	---	---	---
DRUPAL BUSINESS SUMMIT	20 tickets	10 tickets	5 tickets	2 tickets	2 tickets	2 tickets
@DRUPALCON TWEET	Yes	Yes	Yes	Yes	---	---
LOGO/LINK ON EVENT EMAILS	Yes	Yes	---	---	---	---
LOGO ON MAIN SIGNAGE	Yes	Yes	---	---	---	---

**NOTE: Booths DO NOT come with carpet. This is purchased separately.**

## **ADDITIONAL SPONSOR PACKAGES & ADD-ONS**

### **Day Stage Sponsorship - One sponsor** \$15,000

- ⤴ 5 complimentary conference pass
- ⤴ 10 Drupal Business Summit passes
- ⤴ **Single booth** in Exhibit Hall
- ⤴ Day Stage - named track & signage
- ⤴ One session on the Day Stage
- ⤴ Logo, link & company description on sponsor webpage
- ⤴ Logo on plenary screens
- ⤴ Acknowledgement in Program Guide
- ⤴ Job & Special offer posting
- ⤴ Event site web ad
- ⤴ 2 tickets to Drupal Association panel & cocktail party
- ⤴ @Drupalcon thank you tweet

### **Power Cord Sponsor** \$15,000

There are 2.5 devices per DrupalCon attendee and they all need power. Have your logo prominently displayed on all power cords that are in session rooms, BOFs, and more.

- ⤴ 5 conference passes
- ⤴ Your logo on all power cords
- ⤴ **Single booth** in Exhibit Hall
- ⤴ Logo, link, company description on event site
- ⤴ Logo on plenary screen
- ⤴ Acknowledgement in Program
- ⤴ Job & Special offer posting
- ⤴ Event website ad
- ⤴ @DrupalCon thank you tweet
- ⤴ 2 tickets to Drupal Association panel & cocktail party
- ⤴ 2 Drupal Business Summit passes

### **Drupal Games - One sponsor** \$12,000

- ⤴ 4 complimentary conference passes
- ⤴ **Single booth** in Exhibit Hall
- ⤴ Logo on signage next to each game table
- ⤴ Logo, link & company description on sponsor webpage
- ⤴ Logo on plenary screens
- ⤴ Acknowledgement in Program
- ⤴ Job & Special offer posting
- ⤴ Event site web ad
- ⤴ 2 tickets to Drupal Association panel & cocktail party
- ⤴ 2 Drupal Business Summit passes
- ⤴ @DrupalCon thank you tweet

### **Coffee Sponsorship - One sponsor for 3 days** \$12,000

- ⤴ 4 conference passes
- ⤴ **Single booth** in Exhibit Hall
- ⤴ Logo on coffee station(s) signage
- ⤴ Logo, link, company description on event site
- ⤴ Logo on plenary screen
- ⤴ Acknowledgement in Program
- ⤴ Job & Special offer posting
- ⤴ Event website ad
- ⤴ @DrupalCon thank you tweet
- ⤴ 2 tickets to Drupal Association panel & cocktail party
- ⤴ 2 Drupal Business Summit passes
- ⤴ Provide us with branded cups and napkins. We will use for coffee service

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### Code Sprint Sponsor - *Exclusive*

\$12,000

- ⤴ 4 conference passes
- ⤴ **Single booth** in Exhibit Hall
- ⤴ Logo, link, company description on sponsor web page
- ⤴ Logo on plenary screen
- ⤴ On-site signage at Code Sprint
- ⤴ Acknowledgment in Program
- ⤴ Job & Special offer posting
- ⤴ Event website ad
- ⤴ @DrupalCon thank you tweet
- ⤴ 2 Drupal Business Summit passes
- ⤴ 2 tickets to Drupal Association panel & cocktail party

### Opening Reception Monday Night

\$6,000 – up to 2 sponsors

- ⤴ 2 conference passes
- ⤴ **Prominent table during event**
- ⤴ Logo on event signage
- ⤴ Logo, link, company description on event site
- ⤴ Logo on plenary screen
- ⤴ Acknowledgment in Program
- ⤴ Job & Special offer posting
- ⤴ Event website ad
- ⤴ @DrupalCon thank you tweet
- ⤴ Provide us with branded napkins to be distributed with event beverages

### Lunch Sponsorship - One sponsor per day

\$5,000

- ⤴ 2 conference passes
- ⤴ Logo, link and company description on sponsor webpage
- ⤴ Sponsor name in lunch title
- ⤴ On-site signage at lunch
- ⤴ Acknowledgment in Program
- ⤴ Logo on plenary screen
- ⤴ Job & Special offer posting
- ⤴ Provide branded napkins and we will put out during lunch service

### Trivia Night – Community Event

\$3,000 – up to 2 sponsors

- ⤴ 2 conference passes
- ⤴ Logo on event signage
- ⤴ Logo, link, company description on event site
- ⤴ Logo on plenary screen
- ⤴ Acknowledgment in Program
- ⤴ Job & Special offer posting

### DrupalCon Party Sponsorships

TBD: Party concept is being defined.

Please email

[megan@association.drupal.org](mailto:megan@association.drupal.org) if you are interested in sponsoring.

### Name Badge Lanyard

\$6,000 - One sponsor.

Only for Platinum/Diamond sponsors

### Room key. Only for Platinum sponsors

\$6,000 (EXCLUSIVE)

Your logo on guest room keys

### Individual Sponsor: \$100

Your donation goes toward DrupalCon scholarships for worthy Drupal community contributors.

### Scholarships

Your donation helps bring talented contributors to DrupalCon

Partial - \$ 500

Full - \$1,000

Name on event site, on plenary screen, and in program guide's acknowledgment page.

### Media Partner

Media sponsorships are a great way to exchange links and co-promote services, products and websites that complement DrupalCon. To partner, contact [megan@association.drupal.org](mailto:megan@association.drupal.org)

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# DRUPALCON PORTLAND 2013 ORDER FORM

## SPONSORSHIP SELECTIONS

<b>SPONSOR LEVELS</b> <input type="checkbox"/> Diamond \$45,000 <input type="checkbox"/> Platinum \$25,000 <input type="checkbox"/> Gold \$12,500 <input type="checkbox"/> Silver \$7,500 <input type="checkbox"/> Bronze \$4,000 <input type="checkbox"/> Supporter \$2,000	<b>ADDITIONAL PACKAGES</b> <input type="checkbox"/> Day Stage \$15,000 <input type="checkbox"/> Power Chord \$15,000 <input type="checkbox"/> Coffee \$12,000 <input type="checkbox"/> Drupal Games \$12,000 <input type="checkbox"/> Code Sprint \$12,000 <input type="checkbox"/> Opening Reception \$6,000 <input type="checkbox"/> Trivia Night \$3,000 <input type="checkbox"/> Lunch \$5,000 <input type="checkbox"/> Full Scholarship \$1,000 <input type="checkbox"/> Partial Scholarship \$500 <input type="checkbox"/> Individual Sponsorship \$100
<b>SPECIFIC TO CERTAIN SPONSOR LEVELS</b> <input type="checkbox"/> Lanyard \$6,000 <input type="checkbox"/> Room Key \$6,000	

**Payment Terms: Net 30. Sponsors must pay in full to set up their sponsor booth.**

**TOTAL AMOUNT DUE:** \_\_\_\_\_

### PRIMARY CONTACT

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### BILLING INFORMATION

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### PAYMENT INFORMATION

Company Check (Make Payable to DrupalCon Inc)    Visa    MasterCard    American Express    Other  
Print Cardholder Name: \_\_\_\_\_  
Cardholder Signature: \_\_\_\_\_  
Card Number: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_

Purchase Order  
Number: \_\_\_\_\_

**For questions call:** Call phone: +1 480.818.9825, skype megan.sanicki, or email [megan@association.drupal.org](mailto:megan@association.drupal.org). Please return signed paperwork via fax to: 202-204-0620, or mail to: DrupalCon Inc., 2828 SW Corbett Avenue, Suite 204, Portland, OR 97201

## DRUPALCON PORTLAND: SPONSORSHIP PACKAGE

### DRUPALCON PORTLAND 2013 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 2828 SW Corbett Avenue, Suite 204, Portland, OR 97201 (hereinafter "DCI"), and \_\_\_\_\_, with its principal place of business located at \_\_\_\_\_ (hereinafter "Exhibitor"), effective on the date signed below.

1. Booth reservation: Exhibitor hereby reserves booth number \_\_\_\_ for the DrupalCon Portland 2013 conference scheduled for May 20 - 24, 2013 to be held at Oregon Convention Center. DrupalCon Portland Sponsors and Exhibitors can buy their package during the DrupalCon Denver conference and select their booth. They have thirty (30) days upon signing to pay for their package. In the event, they do not pay within 30 days, they are still committed to their package, but will release their booth selection. When the Exhibitor pays in full, they can select an available booth. Also, DrupalCon sponsors can select their booth based on the Payment Plan option detailed in Section 10. All other Exhibitors (those that did not Exhibit or sponsor at DrupalCon Denver) can select their booth when they pay in full.
2. Booth Fee: The fee for the reservation and use of the booth is included with your sponsorship. Furnishings for each standard booth include one table, two chairs, a power source and Internet access. Double booths include two tables, four chairs, a power source and Internet access. Other equipment is available for an additional fee by separate agreement and upon request. **BOOTHS DO NOT COME WITH CARPET. SPONSOR RENTS THIS THROUGH THE EXPO SERVICES COMPANY.**
3. Advertisements: Exhibitor agrees to provide suitable copy for a web advertisement as included with the sponsorship package.
4. Registration Fee Waived: Exhibitor is entitled to the number of registrations included with their sponsorship. **Free Conference Passes must be redeemed by April 19<sup>th</sup> at 11:59pm Pacific Time, 2013.** Additional registrations may be purchased at the then current registration cost.
5. Restriction on Location of Exhibits & Solicitation: Exhibitor agrees not to conduct or solicit business in the exhibit hall unless they have rented exhibit space. Exhibitor agrees not to exhibit products and services at the conference except in the exhibit hall, conference program time slot, or other designated areas.
6. Booth Assignments: DrupalCon Exhibitors who sign up by April 30, 2012 understand that they have 30 days to pay for their booth or else they will select their booth when they pay in full. Or, DrupalCon Denver Exhibitors select their booth according to the Payment Plan detailed in Section 10. All other Exhibitors understand that booth assignments will be made in the order that full payment is received at DCI. Assignments will not be made until all required fees have been paid. If so mandated by Venue, Fire Marshall or other legal entity, DCI reserves the right to adjust floor plans and booth assignments as necessary. DCI reserves the right to change booth assignments at any time.
7. Booth Size and Equipment: Exhibitor agrees to the following Booth terms: Each double exhibit booth (20'W x 8'H x 10'D) includes draped back and sides, two 6' draped tables, 4 chairs and two 110v electrical outlets. Each single exhibit space (10'W x 8'H x 10'D) includes draped back and sides, and if requested one 6' draped table, 2 chairs, and two 110v electrical outlets. No credit is provided for equipment that is not used. Additional booth furnishings, audiovisual equipment, electrical and telephone connections, signs and drayage services, AND CAPRETING 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. Booth side dividers of a height in excess of 35" must not extend further than three feet out from the back

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wall. Booth walls must not exceed eight feet in height. 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. All local labor rules and regulations MUST be followed by all exhibitors.

8. Internet Connections: Network access will be provided through a wireless connection (wifi); actual throughput speeds and up times are not guaranteed.

9. Cancellation: Applicable fees are based on the date that payment is received by DCI. Exhibitor may cancel this agreement by written notice to DCI. The Cancellation fee schedule is as follows:

- ⤴ Cancellations made between March 20, 2012 and July 20, 2012 are subject to a 25% cancellation fee.
- ⤴ Cancellations made between July 21, 2012 and September 20, 2012 are subject to a 50% cancellation fee.
- ⤴ Cancellations made between September 21, 2012 and December 31, 2012 are subject to a 75% cancellation fee.
- ⤴ No refunds will be granted on cancellations made on or after January 1, 2013

### 10. Payment Plan

**Option 1:** Sign by April 30th and divide payments over 5 months with full payment by August 31st. The payment schedule is: 20% now, 20% May 31st, 20% June 30th, 20% July 31st, 20% August 31st. Upon receiving your deposit, you can select your booth. However, if we don't receive your final payment, then we will release your booth and you will be able to select again once you've paid in full.

Sign up after April 30th with the following payment plans. However, sponsors select their booth upon final payment.

**Option 2:** Sign up by May 31st with the following payment schedule:  
25% now, 25% June 31st, 25% July 31st, 25% August 31<sup>st</sup>

**Option 3:** Sign up by June 30th with the following payment schedule:  
33% now, 33% July 31st, 33% August 31st.

**Option 4:** Sign up by July 31st with the following payment schedule:  
50% now, 50% August 31st.

### **After August 31st all sponsor sales are net 30**

11. 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 must request permission from DCI in writing and receive permission from DCI in writing. If approval is granted, Exhibitor shall submit the necessary certificates of insurance in advance so that permission can be secured for said contractor to operate.

12. 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 its representatives at the then current registration cost. Exhibitor is not permitted to sublet booths or assign this lease in whole or in part.

13. Limitation of Liability: Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Convention 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 Convention facility as well as their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from

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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.

14. 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.

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

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

17. 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.

18. Distribution of Printed Material, 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.

19. Listing of Exhibitors in Conference Material: Exhibitor will be listed on the Conference Web site and in the printed material distributed at the Conference. Exhibitor must supply a brief description (25 words or less), a vector-based file of the Exhibitor's logo or wordmark and a URL (Exhibitor Content). This Exhibitor Content must be received within 30 days of the event start date. If Exhibitor does not provide Exhibitor Content prior to that date, it may be listed by name only.

20. 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.

21. 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.

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

23. 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 \_\_\_\_\_