

# CODE & SUPPLY CONFERENCE SPONSORSHIP

Since 2012, Code & Supply has been producing conferences focused on an array of software topics. Subjects we've covered include functional programming, DevOps, mental health, web development, UX/UI design and work place communication.

Attendees love our events and we hope you will support us.

Abstractions (2016) sold out to an audience of 1700 in its first year and featured an All Star lineup of presenters

It is Code & Supply's goal to make events that are accessible to a wide audience of diverse individuals. One of the ways we maintain that accessibility is through low registration prices. We rely on sponsors like you to offset the cost to our attendees. With your support, we can continue to offer some of the most affordable conferences in the industry and still maintain our high standard of event quality.

Sponsorship puts your company's name in front of our audience as a brand they can trust. Whether you are selling a product or looking to hire, conference sponsorship is the most efficient way to connect with your audience. Save on the costs of paid advertising and recruiter fees by reaching our highly targeted audience. We've done the work of finding the people, now we just need your message.

## OUR EVENTS

### Abstractions

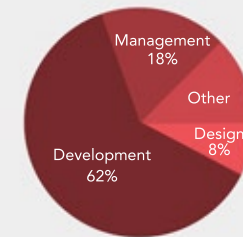
Cross-discipline conference featuring a mix of invited speakers and community submissions. Multi-track. 1,500 - 2,000 attendees.

### Uptime

DevOps and Systems Engineering focused conference with an invited lineup of the industry's best speakers. Single track. 300 attendees.

### Heartifacts

Mental health, communications, and team building topics built from community submissions. Single track. 100 attendees.



## WHO ATTENDS C&S EVENTS?

While each event we produce has a different focus and our audience may skew technologies between events, we find common themes. Our attendees largely have development roles (62%), followed by technology managers (18%), and designers (8%).

Because of focused diversity efforts, we often beat industry averages for attendees of non-white races and non-male genders.

For our larger events, we draw an international audience representing upwards of 16 countries. About 1/3 of our audience is local to the Pittsburgh region. The remainder of our audience comes from major east coast cities and major technology hubs around the country. Being near New York, Washington DC, Chicago, Atlanta, Philadelphia and other major cities makes our conference city easily accessible. Pittsburgh is a 1-hour flight for 1/3 of the US population.



# HEARTIFACTS

## APRIL 20-21, 2018

### PITTSBURGH, PA

Heartifacts is a conference created to facilitate the intimate and important conversations that software professionals need to have about mental health, communication techniques, and community involvement. Attendees will be empowered to advance their careers and themselves after this special event.

Attendance will be strictly limited at 100 attendees to preserve an atmosphere conducive to open and honest discussion. The program will be single track with group based break-outs. We've built our sponsorship packages to reflect the smaller attendance.

#### We'll Work With You to Build the Best Sponsorship for You

Our packages are built to allow customization. If you do not find the sponsorship perk that you want, contact us about building a custom package.

##### **Premier Sponsor - \$5,000**

Be the name people associate with this event!

- Company logo on event signage
- Two email campaigns to attendees
- Best booth placement
- Invitation to conference VIP dinner
- 5 free registrations & discounted extras
- All of the perks of lower levels

##### **Table Sponsor - \$1,500**

Have a memorable presence at the event!

- 6' table for your company's use
- Display materials at the registration table
- Stage announcements by conference team
- Logo on conference website
- Extra social media thanks
- 2 free registrations
- All of the perks of lower levels

##### **Community Sponsor - \$500**

Put your name out there!

- Thanks on social media
- Name and link on conference website
- Include materials in attendee gift bag
- 1 free registration

## A LA CARTE SPONSORSHIPS

We offer a limited number of opportunities to purchase a la carte sponsorships. These are on a first come first serve basis. Have your name featured alongside one of these conference amenities.

##### **Wristbands - \$1,000 + cost**

##### **Video Production - \$1,000 + cost**

##### **Snacks - \$500 + cost**

##### **Coffee - \$500 + cost**

##### **Party - \$2,000 + cost**

##### **Therapy Dogs Session - \$1,000**

##### **Lunch - cost**

*A la carte sponsorships include no additional perks. Quality thresholds required. Vendor restrictions may apply.*





## Questions?

We're happy to answer any questions

Email: [sponsorship@codeandsupply.co](mailto:sponsorship@codeandsupply.co)

Phone: 412-227-9338

Learn more about Code & Supply and our upcoming events at <https://codeandsupply.co>

# YOU'RE IN GREAT COMPANY

## Previous Sponsors



## Ready to go?

Seen enough and ready to sponsor? Great! You'll need to get in touch with one of our team members to start the process. They'll collect some basic information about you and your company so we can send an invoice and sponsor contract.

Email the team: [sponsorship@codeandsupply.co](mailto:sponsorship@codeandsupply.co)



We find sponsors play a significant role in the value they receive from conference sponsorship. Providing us with high resolution images specially formatted for social media sharing, staffing a table with friendly faces and good swag, team presence throughout the event, and knowing your goals are all things that you can control that have a significant impact.

We want to make sure our sponsors keep coming back. Let us know any way we can make your sponsorship more valuable.