techbash

November 8-11, 2022

Kalahari Resort, Pocono Mountains, PA

2022 Sponsorship Prospectus

A bit about TechBash

TechBash is a community driven, mid-sized conference for professional developers

TechBash is for developers who are passionate about software and our aim is to inspire them to build great things.

As a mid-sized conference, we serve the needs of developers who want the big conference content with the vibe of a smaller event. This kind of conference is growing in popularity around the country. We are building an event that fosters collaboration and conversation between attendees, speakers, and sponsors. We are a nonprofit organization and TechBash is organized and run by volunteers who are passionate about the tech community.

COVID-19 and TechBash

TechBash is committed to running a safe and fun in person event. As of the publication of this document the TechBash Board and Planning Committee are working on the assumption that COVID-19 restrictions will be loosened enough that we can offer an in-person event.

TechBash is working closely with the Kalahari event planning staff to stay current with the evolving set of safety precautions and best practices for hosting an in-person event.

As we approach the event, if we feel that our attendees, sponsors, presenters, colleagues, and friends will be placed in harm's way or will not have an enjoyable time, we will reconsider the 2022 in-person event.
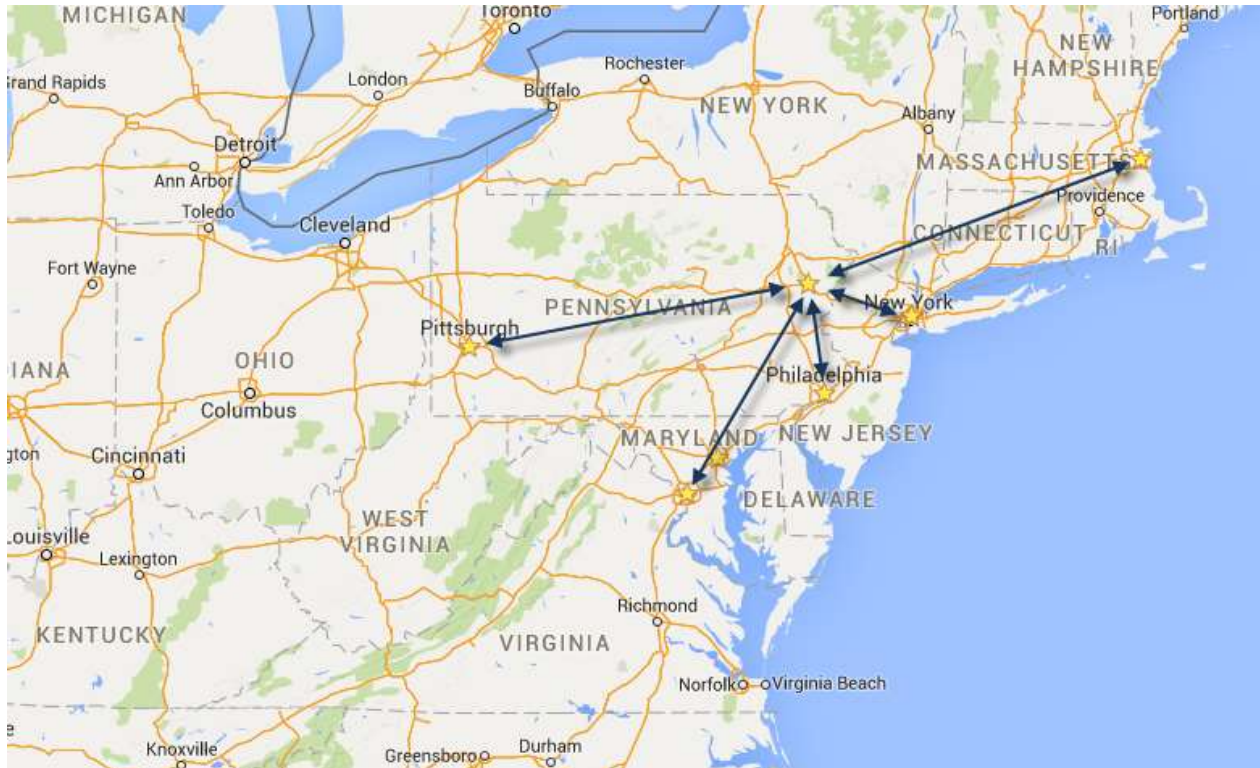
If we are unable to put on the event as planned, we will refund sponsorships. We believe that the 2022 event will be a great opportunity to safely get your message out to a top-notch technical audience and we are happy to work with you with whatever you need to ensure a smooth event. Thank you for being a foundational part of TechBash!

What makes TechBash great?

As in previous years, we are offering a pre-conference day (on Tuesday November 8) with full-day workshops. Full day, deep dive workshops are a great draw as our research shows that larger companies are interested in sending their staff to events that feature industry experts presenting in depth content, and our attendees have reported that they receive an enormous benefit from the focused interaction.

Location:

TechBash is in the Northeast US, close to a huge population of software developers. We are within 2 hours of NYC and Philly. That puts us within easy driving distance of an area between Washington DC and Boston and a lot of people in between.
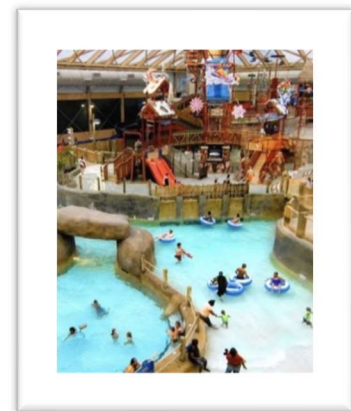
Content:

We are a platform agnostic conference covering a wide range of technologies. We recruit experienced, well-known speakers from across the US and beyond. We offer our attendees a wide variety of content focused on high quality, pragmatic topics including architecture, development, web, cloud, mobile, security and DevOps. We offer talks on the latest and greatest technology in the developer community, but also the bread-and-butter information that any developer will find useful.

We're building an event that fosters collaboration and conversation between attendees, speakers, and sponsors.

Venue:

And our venue is awesome! The Kalahari Resort and Convention Center in Pennsylvania's Pocono Mountains is brand new and state of the art. The conference area is large, new and hi-tech. The food is outstanding. TechBash is held in the convention center, and, since the attached resort has one of the largest indoor water parks in the United States, most of our attendees stay onsite for the duration of the conference. With discounted room rates, a killer opening night reception, an open gaming space and a full day of free STEM sessions for kids our attendees are actively involved in the conference venue long past the final breakout session of the day.

What makes sponsoring TechBash different?

Our approach is simple: Allow you to make a more direct connection between your sponsorship dollars and our costs and allow you to only pay for the things that make sense for you. How do we do that? Flexibility. Yes, we can make this simple and offer basic sponsorship packages to our vendors. But we also offer you the chance to build your own package. We know that each vendor has different needs and a different message to get out. So, we do not force you into a package that doesn't fit your plan. If you have an idea, just let us know. We are very flexible and encourage creativity.

Sponsorship Opportunities

	Headline	Platinum	Gold	Silver	Booster
Price	$8,800	$4,400	$2,200	$1,100	Free with purchase of 6 or more tickets
Limit	1	4	6	Unlimited	Unlimited
Attendee Tickets	4	2	2		
Exhibition Space	Yes	Yes	Yes	Add-on Available	
Attendee Address	1	1			
Keynote Banners (sponsor supplied)	Yes	Yes			
Attendee Bag Insert	Yes	Yes	Yes	Yes	
Website Logo	Largest	Large	Medium	Small	Smaller
Social Media	Included in premium campaign	Included in premium campaign	Included in campaign		

Additional Sponsorship Options

Item	Description	Cost
Exhibition Add-On	Want to get your message in front of TechBash without travel overhead? Add this on to any Silver or Breakout Room sponsorship and you will receive space in the exhibition hall to display promotional materials. TechBash staff will manage the replenishment of your materials and ensure your display space is professionally managed. Please note that promotional materials must be received by TechBash prior to the sponsor materials deadline in order to be displayed.	$350
Vendor Session Add-On	Get a spotlight on your message with chance to present to TechBash attendees in a dedicated 15-minute vendor session on the Thursday of the conference. This can be added to any Gold or higher sponsorship package.	$400 (Limit 4)
Attendee Party	Mix it up! Spend the evening making merry with your fellow TechBash attendees indoors as well as on the beautiful outdoor Kalahari veranda (weather permitting).	Starting at $2,000
Family Day	TechBash is a family friendly event, and the Friday of our conference is filled with sessions and activities for kids. Past activities have included web development, electronics building sessions, engineering challenges along with games and fun. Show your support for TechBash families by sponsoring the next generation.	Starting at $750
Diversity Event	TechBash is dedicated to welcoming and promoting diversity in the technical community. You can be a part of our diversity plan by contributing to an event supporting diversity.	Starting at $750
Game Night	The second night of the conference is our family game night, where we welcome all TechBash	Starting at $750

	guests and their families to hours of open gaming in the exhibition hall. You can be a part of this by sponsoring snacks and drinks to help create those one-of-a-kind memories.	
Lanyard Sponsor	Your company's name and/or URL could be imprinted in the on the ribbon draped around the neck of every conference attendee. No extra work for you, we'll design and order the lanyards.	$2,000 (Limit 1)
All Day Coffee Sponsor	Coffee is a critical part of any tech conference. When you sponsor the coffee, we'll set up the coffee station with custom table drapery for your company, custom signage and even custom coffee cups with your logo! That's a great way to make an impression.	$2,000/day (Limit 2)
Breakout Room Sponsor	A great way to get visibility for your company is to sponsor a breakout room! We re-name the room for your company for our entire event. You can put signs/banners in the room. And if you are at TechBash, you can put your marketing material on every seat for each session if you want. It's your room for 3 days. Got other ideas? Just let us know.	$1,500 (Limit 4)
Wi-Fi Sponsor	This is a tech conference and great Wi-Fi is a staple. Wouldn't it be great if every attendee was connected to a network with your company's name on it? Well, they could be when the Wi-Fi network is customized with your name.	$1,000 (Limit 1)

Details and Other Options

Exhibition Space (included in Platinum and Gold plans)

Being an exhibitor is a great way to connect with our attendees. Our exhibition space is unusual because it's also our attendee lounge, used for coffee and snacks, game night and attendee party too. That means there is a lot of traffic with attendees meeting vendors, socializing, and getting snacks. Exhibitors get a table for 2 days (Wednesday and Thursday) along with 2 all access tickets for your staff.

Attendee Address (included in Headline and Platinum plans)

Speaking to our attendees is an awesome way to deliver your message. We have 4 slots available to our Platinum Partners including 1 five-minute address during the keynote or 3 fifteen-minute slots during a daily break. Headline sponsor gets first choice of slots.

Insert Your Idea Here – Contact Us

This list is really meant to get your creative juices flowing. So, contact us and we can talk about your ideas. Drop us an email.

Joe Kuemerle: joe@techbash.com
Jason Gaylord: jason@techbash.com
Alvin Ashcraft: alvin@techbash.com

The "Fine Print"

By participating in TechBash as either a speaker, sponsor, or attendee, you are agreeing to adhere to our Code of Conduct policy. This policy can be found on our website by visiting **https://techbash.com/code-of-conduct.**