



JUNE 2-6, 2014

DrupalCon Austin,
Austin Convention Center,
Austin, Texas, USA

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: DrupalCon Austin and DrupalCon Amsterdam. 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

If Drupal is important to your business, then sponsoring DrupalCons Austin and Amsterdam 2014 is a necessity.

Our Sponsor Packages are designed to help your business with lead generation, branding, talent recruitment and networking at all levels and price points.

However, if you are simply looking for a way to give back to the community, check out our Drupal Love Packages that start at very competitive entry rates.

If you're looking for a longer term, full-year, community engagement, and are interested in bundling sponsorship discounts, check out our Partner Programs.

- Supporting Partner Program: for Drupal-related businesses
- Drupal Technology Partner Program: for third party software companies which integrate with Drupal and tools companies who help Drupalers build great sites

To speak with a sponsorship sales person contact:

sponsor@association.drupal.org and one of our account managers will contact you

If you are interested in a media partnership, contact:

Joe Saylor
joe@association.drupal.org

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 Austin and Amsterdam. Let's take a look at our attendees from our 2012 DrupalCons.

North America

Demographics: DrupalCon Portland

Developers 86%	Site Builders 43%	Site Admins 40%	PMs 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

Anticipated: 4,000 Austin, 2014	Actual: 3,300 Portland, 2013	Actual: 3,075 Denver, 2012
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Europe

Demographics: DrupalCon Munich

Developer & Site Builder 70%	CXO/Manager 20%	Designer & Themer 7%	Project Manager 3%
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Attendance

Anticipated: 2000 Amsterdam, 2014	Actual: 1840 Prague, 2013	Actual: 1750 Munich, 2012
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DRUPALCON AUSTIN

SPONSOR PACKAGES

Join us in Austin, Texas and be part of the largest, most anticipated DrupalCon as thousands of Drupalers come together to celebrate the release of Drupal 8.

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. If you are looking for additional exposure, you can LEVEL UP your sponsor package with add-ons.
3. Looking for even more flexibility in your benefits? Contact us for a custom quote.

CORE SPONSORSHIPS

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

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
PRICE (in USD)	\$45,000	\$25,000	\$12,500	\$7,500	\$4,000
Quantity Available	2	8	12	24	no limit
DrupalCon Tickets	24	16	8	5	2
Exhibit Booth	20' x 10'	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	Includes 3 Minute Speaking Opportunity	---	---	---	---
Business Showcase Session Session listing in printed schedule, website. Audio recording posted to our YouTube channel.	1 Recorded Session (50 minutes)	1 Recorded Session (25 minutes) - Bonus A: Level up to a full 50 minute session	Bonus A: Lightning Talk (15 minutes) - or - Join a Panel	---	---
Premium Logo Placement in Attendee Email	Top Tier	Second Tier	---	---	---
Drupal Association News Blog Post (approval required)	One Post	Redeemable if you are in the Partner Program	---	---	---
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 following the conference	Bonus B: Redeemable following 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	2 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
- Dedicated sponsor node with logo, link, company description, and contact information
- Logo on morning main stage screen
- Company name and sponsor level listed in program guide
- Unlimited posting access to the DrupalCon jobs board
- Provide a special offer to attendees for inclusion in our post-con attendee mail
- 2 tickets to the Thursday evening VIP Reception
- Opportunity to provide prizes for DrupalCon raffles and games, with attribution

PACKAGES FROM \$2,000 - \$5,000

Trivia Night Sponsor - one available - \$2,000

Help fund this popular community event where hundreds of Drupal's biggest geeks gather to socialize and compete for first place.

- 2 DrupalCon tickets
- Logo on Trivia Night signage
- Logo on table tents at event
- Opportunity to provide branded napkins or branded snack-items to hand out at the bar
- Opportunity to provide attendees with branded pen/pencils to use in the game and we will distribute them for you.
- Opportunity to announce and hand out the awards at the end of the night.

Birds of a Feather Room (BOF Room) Sponsor - five available - \$2,000

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.

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

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

Run a developer contest before DrupalCon and then announce the winner on the stage. You create the contest and post it on your website several weeks before DrupalCon. Then, we will:

- Promote the event via social media
- Post your blog about the event
- Promote your event in an attendee email
- Your event listed on the website under "Conference Program"

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 on the Exhibit Hall Stage.

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

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.

- 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 or the monetary equivalent

Opening Reception Sponsor - two available - \$3,000

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 earlybirds.

- 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
- 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

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

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.

Note: Sponsor pays the cost of furniture rental

Lunch Sponsor - one per day - \$3,500 (20% discount if you buy all 3 days)

- 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
- Opportunity to provide a branded item (like napkins) and we will put out during lunch service. If you'd rather serve something fun like ice cream, we can do that too!
- Provide table tents or swag and you can put them out at lunch tables
- Note: sponsor pays the cost to produce item or food purchase

Coffee Sponsor - one per day - \$3,500 (20% discount if you buy all 3 days)

- 2 DrupalCon tickets
- 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
- Note sponsor pays the cost to produce item or food purchase

Hack-a-thon - one available - \$5,000 + AV + food/beverage

On Monday, kick DrupalCon off with a fun hacker event that highlights your product and captures the Drupal community's innovative spirit. You are welcome to invite your partners to join and share the cost. You program the event and we will:

- Promote the event via social media
- Post your blog about the event and we'll help promote it
- Your event will be featured in the attendee Events + Activities mailing
- Your event listed in the conference schedule
- Your event on room signage
- Note: sponsor pays the cost for any catering

*We encourage you to announce your Hack-a-thon early so attendees book their flights to arrive early enough for your event!

Water Sponsor - one available - \$5,000

Texas + June = HOT. Help keep Drupalers cool with the water sponsorship. Your brand will align with the caring and helping nature of the Drupal community!

- Branded signage next to several water coolers located throughout the venue
- We (or your team!) will hand out your branded water bottle to attendees at registration
- Next: sponsor must provide the branded water bottles at their own cost

PACKAGES FROM \$12,000 - \$15,000

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

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"
- Dries Buytaert, Drupal founder, 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 - one available - \$12,000

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.

- 8 DrupalCon tickets
- One full recorded Business Showcase session (50 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

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

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.

- 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

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

LEVEL UP

Affordable upgrades to your Module or Core sponsor packages

Looking for some more branding and exhibiting power? Or do you want your job postings to really stand out? Check out these ways to level up your sponsor package.

Add a booth or expand your booth:

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.

Promote your Drupal Job Postings - \$1,500

This is a great add-on for sponsors who want an extra push of their Drupal job postings.

- "I am hiring" sign for your booth
- Designation next to your job posting in the DrupalCon job board
- Designation on your booth listing on exhibitor map in the program guide
- We will promote your feature listing via social media, attendee email

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

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 - \$4,000. One color logo on hotel key cards

Tote bag sponsor - \$4,000. 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 PACKAGES

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.

Tier 1 - \$500

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

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 Wi-Fi. Bring a freestanding banner to dress up your area!
- 1 ticket to the VIP reception

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

You can find a list of Partner Program benefits at association.drupal.org.

ORDER FORM

CORE Sponsorships

- Diamond \$45,000
- Platinum \$25,000
- Gold \$12,500
- Silver \$7,500
- Bronze \$4,000

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|-------------|---------|---------|---------|
| circle one: | Bonus A | Bonus B | Bonus C |
| circle one: | Bonus A | Bonus B | Bonus C |
| circle one: | Bonus A | Bonus B | Bonus C |

MODULE Sponsorships

- Keynote street team \$2,500
- Birds of a Feather \$2,000
- Trivia Night \$2,000
- Sponsored Lounges \$3,000 + furniture
- Opening Reception \$3,000
- Developer contest \$3,000
- Live Streaming \$3,000
- Lunch \$3,500
- Coffee \$3,500
- Hack-a-thon \$5,000
- Water sponsorship \$5,000
- Business Showcase \$12,000
- Contribution Sprint \$12,000
- Power Up \$12,000
- Drupal Games \$15,000

Level Up

- Lanyard \$6,000
- Hotel room key \$4,000
- Totebag sponsorship \$4,000
- Promote your jobs \$1,500

Drupal Love Packages

- Tier 1: \$500
- Tier 2: 1,500

- Add a booth or expand your booth \$3,000 x ____ additional 10 x 10 area= \$_____

TOTAL _____

<p>Supporting Partner Program</p> <p>For Drupal-related businesses. Learn about program benefits like sponsorship discounts at association.drupal.org/supporting-partners</p> <p><input type="checkbox"/> Supporting Partner \$2,500 <input type="checkbox"/> Supporting Partner Premium \$7,500</p>	<p>Drupal Technology Partner Program</p> <p>For companies who help Drupalers build great sites (ISVs, Tools, Services) Learn about program benefits at association.drupal.org/technology-partners</p> <p><input type="checkbox"/> Platinum \$15,000 <input type="checkbox"/> Gold \$7,500 <input type="checkbox"/> Silver \$2,500</p>
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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 Austin and Partner Program Payments are in USD\$

TOTAL AMOUNT USD \$ _____

Primary contact

Name: _____

Company: _____
 (written exactly as it should appear in DrupalCon materials)

Email: _____

Skype: _____

Phone #: _____

QUESTIONS? Email sponsor@association.drupal.org

Please return signed paperwork via fax to: +1 971.229.4545, or mail to: DrupalCon Inc., 2828 SW Corbett Avenue, Suite 203, Portland, OR 97201.

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 2828 SW Corbett Avenue, Suite 203, Portland, OR 97201 (hereinafter "DCI"), and _____ (hereinafter "Exhibitor"), effective on the date signed below.

1. Booth Assignment: Exhibitor understands that 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 power source, wifi access and a draped table with 2 chairs.

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. 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, 2013 is subject to a 25% cancellation fee.
- Cancellation made on or before February 1, 2014 is subject to a 50% cancellation fee.
- Cancellation made on or before May 1, 2013 is subject to a 75% cancellation fee.
- No refunds will be granted on cancellation made on or after May 2, 2014.

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. 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). All Exhibitor Content must be received by May 1, 2014 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 _____

Sponsor _____

Signed _____ Date _____

Name _____

Drupalcon, Inc. _____

Signed _____ Date _____