

# DRUPALCON PRAGUE

## WHAT IS DRUPALCON?

DrupalCon is an international event hosted by the Drupal Association and amazing community volunteers. For one week, this event 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 Prague 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. Whether you're new to the community, have been around a while, or are just curious to see what all the fuss is about, we have a place for you.

### DATES

23-27 September 2013

### VENUE

Prague Congress Centre  
5. Května 65  
Prague, Czech Republic

See a virtual tour of the venue: <http://www.kcp.cz/>

## DRUPALCON BY THE NUMBERS

<b>1500-1800</b> <b>ESTIMATED</b> <b>2013</b>	1800 Munich 2012	1,750 London 2011	1,200 Copenhagen 2010	750 Paris 2009	550 Szeged 2008	400 Barcelona 2007	25 Belgium 2005
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## DEMOGRAPHICS

Each country hosting a DrupalCon attracts a slightly different audience, but overall, DrupalCon Europe is a strong developer and site builder event. DrupalCon Munich 2012 attendees included:

- ⤴ 70% Developer / Site Builder
- ⤴ 20% Business Person
- ⤴ 7% Designer/Themer/Frontend Developer
- ⤴ 3% Project Manager

### INTRODUCING EXHIBIT HALL PASSES

To help grow the business evaluator audience, we are giving sponsors the opportunity to purchase these one-day passes so you can invite your prospective clients. Since the event is now in September, it's much easier for them to attend!

## 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.

The sponsorship packages are priced to fit a wide range of budgets and designed to help you achieve your business goals. Sponsor benefits provide highly targeted branding, lead generation and talent recruitment.

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	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
<b>EURO [payment is in EURO] CZECK KORUNA (equivalent) USD (equivalent)</b>	€ 20.000 CZK 504,250 \$25,000	€10.000 CZK 248,900 \$12,500	€ 6.000 CZK 149,330 \$7,500	€ 3.500 CZK 87,100 \$4,400	€ 1.500 CZK 37,300 \$1,880
<b>CONFERENCE PASSES</b>	20	10	5	3	1
<b>EARLY BIRD TICKET RATE</b>	Unlimited	Unlimited	----	----	----
<b>EXHIBIT OPPORTUNITY</b>	6m x 2m	6m x 2m	3m x 2m	2m Table	-----
<b>EVENT SITE: LOGO, LINK ADO SITE: DESCRIPTION</b>	Yes	Yes	Yes	Yes	Yes
<b>WEB AD ON EVENT WEBSITE</b> Rotating 300x250 image	Ad will appear 50% more times then Platinum	Ad will appear 50% more times than Gold	Ad will appear 50% more times than Silver	Yes	-----
<b>LOGO ON HOME PAGE</b>	Yes	Yes	-----	-----	-----
<b>LOGO ON ALL WEB PAGES</b>	Yes	-----	-----	-----	-----
<b>ONLINE JOB POSTING</b>	Yes	Yes	Yes	Yes	Yes
<b>SPECIAL OFFER POSTING</b>	Yes	Yes	Yes	Yes	Yes
<b>LOGO ON MAIN STAGE SCREEN</b>	Yes	Yes	Yes	Yes	Yes
<b>PROGRAM GUIDE AD</b> (Sizes will be adjusted if guide format changes)	Full Page	Full Page	½ Page	¼ Page	Mention
<b>BUSINESS SHOWCASE PRESENTING OPPORTUNITY</b> <i>Formerly Day Stage</i>	60 minute Session	60 minute Session	15 minute Lightning Talk	-----	-----
<b>NAMED SESSION ROOM</b>	Yes	Yes	-----	-----	-----
<b>TOTE BAG INSERT</b>	Yes	Yes	---	-----	-----
<b>SPONSOR APPRECIATION HAPPY HOUR</b>	4 tickets	4 tickets	2 tickets	-----	-----
<b>LOGO ON GENERAL SIGNAGE</b>	Yes	Yes	-----	-----	-----
<b>KEYNOTE INTRODUCTION</b>	Yes	-----	-----	-----	-----
<b>KEYNOTE ROOM SIGN</b>	Yes	Yes	-----	-----	-----
<b>SPONSOR WEB BADGE</b>	Custom	Custom	Custom	Standard	Standard
<b>THANK YOU TWEET</b>	Two	One	One	One	One

## **DRUPALCON PRAGUE: SPONSORSHIP PACKAGE**

# **ADDITIONAL SPONSOR PACKAGES**

### **BUSINESS SHOWCASE SPONSOR - € 8.000, CZK 199.200, USD\$ 10,000**

- ⤴ Five DrupalCon conference tickets
- ⤴ Named Business Showcase Room
- ⤴ One 60 minute Business Showcase session
- ⤴ One single booth
- ⤴ Half page ad in program guide
- ⤴ Logo and link on DrupalCon site, company description on [association.drupal.org](http://association.drupal.org) sponsor page
- ⤴ Logo on main stage screen
- ⤴ Acknowledgement in program guide
- ⤴ Job & Special offer posting
- ⤴ Web ad on DrupalCon site
- ⤴ 4 tickets to the Sponsor Appreciation Happy Hour

### **NAME BADGE LANYARD - € 2.300, USD\$ 3,000 (ONE Available. Only for Platinum/Diamond sponsors)**

Your one-color logo will be printed on the lanyard in the color of your choice.

### **COFFEE BREAK SPONSOR - € 3.500, CZK 87,100, USD\$ 4,400 (One sponsor per day)**

- ⤴ Two DrupalCon conference tickets
- ⤴ Logo on coffee station(s) signage
- ⤴ Distribution of sponsor branded napkins & cups (items produced by sponsor)
- ⤴ Logo and link on DrupalCon site, company description on [association.drupal.org](http://association.drupal.org) sponsor page
- ⤴ Logo on main stage screen
- ⤴ Acknowledgement in program guide
- ⤴ Job & Special offer posting
- ⤴ Web ad on DrupalCon site

### **LUNCH SPONSORSHIP - € 3.500, CZK 87,100, USD\$ 4,400 (One sponsor per day)**

- ⤴ Two DrupalCon conference tickets
- ⤴ Logo on lunch station(s) signage
- ⤴ Distribution of sponsor branded napkins (item produced by sponsor)
- ⤴ Logo on main stage screen
- ⤴ Logo and link on DrupalCon site, company description on [association.drupal.org](http://association.drupal.org) sponsor page
- ⤴ Acknowledgment in program guide
- ⤴ Job & Special Offer posting
- ⤴ Web ad on DrupalCon site

## **DRUPALCON PRAGUE: SPONSORSHIP PACKAGE**

### **CONTRIBUTION SPRINT SPONSOR - € 2,500, CZK 62,200 USD\$ 3,100 (One sponsor opportunity)**

- ⤴ Two DrupalCon conference tickets
- ⤴ Logo and link on DrupalCon site, company description on [association.drupal.org](http://association.drupal.org) sponsor page
- ⤴ Logo on main stage screen
- ⤴ Signage placed at the Contribution Code Sprint rooms on Friday
- ⤴ 1/4 page ad in program guide
- ⤴ Acknowledgment in program guide
- ⤴ Job & Special Offer posting
- ⤴ Web ad on DrupalCon site

### **EXTENDED SPRINTS SPONSOR - € 2.500, CZK 62,200, USD\$ 3,100 (One sponsor opportunity)**

- ⤴ Two DrupalCon conference tickets
- ⤴ Logo and link on DrupalCon site, company description on [association.drupal.org](http://association.drupal.org) sponsor page
- ⤴ Logo on main stage screen
- ⤴ Signage placed at the Extended Sprint rooms on Monday
- ⤴ 1/4 page ad in program guide
- ⤴ Acknowledgment in program guide
- ⤴ Job & Special Offer posting
- ⤴ Web ad on DrupalCon site

### **BOF ROOM SPONSOR - € 2.500, CZK 62,200, USD\$ 3,100 (Four sponsor opportunities)**

Birds of a Feather (BOF) is a casual meeting of people interested in a specific topic (Drupal in the Enterprise, Drupal Marketing, etc.). Attendees schedule a meeting and use the room to discuss their topic with others. Support these community meet ups by sponsoring one of the four meeting rooms.

- ⤴ One DrupalCon conference ticket
- ⤴ Logo on room signage
- ⤴ Room named after your company
- ⤴ Logo on main stage screen
- ⤴ Acknowledgment in program guide
- ⤴ Logo and link on DrupalCon site, company description on [association.drupal.org](http://association.drupal.org) sponsor page
- ⤴ Job & Special Offer posting
- ⤴ Web ad on DrupalCon site

### **TRIVIA NIGHT SPONSOR - € 2,000, CZK 49,750 USD\$ 2,500**

A special community event that draws hundreds of Drupalers as they bond together and test their Drupal knowledge. Be the title sponsor of this fun gathering.

- ⤴ One DrupalCon conference tickets
- ⤴ Logo on trivia night signage
- ⤴ Title sponsorship promoted in program guide
- ⤴ Logo on main stage screen
- ⤴ Acknowledgment in program guide
- ⤴ Logo and link on DrupalCon site, company description on [association.drupal.org](http://association.drupal.org) sponsor page
- ⤴ Job & Special Offer posting
- ⤴ Web ad on DrupalCon site

## **DRUPALCON PRAGUE: SPONSORSHIP PACKAGE**

### **ATTENDEE GIFT GIVEAWAY- € 2.000, CZK 49,750, USD\$ 2,500 (Exclusive!)**

Produce a gift that is given away to all attendees! Brand a notebook, luggage tag, pen or something else creative for all attendees to enjoy. Sponsor is responsible for producing the gift. Drupal Association must approve the gift item before it is produced.

### **DRUPALCON SCHOLARSHIPS & INDIVIDUAL SPONSORSHIP**

**FULL Scholarship: € 800, CZK 20,000, USD\$ 1,000** (company)

**PARTIAL Scholarship: € 400, CZK 10,000 / USD\$ 500** (company)

**INDIVIDUAL Sponsorship: € 80, CZK 2,000, USD\$ 100**

Your contribution will help fund the DrupalCon grant and scholarship program.

Your name will be highlighted on the scholarships page, you will receive a @DrupalCon thank you tweet and your name will be listed on the plenary screen

### **JOB BOARD LISTING - € 400, CZK 10,000, USD\$ 500**

No longer just for sponsors, anyone attending DrupalCon can post a job listing on the DrupalCon job board, which is promoted to attendees via twitter and attendee email messages.

### **MEDIA PARTNER**

Media sponsorships are a great way to co-promote services.

Contact [megan@association.drupal.org](mailto:megan@association.drupal.org) to become a DrupalCon Media Partner.

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# ORDER FORM

<b>SPONSOR LEVELS</b> <input type="checkbox"/> Diamond € 20.000 <input type="checkbox"/> Platinum € 10.000 <input type="checkbox"/> Gold € 6.000 <input type="checkbox"/> Silver € 3.500 <input type="checkbox"/> Bronze € 1.500 <input type="checkbox"/> Individual Sponsor € 80 <input type="checkbox"/> Scholarship <input type="checkbox"/> Full: € 800 <input type="checkbox"/> Partial: € 400	<b>ADDITIONAL PACKAGES</b> <input type="checkbox"/> Job Board Listing € 400 <input type="checkbox"/> Business Showcase € 8.000 <input type="checkbox"/> Lunch € 3.500 <input type="checkbox"/> Coffee Break € 3.500 <input type="checkbox"/> BOF Room € 2.500 <input type="checkbox"/> Trivia Night € 2.000 <input type="checkbox"/> Attendee Gift Giveaway € 2.000 <input type="checkbox"/> Code Sprint € 2.500 <input type="checkbox"/> Lanyard € 2.300
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- **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**
- **Payment is in Euro**

**PRIMARY CONTACT**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_

**QUESTIONS?** 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 203, Portland, OR 97201.

## **DRUPALCON PRAGUE: SPONSORSHIP PACKAGE**

### **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 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. 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. Exhibit area sizes are as follows:

- ▲ **Diamond/Platinum** 6m wide x 2m deep booth area.
- ▲ **Gold/Business Showcase** 3m wide x 2m deep booth area.
- ▲ **Silver** 2 meter wide table

Other equipment is available for an additional fee by separate agreement and upon request.

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 an advertisement in the program booklet, as included with the sponsorship package.

**4. Registration Fee Waived:** Exhibitor is entitled to the number of registrations included with their sponsorship. Early Bird Rate and Free conference passes must be redeemed by 12 July 2013. Early Bird Rate can only be used for sponsors' employees.

**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. Cancellation made on or before 12 August 2012 is subject to a 25% cancellation fee. Cancellation on or before 12 December 2012 is

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subject to a 50% cancellation fee. Cancellation on or before 12 March 2013 is subject to a 75% cancellation fee. No refunds will be granted on cancellation made on or after 12 May 2013.

**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 hotel 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.



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**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 29 July 2013 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 \_\_\_\_\_