CLOUDDEVELOP

2016 Sponsorship Prospectus

Overview

Cloud computing is a critical part of the IT world. The public cloud services market is a rapidly growing, and extremely competitive market. Industry heavyweights such as Microsoft, Amazon, Google, Salesforce, and IBM are investing massive resources into their respective cloud platforms. We believe understanding the pros and cons, cost structures, architectural differences, and development techniques are the keys to being successful with whatever cloud platform suites a particular business or technical challenge.
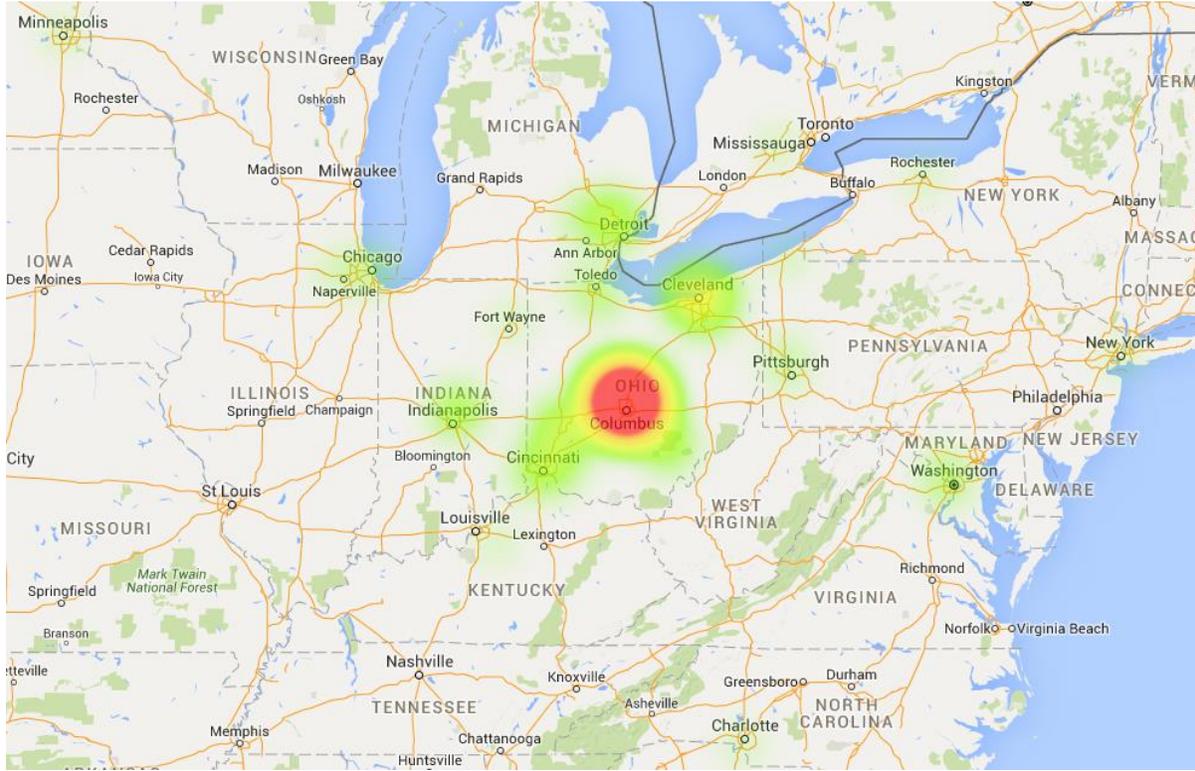
CloudDevelop is the Midwest's premier conference on cloud computing. CloudDevelop is proud to be returning for its fifth year on Friday, August 26th. The Ohio Union on the campus of The Ohio State University will once again serve as the venue for CloudDevelop. The conference is dedicated to bringing together developers and IT professionals who work with a wide variety of cloud platforms and software languages. For cloud providers and tool vendors, CloudDevelop will be the perfect place to highlight your products and services.

CloudDevelop will provide education, training and networking opportunities for the professional software development community focused on the architecture, development and management of applications in the Cloud. We expect to have over 200 of the Midwest's best application developers, architects, dev-ops, technical and business decision makers attend CloudDevelop.
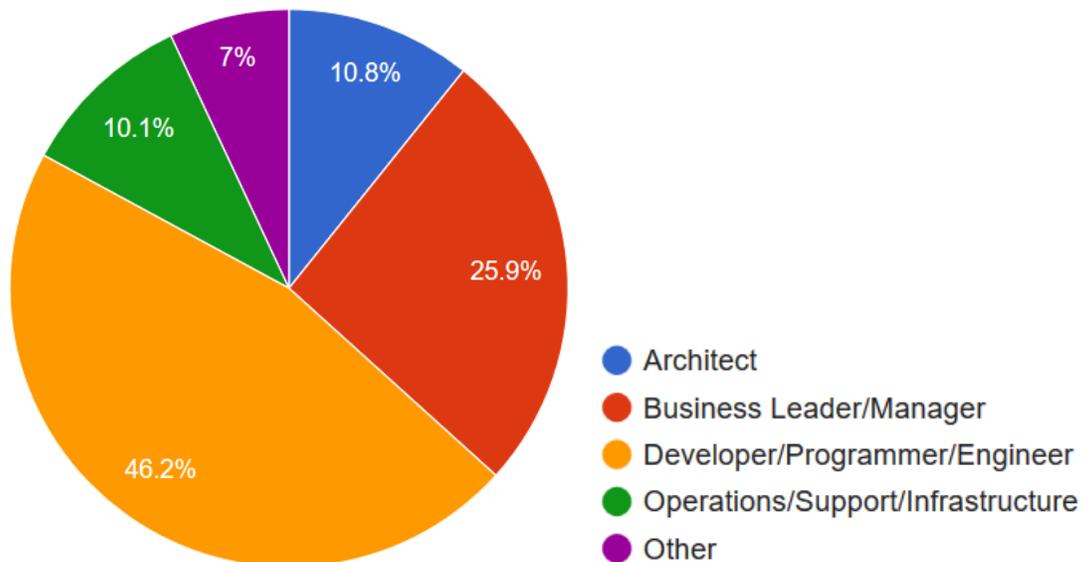
To sign up as a sponsor please visit: http://clouddevelop2016sponsorship.eventbrite.com

Who Will My Company Meet at CloudDevelop?

Over 200 cloud enthusiasts from across the Midwest attended at CloudDevelop 2015. Most attendees are from the greater Columbus, Cincinnati, and Cleveland areas. In 2015, CloudDevelop attendees were also from major markets such as Minneapolis, Chicago, Detroit, and Pittsburgh.

Attendees at CloudDevelop 2015 held a wide range of responsibilities at their organizations, including both technical and business positions. An example of few titles include Solution Architect, Software Engineer, Chief Security Architect, Systems Engineer, VP of Technology, and Developer.

- 🔵 Architect — 10.8%
- 🔴 Business Leader/Manager — 25.9%
- 🟠 Developer/Programmer/Engineer — 46.2%
- 🟢 Operations/Support/Infrastructure — 10.1%
- 🟣 Other — 7%

Platinum Sponsor – 2 available @ $1,500

This is the premier sponsorship level for CloudDevelop that provides the most marketing value to your company while being foundational in providing a great conference for the cloud development community.

- 15-minute vendor session during lunch period (see FAQ for more details).
- First pick for exhibitor booth in expo area (see FAQ for more details).
- Logo on signage near the main stage.
- Logo and a "thank you" message in all pre-conference email newsletters in months leading up to CloudDevelop.
- Logo on the conference web site.
- Logo on a rotating banner in the sponsor showcase section of the mobile application.
- Premier placement of logo on the sponsor signage.
- Collateral in attendee gift.
- Full page in conference program.
- 8 attendee passes.

Gold Sponsor – 5 available @ $850

- Exhibitor booth in expo area (see FAQ for more details).
- Collateral in attendee gift.
- Logo on the conference web site.
- Logo listed in the Sponsor section of the mobile application.
- Premium placement of logo on the sponsor signage.
- ½ page in conference program.
- 4 attendee passes.

Silver Sponsor – 6 available @ $400

- Logo on conference web site.
- Placement of logo on the sponsor signage.
- Logo listed in the Sponsor section of the mobile application.
- Listing in the conference program.
- 2 attendee passes.

Badge/Lanyard Sponsor – 1 available @ $700

Your organization's logo and the CloudDevelop logo will be printed on the attendee badge and lanyard.

- Keepsake with your logo for all attendees to take home.
- Logo on conference web site.
- Logo listed in the Sponsor section of the mobile application.
- Listing in the conference program.

Workshop – 1 available @ $600

Your organization's logo and the CloudDevelop logo will be printed on signage placed outside of the workshop room.

- Logo on conference web site.
- Logo listed in the Sponsor section of the mobile application.
- Logo exclusively (no other sponsor's logo) on signage outside of the workshop room.
- A special "thank you" statement from CloudDevelop during the opening and closing remarks.
- Listing in the conference program.

Coffee / Snack – 1 available @ $700

Your organization's logo and the CloudDevelop logo will be printed signage placed near the refreshment table throughout CloudDevelop.

- Logo exclusively (no other sponsor's logo) on signage near the refreshments. The sponsor may provide their own sign; however, we ask that the sponsor work with CloudDevelop to ensure the spacing is appropriate.
- Logo listed in the Sponsor section of the mobile application.
- A special "thank you" statement from CloudDevelop during the opening and closing remarks.
- Listing in the conference program.
- 4 attendee passes.

Conference Sessions

CloudDevelop will have approximately 20 break-out sessions. A complete schedule will be published to http://www.CloudDevelop.org and also available on the mobile application.

Conference Venue

**1739 N. High Street
Columbus, OH 43210**

http://ohiounion.osu.edu

The CloudDevelop organizing committee selected the Ohio Union for the CloudDevelop conference due to the Ohio Union's location in Central Ohio, ease of accessibility, first class facilities, and that it is at the heart of the campus of The Ohio State University. We are thrilled to be returning on August 26th, 2016.

The Ohio Union Vision:

Built on a foundation of innovation, the Ohio Union strives to be a premier facility that meets the changing needs of the college student by serving as a timeless center of activity, community dialogue, and learning.

The Ohio Union – Quick Facts:

- The new Ohio Union opened in spring of 2010 in the location of the former Ohio Union.
- Our 318,000 square foot premier venue highlights and supports the whole state rather than just our great institution. It is Ohio's Union!
- Named in honor of Archie M. Griffin, the only two-time Heisman trophy winner. One of these trophies is on display outside the ballroom.
- The Union is a LEED Silver Certified Green Building by the U.S. Green Council and has been designated an official GreenSpot by the City of Columbus.

About Us

The CloudDevelop conference is organized by a group of cloud community leaders who have formed a non-profit organization in the State of Ohio. Officially, the group is recognized as "CLOUDDEVELOP CONFERENCE" (entity number 2075686).

CloudDevelop Conference is a 501(c)6 business league entity, not a 501(c)3 charity. Please consult your financial or legal advisers for additional information relating to tax deductions.

Sponsor Contact

Unless otherwise directed, all sponsorship inquires and packages should be sent to the CloudDevelop Sponsorship Coordinator:

> CloudDevelop Conference
> c/o Michael S. Collier
> 1981 Creekview Drive
> Marysville, OH 43040
>
> Email: sponsors@clouddevelop.org

Use our sponsorship sales site to register as a sponsor. Please proceed to http://clouddevelop2016sponsorship.eventbrite.com.

Additional sponsorship opportunities may be available. We would love to hear your creative and engaging ideas! Please contact us and we will be happy to work on it together.

Sponsorship Process

All sponsorships for CloudDevelop are handled through the CloudDevelop sponsorship page on Eventbrite (http://clouddevelop2016sponsorship.eventbrite.com). It is important that all sponsors get their logo to us by **August 5th** so we can incorporate it into all printed material. Please see the next page for more details on using Eventbrite.

The Ohio Union will be open very early the morning of the conference for setup and teardown. If you need to ship items to this event or otherwise need special accommodations, please contact us so we can work with you.

Logistical Needs for Onsite Sponsors

CloudDevelop, in conjunction with the Ohio Union, will supply onsite sponsors with a skirted table. We will also work to try to get electrical access. If you require electrical access, please let us know ASAP so we can properly prepare. Sponsors are responsible for all other logistics.

Using Eventbrite

Please use our sponsorship site to register as a sponsor. The various sponsorship levels are listed at http://clouddevelop2016sponsorship.eventbrite.com

The easiest way to sponsor CloudDevelop is to use PayPal. We also accept checks, but it does take us longer to process your sponsorship.

If you have any problems, please contact us at sponsors@clouddevelop.org

FAQ

Frequently Asked Questions

Q: Will my logo on the website by hyperlinked to my website?

A: Yes – please provide us with the target URL.

Q: How is logo placement determined?

A: All sponsor logos will be arranged from left to right, and then top to bottom. Placement is determined first by sponsor level (Platinum level first, then Gold, and so on), and then by date the payment was received (earliest first).

For the workshop and coffee/snack sponsor, CloudDevelop will provide a sign where the sponsor logo will be featured. The CloudDevelop logo will also be placed on the sign.

Q: How is exhibitor table placement determined?

A: Exhibitor tables are reserved for Platinum and Gold level sponsors only. Selection is determined first by the sponsor level (Platinum first, then Gold), and then by the date the payment was received (earliest first).

Q: Will CloudDevelop provide access to attendee contact/registration data?

A: No. In order to respect the privacy of the attendees, and follow a convention that has been set by similar conferences in the region, CloudDevelop will not be providing sponsors with attendee contact/registration data. You are strongly encouraged to interact and engage with CloudDevelop attendees. Part of that interaction may include holding your own raffle for a prize (provided by the sponsor) and thus collecting whatever information is deemed necessary by the sponsor.

To make gathering attendee information easier, we will be giving all attendees personal info cards that they can provide you if they do not have business cards.

Q: Can you provide more details on the lunch session available to Platinum sponsors?

A: Each Platinum sponsor will be able to address the gathered CloudDevelop attendees during the lunch period. The session should not be an advertisement (i.e. product or services pitch) for the sponsor. Instead, the session should provide demonstrable value to the attendees. For example, highlight an upcoming session or discuss the business and technical challenges and achievements of a recent project (similar to a case study).

CloudDevelop will provide a sign where the sponsor logo will be featured. The CloudDevelop logo will also be placed on the sign. The sign will be placed on the main stage during the session.

If you have any additional questions, please contact us via email at sponsors@clouddevelop.org.

Q: Will CloudDevelop provide attendee demographic data?

A: Yes, CloudDevelop will provide the city, state, zip, and company name for attendees that consent to the information release. Attendees will have the opportunity to opt-in to the information sharing when purchasing a ticket.

Q: Will sponsor information be available via CloudDevelop's mobile application?

A: Yes, all sponsors will appear in the sponsor list section of the mobile application. Platinum sponsors will appear the sponsor showcase (rotating banner at the top of the mobile application).

Q: Where can I ship items needed for my sponsor booth/table?

A: Items can be shipped directly to the Ohio Union (address below) no more than 3 days in advance of the conference. The package and address should include the conference name and date. Please let us (send email to sponsors@clouddevelop.org) know the shipping details (i.e. tracking number and number of packages). We will pass that info along to the event staff at the Ohio Union to make sure they're prepared to receive the items as well.

> CloudDevelop Conference (08/26/2015)
> The Ohio State University
> 1739 N. High St.
> Columbus, OH 43210