That Conference was established to be “Summer Camp for Geeks”, the last chance to get away before summer slips away. For the past few years, hundreds of developers, managers, architects, infrastructure experts and general technology lovers have gathered at the Kalahari Resort in the beautiful Wisconsin Dells. We welcome all technology backgrounds and love to talk cross-platform, because finding best-of-breed approaches happens when you open your tents to everyone.

That Conference would not be possible without the partnership of our volunteers, speakers (which we call camp counselors), and each of our sponsors. Every year we look for engaging partners who want to create a unique experience for our campers and counselors while having a bit of fun at one of the best water parks in the country. Unlike other conferences, we don't just pack in sessions. We engineer ample networking and social time. We use technology to better connect our sponsors to every attendee. NFC badges allow attendees to give each sponsor their contact information while simultaneously entering them into unique raffles and vendor contests.

But we don't want the creativity to just stop with this prospectus. We love creative ways for our sponsors to interact with our campers. If you have an idea, please contact us, and let us hear all about it. We look forward to partnering with you and another great That Conference!
DATE:
August 6-8, 2018

VENUE:
Kalahari Resort
1305 Kalahari Drive
Wisconsin Dells, WI 53965

WEBSITE:
thatconference.com

DIGITAL VERSION
ThatConference.com/sponsorship

ATTENDEES:
1000+ software developers,
designers, and IT professionals from
the upper Midwest (Minnesota,
Wisconsin, Illinois, Michigan,
Indiana, Iowa).

ADVERTISING:
We’re always working with the local communities
user groups, meet-ups, Code Camps and even local
businesses to help grow and promote our great
community. In doing so we’re active with a number
of Podcasts, Blogs, Newsletters and events such as
Chicago Code Camp, Northeast Wisconsin Developers
Users Group and many more. You will see us advertise
in places like Twitter, Facebook, Google, YouTube and
beyond.

ATTENDEE TICKET:
Ticket Includes: conference registration, conference
meals, t-shirt, event activities, and a hipster satchel full
of unexpected surprises.

CONTACT:
sponsorship@ThatConference.com
EVENT ACTIVITIES

2018 PRESENTATIONS
125+ sessions across 3 days. Leading industry speakers will have 60 minutes to convince, teach, and engage their audience on topics vital to the today's software industry. Attendees can choose from categorized talks across the software industry. Presentations typically fall into the following categories, Web, Mobile, Design, Cloud, Softskills, Database, DevOps, ALM and Maker IOT. You will find previous year's sessions at https://www.ThatConference.com/schedule

SPECIAL VENDOR SESSIONS
Principal and Platinum sponsors will have an opportunity to host a 30 minute special vendor session dedicated to the topic of their choice during the latter part of lunch one day in one of the nearby conference rooms.

OPEN SPACES
Want to make the conference yours? You can. Part of That Conference will include a 4000 sq. ft. moderated Open Spaces environment. This is the ideal place to make That Conference truly unique and interactive. Each year campers add roughly 100 new sessions to our schedule. You can see last year's open spaces sessions here: https://www.ThatConference.com/speakers/speaker/tcOpenSpaces

FAMILIES MATTER
Families are welcome at That Conference; not only do we encourage it but there is a whole track dedicated for spouses and their kids. That Conference has a number of sessions targeted for kids taught by kids and/or professionals. Child Guardian Required. You can look at this year's family track at https://www.ThatConference.com/family or 2017 at https://www.ThatConference.com/schedule/familySchedule?year=2017
SPONSORED EVENTS

On Sunday and Monday night, That Conference and co-sponsor(s) will host a networking event where attendees and their families will have the opportunity to meet and greet community peers and conference speakers. On Tuesday night, That Conference and co-sponsor(s) will host a Pig Roast followed by an indoor water park party where attendees, speakers, sponsors, and families can interact and enjoy each other’s company. As a truly cross-technology event, these are just a few of the unique opportunities to reach developers across numerous programming languages, platforms, and devices.

CODE RETREAT

CodeRetreat is an intensive practice event, focusing on the fundamentals of software development and design. By providing developers the opportunity to take part in focused practice, away from the pressures of ‘getting things done’, the CodeRetreat format has proven itself to be a highly effective means of skill improvement. Practicing the basic principles of modular and object-oriented design, developers can improve their ability to write code that minimizes the cost of change over time. What is the structure of a Code Retreat? More information here: https://www.ThatConference.com/that/coderetreat

MIDWEST GIVECAMP

Leading into That Conference, the organizers from Midwest GiveCamp and That Conference have teamed up to host the annual Midwest GiveCamp. This will take place the weekend leading into That Conference and is a great opportunity for the technical community to give back a little technical know-how to our local charities.
Attendee Data
We have mined the 2017 attendee data to give our sponsors a bit more insight into where our attendees come from. Our marketing team is using this information to develop attendance from Chicago and Minneapolis for 2018.

While we have significant penetration into Northern Illinois and Southeastern Minnesota, our greatest ticket sales density is in Wisconsin.

Note: The remaining % comes from across the U.S. and abroad.

FUN FACT!
We have folks coming in from Canada and Great Britain as well.

TOP 3 STATES
- Wisconsin: 63%
- Illinois: 15%
- Minnesota: 8%

Note: The remaining % comes from across the U.S. and abroad.
2018 Sponsorship Prospectus

Top 6 Wisconsin Areas

Attendee Breakdown by Job

80% DEVELOPER
6% ARCHITECT
6% MANAGER
3% DIRECTOR
2% C-LEVEL
2% ANALYST
Interest by Attendee
We asked our attendees what technology tracks they’re most interested in. Here’s how they responded.

- **WEB**: 61%
- **MOBILE**: 13%
- **CLOUD**: 14%
- **MISC.**: 12%

Attendees' Reported Languages
We surveyed the languages of choice from our attendees.

- Haskell
- Clojure
- Erlang
- Lua
- Scala
- Perl
- F#
- Ruby
- Bash
- Objective-C
- Other
- C
- C++
- Python
- PHP
- Powershell
- VB.NET
- Java
- SQL
- HTML/CSS
- JavaScript
- C#
2018 Sponsorship Prospectus

2018 DEMOGRAPHICS

2018 Attendees' Desktop OS
We asked our attendees which Desktop OS they use and develop for. Here's how they responded:

- Other
- UNIX
- GNU/Linux
- OSX
- Windows

2018 Attendees' Mobile OS
We asked our attendees which Mobile OS they use and develop for. Here's how they responded:

- Other
- Windows
- iOS
- Android

Where the Money Goes
To give you an example of the breakdown of our costs, here's where the money goes:

- Food
- Speaker
- Accommodations
- Space/Production
- Print/Swag/Signs
- Other (Marketing/Hosting/Utilities)

Each year, we get a little better at collecting meaningful demographics. Next year, we are looking ahead to increase our metric collection. If there is something that is useful for you to see, please let us know.
## 2018 Sponsorship Opportunities

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>COST</th>
<th>AVAILABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Principal</strong></td>
<td>Negotiable</td>
<td>1 available</td>
</tr>
<tr>
<td><strong>Platinum</strong></td>
<td>$9,000</td>
<td>6 available</td>
</tr>
<tr>
<td><strong>Gold</strong></td>
<td>$6,000</td>
<td>8 available</td>
</tr>
<tr>
<td><strong>Silver</strong></td>
<td>$3,000</td>
<td>10 available</td>
</tr>
<tr>
<td><strong>Bronze</strong></td>
<td>$1,500</td>
<td>12 available</td>
</tr>
</tbody>
</table>

**Sponsored Events**

- Varies
- See Below

Additional sponsorship and marketing opportunities are available.

Contact us directly for more information.

sponsorship@ThatConference.com
<table>
<thead>
<tr>
<th><strong>THE GOODS</strong></th>
<th><strong>PRINCIPAL</strong></th>
<th><strong>PLATINUM</strong></th>
<th><strong>GOLD</strong></th>
<th><strong>SILVER</strong></th>
<th><strong>BRONZE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Linked logo on That Conference Website</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Attendee bag insert or item</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Table in Sponsor Pavilion (optional)</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Listing in printed program</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo on printed large vertical Sponsor signage</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Post on ThatConference.com Job Board</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo displayed on conference TVs</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo displayed within mobile app</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo on Mess Hall conference slides</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo included in newsletters</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Listing before all videos (if applicable)</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Conference speaking slot 1</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Included in select That Conference YouTube bumpers</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Push Notification for vendor session or special event</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>30 minute special lunch session</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo on printed Conference signage</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Sponsor provided/printed Mess Hall table tents</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Company banner in conference area 4</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Pre-conference newsletter submission 5</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Post-conference newsletter submission 5</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo included on conference entrance door signage</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Extra space around Table in Sponsor Pavilion</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Central Booth Location with 2 Tables</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Entire back page of printed program</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Logo on one side of attendee bag</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Additional negotiated Opportunities 6</td>
<td></td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Normal Attendee ticket</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Expo Hall only tickets 7</td>
<td>∞</td>
<td>∞</td>
<td>∞</td>
<td>∞</td>
<td>∞</td>
</tr>
<tr>
<td>Lead Retrieval Devices</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

1 The sponsors of the conference speaking slots will work directly with the conference organizers to make sure the session, content and speaker fit into the overall schedule and balance of content. Does not qualify for speaker room compensation. Limited to 10 total on a first-come, first-serve basis.

2 Limit 1 push notification per sponsor

3 Principal and Platinum sponsors will have their logo placed on all That Conference signage except for the main 4’ x 8’ and larger That Conference Banners.

4 Sponsor will work with conference organizers to determine location of banner. Only one banner per sponsor.

5 Newsletter submissions will be sent from That Conference and the sponsor will work directly with the organizers for the content to be included in the newsletter.

6 Conference organizers will work with you directly to negotiate additional opportunities/benefits.

7 You can have as many expo hall only tickets as you would like. If booth workers would like conference provided food, they will need an attendee ticket. Additional attendee tickets are available for purchase.
The Principal Sponsor contributes a negotiated amount to That Conference. As the Principal Sponsor, That Conference will negotiate additional sponsorship opportunities beyond the Platinum level with you. Below is everything a Platinum sponsorship level provides, so you would therefore have all of these benefits too as a base!

**Restrictions**

- Only 1 available
- Conference speaking slots are limited to 10 total on a first-come, first-serve basis.
- Principal sponsors will have their logo placed on all That Conference signage except for the main 4’ x 8’ and larger That Conference Banners.

**Benefits**

- Linked logo on That Conference website
- Largest logo size
- Top logo placement
- Attendee bag insert or item
- Table(s) in Sponsor Pavilion (optional) w/extra space
- Listing in printed program
- Logo on printed large vertical Sponsor signage
- Post on ThatConference.com Job Board
- Logo displayed on conference TVs
- Logo displayed within mobile app
- Logo on Mess Hall conference slides
- Logo included in newsletters
- Listing before all videos (if applicable)
- Conference speaking slot
- Push Notification for vendor session or special event

- Included in select That Conference YouTube bumpers
- 30 minute special lunch session
- Logo on printed Conference signage
- Sponsor provided/printed mess hall table tents
- Company banner in conference area
- Pre-conference newsletter submission
- Post-Conference newsletter submission
- Logo included on conference entrance door signage
- Central booth location with 2 tables
- Entire back page of printed program
- Logo on one site of attendee bag
- Additional negotiated opportunities
- 8 normal attendee tickets.
- Unlimited Expo Hall only tickets
- 3 lead retrieval devices
**Contribution**
A Platinum Sponsor contributes $9,000 cash to That Conference.

---

**Restrictions**
- Only 6 available
- Conference speaking slots are limited to 10 total on a first-come, first-serve basis.
- Only one company banner will be displayed.
- Platinum sponsors will have their logo placed on all That Conference signage except for the main 4’ x 8’ and larger That Conference Banners.

---

**Benefits**
- Linked logo on That Conference Website
- Largest logo size
- Attendee bag insert or item
- Table in Sponsor Pavilion (optional) w/extra space
- Listing in printed program
- Logo on printed large vertical Sponsor signage
- Post on ThatConference.com Job Board
- Logo displayed on conference TVs
- Logo displayed within mobile app
- Logo on Mess Hall conference slides
- Logo included in newsletters
- Listing before all videos (if applicable)
- Conference speaking slot
- Push Notification for vendor session or special event
- Included in select That Conference YouTube bumpers
- 30 minute special lunch session
- Logo on printed Conference signage
- Sponsor provided/printed Mess Hall table tents
- Company banner in conference area
- Pre-Conference newsletter submission
- Post-Conference newsletter submission
- Logo included on conference entrance door signage
- Preferential logo placement among all Platinum sponsors based on total contribution amount and date that contribution was received
- 6 normal attendee tickets
- Unlimited Expo Hall only tickets
- 2 lead retrieval devices
A Gold Sponsor contributes $6,000 cash to That Conference.

**Restrictions**
- Only 8 available
- Conference speaking slots are limited to 10 total on a first-come, first-serve basis.

**Benefits**
- Linked logo on That Conference Website
- Larger logo size than Silver
- Attendee bag insert or item
- Table in Sponsor Pavilion (optional)
- Listing in printed program
- Logo on printed large vertical Sponsor signage
- Post on ThatConference.com Job Board
- Logo displayed on conference TVs
- Logo displayed within mobile app
- Logo on Mess Hall conference slides
- Logo included in newsletters
- Listing before all videos (if applicable)
- Conference speaking slot
- Included in select That Conference YouTube bumpers
- 4 normal attendee tickets
- Unlimited Expo Hall only tickets
- 1 lead retrieval device
- Preferential logo placement among all Gold sponsors based on total contribution amount and date that contribution was received
**Contribution**

A Silver Sponsor contributes $3,000 cash to That Conference.

**Restrictions**

Only 10 available.

**Benefits**

- Linked logo on the That Conference Website
- Larger logo size than Bronze
- Attendee bag insert or item
- Table in Sponsor Pavilion (optional)
- Listing in printed program
- Logo on printed large vertical Sponsor signage
- Post on ThatConference.com Job Board
- Logo displayed on conference TVs
- Logo displayed within mobile app
- Logo on Mess Hall conference slides
- 2 normal attendee tickets
- Unlimited Expo Hall only tickets
- 1 lead retrieval devices
- Preferential logo placement among all Silver sponsors based on total contribution amount and date that contribution was received
**Contribution**
A Bronze Sponsor contributes $1,500 cash to That Conference.

**Restrictions**
Only 12 available.

**Benefits**
- Linked logo on the That Conference Website
- Attendee bag insert or item
- Table in Sponsor Pavilion (optional)
- Listing in printed program
- Logo on printed large vertical Sponsor signage
- 1 normal attendee tickets
- Unlimited Expo Hall only tickets
- 1 lead retrieval device
- Preferential logo placement among all Bronze sponsors based on total contribution amount and date that contribution was received
FOR EVENTS AND ITEMS
That Conference is also offering the following additional sponsorship opportunities:

**Cocktail Party/Happy Hour : Monday Night**
Cocktail party sponsors make our attendee party possible by underwriting the food and beverage costs. We accept multiple sponsors for this event; however, the first sponsor to sign up may elect to cover all costs, creating an exclusive sponsorship opportunity for this highly visible event.

**Cost:** ~ up to $10,000. Varies. Contact us for details.

**Game Night : Monday Night**
On Monday night after Happy Hour, our Open Spaces area transforms into a gaming arena from 8pm – 12am. Attendees bring a large selection of board and electronic games for everyone to participate. Your sponsorship can help bring even more joy to the attendees.

**Cost:** ~ $1,500. Contact us for details.

**Pig Roast : Tuesday Night (Family Included)**
What camping experience would be complete without a pig roast? This is a great opportunity to get your name and logo in front of all attendees and their families. During the pig roast, we have several onstage activities and can showcase your sponsorship in between acts.

**Cost:** ~ up to $20,000.

**WaterPark Party : Tuesday Night (Family Included)**
Here is your chance to sponsor one of our fun events when our attendees are cooling off after a full day of tech. From 10:30 PM to 1:30 AM, That Conference enjoys exclusive access to the Kalahari’s indoor waterpark, providing a networking event like no other.

**Cost:** ~ up to $8,000. Varies. Contact us for details.
**Lanyards**
All attendees where a lanyard around their neck to hold their badge. Your name could be on that lanyard and your logo incorporated onto the badge. Attendees often keep lanyards as a souvenir, leaving them hanging in their office or on their desk. This can be a lasting impression for your company.

**Cost:** ~ $6,000 - TBD on specific lanyard. Contact us for details.

---

**Attendee Notebook**
Each That Conference attendee will receive a pocket notebook with the That Conference logo laser etched on the front cover. Notebook sponsors will have their logo prominently displayed on the cover. This sponsorship offers an exciting opportunity to have your logo on a long-lasting notebook which will be used by each attendee for years.

**Cost:** ~ $3000 - TBD for exclusive logo placement

---

**WaterPark Party Cabana**
This sponsorship entitles your company to exclusive use of one of the poolside cabanas during the Tuesday night waterpark party held from 10:30pm to 1:30am. The space is yours to do with what you’d like — do something fun, creative, and in the spirit of That Conference.

**Costs**
- $600 Hot-Tub Cabana (2 available, all day Tuesday)
- $300 Cabana (5 available, all day Tuesday)

---

**Acknowledgement in Printed Program**
Acknowledgement space is being offered in the official conference program. Note that companies may purchase space in the program without otherwise being a sponsor of That Conference.

**Costs**
- $250 per 1/4 page (black/white, 4 total)
- $1000 front inside cover (full page, full color, 1 total)
- $1000 back inside cover (full page, full color, 1 total)

---

**Other Items**
A number of other items are available. If you’re interested, please contact us to negotiate pricing. Our email is sponsorship@ThatConference.com.
A Unique Opportunity

That Conference is all about uniqueness. We're gathering Ruby, PHP, Java, .NET, JavaScript and other folks together. We're having a conference at a water park. You get the idea.

Do you have an idea for a unique event that you'd like to have your company organize and run at That Conference? Pitch the idea to us and we'll work with you to help you put on something educational, helpful, or just plain fun.

Examples of events might include code mashups bringing Java, .NET, and Ruby folks together. Maybe your company wants to host a coding challenge. The possibilities are endless.

We do need to frame some rules around these events, so keep the following in mind:

- Only four sponsor events will be approved. First-come, first-placed.
- That Conference gets final approval on events which are run at the conference.
- Sponsors pay all costs associated with running the event. Such costs do not contribute in any way to the sponsor's level.
- Events will be listed on a special page on the website and will clearly note they're sponsor/vendor events and not directly part of That Conference. Positioning on the site will be first-come, first-placed. Descriptions of events must be concise.
- Events may be listed in the conference program depending on logistics surrounding the program. Such listings will be on a separate page clearly noting these as sponsor/vendor events which are not directly part of That Conference.
- Events will be announced at the conference kickoff. Ongoing events may have short summary updates during announcements at meal times, if time allows.

Please email sponsorship@ThatConference.com with your ideas!
Frequently Asked Questions

Q. We’re working against budget schedules. Can I commit to sponsorship now but pay closer to the event?
A: Yes; however, your benefits will not be activated until we receive payment. Moreover, special packages (cocktail party, cabanas, etc.) will not be held for you. All benefits are first-come, first-served based on the date we receive your payment. That Conference is a non-profit event completely run by volunteers. We simply don’t have the bandwidth to deal with Accounts Receivable.

Q. As a sponsor, can we provide attendees with “swag”?
A: We want to ensure that our “Sponsor Pavilion” is an exciting place for the attendees to visit. Besides having the opportunity to speak with our sponsors, attendees should have a reasonable expectation of walking away with some “swag”. As is typical with other trade shows, this includes software, books, apparel with your logo, and/or trinkets with your logo. We ask that if you do not provide enough items for every attendee, that you try to be creative in how the items are distributed (i.e., hold your own raffle, have a secret spotter give away items in the crowd, etc).

Q. Will my logo on the That Conference website be hyperlinked to my website?
A: Yes. If you would like to have a custom landing page to identify That Conference visitors, please provide that URL to us. We can also link to many of your social media profiles.

Q. What is “Preferential Logo Placement”?
A: Whenever all sponsor logos are displayed together, they will be arranged from left to right and top to bottom within the Principal, Platinum, Gold, Silver and Bronze groups in order by the total contribution size (largest first) and the date that payment was received (earliest first).

Q. How are the booths in the Sponsor Pavilion decided?
A: Booths are placed accordingly by level and then when payment was received.

Q. I’ve got a great idea for a sponsorship opportunity that you haven’t listed. What can I do?
A: Contact us and run it by! We’re happy to work with any idea as long as it’s of benefit to the attendees! (And doesn’t get us in trouble with the law, of course...) Here is our email in case you missed it: sponsorship@ThatConference.com.
**Frequently Asked Questions**

**Q. Who exactly is organizing That Conference?**

**A:** That Conference is organized by a group of developer community leaders who have collectively formed a 501(c)(6) Not For Profit organization in the state of Illinois, officially named, “That Conference, NFP”.

The That Conference board of directors and its organizers are completely volunteer, and all money collected from sponsors goes towards the conference and its related expenses.

**Q. What is the That Conference mailing address?**

**A:** Unless otherwise directed, please send all sponsorship-related mail and packages to:

**Address:**
That Conference  
c/o Sponsorship  
9109 Carol Lane  
Spring Grove, IL 60081

**Sponsorship Email:** sponsorship@ThatConference.com

**General Email:** hello@ThatConference.com

**Q. Are my sponsorship contributions tax-deductible (Do you have a W9)?**

**A:** We are a 501(c)(6) organization. Your contributions are tax deductible as a promotional and advertising expense.

You can contact us at sponsorship@ThatConference.com to get our W9.

**Q. When can sponsor booths be taken down?**

**A:** Sponsor exhibits are expected to remain up until 2:30 pm on Wednesday.

**Q. Can I use the That Conference logo?**

**A:** Yes! Please contact us for information at sponsorship@ThatConference.com.
Indemnity and Limitation of Liability:
Neither That Conference NFP, The Organizers, any co-sponsor, venue provider nor any of their respective officers, agents, employees, facilities or representatives shall be responsible for any claims for damages, loss, harm, injury to the person, property or business of the Sponsorship applicant (referred to as Company) and/or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, or unavailability of the facility in connection with the Conference. The Company shall indemnify and defend the Organizers, any co-sponsor, and venue provider against any and all claims, demands, suits, liability, damages, losses, costs, attorney’s fees, and expenses which result or arise solely and directly from Company’s participation in the conference or Company’s participation in any of the conference activities, as well as the willful or grossly negligent actions of Company’s officers, agents, employees, or other representatives. Under no circumstances will the Company, organizers, any co-sponsor, or the venue provider be liable for lost profits, or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall the Company’s or the Organizers’ liability, under any circumstance, exceed the amount actually paid hereunder by the Company. The Organizers make no representations or warranties regarding the number of persons who will attend the conference. Observant of Laws: Company shall abide by and observe all laws, rules, regulations, and ordinances in compliance with the City of Wisconsin Dells, Counties of Columbia, Sauk, Adams, Juneau and the State of Wisconsin.

Trademarks:
“Mark” or “Marks” means any trademark, trade name, service mark, design, logo, domain name or other indicator of the source or origin of any product or service. Company hereby grants Organizers, and Organizers hereby accept, a non-exclusive, non-transferable, non-sublicensable right and license to use those Company Marks, which Company provides to Organizers, as necessary to provide the gold level sponsorship benefits described in the That Conference 2018 Sponsorship Prospectus.

Organizers hereby grant Company, and Company hereby accepts, a non-exclusive, non-transferable, non-sublicensable right and license to use the Organizers Marks, which Organizers provide to Company, in its advertising, marketing and promotional materials in all formats and media, including on its website, mobile apps and social marketing pages on third party websites and mobile apps, to identify and promote Company’s participation in, association with, and its status as a sponsor of, the conference.

Each party shall use the other party’s Marks solely in accordance with the other party’s trademark usage guidelines and quality control standards. If either party is notified in writing by the other party that any use does not so comply, such party shall immediately remedy the use to the satisfaction of the other party or terminate such use. Neither
party shall use, register or attempt to register in any jurisdiction any Mark that is confusingly similar to or incorporates any of the other party's Marks. All uses of a party's Marks, and all goodwill associated therewith, shall inure solely to the benefit of such party, and each party shall retain all right, title and interest in and to its Marks.

Cancellation or Termination by the Organizers:
If for any reason beyond its reasonable control including fire, strike, earthquake damage, construction or renovation to conference site, government regulation, public catastrophe, act of God, or any similar reason, the Organizers shall determine that the conference or any part may not be held, the Organizers may cancel the conference or any part thereof. In that event, the Organizers shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by the organizers.

Cancellation by the Company: All payments made to the organizers under this application shall be considered fully earned and non-refundable in consideration for expenses incurred by the Organizers and the Organizers' lost or deferred opportunity to provide space and/or sponsorship opportunity to others.

Company Conduct:
That Conference NFP and all its representatives shall conduct themselves at all times in accordance with the highest of standards of decorum and good taste. The Organizers shall reserve the right to eject from the conference any Company or Company representative violating those standards.

Agreement to Terms, Conditions, and Rules:
Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by the Organizers from time to time for the efficient and safe operation of the conference. This application represents the final, complete and exclusive agreement between the company and the organizers concerning the That Conference. The organizers do not make warranties, or other agreements except as set-forth above.

Subject to Change:
While most of the details contained in this prospectus are set, several details such as ticket cost, event activities are still in flux and may be changed to such as the conference accommodate more attendees if necessary.
Sponsorships are handled directly with That Conference. Please contact our staff at sponsorship@ThatConference.com.

Please indicate desired level:
- Principal
- Platinum
- Gold
- Silver
- Bronze
- Other

Sponsorship contact information

Contact Name: ____________________________
Company Name: __________________________
Mailing Address: __________________________
Website Address: _________________________
Email: __________________________________
Phone Number: __________________----------

Sponsoring Company
________________________________________
Authorized Signature
Authorized Name (printed)
Date

That Conference
________________________________________
Authorized Signature
Authorized Name (printed)
Date

Remit to Payment Address
That Conference
c/o Sponsorship
9109 Carol Lane
Spring Grove, IL 60081

By returning this completed contract you have read and agreed with That Conference rules, regulations and sponsorship agreement.