



Sponsorship

GOTO CHICAGO Software Developer Conference is a conference designed by developers for developers. It brings international software experts to Chicago, providing local developers with the latest information on new technologies, practices and methods from a wide spectrum of current topics. In addition to the conference, international experts offer full day professional development workshops.

Unlike many conferences where speakers fly in and fly out, invited speakers are full conference participants, ensuring attendees and sponsors can interact and engage personally with these experts over the entire duration of conference. This makes a GOTO conference an immersive networking experience where top developers can exchange ideas, experiences and knowledge with peers and thought leaders.

Conference Details

Chicago, April 23-24, 2013

The Drake Hotel, 140 East Walton Place, Chicago, IL 60611

GOTO Nights, a special speaker every 6-8 weeks leading up to the conference

GOTO Audience

GOTO reaches 1000s of Software Professionals through its regular email circulations, social media presence and taster events (GOTO Nights) throughout the year.

GOTO CHICAGO 2013 is part of the GOTO and YOW! Conferences popular in Europe and Australia. With an established brand, independent program committee and relationships with 100s of international thought leaders, GOTO will feature a truly world class program. The program attracts developers, designers, architects, technical managers, directors and CTOs.

The conference program offers in-depth coverage of current and emerging practices and technologies including Architecture, Design, Enterprise Java, MS.Net, Ruby, Open Source, Lean and Agile, Web 2.0, Cloud Computing, SOA, Software Craftmanship, NoSQL, DevOps, Testing and more.

Why Sponsor?

GOTO Chicago is a great opportunity to network with top software developer professionals and to launch solutions and technologies.

Your sponsorship at this highly anticipated event demonstrates your firm's commitment to professional excellence and provides your developers with a unique professional development opportunity. Reinforce your brand throughout the local business and developer community and reach out to other top developers unfamiliar with your products and services.

Solutions Track

We've added a Solutions Track as an opportunity for Platinum, Gold and Silver sponsors to send a speaker and provide increased visibility for your companies.

Sponsorship Opportunities

Platinum Sponsorship Benefits	
<p>Only one Platinum Sponsorship is offered every year. This exclusive sponsorship and its benefits are entirely open to negotiation. Contact us to discuss this opportunity.</p>	
Gold Sponsorship Benefits	Silver Sponsorship Benefits
<p>\$20,000 Exhibition Booth + Speaker Opportunity</p> <p>Logo exposure</p> <ul style="list-style-type: none"> • In program given to each conference and workshops attendee • On the GOTO Conference website • On the printed banners in the conference hall • In Daily Conference Opening Presentation <p>Complimentary Tickets</p> <ul style="list-style-type: none"> • 4 conference tickets • Subject to availability, additional conference tickets \$700, workshop tickets \$675 <p>Marketing</p> <ul style="list-style-type: none"> • One insert in the conference bags • Identified in email/web as Gold Sponsor • One full page ad in the Conference Program • One Follow Up Attendee Email Message • Lead Scanner provided to scan attendee contact info at the booth <p>Additional</p> <ul style="list-style-type: none"> • Invitation to the Speakers' Dinner • Sponsorship of the Meet the speakers reception on the second night 	<p>\$12,000 Exhibition Booth + Speaker Opportunity</p> <p>Logo Exposure</p> <ul style="list-style-type: none"> • In program given to each conference and workshops attendee • On the GOTO Conference website • On the printed banners in the conference hall • In Daily Conference Opening Presentation <p>Complimentary Tickets</p> <ul style="list-style-type: none"> • 2 conference tickets • Subject to availability, additional conference tickets \$825, workshop tickets \$725 <p>Marketing</p> <ul style="list-style-type: none"> • One insert in the conference bags • Identified in email/web as Silver Sponsor • One Follow Up Attendee Email Message • Lead Scanner provided to scan attendee contact info at the booth
Bronze Sponsorship Benefits	Company Sponsorship Benefits
<p>\$7000 Exhibition Booth Only Sponsorship Complimentary Tickets</p> <ul style="list-style-type: none"> • 1 conference ticket • One insert in the conference bags • One Follow Up Attendee Email Message • Lead Scanner provided to scan attendee contact info at the booth 	<p>With Purchase of 10+ Conference Tickets Marketing Benefits</p> <ul style="list-style-type: none"> • Logo in the program and printed banner in the conference room • One US letter sized insert in the conference bags

A la Carte Sponsorship Opportunities

Conference Reception Sponsorship : SOLD OUT

Twitter Board Sponsorship \$1500

Large Twitter board displays GOTO related tweets from all over the world during conference

- Sponsor Logo and Message on Twitter Board

Conference Lunch Sponsorship \$1500 each

- Sponsor Signage at all catering stations

Conference Coffee/Tea Break Sponsorship \$750 each

- Sponsor Signage at each catering station

Lanyard - \$1000 + providing pre-printed lanyards

- Sponsor's logo will be featured on conference lanyards given to every attendee

Bag Insert \$1000

- Max size letter size, ¼" thick

Chair Drop \$1000

- Sponsor promotional material will be placed on the chair of each attendee prior to a keynote session

Crew Shirts \$1000

- Sponsor's logo will be featured on the back of the GOTO CHICAGO Crew Shirts

Conference Shirts \$3500

- Sponsor's logo will be featured on the back of the GOTO CHICAGO Conference Shirts

Speaker Dinner - \$3000

- Sponsor is entitled to send 2 guests and to provide brief welcome remarks
- Speaker/Sponsor photo opportunities
- Sponsor may give away tickets in a contest

GOTO Nights

GOTO Nights are 'taster' events to provide technical speakers and networking opportunities to the local communities in Chicago. Events take place every 6 to 8 weeks leading up to the conference.

GOTO Night Sponsorship is \$1500 per event

- Sponsors are invited to provide brief opening remarks.
- Sponsors are advertised on Eventbrite and the GOTO CHICAGO websites and promotional emails.
- Sponsors are advertised on presentations slides, which are posted online and in a follow up email to attendees.
- Sponsor may optionally have a prize drawn by the Speaker/GOTO representative.
- Sponsors will be provided contact details of attendees who 'opt in' to receive information.

Shout for Drinks! - \$500 (3 per night available)

The traditional sponsorship packages, outlined above, may not cater for all needs. Potential sponsors seeking specific involvement can contact the GOTO Team to discuss opportunities for a personally tailored package.