



2018

Sponsorship & Exhibition Prospectus

Code PaLOUsa 2018
March 28 - 30, 2018

What and Who is Code PaLOUsa

About the Code PaLOUsa Conference

Code PaLOUsa is a multi-day software development conference designed to cover all aspects of software development regardless of technology stack. The conference schedule features presentations from well-known professionals in the software development community. The conference also features exhibitor tables where leading software development companies come to interact with attendees to show off their latest wares.

The initial Code PaLOUsa conference was held March 4-5, 2011 at the Hilton Seelbach. With approximately 300 attendees, the event blew away the initial goal of 150 attendees. The event featured five simultaneous sessions for a total of sixty seventy-minute sessions over the two days. To cap off the first evening, we held a keynote session presented by Douglas Crooked that was so successful that it is still being talked about around the software development community.

The second Code PaLOUsa conference was held March 15-17, 2012 at the Marriott Downtown Louisville alongside the NCAA Men's Basketball Tournament second and third rounds. While the basketball tournament did affect attendee, the attendance grew to almost 500. The event featured seven simultaneous sessions over ten session periods for a total of seventy session, plus a keynote each morning, open spaces during the whole conference, and a Friday evening Ignite session. Also added in our second year was a pre-conference day with approximately 200 in attendance featuring nine workshops that allowed attendees to get in-depth knowledge into the covered topics.

The third Code PaLOUsa conference was held April 25-27, 2013 again at the Marriott Downtown Louisville. Growth continued to over 500 attendees. The conference featured a total of 63 sessions, a pre-conference day featuring half/full-day workshops, a keynote each morning, open spaces, and a Friday evening panel session featuring Carl Franklin and Richard Campbell from .NE Rocks!

Code PaLOUsa was moved to the Galt House for its fourth installment from February 24-26, 2014. Attendance growth continued with 575 attendees. Additional sessions were added for a total of 72 sessions along with the pre-conference workshops, two keynotes, two featured talks during the lunches, and an evening reception and panel session that explored women in technology.

Not being happy with the status quo and looking to improve the conference, for 2015 we replaced the two featured sessions with dedicated keynotes for a total of four keynotes and added a post-conference day to add more advanced level workshops that built upon what was presented during the conference. We also added a Birds of Feather lunch where attendees were able to discuss topics near and dear to them with other passionate attendees. Code PaLOUsa 2015 was the largest event in our history with 775 in attendance.

Due to market demands, Code PaLOUsa 2016 was moved to the Paroquet Springs Conference Centre just less than 15 minutes south of the Louisville International Airport. We had a capacity crowd of 350 attendees.

For 2017, we are back in Louisville proper at the Ramada Plaza Louisville Hotel and Conference Center where we had over 500 attendees.

With its convenient location and great service, we are staying at the Ramada Plaza Hotel and Conference Center for 2018. We are expecting around 550 attendees for the event.

About Code PaLOUsa, Inc.

Code PaLOUsa, Inc. is a non-profit organization registered in the Commonwealth of Kentucky. The organization, which has no paid employees or associates, is led by a group of software development community leaders who strive to bring an annual high-quality software development education opportunity to those within a day's travel of the Louisville, KY area at a comparable low cost for the attendees. The primary means the organization provides these education opportunities are by managing the Code PaLOUsa conference in Louisville, KY each spring.

The organization also manages the Louisville .NET Meetup Group. This group is a local computer user group focusing on software development using tools and technologies surrounding the Microsoft .NET development platform. The group, which currently has close to 1,300 members, conducts monthly meetings where various topics are discussed at no cost to the participants.

The conference is managed by the Code PaLOUsa Executive Committee which is made up of the following individuals:



Chad Green



Emily Schweiss



Trey Mayer



Kaitlin Wright



Tina Maddox

Conference Fact Sheet

Dates	March 28 - 30, 2018
Location	Ramada Plaza Louisville Hotel and Conference Center
Purpose	The Code PaLOUSA software development conference is designed to educate software development professionals on current and emerging technologies. The sole purpose of this non-profit organization is to host an annual event that brings industry experts together to present the latest information available at the lowest possible cost to our attendees.
Schedule	<ul style="list-style-type: none">• Two conference days with a total of 108 sixty-minute long sessions• A pre-conference conference day with up to 16 longer half-day and full-day workshops to provide in depth knowledge on a particular topic• Two keynote speeches from leading experts in the software development industry to help inspire attendees to do great things• Meals provided by the conference each day
Topics	<p>Sessions and workshops will be focused on the following topics:</p> <ul style="list-style-type: none">• Application Development – Sessions will cover a breadth of application development topics to help attendees develop applications that solve the users' needs• Project Management – Sessions will show attendees how to manage software development projects with success• Requirements – Solid software depends on solid requirements, these sessions will provide guidance on how to develop solid requirements so the team can build solid software• Soft Skills – These session will help attendees become better people which will help them be better software development professionals• User Experience – No one wants to use software that is visually unappealing and/or hard to use, these sessions will provide information on how to build applications that users want to use
Advertising	Podcasts, local user groups, blogs, newsletters, and a number of local community events. Marketing campaigns through Twitter, Facebook, and Google.
Attendance	Five-hundred fifty plus highly enthusiastic software development professionals mostly from the Midwest and Southeast regions of the United States.
Attendee Cost	\$300 plus \$125 for pre-conference. Tickets include; conference registration, conference meals, t-shirt, event activities, and a conference bag full of goodies.

Sponsorship and Exhibit Opportunities

By sponsoring and exhibiting at Code PaLOUSA 2018, you will have the opportunity to enhance your branding and product position with key influencers, across industries, in the market today. There are multiple sponsorship packages available or you can build your own program based on the individual opportunities. If you have unique needs or ideas, let us know and we will work with you to customize a program that meets your marketing and business needs.

Exhibitor Space

If you are interested in direct contact with highly-motivated, highly-skilled software professionals, then you will want to exhibit during the Code PaLOUSA conference. The exhibitor tables will be open throughout the day and the conference features breaks between breakout sessions that will provide ample time for you to interact with interested attendees.

Exhibitor Space - Included with all Packaged Sponsorships

- One 6' x 2' table and two chairs (Title sponsorship includes two tables and four chairs)
- 500-Watt/120-volt electrical outlet
- Lead retrieval scanner
- Unlimited badges for exhibitor personnel (does not include access to sessions or lunch - see Packaged Sponsorship Add-Ons for lunch options)
- Access to wireless Internet

Top Reasons to Exhibit at Code PaLOUSA 2018

- Connect with a vibrant community that is going places in today's technology market
- Generate qualified leads
- Reinforce your company's branding and image with the developer community
- Strengthen your company's relationship with other technology partners
- Create and update prospect lists
- Up-sell current customers with new solutions or add on features to existing solutions
- Reach new customers
- Recruit personnel
- See what your competition is offering



Packaged Sponsorships

Packaged sponsorships are designed for your organization to maximize your exposure

Sponsorship packages provide significant pre-conference, on-site, and post-conference promotional opportunities. With these premier, comprehensive packages, you will get extensive, repeat exposure for one reasonable rate. Choose the package that best meets your needs and budget.

All packaged sponsorships include:

- One (1) 6' x 2' Exhibit Table
- Sponsorship acknowledgment during opening comments
- Logo included in the pre-session rotating slides
- Attendee bag insert
- 10% off additional conference passes (discount valued at up to \$42.50 each; no limit)
- Logo on event homepage (linked to company)
- Logo, URL, and description listed on sponsors page of event website
- Logo, URL, and description listed within the sponsor pages of the Conference Guide

Premier Sponsorship Package: \$16,000 (Limit 1 / 1 available)

- Recognition as the Premier sponsor in all press releases and media coverage
- Opportunity to address the audience at one of the keynotes for up to 15 minutes
- Name and/or logo on the badges
- One (1) full-page back-cover advertisement in the conference guide
- Placement of up to eight (8) banners throughout the conference venue
- One (1) sixty-minute vendor session to allow your company to both explain and demonstrate your products
- Fifteen (15) complimentary full conference passes to be used by your employees, customers, prospects, etc. (Valued at \$425 each; includes access to sessions for all three days and meals)
- One (1) pre-conference email to opted-in attendees sent via the conference
- Two (2) emails during the conference to opted-in attendees sent via the conference
- One (1) post-conference email to opted-in attendees sent via the conference

Diamond Sponsorship Package: \$8,000 (Limit 2 / 2 available)

- Opportunity to address the audience at one of the keynotes for up to 10 minutes
- One (1) full-page inside-cover advertisement in the conference guide
- Placement of up to six (6) banners throughout the conference venue
- Ten (10) complimentary full conference passes to be used by your employees, customers, prospects, etc. (Valued at \$425 each; includes access to sessions for all three days and meals)
- One (1) pre-conference email to opted-in attendees sent via the conference
- Two (2) emails during the conference to opted-in attendees sent via the conference
- One (1) post-conference email to opted-in attendees sent via the conference

Packaged Sponsorships (continued)

Platinum Sponsorship Package: \$4,000 (Limit 5 / 5 available)

- Opportunity to address the audience at one of the key-notes for up to 5 minutes
- One (1) half-page advertisement in the conference guide
- Placement of up to four (4) banners throughout the conference venue
- Five (5) complimentary full conference passes to be used by your employees, customers, prospects, etc. (Valued at \$425 each; includes access to sessions for all three days and meals)
- One (1) pre-conference email to opted-in attendees sent via the conference
- One (1) post-conference email to opted-in attendees sent via the conference

Gold Sponsorship Package: \$2,000 (Limit 8 / 8 available)

- One (1) quarter-page advertisement in the conference guide
- Placement of up to two (2) banners throughout the conference venue
- Two (2) complimentary full conference passes to be used by your employees, customers, prospects, etc. (Valued at \$425 each; includes access to sessions for all three days and meals)
- One (1) post-conference email to opted-in attendees sent via the conference

Silver Sponsorship Package: \$1,000 (Limit 15 / 15 available)

- One (1) eighth-page advertisement in the conference guide
- Placement of one (1) banner throughout the conference venue

Packaged Sponsorship Add-Ons

Here are some sponsorship add-ons to make your marketing experience more complete at Code PaLOUSA 2018:

- Exhibitor Lunch - \$15/Exhibitor/Day
 - One (1) ticket to join the conference attendees for lunch
- Pre-Conference Email - \$150
 - One (1) pre-conference email to opted-in attendees sent via the conference
- Post-Conference Email - \$250
 - One (1) post-conference email to opted-in attendees sent via the conference

Individual Sponsorships

Individual sponsorships allow you to customize your marketing and branding efforts based on your strategy and budget requirements to specific targeted attendees

For a more focused sponsorship or to enhance a packaged sponsorship, the Code PaLOUsa individual sponsors are produced with the quality that you would expect reflected with your brand. Your company logo will be prominent and appropriate within all of these items to gain maximum brand exposure.

Individual Sponsorships benefits include:

- Logo and sponsorship recognition on the event website and in the pre-conference promotional emails
- Sponsor acknowledgment during opening comments
- Logo included in the pre-session rotating slides
- Logo included on the back of the official conference t-shirt
- Attendee bag insert
- 10% off conference passes (discount valued at up to \$42.50 each; no limit)
- Logo on event home page
- Logo, URL, and description listed within the sponsor pages of the Conference Guide

Attendee Party Sponsorship: \$5,000 (Limit 4 / 4 available)

Let your brand take center stage before an engaged, excited crowd and make it clear that you are not just any sponsor. Sponsor the Code PaLOUsa 2018 Attendee Party and be the hit of the party. The Code PaLOUsa 2018 Attendee Party will include music, food, and drink for all! You will receive at least two (2) recognitions at the event as well as recognition prior to the event.

- Your company logo on signage posted at drink stations as well as your company logo on event napkins
- Distribution of materials at the special event
- Full-page advertisement in the conference guide promoting the Special Event with your company logo
- One (1) email to opted-in attendees sent via the conference

Individual companies can purchase multiple Attendee Party Sponsorship spots to make the event even more exclusive and have the spotlight focused on their brand.

Breakfast Sponsorship: \$4,000 (Conference) (Limit 2 / 2 available) \$1,000 (Pre-Conference) (Limit 1 / 1 available)

Breakfast is the most important meal of the deal and attendees will remember your message as they are properly prepared for the day. You will receive at least one (1) recognition at the event as well as recognition prior to the event.

- Your company logo on signage posted at lunch stations as well as your company logo on breakfast napkins
- Distribution of materials at the breakfast tables

Lunch Sponsorship: \$7,500 (Conference) (Limit 2 / 2 available) \$2,500 (Pre-Conference) (Limit 1 / 1 available)

From day one, great food was an important distinction at Code PaLOUsa where we have gone out of our way to find the best food to serve during the conference lunches. You will receive at least one (1) recognition at the event as well as recognition prior to the event.

- Your company logo on signage posted at lunch stations as well as your company logo on lunch napkins
- Distribution of materials at the lunch tables

Snack Break Sponsorship: \$3,000 (Conference) (Limit 2 / 2 available) \$1,000 (Pre-Conference) (Limit 1 / 1 available)

Learning is hard work and people need a break. Be the hero while gaining premium, direct exposure by offering conference attendees for that perfect snack to pick them up so they continue learning for the rest of the day.

- Your company logo on signage posted at snack stations as well as your company logo on refreshment lounge napkins

Speaker Dinner Sponsorship: \$3,000 (Limit 1 / 1 available)

Without our amazing speakers there would not be a Code PaLOUsa. But being a community event without a super-large budget, we are not able to financially compensate them. One of the things we do to show our extreme gratitude is hosting a dinner just for our speakers. As the Speaker Dinner Sponsor, you will be able to help us thank the speakers while being able to share your message with the most influential group of people at the conference.

- Two tickets to attend the speaker dinner so you can meet with our speakers who are highly influential players in the industry

Coffee Sponsorship: \$3,000 (Conference) (Limit 2 / 2 available) \$1,000 (Pre-Conference) (Limit 1 / 1 available)

To many, coffee is the lifeline they need to keep them going during the day. Those attendees that live off coffee will see your brand every time they get themselves a fresh cup of coffee. This sponsorship will also include the sodas and bottled water consumed by the attendees.

- Your company logo on signage posted at coffee stations as well as your company logo on coffee station napkins

Attendee Bag: \$5,000 (Limit 1 / 1 available)

High-profile and practical, Code PaLOUsa's official attendee bag will feature your one-color logo next to the conference's own ensuring that your brand will be in every session, hotel room, and suitcase, and affiliating your brand with one of the industry's fastest growing annual events.

- Your company logo featured on the official attendee bag

Attendee Notepad: \$1,250 (Limit 1 / 1 available)

Your logo will make its way to the work desk or dinner table of every conference attendee. A notepad provides weeks, even months of exposure, extending your pitch and reminding prospective clients that you are a leader in the industry.

- Your company logo featured on the official attendee notepad

Attendee Pen: \$750 (Limit 1 / 1 available)

Durable and always in-hand, it will not be long before a new client uses a logo-branded pen to sign on the dotted line. Offering exposure and value, this option will be endlessly useful to thankful attendees and can help direct them to your exhibit table.

- Your company logo featured on the official attendee pen

Sponsoring Events

A Unique Opportunity for Unique Events

Do you have an idea for a unique event that you would like to have your company organize and run at Code PaLOUSA? Pitch the idea to us and we will work with you to help put on something educational, helpful, or just plain fun. With all the host hotel and the surrounding area has to offer, there are lots of possibilities. Examples of events might include code mashups bringing .NET, Ruby, and Java developers together. Maybe your company wants to host a coding challenge. The possibilities are endless.

A couple of guidelines:

- Code PaLOUSA gets final approval on events which are run as part of the conference.
- Sponsored events may not conflict with Code PaLOUSA events (keynotes, breakout sessions, evening party, etc.)
- 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 are sponsor events and not directly part of Code PaLOUSA. Positioning on the site will be first come, first placed. Description of events must be concise.
- Events **may** be listed in the conference guide depending on logistics surrounding the guide. Such listings will be on a separate page clearly noting these as sponsor events.
- Events will be announced at the conference keynotes. Ongoing events **may** have short summary updates during announcements at meal times if time allows.

Sponsorship Terms & Conditions

1. Code PaLOUSA 2018 (herein called the “**Show**”), held on March 28 – 30, 2018, is owned and operated by Code PaLOUSA, Inc. (herein called the “**Management**”).

2. Cancellation or Withdrawal. (a) Cancellation. If Sponsor desires to cancel this Agreement, notification must be made in writing by the Sponsor on or before 60 days prior to the first day of the show, and 50% of the total fee shall be due to Management. After that date, Sponsor shall pay as liquidated damages an amount equal to 100% of the exhibit space rental, sponsorships, and advertising fees for which the Sponsor has contracted. If Sponsor cancels participation in the Show, this Agreement will be canceled and the Sponsor will be liable for payment as outlined above. (b) Downsizing. A Sponsor may elect to reduce sponsorship level for the Show. Notification must be made in writing by the Sponsor and confirmed by Management. On or before 60 days prior to the first day of the show, Sponsor shall pay as liquidated damages an amount equal to 50% of the difference between the originally contracted and new sponsorship fee and advertising fees for which the Sponsor has contracted. After that date, Sponsor shall pay as liquidated damages an amount equal to 100% of the difference between the originally contracted and new sponsorship level fee. Sponsor shall make any additional payment required to aggregate such damages. In addition to the assessed damages, in the event of Sponsor downsizing the table location may be moved at the discretion of Management.

3. Eligible Exhibits. Exhibits will be limited to those companies or other entities offering material, products, or services of specific interest to registrants. Management reserves the right to determine the eligibility of any product for display. Exhibiting manufacturers’ representatives and/or distributors must list his participating principals as the exhibitors of record. Only the sign of the Sponsor whose name appears upon the face of this contract may be placed on the table or in the printed list of Sponsors. No exhibitors or advertising will be allowed to extend beyond the space allotted to the exhibitor, or above the back and side rails. Sponsor agrees that his exhibit shall be admitted and shall remain from day to day solely on strict compliance with the rules herein laid down. Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or Sponsor or his representatives, upon the Management’s good faith determination that the same is not in accordance with this Section 3.

4. Limitation of Liability. The Sponsor agrees to indemnify and hold harmless the Management, Show facility and facility owner, and city in which this Show is being held, and each of their officers, agent, and employees, against all third party claims, losses, suits, damages, judgments, expense, costs, and charges of every kind resulting from the sale of Sponsor’s products at the Show and the acts or negligence of Sponsor or its agents or employees. The Management shall not be responsible for loss or damage to displays or goods belonging to Sponsors, whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats, or other causes, except if such loss or damage is caused by the gross negligence or willful misconduct of Management or its employees. All Sponsor items are brought to the Show and displayed at Sponsor’s own risk, and should be safeguarded at all times. Management will provide the services of a reputable protective agency during the period of installation, show, and dismantling, and Sponsor agrees that the provision of such services constitutes adequate discharge of all obligations of the Management to supervise and protect Sponsor’s property within the Show. Sponsors may furnish additional guards at their own cost and expense, only with prior approval by Management. The Sponsor agrees that Management shall not be responsible in the event of any of Sponsor’s errors or omissions in the listings in the Sponsor’s Official Direc-

tory and in any promotional material. Sponsor agrees to indemnify Management against and hold it harmless for any third party claims and for all damages, costs, and expenses, including, without limitation, attorney’s fees, and amounts paid in settlement incurred in connection with such claims, arising out of the acts of negligence of Sponsor, his agents, or employees. Each party represents and warrants that the execution, delivery, and performance of this Agreement by it will not constitute a violation of any applicable federal, state, or local laws, regulations, ordinances, or codes, and Management shall defend, indemnify, and hold harmless Sponsor, at Management’s expense, from any third party claim brought against Sponsor arising out of Management’s breach of any of its representations or warranties set forth in this Agreement and/or its gross negligence or willful misconduct. The indemnified party will provide reasonable information and assistance to the indemnifying party at the indemnifying party’s expense in defense of such claim. EXCEPT WITH RESPECT TO EACH PARTY’S CONFIDENTIALITY AND INDEMNIFICATION OBLIGATIONS SET FORTH IN THIS AGREEMENT, NEITHER PARTY SHALL BE LIABLE TO THE OTHER PARTY OR TO ANY THIRD PARTY FOR ANY CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF OR RELATED TO THIS AGREEMENT, EVEN IF THE PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. EXCEPT WITH RESPECT TO EACH PARTY’S CONFIDENTIALITY AND INDEMNIFICATION OBLIGATIONS SET FORTH IN THIS AGREEMENT, EACH PARTY’S LIABILITY ARISING OUT OF OR RELATED TO THIS AGREEMENT WILL NOT EXCEED THE TOTAL AMOUNT PAID BY SPONSOR UNDER THIS AGREEMENT.

5. Default in Occupancy. If exhibition space is not occupied by the time set for completion of installation of displays, such space may be possessed by Management for such purposes as it may see fit.

6. Sub-leasing. Sponsor shall not sublet his space, or any part thereof, for the exhibition of anything not specified in the contract. Sponsor may not exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in his own name, except where such articles are required for the proper demonstration or operation of Sponsor’s display in which case identification which in standard practice appears normally on them. For clarify, Sponsor may give away Sponsor-branded items to Show attendees. Sponsor may not permit in his table non-exhibiting companies’ representatives. Rulings of the Management shall in all instances be final with regard to use of any exhibit space. Notwithstanding the foregoing, such to receipt of written permission from Management, Sponsor may sublet table space to third parties which produce, distribute, or sell products in connection with Sponsor, and Sponsor may exhibit, offer for sale, give as a premium, or advertise articles produced, displayed, or sold by such third parties and permit such third parties’ company representatives at Sponsor’s table. Management, in its sole discretion, reserves the right to accept or reject any request by a Sponsor to include third parties at its table as set forth above.

7. Damage to Property. Exhibitor is liable for any damage caused to building floors, walls or columns, or to standard table equipment, or to other sponsors’ property (normal wear and tear excluded). Sponsor may not apply paint, lacquer, adhesives, or other coating to building columns and floors or to standard table equipment.

8. Union Labor. Exhibitor shall employ only union labor, as made available by official contractor in the installation and dismantling of this exhibit, and in its operation, when required by union agreements. A Sponsor planning to build special displays should employ union display companies in their fabrication, and carpentry and electrical work in such displays must bear AFL-CIO union labels. For clarity, Sponsor shall set up its own exhibit at the Show.

Sponsorship Terms & Conditions (continued)

9. **Special Services.** Electricity, gas, water, and other utilities, as well as other special services needed by individual sponsors, are provided only when the Sponsor orders and agrees to pay for them from the persons authorized to supply such services in conformity with city, insurance, and other requirements.

10. **Table Representatives.** Table representatives shall be restricted to Sponsor's employees and their authorized representatives. Table representatives shall wear badge identification furnished by Management at all times. Management may limit the number of table representatives at any time. All Sponsor-exhibited tables must be staffed by the Sponsor during all open show hours.

11. **Electrical Safety.** All wiring on displays or display fixtures must conform to the applicable standards established by various government agencies and standard fire inspection ordinances. All display wiring must exhibit the seal and/or such other seals of official approving agencies as may be required at the site of the Show.

12. **Safety and Fire Laws.** All applicable fire and safety laws and regulations must be strictly observed by the Sponsor. Cloth decorations must be flameproof. Wiring must comply with local fire department and underwriters' rules. Crowding will be restricted; aisles and fire exits must not be blocked by exhibits. No decorations of paper, pine boughs, leafy decorations, or tree branches are allowed. Acetate and most rayon drapes are not flameproof and may be prohibited. No storage behind exhibits is provided or permitted. Smoking is not permitted in the exhibits and any meeting room or other area of the Show.

13. **Decoration.** Management shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by Sponsor, and may require the replacing, rearrangement, or redecorating of any item of any table, and no liability shall attach to Management for costs that may devolve upon Sponsor thereby. A Sponsor building special background or side dividers must make certain that the surface of such dividers are finished in such a manner as not to be unsightly to sponsors in adjoining tables (no logos, no graphics). If such surfaces remain unfinished at 3:00 pm of the day before the opening day of the Show, Management shall authorize the official decorator to effect the necessary finishing, and Sponsor must pay all charges involved thereby. In addition, if any displays on which set-up has not been started by 3:00 p.m. of the day before the opening day of the Show, Management reserves the right to have such displays installed at Sponsor's expense. All exhibits should be ready for the opening hour of the Show. The Management will not allow any noise or moving of the exhibits after this time. No exhibit may be built or erected to exceed the height limitation as set forth in the Exhibitor's Manual. Any Sponsor whose table exceeds the height limitation will be required at his own expense to alter the display in order to conform to these regulations.

14. **Sound Level.** Mechanical or electrical devices that produce sound must be operated so as not to prove disturbing to other sponsors. Management reserves the right to determine the acceptable sound level in all instances.

15. **Lotteries/Contests.** The operation of games of chance, or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law and on written approval from Management.

16. **Personnel and Attire.** Management reserves the right to determine whether

er the character and/or attire of table personnel is acceptable and in keeping with the best interests of sponsors and the Show.

17. **Sponsor Conduct.** Retail sales at the Show are permitted, provided that the Sponsor complies with all laws and regulations regarding retail sales including but not limited to all laws and regulations regarding payment of sales tax. The Management shall not be responsible for loss or damage to goods made available for retail sale or the proceeds from the sale of such goods belonging to the Sponsor, whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats, or other causes, except if such loss or damage is caused by the gross negligence or willful misconduct of Management or its employees. All such items are brought to the Show and sold and displayed at Sponsor's own risk, and should be safeguarded at all times. The distribution of samples, souvenirs, publications, etc., or other sales or sales promotion activities must be conducted by Sponsor only from within his table. The distribution of any articles that interferes with the activities or obstructs access to neighboring tables, or that impedes aisles, is prohibited. No article containing any product other than the product or material made or processed or used by Sponsor in his product or service may be distributed except by written permission of Management. The Sponsor shall conduct and operate its exhibit so as not to annoy, endanger, or interfere with the rights of other sponsors and visitors. Any practice resulting in complaints from any other sponsor or any visitor which, in the opinion of Management, interferes with the right of others or exposes them to annoyance or danger, may be prohibited by Management.

18. **Obstruction of Aisles or Tables.** Any demonstration or activity that results in obstruction of aisles or prevents ready access to nearby sponsors' tables shall be suspended for any periods specified by Management.

19. **Termination of Exhibition.** In the event that the premises in which the Show is or is to be conducted shall become, in the sole discretion of Management, unfit for occupancy, or in the event the holding of the Show or the performance of Management under the contract (of which this Agreement is a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of Management, and Management terminates said contract and/or the Show (or any part thereof) for any of the foregoing reasons, then Management may retain such part of Sponsor's rental as required to recompense it for expenses incurred up to the time such contingency shall have occurred, and any remaining amounts shall be refunded in full to Sponsor, and there shall be no further liability on the part of either party. For purposes hereof, the phrase "cause or causes not reasonably within the control of Management" shall include, but not by way of limitation: fire; casualty; flood; epidemic; earthquake; explosion or accident; blockade embargo; inclement weather; government restraints; restraints or orders of civil defense or military authorize; acts of public enemy; riot or civil disturbance; strike, lockout, boycott, or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain condemnation, requisition, or commandeering of necessary supplies or equipment; local, State, or Federal laws, ordinances, rules, orders, decrees, or regulations whether legislative, executive, or judicial, and whether constitution or unconstitutional, or Act of God.

20. **Resolution of Disputes.** In the event of dispute or disagreement between: Sponsor and an Official Contractor; or between Sponsor and a Labor Union or Labor Union Representative; or between two or more Sponsors; all interpretations of all rules governing the Exhibition, actions, or decisions concerning this dispute or disagreement by Management intended to resolve the dispute or disagreement shall be binding on Sponsor.

Sponsorship Terms & Conditions (continued)

21. Receipt of Goods and Exhibits. All arriving goods and exhibits will be received at receiving areas designated by Management. All incoming goods and exhibits must be plainly marked and all charges prepaid.

22. Care and Removal of Exhibits. Management will maintain the cleanliness of all aisles. Sponsors must, at their own expense, keep exhibits clean and in good order. All exhibits must remain fully intact until the Show has officially ended. Disturbing or tearing down an exhibit prior to the official closing hour of the Show can result in refusal by Management to accept or process exhibit space applications for subsequent exhibitions. Exhibits must be removed from the building by the time specified in the Exhibitor's Manual. In the event Sponsor fails to remove his exhibit in the allotted time, Management reserves the right, at the Sponsor's expense, to ship the exhibit through a carrier of Management's choosing or to place the same in a storage warehouse subject to the Sponsor's disposition or make such other disposition of this property as it may deem desirable without any liability to the Management.

23. Photography. The photographic rights for the Show are reserved to Management, and photography in the Show required by Sponsor can be carried out at moderate charges by the Official Photographers (as designated by Management) if desired. Exhibitors wishing to make their own arrangements for the photographing of their exhibit must apply to Management, whose permission shall not be unreasonably withheld. Notwithstanding the foregoing, Sponsor may film or photograph its exhibit at the Show solely for internal use or for display on Sponsor-controlled social media pages.

24. Insurance. Sponsor is advised to see that his regular company insurance includes extraterritorial coverage, and that he has his own theft, public liability, and property damage insurance.

25. Losses. Management shall bear no responsibility for damage to Sponsor's property (except if such damage is caused by Management's gross negligence or willful misconduct), or lost shipments either coming in or going out, nor for moving costs. Damage to inadequately packed property is Sponsor's own responsibility. If exhibit fails to arrive, Sponsor is nevertheless responsible for exhibit space cost. Exhibitor is advised to ensure against these risks.

26. Amendment to Rules. This Agreement exclusively and completely states the rights, duties, and obligations of the parties and supersedes all prior and contemporaneous representations, letters, proposals, discussions, and understandings by or between the parties. This Agreement may only be amended by a written document that is signed by both parties.

27. Agreement to Rules. Sponsor, for himself and his employees and representatives, agrees to abide by the foregoing rules and by any amendments that may be put into effect by mutual agreement.

28. Payment and Default. Any amounts not paid when due under this contract will bear interest at the rate of 1.5% per month, not to exceed the maximum rate permitted by law. In addition, if the Sponsor defaults on any of its obligations under this contract or violates any Show rule or regulation promulgated

pursuant to this Agreement, the Management may, without notice, terminate the Sponsor's rights under this contract and may thereupon direct the Sponsor forthwith to remove its employees and agents, and all of its articles or merchandise and other personal property, from the space contracted for and from the Show exhibit hall. In the event of termination of this contract as a result of any such Sponsor default or violation the Management may retain all monies paid or payable under this contract as liquidated damages. The Sponsor will be responsible for any costs reasonably incurred by Management (including reasonable attorney's fees) in enforcing the Sponsor's obligations under this Agreement.

29. Contract Acceptance. Deposit of your check does not constitute contract acceptance. This Agreement shall not be binding until accepted by both parties.

30. Agreement Non-assignable. This Agreement is non-assignable. Any attempted assignment of this Agreement without the prior written approval of the other party shall be null and void and shall constitute a breach of this Agreement, resulting in cancellation.

31. License. Sponsor hereby grants to Management, during the Term, a non-exclusive license to display Sponsor's name, marks, and logo as provided by Sponsor, without modification (collectively, "Sponsor Materials"), in connection with the Show and Management's obligations as set forth in this Agreement. The Sponsor Materials, and all rights and goodwill therein, shall remain the exclusive property of Sponsor.

32. Confidentiality. Each party shall maintain the confidentiality of the other's Confidential Information (as defined below) using at least the same efforts as it uses to maintain the confidentiality of its own Confidential Information. The term "Confidential Information" shall include any nonpublic information, whether in written, oral, graphic, electronic, or any other form, including, without limitation, client data, sales, cost and other unpublished financial information, product and business plans, business projections, pricing, marketing data, business, financial, and technical information, user manuals, forecasts, analyses, software, and processes, which information is marked or indicated at the time of disclosure or observation as being "Confidential" or "Proprietary," or which would be deemed by a reasonable person to be confidential or proprietary in nature. This Agreement shall be treated as Confidential Information. Confidential Information shall not include information that: (i) is in or enters the public domain without breach of this Agreement; (ii) the receiving party receives from a third party who is entitled to disclose such information to receiving party without restriction on disclosure and without breach of a nondisclosure obligation; or (iii) the receiving party knew prior to receiving such information from the disclosing party or develops independently without reference to the disclosing party's Confidential Information. Either party may disclose Confidential Information in accordance with judicial or other governmental order, provided that the disclosing party shall give the other party reasonable notice prior to such disclosure and shall comply with any applicable protective order or equivalent.

Code PaLOUsa Policies

Code of Conduct

Code PaLOUsa is a community conference intended for networking and collaboration in the developer community. We value the participation of each member of the software development community and want all attendees to have an enjoyable and fulfilling experience. Accordingly, all attendees are expected to show respect and courtesy to other attendees throughout the conference and at all conference events, whether officially sponsored by Code PaLOUsa or not.

To make it clear what is expected, all attendees, speakers, exhibitors, organizers, and volunteers at any Code PaLOUsa event are required to conform to the following Code of Conduct. Organizers will enforce this code throughout the event.

The Short Version

Code PaLOUsa is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, sexual orientation, disability, physical appearance, body size, race, or religion. We do not tolerate harassment of conference participants in any form. Sexual language and imagery is not appropriate for any conference venue, including talks. Conference participants violating these rules may be sanctioned or expelled from the conference without a refund at the discretion of the conference organizers.

The Long Version

Harassment includes offensive verbal comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, sexual images in public spaces, deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of talks or other events, inappropriate physical contact, and unwelcome sexual attention.

Participants asked to stop any harassing behavior are expected to comply immediately. Exhibitors in the expo hall, sponsor or vendor tables, or similar activities are also subject to the anti-harassment policy. In particular, exhibitors should not use sexualized images, activities, or other material. Table staff (including volunteers) should not use sexualized clothing/uniforms/costumes, or otherwise create a sexualized environment.

Be careful in the words that you choose. Remember that sexist, racist, and other exclusionary jokes can be offensive to those around you. Excessive swearing and offensive jokes are not appropriate for Code PaLOUsa. If a participant engages in behavior that violates this code of contact, the conference organizers may take any action they deem appropriate, including warning the offender or expulsion from the conference with no refund.

Contact Information

If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact a member of the conference staff. Conference staff will be wearing badges with “Staff” or “Executive Committee” banners. You may also contact hotel staff and ask to be put in touch with the conference chair – Chad Green.

If the matter is especially urgent, please call/contact any of these individuals:

- Chad Green at 502-291-9979
- Emily Schweiss at 615-905-NERD (6373)

Code PaLOUsa Policies (continued)

Conference staff will be happy to help participants contact hotel/venue security or local law enforcement, provide escorts, or otherwise assist those experiencing harassment to feel safe for the duration of the conference. We value your attendance.

ANTI-HARASSMENT POLICY

Code PaLOUsa is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, age, sexual orientation, disability, physical appearance, body size, ethnicity, or religion. We do not tolerate harassment of conference participants in any form. Sexual language and imagery is not appropriate for any conference venue, including talks. Conference participants violating these rules may be sanctioned or expelled from the conference without a refund at the discretion of the conference organizers. More details on the Code PaLOUsa Code of Conduct can be found on the Code PaLOUsa website.

Thank you for helping make this a welcoming, friendly event for all.

COMMITMENT TO DIVERSITY

It is Code PaLOUsa's goal to create an inclusive, respectful conference environment that invites participation from people of all races, ethnicities, genders, ages, abilities, religions, sexual orientation, and educational and socioeconomic backgrounds.

We are actively seeking to increase the diversity of our attendees, speakers, and sponsors through our calls for proposals, other open submission processes, and through dialogue with the larger communities we serve. This is an ongoing process. We are talking to our program chairs, program committees, and various innovators, experts, and organizations about his goal and about ways they can help us achieve it.

Here are some ways you can help us build a more diverse conference experience:

- Recommend appropriate speakers and/or program committee members to the conference chairs (see <https://cplspeakers.azurewebsites.net> for program information; you may also send an email to the committee)
- Forward our call for proposals to relevant affinity groups with the message that we are looking for a diverse speaker roster
- Suggest to potential speakers that they submit a proposal during our Call for Participation conference phase
- Organize community-based public speaking trainings and practice events (Ignite is one popular format)
- Suggest ways that the on-site conference experience can be more welcoming and supportive, free from intimidation and marginalization (send an email to the committee)
- Share your ideas and best practices for how we can realize our vision (send an email to the committee)
- We value diversity in the communities we bring together, and we welcome your contributions to bringing balanced representation of the richness of our collective human experience and welcome your contributions to helping us achieve that goal by following our code of conduct

This diversity statement was formed from the example licensed by O'Reilly Media <http://assets.en.oreilly.com/1/event-provider/1/ConfDiversity.pdf> under the Creative Commons Attribution 3.0 United States License.

Frequently Asked Questions

We are working against budget schedules. Can I commit to sponsorship now but pay closer to the event?

Yes; however your benefits may *not be activated until we receive payment*. Moreover, sponsorships will not be held for you. All benefits are first-come, first served based on the date we receive your payment. Code PaLOUsa is a non-profit event completely run by volunteers. We simply do not have the bandwidth to deal with Accounts Receivable.

May we contribute more than the minimum amount for a given sponsorship level?

Yes. This will count towards your total contribution for logo placement and purchase limit for additional opportunities.

We have a great idea for a sponsorship opportunity that you have not listed. What can we do?

Contact us and run it by! We are happy to work with any idea as long as it is of benefit to the attendees.

What do we need when we go to register for our sponsorship?

Other than an idea of which sponsor package(s) you wish to register for, you will need the following:

- Name, title, postal address, email address, and phone number of the point of contact for your sponsorship
- A high-resolution version of your logo
- A short description of your company
- The Twitter handle for your company we should be referencing for social media marketing

Who exactly is organizing Code PaLOUsa?

The Code PaLOUsa conference is organized by a group of developer community leaders who have collectively formed a non-profit organization in the commonwealth of Kentucky. The organizers are completely volunteer, and all monies collected from sponsors go towards the conference and its related expenses.

What is the Code PaLOUsa mailing address?

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

Code PaLOUsa, Inc.
8900 Woodbridge Meadows Ct.
Louisville, KY 40219

How to Sponsor

If you are interested in being a Code PaLOUsa 2018 sponsor, please go to <https://codepalousa.ticketspice.com/SponsorCPL18> and register for your desired sponsorship package. From there you will have the option of paying for your sponsorship by credit card or having an invoice sent to you (where payment will be due upon receipt). Upon completion of your registration, we will send additional details such as conference guide advertisement requirements, deadlines, and how to register your exhibitors for their attendance.

If you have any questions about the sponsorship packages and/or process, please contact **Kaitlin Wright**. She can be reached via email at kwright@codepalousa.com.

Thank You