



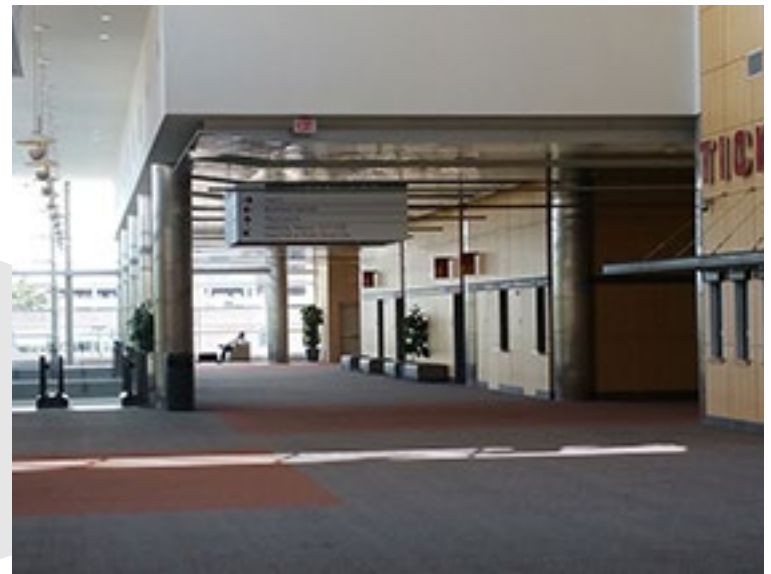
## What is Prairie.Code()?

Prairie.Code() is a community-organized software development conference based in Des Moines, IA. It is the largest professional software development event in Iowa, with over 100 breakout sessions and hands-on workshops covering all aspects of software development. It is our goal to support the growing and vibrant tech scene in the Great Plains region.

## What you should expect

Last year was the first year for Prairie.Code() and were humbled and honored by the response from the community. The average rating we received from our post event surveys was 4.65 on a 5 point scale. 89% agreed with the statement that Prairie.Code() was a great value. 96% said they were coming back next year and telling their friends and co-workers about us.

We want to deliver the very best software development conference. This year is sure to be our biggest and best yet! Will you help us?

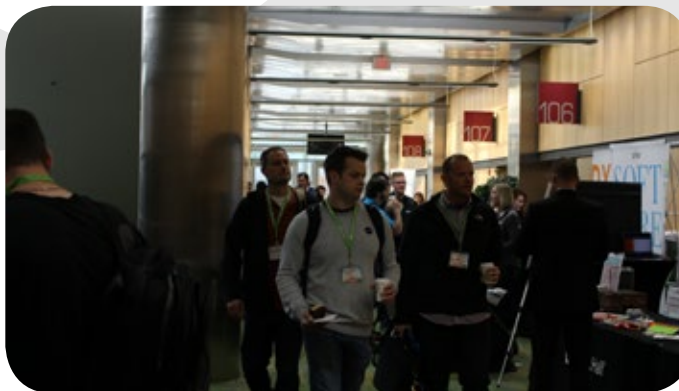


## Benefits of Sponsorship

### Meet potential new hires

We don't have to tell you how difficult it is to find experienced software development staff. In the highly competitive market we are experiencing today the value of quality contacts cannot be overestimated. Attendees of Prairie.Code() are exactly the kind of professionals you want to be talking to.

When you sponsor at the Silver level or above you are entitled to a booth at the event where we incentivize attendees to visit you. There is no better way to get to know your potential new employees.



### Be a part of a growing community

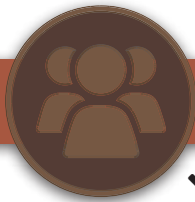
Sponsoring is not only a great investment it's a great way to support the amazing software development community we have in Iowa. You will help our community grow sophisticated and passionate software development professionals.

The people who become a part of our community tend to be more engaged members of their field and strive to keep their skills on the cutting edge. They are the ones who are interested in career advancement and need your help to reach their goals. We are always taking steps to welcome more members in to our growing community and your sponsorship can help.





# Sponsorship Levels



## Bronze \$750

- ✓ Logo on Sponsor's page
- ✓ Logo on Slide Deck
- ✓ Quarter-page ad in program



## Silver \$2500

- ✓ All Bronze benefits plus...
- + Standard booth at Prairie.Code()
- + Sponsor Bingo incentive
- + Half-page ad in program



## Gold \$3500

- ✓ All Silver benefits, plus...
- + One attendee badge
- + 10% discount on attendee badges
- + Drink ticket giveaway at Attendee Party
- + Full-page ad in program



## Platinum

\$4500

(Limited number available)

- ✓ Premium booth at Prairie.Code()
- ✓ Two attendee badges
- ✓ Sponsor bingo incentive
- ✓ Dedicated slide in opening comments
- ✓ Prominent placement of logo on site
- ✓ 10% discount on attendee tickets
- ✓ Drink ticket giveaway at attendee party
- ✓ Full-page ad in program

## Maximize your Sponsorship

After selecting a base sponsorship level, you may choose one or more of the following opportunities to maximize your exposure to our attendees:

**Attendee Party Sponsor** \$1500

Our attendee parties have become some of the best networking events in the mid-west, with food, live music and tons of fun. Feature yourself as a premier supporter!

**Speaker Dinner Sponsor** \$2000

Our speakers represent the cream of the crop - they are among the best and brightest in the country, and this is your opportunity to network with them more closely.

**Wi-Fi Sponsorship** \$2000

The first thing most attendees do is log in to the Wi-Fi, and we do all we can to make it fast and reliable. Help us out and put your name on it!



Attendees and speakers enjoying live music at the attendee party