

September 22-24, 2021

Holiday Inn, Des Moines IA



prairiecode.amegala.com

an Amegala conference

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 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's New in 2021

This year we are offering badge scanners to help you collect attendee information. Each badge will have a barcode and at the end of the conference we will provide you the name and email address of each attendee you scanned. We are asking that you provide a door prize to be given away at the end of the conference, and each attendee that you scanned will be entered into a drawing for that prize. This will encourage the attendees to visit your booth, leading to more contact opportunities for you!



Benefits of Sponsorship

Meet potential new hires

We do not 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 is 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.



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Sponsorship Levels

Bronze \$500

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

Silver \$2000

- ✓ All Bronze benefits plus...
- + Standard booth at Prairie.Code()
- + One Badge Scanner
- + Half-page ad in program

Gold \$3000

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

Platinum

\$4000

(Limited number available)

- ✓ Premium booth at Prairie.Code()
- ✓ Two attendee badges
- ✓ Three Badge Scanners
- ✓ 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 \$2000
 Our attendee parties have become some of the best networking events in the mid-west, with food and tons of fun. Feature yourself as a premier supporter!

Speaker Dinner Sponsor \$1000
 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 \$1000
 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

Sponsorship FAQ

Who attends this conference?

The vast majority of our attendees are professional working in the software development field.

- 54% identified as Software Developer/Software Engineer/Web Developer/.Net Developer etc
- 28% identified as Senior/Lead Software Developer/Software Engineer/Web Developer/.Net Developer
- 12% identified as Project Managers/Scrum Masters/Product Owners/QA
- 3% identified as Junior Software Developer/Software Engineer/Web Developer/.Net Developer

The rest are a mix that included President, Manager, Sys-Admin, Director, COO, etc.

What is provided with a booth?

For standard booths we provide one table with skirting and two chairs. Premium booths come with two tables and four chairs.

What is a “premium” booth?

A premium booth has the following perks:

- Double-sized booth
- 4 booth badges
- Preferred booth placement

When can I set up?

Sponsors set up anytime after 7:30am on Thursday, September 23rd.

What is the difference between the booth badge and an attendee badge?

Booth badges are for individuals who will be staffing a booth at Prairie.Code(). They are freely transferable so your booth can be worked in shifts. Anyone wishing to attend sessions needs to purchase an attendee badge.

Are there any restrictions on what I can give away at my booth?

The only restrictions pertain to certain types of food and beverages. While small candies, mints, fun-size candy bars, and the like are allowed, Convention Center policy prohibits soda, full-size candy bars, pastries, and other similar items.

There are no restrictions to what your door prize will be. We do encourage you to make it something that is widely appealing to a large audience as to attract as many badge scans as possible!

Is lunch provided?

Lunch and snacks are provided for anyone with a booth or attendee badge.

Can I get a list of attendees after the event?

Unfortunately, no. It is a violation of the CAN-SPAM Act to distribute or sell contact information without explicit permission. Instead, we are now offering Badge Scanners to conveniently collect contact information.