



# Indy.Code()

## 2017 Sponsorship Prospectus



### What is Indy.Code()?

Indy.Code() is an upcoming three-day software development conference in downtown Indianapolis. With over 100 breakout sessions and hands-on workshops covering all aspects of software development, Indy.Code() is a must attend event for any serious software professional.

### What is Amegala?

Amegala (pronounced AH-ma-gala), derives from the Latin words for Innovate “amet” and Gathering “galeman”. We founded Amegala in 2010 with the belief that software development is an essential industry and the people who develop and manage software have a key role to play in the future of our economy. In 2017, we are organizing conferences in 4 different markets (Indianapolis, IN; Detroit, MI; Des Moines, IA; Lincoln, NE) and expect to reach over 3,000 software development professionals across these 4 events. As responsible members of the software development community we see it as our mission to help grow and improve that community to which we owe so much.

## 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 Indy.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 in Indiana. You will help the community grow sophisticated and passionate software development professionals.

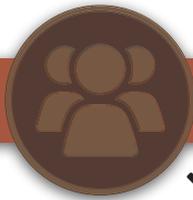
The people who become a part of our community tend to be more engaged members of their field and strive to keep their skills on the cutting edge. They are the ones who are interested in career advancement and need your help to reach their goals. We are always taking steps to welcome more members in to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

*Keyhole has found Amegala conferences to be extremely valuable. We have brought aboard multiple employees that we met initially there. It provided a good platform where we could actually create relationships with skilled people: attendees could attend sessions from our experts, learn from our speakers, and then stop by our booth to learn more about what we do. It gave our team visibility and provided the platform to get to know people in the community. - Lauren Fournier, Keyhole Software*

*We look forward to continuing to sponsor the conference in the upcoming years, and getting involved in the local community as much as possible. It's an absolute great conference to network, while growing your overall technical knowledge with the latest and greatest technical skills/trends. - Alex Anderson, TEKSystems*



# Sponsorship Levels



## Bronze \$1500

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



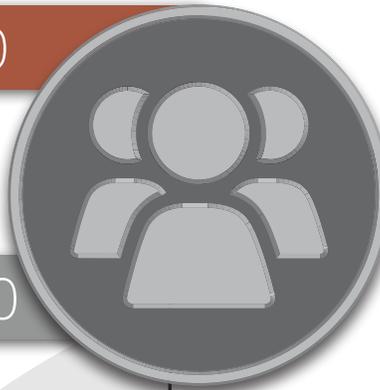
## Silver \$3000

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



## Gold \$4000

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



## Platinum

### \$5000

(Limited number available)

- ✓ Premium booth at Indy.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. When attendees logon they will be directed to your website to see how amazing you are!



Attendees and speakers enjoying live music at the attendee party