SEPT 29 - OCT 03

DRUPALCON AMSTERDAM
RAI EXHIBITION AND CONVENTION CENTRE
AMSTERDAM, HOLLAND

DrupalCon is the heartbeat of the Drupal community, an expression of our software innovation, our commitment to collaboration, and our extreme nerdiness. These events convene thousands of people who come together for a week to drain a city of all its coffee and fill a venue with energy, companionship and code unmatched by any other tech community.

Part FOSDEM, part The Next Web, and part college dorm room, DrupalCon is an integral element of the Drupal experience.

Developers, sitebuilders, UX/designers, project managers, business owners, CMS decision makers, job seekers and job givers will be pouring into this year's events: DrupalCon Austin and DrupalCon Amsterdam. Together we will unite in celebration of the Drupal 8 release and work together to gain new skills and new friends as we advance the Project.

SPONSORING DRUPALCON

If Drupal is important to your business, then sponsoring DrupalCons Austin and Amsterdam 2014 is a necessity.

Our **Sponsor Packages** are designed to help your business with lead generation, branding, talent recruitment and networking at all levels and price points.

However, if you are simply looking for a way to give back to the community, check out our **Drupal Love Packages** that start very competitive entry rates.

If you're looking for a longer term, full-year, community engagement, and are interested in bundling sponsorship discounts, check out our Partner Programs.

* **Supporting Partner Program:** for Drupal-related businesses
* **Drupal Technology Partner Program:** for third party software companies which integrate with Drupal and tools companies who help Drupalers build great sites

To speak with a sponsorship sales person contact:

sponsor@association.drupal.org and one of our account managers will contact you

If you are interested in a media partnership, contact:

Joe Saylor
joe@association.drupal.org

DRUPALCON BY THE NUMBERS

The Drupal community is a diverse group, with a variety of interests that span the globe. Thousands of these Drupal enthusiasts will be in attendance at DrupalCon Austin and Amsterdam. Let's take a look at our attendees from our 2012 DrupalCons.

North America

Demographics: DrupalCon Portland

Developers 86%	Site Builders 43%	Site Admins 40%	PMs 24%	CXO/Managers 20%	Designers 17%

In our survey from DrupalCon Portland, many attendees identified themselves as serving in one or more roles.

Attendance

Anticipated: 4,000 Austin, 2014	Actual: 3,300 Portland, 2013	Actual: 3,075 Denver, 2012

Europe

Demographics: DrupalCon Munich

Developer & Site Builder 70%	CXO/Manager 20%	Designer & Themer 7%	Project Manager 3%

Attendance

Anticipated: 2000 Amsterdam, 2014	Actual: 1840 Prague, 2013	Actual: 1750 Munich. 2012

DRUPALCON AMSTERDAM
SPONSOR PACKAGES

Druppel - Dutch for drop of water - is the namesake for Drupal, one of the fastest growing open source Content Management Systems in Europe. And this year, Drupal returns home to Amsterdam, the host city for DrupalCon Europe 2014, where there is a thriving community of developers,UX/designers, project managers, and Drupal web development agencies who collaborate on the Project and build award winning sites.

Not only does this event attract a strong local community of Drupal developers, but Amsterdam is easy for Drupalers from all over to attend. So, be sure to sponsor this event and engage with our dynamic community.

Choosing the sponsor package that's right for you is easy!

1. Select your sponsor level from the Core or Module Sponsorships listed below.
2. If you are looking for additional exposure, you can LEVEL UP your sponsor package with add-ons.
3. Looking for even more flexibility in your benefits? Contact us for a custom quote.

CORE SPONSORSHIPS

Platinum and Gold level sponsors get an additional benefit and can chose one of the Bonus Benefits provided.

	DIAMOND	PLATINUM	GOLD	SILVER
EURO [payment is in EURO]	€ 20.000	€10.000	€ 6.000	€ 3.500
USD (equivalent)	$26,500	$13,250	$8,000	$4,600
DrupalCon Tickets	20	10	5	3
Exhibit Booth	6m wide x 2m deep	6m wide x 2m deep	3m wide x 2m deep	2m table
Premium Logo Placement on DrupalCon Website	Site Header	Site Footer	Visibility on Sponsor Page	Visibility on Sponsor Page
Ad in Printed Program Guide (See kit for specs)	Full Page Ad	Full Page Ad	Half Page Ad	---
Web Ad on DrupalCon Website	Yes	Yes	---	---
Branded Giveaway Item for Attendee Bag (Approval Required)	Yes	Yes	---	---
Named Room on Podium, Event Signage and Website	Session Room	Session - or - BOF room	---	---
Keynote Introduction	3 Minute Speaking Opportunity	---	---	---
Logo on Banner	Mainstage	Mainstage	Exclusive High Traffic Area	---
Business Showcase Session Session listing in printed schedulee, website. Audio recording posted to our YouTube channel.	1 Recorded Session (60 minutes)	1 Recorded Session (30 minutes) - Bonus A: Level Up to a Full 60 Minute Session	Bonus A: Lightning Talk (15 minutes)	---
Premium logo placement in Attendee Email	Top tier	Second tier	---	---
Logo on General Conference Signage	Yes	Yes	---	---
Blog Post for DA News	One Post	Only If You Are A Drupal Association Partner	---	---
Blind Attendee Opt-In Email Sent on Your Behalf	Yes	Bonus B	---	---
Attendee list by name, company and title ONLY (one time report)	Yes	Yes	Bonus B	---
Unlimited posting access to the DrupalCon jobs board	Featured Posting	Bonus C: Feature Posting	Bonus C: Feature Posting	Yes
Acknowledged in Program Guide	Yes	Yes	Yes	Yes
Company logo and link on Sponsor page	Yes	Yes	Yes	Yes
Logo on main stage screen before keynote presentations	Dedicated Slide	Shared Slide	Shared Slide	Shared Slide
Provide prizes for promotional raffles, contests	Yes	Yes	Yes	Yes
Access to VIP Reception	4 Tickets	2 Tickets	2 Tickets	2 Tickets

MODULE PACKAGES

Pro-tip: You can add a booth to any of these packages.

All Module Sponsorships include these benefits:

- **Logo and link on DrupalCon sponsor page**
- **Dedicated sponsor node with logo, link, company description, and contact information**
- **Logo on morning main stage screen**
- **Company name and sponsor level listed in program guide**
- **Unlimited posting access to the DrupalCon jobs board**
- **Provide a special offer to attendees for inclusion in our post-con attendee mail**
- **2 tickets to the Thursday evening VIP Reception**
- **Opportunity to provide prizes for DrupalCon raffles and games, with attribution**

PACKAGES FROM €1.500 - €3.500

Trivia Night – Community Event - € 1.500 / $2,000

Help make a popular community come together so hundreds can gather on Thursday night to compete over Drupal trivia and other nerdy fun facts.

- 2 conference passes
- Logo on event signage
- Table tents: Logo on signage at each table
- Provide us with branded pen/pencils for participants to use. We will distribute them for you.

Hack-a-thon € 1.500 / $2,000 + AV + food/beverage

On Monday, kick DrupalCon off with a fun hacker event that highlights your product and captures the Drupal community's innovative spirit. You are welcome to invite your partners to join and share the cost. You program the event and we will:

- 2 conference passes
- Promote the event via social media
- Post your blog about the event
- Promote your event in an attendee email
- Your event listed on the website under "Conference Program"
- Signage with your logo on it (goes outside hackathon room so people find you)

*We encourage you to announce your Hack-a-thon early so attendees book their flights to arrive early enough for your event!

Developer Contest - € 1.500 / $2,000

Run a developer contest before DrupalCon and then announce the winner on stage. You create the contest and post it on your website several weeks before DrupalCon. Then, we we will:

- 2 conference passes
- Promote the event via social media
- Post your blog about the event
- Promote your event in an attendee email
- Your event listed on the website under "Conference Program"

You can use the Monday of DrupalCon to hold "contest support hours" to help last minute entries. We recommend you cut off submissions Monday night and use Tuesday to select your winner. Then announce the winner on Wednesday.

Live Streaming Sponsorship - € 1.500 / $2,000 + tech and resource to record live streaming

The global Drupal community is huge and not everyone can attend the conference, but thousands watch via Live Streaming. They even host local community parties to watch content together. The Live Streaming Sponsorship provides the on-site resources to simulcast the "Introduction to DrupalCon session", three one hour keynotes (one per day), and the closing session on Thursday. In return, we will:

• Tickets for your onsite staff
• Promote live streaming via social media, attendee email, and a blog post
• Insert your logo in the media player for thousands of Drupalers to see.

Sponsored lounges - € 1.500 / $2,000 + furniture rental

Give attendees a relaxing and cool place to sit, power up, chit chat, or just dream about their next line of code. Your lounge is a collection of sofas and chairs in an easy to access open area. And, you can dress it up however you want. Smaller Lounges are in the main hallways. If you want a real big lounge in the Exhibit Hall, let us know. We can do that!

• 2 conference tickets

Birds of a Feather Room (BOF Room) Sponsorship - € 2.500 / $3,200

Align your brand with community brainstorming. Attendees pick topics of interest like CRM + Drupal or Drupal in Government and they brainstorm ideas for an hour at a time in a BOF room. Align your brand with this special community connection. Sponsors receive:

• 2 conference tickets
• Your logo on signage at the BOF Room
• Your logo on the venue map in the program guide (showing where your BOF room is located)

Opening Reception Night € 2.300 / $3,000 – up to 2 sponsors

• 3 conference tickets
• Prominent table during event for your team to distribute swag
• Get on stage during the event and be part of the Welcome Drupalers announcement
• Title sponsorship promoted on event site under "Conference Program"
• Promoted in attendee emails and social media: "Opening Night Party Sponsored by XXXX"
• Logo on event signage
• Provide us with branded napkins to be distributed with event beverages

Lunch Sponsorship - € 2.500 / $3,450 per day per day (20% discount if you buy all 3 days!)

• 3 conference tickets
• Sponsor name in lunch title
• On-site signage at lunch
• Title sponsorship in program guide/website: "Tuesday lunch sponsored by XXX"
• Provide branded napkins and we will put out during lunch service
• Provide table tents or swag and you can put them out at lunch tables

Coffee Sponsorship - € 2.500 / $3,450 per day per day (20% discount if you buy all 3 days!)

• 3 conference passes
• Title sponsorship in program guide/website: "Tuesday coffee sponsored by XXXX"
• On-site signage at coffee stations
• Provide branded napkins and we will put out during lunch service

PACKAGES FROM €3.800 - €6.000

Contribution Sprint Sponsor - € 3.800 / $5,000

Drupal sprints are crucial to accelerating the Drupal Project and DrupalCon sprints are some of the largest in the world. Help us fund this important day as community members innovate the Project - especially the food we provide to keep our developers going after a long week. As they say "the way to someone's heart is through their stomach". You will receive:

• 4 conference passes
• On-site signage at Contribution Sprint
• Half page ad in the Program Guide
• Logo on podiums in room
• One of the Drupal 8 core contributors to acknowledge and thank your company from the stage for understanding the importance of funding these sprints that accelerate the project. You get to come up and speak to the sprinters, too.
• Title sponsor in program guide/website: "Contribution Sprints sponsored by XXX"
• Branding at the breakfast and lunch area (so they know you feed them!)

We encourage you or one of your staff members to participate in the Sprint and see your sponsor dollars fund a highly inspiring event. Feel the excitement as community members submit code for the first time and a Drupal 8 core contributor accepts code into the Drupal Project.

Business Showcase - € 6.000 / $8,000

The Business Showcase is one of the session tracks at DrupalCon where top level sponsors provide educational content to attendees. This package provides you with special branding as well as speaking opportunity.

• 5 conference passes
• 60 minute recorded session in the Business Showcase
• Half page ad in the program guide
• Title sponsorship: "Business Showcase sponsored by XXX", which appears on the event website and program guide
• Your logo on signage located on the Business Showcase stage

Power Up Sponsor - € 6.000 / $8,000

There are 2.5 devices per DrupalCon attendee and they all need power. Have your logo prominently displayed on 10 Power Up tables in the Onyx Lounge.

• 5 conference passes
• Table tents: Your logo on 10 tables in the Onyx Lounge
• Half page session in the Program Guide

LEVEL UP YOUR PACKAGE

Looking for some more branding and exhibiting power? Or do you want your job postings to really stand out? Check out these ways to level up your sponsor package.

Promote your Drupal Job Postings - €750 / $1,000

This is a great add-on for sponsors who want an extra push of their Drupal job postings.

- "I am hiring" sign for your booth
- Designation next to your job posting in the DrupalCon job board
- Designation on your booth listing on exhibitor map in the program guide
- Web ad in rotation on the DrupalCon Job Board
- We will promote your feature listing via social media, attendee email
- We are also organizing a "Careers in Drupal" special event as part of DrupalCon Amsterdam. Once we know the event plans, we will work with you to promote your job postings at this event as well.

Keynote Street Team - € 1.500 / $2,000

Get your message into each attendees hand after the keynote. When the session ends, your staff stands outside the Keynote doors to hand attendees your promotional giveaway (a flyer, branded swag).

Tote bag sponsor - € 2.300 / $3,000

One color logo on the attendee tote bag plus one tote bag insert

Lanyard - € 2.300 / $3,000

One color logo on all DrupalCon Lanyards

DRUPAL LOVE PACKAGES

Are you overjoyed with the impact that Drupal and the Drupal community has made on your life and your business? Are you looking for a way to share your warm fuzzies and give back to the community? Then check out the Drupal Love Packages, where you share your goodwill and your funds pay for DrupalCon scholarships, Community Grants, and Drupal.org hosting fees.

Tier 1 - € 400 / $500

- Your company listed on DrupalCon sponsor page and linked to your company description
- Acknowledgement in program guide
- Post Jobs on the DrupalCon Job Board

Tier 2 - € 1000 / $1,250

Want to interact more with the community, but not get tied up for 3 days doing booth duty? Try this package on for size! Highlight job openings, your modules, your latest Drupal website, or just thank each developer who passes by!

- All Tier 1 benefits
- One day to exhibit in the Exhibit Hall's Drupal Village. This area is holds several cocktail tables and you can exhibit for a day at one of them. Each table provides electricity and wifi. Bring a freestanding banner to dress up your area!
- 1 pass to the Sponsor & Partner Appreciation Happy Hour

Supporting Partner Program

Become a Drupal Association Supporting Partner and help us fund the Drupal.org Tech Team, so we can pull the right resources and plans together to make our community home better for developer collaboration, module selection and more!

- Supporting Partner - $2,500
- Supporting Partner Premium - $7,500

ORDER FORM

Core Packages

☐ Diamond € 20.000
☐ Platinum € 10.000   circle one: Bonus A   Bonus B   Bonus C
☐ Gold € 6.000   circle one: Bonus A   Bonus B   Bonus C
☐ Silver € 3.500

Module Packages

☐ Hack-a-thon € 1.500
☐ Developer contest € 1.500
☐ Live Streaming € 1.500
☐ Trivia Night € 1.500
☐ Sponsored Lounges € 1.500 + furniture
☐ Contribution Sprint € 3.800
☐ Birds of a Feather € 2.500
☐ Opening Reception € 2.300
☐ Lunch € 2.500   circle one: Tuesday   Wednesday   Thursday
☐ Coffee € 2.500   circle one: Tuesday   Wednesday   Thursday
☐ Business Showcase   € 6.000
☐ Power Up € 6.000

Level Up

☐ Promote your jobs € 750
☐ Keynote street team € 1.500
☐ Lanyard € 2.300
☐ Tote bag sponsorship € 2.300

Drupal Love

☐ Tier 1: € 400
☐ Tier 2: € 1.000

TOTAL _____

Supporting Partner Program	Drupal Supporting Technology Program
For Drupal-related businesses. Learn about program benefits like sponsorship discounts at assoc.drupal.org/supporting-partners	For companies who help Drupalers build great sites (ISVs, Tools, Services) Learn about program benefits at assoc.drupal.org/technology-supporters
☐ Supporting Partner $2,500 ☐ Supporting Partner Premium $7,500	☐ Standard $2,500 ☐ Premium $7,500
(Pricing is only available in USD$)	(Pricing is only available in USD$)

Payment Terms

- Payment terms are Net 30 Days. You will receive an invoice with payment instructions
- Sponsors must pay in full before the event to set up their exhibitor space or receive their sponsor benefits
- DrupalCon Partner Program Payments are in USD$
- DrupalCon Amsterdam Payment is in Euro

TOTAL AMOUNT USD $　　　_____

TOTAL AMOUNT EURO €　　_____

Primary contact

Name:　　　_____

Company:　　_____
(Written out exactly as it should appear in DrupalCon materials)

Mailing　　　_____

Address:　　　_____

Email:　　　_____

Skype:　　　_____

Phone #:　　　_____

QUESTIONS? Call phone +1 503.408.1159, or email sponsor@association.drupal.org.

Please return signed paperwork via fax to: +1 971.229.4545, or mail to: DrupalCon Inc., 209 SW Oak Street, Suite 100, Portland, OR 97204.

EXHIBITOR AND SPONSORSHIP AGREEMENT

This exhibitor agreement is entered into by and between DrupalCon, Inc. a District of Columbia not-for-profit organization with its principal place of business located at 209 SW Oak Street, Suite 100, Portland, OR 97204 (hereinafter "DCI"), and _____ (hereinafter "Exhibitor"), effective on the date signed below.

1. Booth Assignment: Exhibitor understands that Drupal Association Partners have priority over non partners when booths are assigned and booths are assigned in the order in which contracts are received. Booths may not be set up if payment in full is not received before the event. DCI reserves the right to change booth assignments at any time.

2. Booth Fee, Table, Size & Equipment: The fee for the reservation and use of your space is included with your sponsorship. Furnishings for each space includes power source, wifi access and a draped table with 2 chairs.

No credit is provided for equipment that is not used. Additional booth furnishings, audiovisual equipment, electrical and telephone connections, signs and drayage services are available for an additional charge. If Exhibitor plans to install a completely constructed display so that the standard booth equipment is not desired, no part of the constructed display shall project so as to obstruct the view of adjacent booths. Island exhibits must not include any walls that block visibility of neighboring booths. Any exception must first be approved by DCI. Audiovisual equipment must not be played at a level that would interfere with adjacent exhibitors.

3. Advertisements: Exhibitor agrees to provide suitable copy for any advertising presented to attendees through the sponsor benefits.

4. Registration Fee Waived: Exhibitor is entitled to the number of tickets included with their sponsorship. Sponsor is entitled to buy additional tickets at the early bird rate at any time.

5. Restriction on Location of Exhibits & Solicitation: Exhibitor agrees not to conduct or solicit business in the exhibit hall or other designated area unless they have rented exhibit space. Exhibitor agrees not to exhibit products and services at the conference except in the exhibit hall, other designated area, or conference program time slot.

6. Internet Connections: Network access will be provided through a wireless connection (wifi); actual throughput speeds and up times are not guaranteed.

7. Payment & Cancellation: Applicable fees are based on the date that payment is received by DCI. Exhibitor may cancel this agreement by written notice to DCI. Below is the cancelation fee schedule:

• Cancellation made on or before June 1, 2014 is subject to a 25% cancellation fee.

• No refunds will be granted on cancellation made on or after June 2, 2014.

8. Union Clearance & Exclusivity: If required by union contract rules and regulation for the convention location, Exhibitor agrees to use qualified union personnel for the various services required for installation and dismantling of exhibits and for material handling within the show. Exhibitor must use the service provider designated by DCI for drayage and rigging, electrical, plumbing, and custom cleaning services. For other services and for other contractors other than those designated above, Exhibitor shall submit the necessary certificates of insurance in advance so that permission can be secured for said contractor to operate.

9. Use of Space: Exhibitor shall not permit any other corporation or firm or its representatives to use the space allotted to the signer of this contract, nor shall Exhibitor display articles not manufactured or normally sold by the Exhibitor. Requests for co-participation by any other corporation or firms in space assigned to the original applicant must be made in writing to DCI. If permission is granted by DCI, there may be an additional charge for each additional firm, and the additional firm must purchase a conference registration for each of its Representatives at the then current registration cost. Exhibitor is not permitted to sublet booths or assign this lease in whole or in part.

10. Limitation of Liability: Exhibitor shall be fully responsible to pay for any and all damages to property owned by the venue facility, its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, DCI and the venue facility as well as their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

11. Security & Insurance: DCI is not liable for damage or loss to Exhibitor's property, nor shall DCI be liable for any injury that may occur in the exhibition area. Exhibitor is responsible for obtaining any insurance required to participate.

12. Protection of the Exhibit Hall Facility: Nothing shall be posted or tacked, nailed, screwed or otherwise attached to the columns, walls, floors, or other parts of the conference hotel without permission from the proper building authority and exhibition management.

13. Drayage: DCI will appoint an exhibition management firm. Shipments to the conference must be arranged through them. Review the Sponsor event kit for details.

14. Installation & Dismantling: Packing, unpacking, and assembly of exhibits will be done only in designated areas at designated times under the direction of exhibition management. Space not set up by one hour before the official opening of the exhibit hall may be reassigned by exhibition management for other purposes and will not be made available to the Exhibitor. No exhibits shall be dismantled before the official closing time of the show.

15. Distribution of Printed Matter, Samples, etc: Exhibitor shall not distribute to the conference attendees printed matter, samples, souvenirs, or the like, except from within the rented space or through insertion into conference registration packets as provided for by the organizers.

16. Listing of Exhibitors in Conference Material: Exhibitor will be listed on the Conference Web site and in the printed material distributed at the Conference. Exhibitor must supply a brief description (25 words or less), a vector-based file of the Exhibitor's logo or wordmark and a URL (Exhibitor Content). All Exhibitor Content must be received by 29 July 2014 to ensure appearance in the print materials. If Exhibitor does not provide Exhibitor Content prior to that date, it may be listed by name only.

17. Agreement to Conditions: Exhibitor agrees for itself and its employees to abide by these conditions, it being understood and agreed that the sole control of the exhibition hall rests with exhibition management.

18. Amendments: DCI shall have sole authority to interpret and enforce all rules and regulations contained herein, and to make any amendment thereto and to make such further rules and regulations as shall be necessary for the orderly conduct of the exhibition.

19. Observance of Laws: Company shall abide by and observe all laws, rules and regulations, and ordinances in connection with the conference and this agreement.

20. Company Conduct: Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. DCI reserves the right to eject from the conference any Company or Company representative violating those standards.

Name   _____

Exhibitor   _____

Signed   _____   Date _____

Name   _____

Drupalcon Inc.   _____

Signed   _____   Date _____