



WHISTLER



2014 SPONSORSHIP OPPORTUNITIES

About



Probably the most remarkable characteristic of our Web design community is that we care about our craft. We care about best practices, about our work, about learning, about sharing, and about improving our skills. This very spirit is the driving force behind our daily work at Smashing Magazine, and this spirit is what has prompted us to organize the Smashing Conference: a friendly, valuable and inspiring community event that helps us all become better at what we do.

WHO, WHEN AND WHERE

The conference will take place on 9th – 12th December 2014 (with 2 days of conference talks, 2 days of workshops) in Whistler, BC. The conference venue is the cosy Convention Center, which nestles at the foot of the Whistler Blackcomb mountain. Curated by Vitaly Friedman and Tim Kadlec.

AUDIENCE

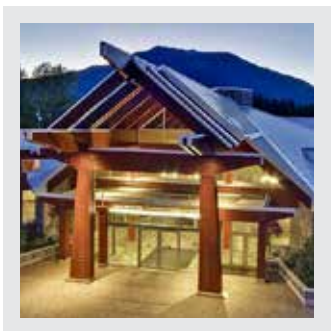
400

designers, developers, content strategists and business owners; all looking to learn and make new connections.

SPEAKERS

018

inspiring, creative professionals, including some of the biggest and most influential names in our industry.



Our warm and welcoming conference venue, the Whistler Convention Center.



Smashing Conference's host Vitaly Friedman, will be our MC for the event.



A magical setting for a web design conference: where no web designer has gone before!



CONFERENCE WEBSITE
<http://smashingconf.com>

S SMASHING
CONFERENCE

SPONSOR OPPORTUNITIES

01



Your Benefits From Sponsoring

NETWORK AND CONNECT

Sponsoring Smashing Conference Whistler 2014 gives you the opportunity to connect with talented developers, designers, influential web design experts and professionals from all over the world. This is the first time we have ever brought the event to Canada, so the coverage, buzz and anticipation is huge!

PROMOTE AND SHOWCASE

Present your brand, company and products to attendees, and meet potential clients and new employees face to face. Use the exhibition space to demonstrate your services and products to over 400 potential partners and customers. We'll work with you every step of the way; creating the very best conditions for forging lasting, meaningful connections with our attendees.

WE LOVE OUR SPONSORS

We're dedicated to making you part of a truly great conference experience. That's why we like to call our sponsors "partners": we're working together to get the most out of this experience, for everybody.

PAST PARTNERS INCLUDE

You can find an overview of our dear sponsors from the previous conferences at <http://smashingconf.com/ny-2014/>, at the bottom of the page.



SPONSOR OPPORTUNITIES

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Sponsorship Opportunities

OPPORTUNITY	PLATINUM	GOLD	SILVER	BRONZE	VIRTUAL
Sponsor ad campaign on Smashing Magazine: 2,500,000 ad impressions, worth \$1,500.	○				
Promotion (roll up, etc.) at the workshop venue.	●				
Opportunity to host evening session. ¹	○				
Opportunity to host conference party. ¹	●	●			
Inclusion in conference mailings.	○	○			
Announcement of partnership in social media.	●	●			
Full slide on the big screen for your use during breaks.	○	○			
Exhibition space.	●	●	●		
Bag inserts.	○	○	○		
Inclusion of logo on the big screen during breaks.	●	●	●	●	
Logo in the conference website footer on every page.	○	○	○	○	
Inclusion (logo and text) on the sponsor page.	●	●	●	●	●
Inclusion of logo in printed media.	○	○	○	○	○
Conference pass(es), each worth \$599.	3	2	1	1	
Full page ad(s) in the printed conference guide.	2	1	1/2	1/4	
Price (in \$)	\$15,000	\$8,000	\$4,500	\$2,250	\$900
Available spots	2	6	8	Unlimited	Unlimited

All prices is USD.

¹Extra costs involved.

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Special Whistler Sponsorship Packages

Perhaps you'd like to put your name to something really memorable and a little bit different? We're offering the following sponsorship packages for Whistler. You'll get a personal mention on stage to thank you for your partnership in each case, of course!

"APRÈS SMASHING" ATTENDEE PARTY - \$10,000. This event will be held at the Hilton, our official conference hotel, on Wednesday night. Music, fire pits, ice luges, sparklers, s'mores... This is a guaranteed highlight of the whole conference, and we'll work with you every step of the way to make this a really memorable occasion for all attendees.

SMASHING JAM SESSION PARTY - \$6,000. We're looking for a very special partner to team up with on Tuesday night. As attendees start arriving in town, we'd like to throw a pre-conference Jam Session at the Cinnamon Bear Bar; a chance to meet fellow attendees, learn and share ideas (okay, and a few beers) at back-to-back 15-min talks. The sponsor of this party will also get a chance to present their own micro talk. Networking at its best.

ATTENDEE LOUNGE - \$6,500. Sponsor our lounge area and let our attendees flock to you! Comfy seating, laptop charging stations, and a live video link to all of the the action on stage... A definite hit and no-brainer for sponsors looking for plenty of face to face interaction with our lovely attendees.

CONFERENCE VIDEOS - \$6,500. Put your name to the filming of the conference! We'll be organising high quality recording of each session, which will be made available to attendees after the event ends.

CONFERENCE WIFI - \$6,500. Perhaps the most gratefully received conference extra... We pride ourselves on a great WiFi set up, so would you like to be part of that experience?

CONFERENCE POSTCARDS - \$3,000. These were a huge hit at SmashingConf Oxford and Freiburg 2013. Specially designed conference postcards, with custom pre-paid stamps, for attendees to send back to their office or family! A really fun Smashing extra...

INSTAMEET PHOTO WALK - \$3,000. Always immensely popular, this option gives you the chance to host our official conference Instameet. We'll to the snowy streets of Whistler to snap away, before retreating to a cosy bar together to edit and share our images! A creative and memorable way to connect with our audience.

COFFEE STAND - \$4,500. Can't have a conference without coffee, right? Help to keep everyone alert in the afternoon! Always very much appreciated by all, and the opportunity to use your own branded cups, should you wish to.

NIGHT ZIP WIRE ADVENTURE - \$POA. Looking for something a little wilder? Show off your company's adventurous side with this very special package. Take a select group of attendees (as many as you'd like – or run a contest for places!) up into the snow of the mountain, for an evening of unforgettable ziplining in the dark!

PEAK2PEAK GONDOLA ADVENTURE - \$POA. Again, for those looking to put their name to something with a sense of adventure, we're offering this package. Take our attendees high above the village, for the ride of their lives, peak to peak, mountain to mountain. Breathtaking!..



Snapshots from the Smashing Conference NYC 2014



The Smashing Cat, our trusty mascot!



Gold sponsor Telerik in action with prospective clients.



The stage is set for the second day of the conference!



Cosy chats with speakers, enabling Q&A after each session.



Our NYC cable car adventure – will you be part of next one in Whistler?



One of the well-received t-shirts, given out by our lovely sponsor, Shopify!

HUNGRY FOR MORE SNAPSHOTS?



Have a look at: <http://www.flickr.com/groups/smashingconf/pool/49647061@N02/>



More Opportunities

We'd love to hear about any other ideas for partnership that you might have regarding SmashingConf Whistler! We're opening to all suggestions and would be delighted to work with you to bring an exciting concept to life for our attendees.

Also Available

- Conference refreshment breaks
- Attendee t-shirts
- On-site-banners
- Workshop refreshments
- Event guide advertising
- On-screen advertising
- On-site roll-ups
- Swag bag inserts



Contact

We would be happy to answer your questions and hear your suggestions!

Get in touch with Cat anytime:

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