



**CSS-
CONF**

 presented by
bocoup



NEW YORK

JUN 18 / 19

SPONSORSHIP PROSPECTUS



CSSCONF US 2015

FOR DESIGNERS AND DEVELOPERS WHO WANT TO STAY IN THE KNOW

CSSConf is dedicated to the creators of the most engaging user interfaces on the internet. CSSConf is a top conference destination for **designers and developers** who relish building products and services that push the boundaries of what is possible on the Open Web. They attend each year eager to catch up on the latest **technologies, techniques, and tools** with colleagues from the evolving **CSS community**.

TECHNICAL TALKS FROM EXPERTS FOR A DISCERNING AUDIENCE

CSSConf's **highly-skilled audience** members need to know more than ever before to deliver **websites and applications** that are beautiful, functional, and performant across a growing range of media. Our program committee (OOCSS pioneer Nicole Sullivan, Google Chrome developer advocate Paul Irish, and W3C CSSWG invited expert Lea Verou) places a strong emphasis on curating a lineup of **technical talks from community leaders and innovators**. We select our talks to deepen our attendees' understanding of web browsers and the CSS tooling ecosystem, as well as how to collaborate on large projects and when to use new standards.

CONNECT WITH IMPACT

As part of the international CSSConf family of conferences, we strive to maintain a high standard of **community, open knowledge, and diversity**. Your sponsorship allows us to go above and beyond to make the conference a truly special gathering. Sponsorships amplify the **reach and impact** of CSSConf through social events where folks can connect and share ideas, free and lower-cost tickets to people from under-represented communities, publication of free talk videos, and much more! CSSConf is a perfect place to **recruit for your team** and to promote your next **product launch or brand** while making a **positive impact** on the web design and development community.

CSS MAKES ITS BROADWAY DEBUT

2015 is the **third CSSConf US**, but it's our first time hosting it in **New York City**, under the bright lights of Broadway at legendary comedy club **Caroline's**. For the first time ever, we're expanding to a **two-day format!** While we're doubling down on talks, we're capping attendance at **300**, keeping the intimate feel of CSSConfs past. We're looking forward to kicking off summer in New York on **June 18th & 19th**, with members of the CSS community from around the world and with **you**.

BOCOUP

We're Bocoup, an Open Web technology company by and for programmers. As a pioneering **web development consultancy**, our clients turn to us to deliver solutions to their cutting-edge problems. Our team of experts build **software and development workflows** with next generation web technologies, as well as providing technical audits and coaching. Bocoupers are also **community leaders** who shape the web as stewards of many influential **open technologies and standards**. We pursue all of these endeavors as part of our mission of advancing the Open Web.

At the **conferences, workshops, and classes** we organize, we bring together **practitioners** to share knowledge and best practices to nurture the passionate community of people who work on the web every day. Our multifaceted **expertise and unique position in the industry** give us the understanding, insight, and influence to help you connect with our talented and enthusiastic conference attendees. We look forward to discussing the sponsorship options we've put together here and working with you to meet your individual needs.





SPONSORSHIP OPPORTUNITIES

CLOSING PARTY SPONSOR - \$15,000

ONE AVAILABLE

CSSConf is in the heart of New York City for the first time, and when the conference ends on Friday night, we'll get everyone together to enjoy snacks and drinks and hang out with friends new and old. The closing party is the culminating event of the conference, and sponsoring the closing party gives you an exclusive avenue to make a memorable impression on conferencegoers!

Your benefits include:

- CSSConf Closing Party named for you in all media – The *Your Company Name* Closing Party
- Table, greeters, swag and banner (to be provided by sponsor) at closing party
- 5 tickets to attend CSSConf – anyone helping you at the party in addition is welcome
- Prominent placement of logo in Sponsor frame on all conference videos and all signage
- Prominent placement of logo and link with up to 500 word description on event website
- Option to denote conference badges identifying team members as sponsors of CSSConf
- Thanks on social media from @CSSConf

WIFI SPONSOR - \$7,500

ONE AVAILABLE

The Wifi sponsor provides the critical cog that gets us onto the internet: the official conference wifi network. We work with a 3rd-party expert vendor to set up the venue with reliable bandwidth and connectivity suitable for a big group of web-developers-a-tweeting.

Your benefits include:

- Wifi SSID of your choice – Connect to the “*Your Company Name* <3 CSS & Is Hiring” network
- 4 tickets to attend CSSConf
- Placement of logo in Sponsor frame on all conference videos and all signage
- Placement of logo and link with up to 350 word description on event website
- Option to denote conference badges identifying team members as sponsors of CSSConf
- Thanks on social media from @CSSConf

SPONSORSHIP OPPORTUNITIES

VIDEO SPONSOR - \$7,500

ONE AVAILABLE

Together with an expert 3rd-party vendor, we produce videos of all the talks with the presenter and their slides, and get them online so soon after the conference that our attendees wonder whether we sleep – we do! We'll give you some exclusive real estate on each of the videos, which folks around the world will be watching (and wishing they'd come) in the days, weeks, and months after the conference.

Your benefits include:

- Frame on pre-roll with only your company's name and logo
- Your company's logo in footer of video caption and in video section on conference website
- 4 tickets to attend CSSConf
- Placement of logo in Sponsor frame on all conference videos and all signage
- Placement of logo and link with up to 350 word description on event website
- Option to denote conference badges identifying team members as sponsors of CSSConf
- Thanks on social media from @CSSConf

SPEAKER DINNER SPONSOR - \$5,000

ONE AVAILABLE

The night before the conference, we host an intimate gathering of some of the best minds in web development: the CSSConf speakers and program committee. Sponsoring the speaker dinner gives you the chance to connect with this influential group of leaders and creators, as well as making the conference experience extra-special for the folks who've worked so hard to prepare and give presentations.

Your benefits include:

- Mention of your company in communication to speakers about speaker dinner
- Opportunity to give a toast during the speaker dinner
- 2 tickets to attend CSSConf
- Placement of logo in Sponsor frame on all conference videos and all signage
- Placement of logo and link with up to 250 word description on event website
- Option to denote conference badges identifying team members as sponsors of CSSConf



SPONSORSHIP OPPORTUNITIES

LANYARD & SCHEDULE SPONSOR - \$5,000

ONE AVAILABLE

Stay close to our attendees' hearts with our lanyard and schedule sponsorship. Each attendee receives a badge with their name to identify themselves at the conference, and we print the full schedule (and your logo) on the back of the badge for easy reference. The lanyards (also imprinted with your logo) from which the badges hang are worn around the neck, making them a frequent sight in photos of the event.

Your benefits include:

- Logo printed on the back-of-badge schedule provided to attendees
- Logo printed on lanyards provided to attendees – Sponsor to provide lanyards
- 2 tickets to attend CSSConf
- Placement of logo in Sponsor frame on all conference videos and all signage
- Placement of logo and link with up to 250 word description on event website
- Option to denote conference badges identifying team members as sponsors of CSSConf
- Thanks on social media from @CSSConf

DIVERSITY SCHOLARSHIP SPONSOR - \$2,500

Our diversity scholarship program covers the full cost of conference tickets, travel to New York City, and three hotel nights for two applicants from underrepresented groups in technology who otherwise would not be able to attend CSSConf. By sponsoring a diversity scholarship, you provide an additional slot for another applicant to have the opportunity to fully participate in the conference, and help support diversity in our industry in a meaningful way. We deeply value your support in furthering the reach of this program.

Your benefits include:

- Covers the cost of conference ticket, travel, and hotel for a Diversity Scholarship applicant. Candidates apply to and are selected by the CSSConf program committee.
- Placement of logo in Sponsor frame on all conference videos and all signage
- Placement of logo and link with up to 250 word description on event website
- Thanks on social media from @CSSConf

SPONSORSHIP OPPORTUNITIES

<TABLE> SPONSOR - \$5,000

THREE AVAILABLE

Though tables have have long since been surpassed by CSS as a tool for laying out websites, they're still a great way to have an official presence at the conference and chat with attendees during the day. Your sponsor table will be situated in the heart of our "lobby track" at Caroline's, right where attendees check-in, get drinks, lunch, and snacks, and come out to schmooze before, during, and after the talks.

Your benefits include:

- Table in conference lobby with linen and electricity – sponsor to provide signage
- 4 tickets to attend CSSConf
- Placement of logo in Sponsor frame on all conference videos and all signage
- Placement of logo and link with up to 100 word description on event website
- Option to denote conference badges identifying team members as sponsors of CSSConf
- Thanks on social media from @CSSConf

SWAG SPONSOR - \$2,500

LIMITED AVAILABILITY

Make sure folks appreciate your sponsorship by giving them something that's unique, useful, or both! Chargers, adapters, and mugs are just a few of the many things you can put your logo on that folks will be glad to have for a long time to come. You can also send along toys, t-shirts, stickers, postcards, or other materials about your company, and we'll include them in the swag bags that attendees receive when they check in – you can even sponsor the bags! We're happy to talk to you to brainstorm ideas about what might work best for the CSSConf audience.

Your benefits include:

- Opportunity to provide promotional materials to be distributed to conference attendees
- 2 tickets to attend CSSConf
- Placement of logo in Sponsor frame on all conference videos and all signage
- Placement of logo and link with up to 100 word description on event website
- Option to denote conference badges identifying team members as sponsors of CSSConf
- Thanks on social media from @CSSConf

BECOME A SPONSOR TODAY

CSSConf is a unique opportunity to connect with some of the brightest minds on working on the web, and we're eager to work with you to figure out the right way for your organization to get involved.

If you have any questions about any of the options presented here, or if you'd like to hear more about the conference and getting started, please e-mail us at cssconf@bocoup.com or get in touch with Adam at Bocoup: (617) 379-2752. We look forward to hearing from you!

To stay up to date with the latest additions to the speaking lineup and other conference events, follow us [@cssconf](https://twitter.com/cssconf) on Twitter and check the conference website at 2015.cssconf.com.

