



The AIM Institute is an innovative nonprofit that grows, connects, and inspires the tech talent community through career development and educational programs. Through these efforts we improve thousands of lives across the Silicon Prairie.

2019 HDC SPONSORSHIP LEVELS



SEPTEMBER 4-6, 2019
EMBASSY SUITES LA VISTA

WHY SPONSOR HDC?

HDC provides the opportunity to engage directly with professional decision makers in the software design and development fields.

- 98% of HDC attendees are regularly consulted on the direction of their employer's development strategies
- 97% of HDC attendees have major influence in their employer's software/tool spending
- 61% of HDC attendees are directly responsible for software/tool purchasing decisions
- 87% of HDC attendees ONLY attend HDC
- 250+ different companies are represented at HDC including Fortune 500s, Fortune 5000s, and startups

	LEAD	MESH	PARTNER	WIFI	MOBILE	SPONSOR
PRICING	\$10,000	\$8,000	\$6,000	\$6,000	\$6,000	\$3,000
AVAILABILITY	EXCLUSIVE	EXCLUSIVE	9	EXCLUSIVE	EXCLUSIVE	18
COMPLIMENTARY PASSES	15	12	10	6	6	5
PRESENTATION SPOTS	2	1	1	1	1	0
BRANDING OPPORTUNITY	CENTER DISPLAY	MESH ENTRY	WELCOME REGISTRATION	WIFI LOGIN AND/OR PASSWORD	MOBILE APP	TABLE DISPLAY
LOGO DISPLAY	Attendee Email Digital Slides SWAG bag Sponsor Signage Game Card Website	Attendee Email Digital Slides SWAG bag Sponsor Signage Game Card Website	Attendee Email Digital Slides SWAG bag Sponsor Signage Game Card Website	Attendee Email Digital Slides SWAG bag Sponsor Signage Game Card Website	Mobile App Digital Slides SWAG bag Sponsor Signage Website	Digital Slides Game Card Website
EXHIBIT SPACE / LOCATION	PREMIER FRONT ENTRY	PREMIUM CENTRAL AREA	PREMIUM MAIN AREA	EXHIBIT MAIN AREA	EXHIBIT MAIN AREA	EXHIBIT TABLE

Please contact Sherry Beglin for more information | sherry@aiminstitute.org • 402-345-5025 x148



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2019 HDC SPONSORSHIP ADD-ONS

	T-SHIRTS	LANYARDS	BADGE SPONSOR	BREAK & BEVERAGE SPONSOR	COMMUNITY SUPPORTER
PRICING	\$5,000	\$4,000	\$4,000	\$3,000	\$2,000
AVAILABILITY	EXCLUSIVE	EXCLUSIVE	EXCLUSIVE	2	UNLIMITED
COMPLIMENTARY PASSES	5	4	4	5	4
LOGO DISPLAY	T-shirts Digital slides Website	Lanyards Digital slides Website	Name badges Digital slides Website	Logo prominently displayed at each break and beverage station Digital slides Website	Website
SPONSORSHIP DETAILS	Your logo will go on the back of the conference tees that will be available for purchase & be worn around well after HDC concludes. T-shirts are a great way for anyone to see your logo, and with a great design on the front, they will look at who is on the back. Your logo won't compete with other companies either!	The lanyard sponsorship is a way to get your name out there, right under the noses of all attendees, and be visible in almost every photo taken during HDC. We will need your logo and take care of the rest.	Your company's logo will be displayed prominently on each of the over 700 attendees badges, guaranteeing thousands of repeated views over the course of the event.	This is a \$3,000 per day sponsorship with two sponsorships available.	

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