



dev up



2025 Sponsorship Prospectus

August 6th – August 8th, 2025—St. Louis MO



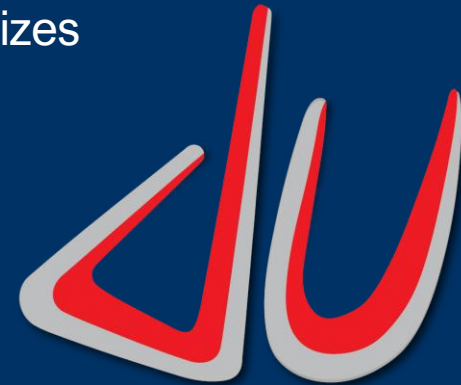
St. Charles Convention Center

1 Convention Center Plaza St. Charles, MO 63308

August 6th – 8th, 2025

- Nearly 1000 technologists converge to learn and foster professional relationships
- Over 130 general breakout sessions with a breadth of topics including software development, industry trends, cloud, data, web, IoT, security, soft skills, etc.
- Full and half day hands-on workshops
- Vendor Fair
- Professional networking opportunities
- Open Spaces
- Conference Celebration Party
- Cool giveaways and Prizes

#devup2025





The dev up Conference brings together passionate technologists, thought leaders, and organizations. Sponsorships help organizations to showcase their passion for technology and their support for growth in the region.

Conference sponsorship provides opportunities for networking and social interaction. Organizations will be able to boost brand awareness and enhance their return on investment. Stand out as an organization who shares the same love and passion for technology as our attendees and speakers.

We welcome creativity from our sponsors and encourage collaboration to design clever and fun ways to interact with attendees. Feel free to contact us with your ideas. We look forward to partnering with you in producing a great dev up Conference!

EVENT OVERVIEW (AUGUST 6 - 8)



Wed

Full day hands-on
workshops

Breakfast/lunch
provided

Vendor Fair
(Diamond & Platinum
exhibitors only)

Thur

Breakout Sessions

Breakfast/lunch
provided

Vendor Fair
(All eligible exhibitors)

Celebration Party

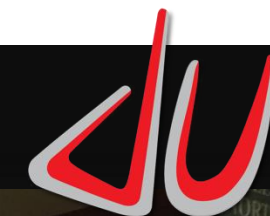
Fri

Breakout Sessions

Breakfast/lunch provided

Vendor Fair
(All eligible exhibitors)

Exhibiting Sponsorships



	Platinum	Gold	Silver
2024 Conference Sponsorship Fee	\$7000	\$5500	\$2500
Linked logo on the dev up website	❖	❖	❖
Sponsor acknowledgements in all promotion emails	❖	❖	❖
Sponsor acknowledgements in all social media channels	❖	❖	❖
Organization logo on sponsors slides	❖	❖	❖
Organization logo on General Sponsor Signage	❖	❖	❖
Booth ¹	Premium (Wed-Fri)	Standard (Thur & Fri)	
Attendee contact information for all “opt-in” attendees	❖	❖	
Organization logo on Platinum Sponsor Signage	❖		
Vendor Presentation	❖		
Booth worker passes (no access to breakout sessions)	6	4	0
Complimentary full conference passes	4	2	0

1. Premium booths are larger areas (approx. 12 X 10) than Standard booths (approx. 10 X 10). Both include a table, two chairs and power-strip.



SPECIAL SPONSORSHIP PACKAGES



Stand out from pack by taking advantage of the special sponsorship packages.

Don't see what you are looking for?
Contact sponsors@devupconf.org
to share your ideas!



Diamond Sponsorship **\$15,000**

This exclusive sponsorship opportunity features a large central presence (nearly 4X the Platinum level floor space) to promote your organization, services/products.



Celebration Party **\$9,000**

Bring in your team to host the party on Monday evening. This sponsorship helps underwrite the food, beverage, and entertainment costs of the Celebration Party.



WiFi Sponsor **\$1000**

Everyone will be using it. Get your organization front and center as your organization will keep everyone digitally connected.



Lanyards **\$4000**

All attendees and vendors are required to wear their conference credentials. Your company's name will be on every attendee and vendor's neck.



Attendee Notebook **\$6000**

Each attendee will be given a notebook to capture ideas, notes, and contact information. Prominently display your company's logo the notebook cover.



Charging Station **\$4000 ¹**

A large dedicated space to recharge. Sponsor the space and brand it to make it yours.



Lounge Space **\$3000 ²**

Have a more intimate space to meet and greet attendees and business partners.



Stage Banners **\$2500**

The main hall will feature a center stage for announcements, drawings, etc. Flank the stage with your organization's logo and branding.

1. If combined with an exhibiting sponsorship. Otherwise, as a standalone, it is \$7,000

2. If combined with an exhibiting sponsorship. Otherwise, as a standalone, it is \$6,000

FREQUENTLY ASKED QUESTIONS



Q: What are the COVID-19 protocols? We are closely monitoring the COVID-19 developments, including guidance from both the CDC and local public health professionals, to inform our decisions. Details on any COVID-19 requirements will be posted on devupconf.org. In addition, all participants will be informed via email.

Q: We're working against budget schedules. Can I commit to sponsorship now but pay closer to the event? Your payment is your commitment. Your benefits will be activated when we receive payment.

Q: How will my logo be placed? What is "premium billing?" Whenever all sponsor logos are displayed together, they will be arranged from left to right and top to bottom within the DIAMOND, PLATINUM, GOLD and SILVER groups in order the date that payment was received (earliest first).

Q: Can I use the dev up Conference logo on my site and in emails? Yes! As a dev up Conference sponsor, we strongly encourage you do! You may freely use any graphics from our logo kit. The logo kit is available for download on the Sponsor page. Contact us for any questions or clarification.

Q: I've got a great idea for a sponsorship opportunity that you haven't listed. What can I do? The organizers of dev up Conference love new ideas. Do you have an idea for a unique way to brand your company? Pitch the idea to us and we'll work with you to help make it happen where possible.

Q: How do I obtain the contact information for attendees? DIAMOND, PLATINUM and GOLD sponsors have two ways to obtain attendee information. When attendees register, by default they are on "the list" to have their information shared with sponsors. They can opt out of that list. Historically, approximately 33% of attendees do NOT opt out. The second way to obtain the information may be collecting attendee information as they visit your booth.

Q: Where will my booth be? Sponsors will be able to make booth selections based on their Sponsorship level and the date we receive payment.

Q: Are there any restrictions on booths? What's included? Exhibiting sponsors will receive a covered table, 2 chairs, a power strip, free WiFi and reasonable space behind the table. We encourage our sponsors to think out of the box when designing their booth and are happy to help with any special requests. To ensure safety of all of our attendees, your exhibit must fit into your designated booth space and tall popup banners need to be on the floor, and not placed on the table. Ceilings are tall in the exhibit area.

Q: What about the event logistics and key fulfillment dates? After you sign up to sponsor, you will be contacted via e-mail for ongoing communication, which includes comprehensive logistics information to help ensure a successful event. We will also be providing a Sponsor Orientation conference call prior to the conference to address any questions or concerns.

Q: How many people can I bring to work the booth? Everyone physically on site must wear a conference identification lanyard. DIAMOND, PLATINUM and GOLD sponsors each receive a number of complimentary booth worker passes which are intended strictly for booth staff. If you need more passes for additional staff, standard attendee tickets may be purchased.

Q: Some of my staff can only work one day. Can I share badges? Yes. But please work out a way to hand off the badges before entering the conference area. It is perfectly fine for the staff to leave their badge at the check-in desk as they leave the first day. Then, on the second day, the other staff may claim those badges. Booth worker badges do not have specific names on them.

Q: I don't need all my free passes. Can I give them away? The booth worker passes are only intended for actual booth workers – they do not have access to sessions. The full conference passes you receive can certainly be given away – they DO have access to sessions. (Except hands-on workshops PRECOMPILER DAY.) You may give them to friends or customers.

Q: Can I leave things at my booth overnight? The exhibit area is NOT secure. It would be wise to slide things under your table and to remove expensive equipment. The conference does not provide any lockable storage but a hotel room would be a convenient place to store items of value.

Q: What can I give away at the conference? There may be restrictions imposed by the venue (e.g. food, alcoholic beverages, etc.) Contact us for more information on restrictions. But, please be considerate and respectful of attendees and other sponsors. If you have an idea that might be questionable, please contact us. Be creative!

WHAT'S NEXT?

We're In!

Great! To start the sponsorship sign-up process rolling for this year's dev up Conference, simply visit devupconf.org! Remember, for Diamond, Platinum and Gold level sponsors, the **ORDER IN WHICH WE RECEIVE YOUR SPONSOR PAYMENT** is the order in which sponsors will select their booth location in the conference area (where it applies).

Once we have confirmed your sponsorship and received your payment, you will be provided with more sponsorship details and next steps required to take advantage of all benefits. We look forward to having you join us for another great year!

More Information?

Contact sponsors@devupconf.org for personal help choosing the right sponsorship package to meet your budget and conference goals.

#devup2025



SPONSORSHIP AGREEMENT



Indemnity and Limitation of Liability: Neither the dev up Conference not for profit, the organizers, any co-sponsor, venue provider nor any of their respective officers, agents, employees, facilities or representatives shall be responsible for any claims for damages, loss, harm, injury to the person, property or business of the Sponsorship applicant (referred to as Company) and/or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, or unavailability of the facility in connection with the Conference. The Company shall indemnify and defend the Organizers, any cosponsor, and venue provider against any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which result or arise solely and directly from Company's participation in the conference or Company's participation in any of the conference activities, as well as the willful or grossly negligent actions of Company's officers, agents, employees, or other representatives. Under no circumstances will the Company, organizers, any co-sponsor, or the venue provider be liable for lost profits, or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall the Company's or the Organizers' liability, under any circumstance, exceed the amount actually paid hereunder by the Company. The Organizers make no representations or warranties regarding the number of persons who will attend the conference.

Trademarks: "Mark" or "Marks" means any trademark, trade name, service mark, design, logo, domain name or other indicator of the source or origin of any product or service. Company hereby grants Organizers, and Organizers hereby accept, a non-exclusive, nontransferable, non-sublicensable right and license to use those Company Marks, which Company provides to Organizers, as necessary to provide the sponsorship benefits described in the dev up Conference Sponsorship Prospectus. Organizers hereby grant Company, and Company hereby accepts, a non-exclusive, nontransferable, non-sublicensable right and license to use the Organizers Marks, which

Organizers provide to Company, in its advertising, marketing and promotional materials in all formats and media, including on its website, mobile apps and social marketing pages on third party websites and mobile apps, to identify and promote Company's participation in, association with, and its status as a sponsor of, the conference.

Each party shall use the other party's Marks solely in accordance with the other party's trademark usage guidelines and quality control standards. If either party is notified in writing by the other party that any use does not so comply, such party shall immediately remedy the use to the satisfaction of the other party or terminate such use. Neither party shall use, register or attempt to register in any jurisdiction any Mark that is confusingly similar to or incorporates any of the other party's Marks. All uses of a party's Marks, and all goodwill associated therewith, shall inure solely to the benefit of such party, and each party shall retain all right, title and interest in and to its Marks.

Cancellation or Termination by the Organizers: If for any reason beyond its reasonable control including fire, strike, earthquake damage, construction or renovation to conference site, government regulation, public catastrophe (including COVID-19), act of God, or any similar reason, the Organizers shall determine that the conference or any part may not be held, the Organizers may cancel the conference or any part thereof. In that event, the Organizers shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by the organizers.

Cancellation by the Company: All payments made to the organizers under this application shall be considered fully earned and non-refundable in consideration for expenses incurred by the Organizers and the Organizers' lost or deferred opportunity to provide space and/or sponsorship opportunity to others.

Company Conduct: The dev up Conference not for profit and all its representatives shall conduct themselves at all times in accordance with the highest of standards of decorum and good taste. The Organizers shall reserve the right to eject from the conference any Company or Company representative violating those standards.

Agreement to Terms, Conditions, and Rules: Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by the Organizers from time to time for the efficient and safe operation of the conference. This application represents the final, complete and exclusive agreement between the company and the organizers concerning dev up Conference 2025. The organizers do not make warranties, or other agreements except as set-forth above.

Subject to Change: While most of the details contained in this prospectus are set, several details such as ticket cost, event activities are still in flux and may be changed to such as the conference accommodate more attendees if necessary.