



THAT[®]

CONFERENCE

2020 PARTNERSHIP OPPORTUNITIES

KALAHARI RESORT, WISCONSIN DELLS, WI

August 3rd – 6th, 2020

Revision: February 2019



SUMMER CAMP FOR GEEKS

THAT Conference is the **“Summer Camp for Geeks”** that combines technology, networking, social events and exposure in an inspirational, family friendly environment at the The Kalahari Resort in the Wisconsin Dells. Over four days, 1700 folks of diverse technology backgrounds and expertise levels gather to take advantage of multiple learning mediums to maximize one’s community and career advancements. Engage with true practitioners, thought leaders and entrepreneurs while enjoying the perks of summer camp at a giant waterpark. Join us and become part of THAT family.

THAT Conference believes that by partnering with your company not only can we help enable your goals, but it also creates a more engaging environment for our attendees. Whether your focus is on the professional or

family side, we look for interactive partners who want to create a unique experience while having fun with our summer camp for geeks theme. We incorporate multiple networking opportunities and social events to enable meaningful interactions with you and attendees. We also streamlined the collection of contact information with the swipe of a badge so that you spend more time developing conversation and less time acquiring contact information.

The opportunities are endless when it comes to reaching your company’s goals. Let’s partner and make those goals a reality. We look forward to partnering with you at THAT Conference!

2020 EVENT DETAILS

DATE

Mon Aug 3 – Thurs Aug 6, 2020
PreCon: Mon Aug 3
Main Show: Tues Aug 4 - Thurs Aug 6

VENUE

Kalahari Resort
1305 Kalahari Drive
Wisconsin Dells, WI 53965

THAT Conference utilizes the entire
230,000 SqFt Kalahari Convention Center

ATTENDEES

1100+ software developers, designers,
and IT professionals from the Midwest--
specifically Minnesota, Wisconsin, Illinois,
Michigan, Indiana, and Iowa.

600+ family members with a track
dedicated to helping our next generation
learn.

ADVERTISING

We love working with the local user groups, meet-ups, code camps and even local businesses to help grow and promote our great community. In doing so we're active with a number of podcasts, blogs, newsletters and events throughout the Midwest. You will see us advertise in places like Twitter, Instagram, Facebook, Google, YouTube, LinkedIn and beyond.

CONTACT

Email: partners@THATconference.com

Web: THATconference.com

There is something special about THAT Conference. It is hard to put into words, but I've felt it every year I've gone, and I've felt it more each year. I love the way my kids can see a bit of what it is that I do every day, and I'm hoping to inspire them to join this community too. Thank you for making a conference where I not only am able to do that, but I am eager and happy to do that.

THAT Conference Signature Boards from 2012 through 2018





2020 EVENT ACTIVITIES

PRE-CONFERENCE (PRECON)

Get hands on with 1 full day of multi-hour workshops before THAT Conference kicks off the main event. Go in depth into specifics across a range of technologies and learn from industry leaders who are passionate and inspirational. Work up close and personal with these professionals who are ready to share their knowledge and enthusiasm.

PRESENTATIONS

125+ diverse 1 hour sessions across multiple days. True practitioners, thought leaders, and entrepreneurs engage with attendees to expose and discuss areas vital to today's software industry. Attendees can choose from categorized talks across the software industry.

Presentations typically fall into the following areas: technical sessions, multi-hour workshops, experiential, mind/body (human skills, career, health, etc.), and activity based STEM related for the family. You'll find previous year's sessions at: <https://old.thatconference.com/Schedule>

SPECIAL VENDOR SESSIONS

Our Pioneer partners will have the opportunity to host a personalized 30–45 minute special vendor session dedicated to the topic of their choice during the latter part of lunch one day.

OPEN SPACES

Interested in discussing a topic or sharing an experience with peers? Want to customize the conference to better fit your needs? You can! Part of THAT Conference includes over 10,000 SqFt of moderated Open Spaces and Maker environment that is available throughout the conference. This is the ideal place to make THAT Conference truly unique and interactive. Every year our attendees add more than 100 new sessions, talks, and hands on learning to our schedule.

2020 | EVENT ACTIVITIES

FAMILIES MATTER

Families are welcome at THAT Conference! Not only do we encourage it but we dedicate an entire track for spouses and their kids. We strive to provide opportunities for children to speak, learn, and experience many areas of the STEM field while interacting with industry professionals. Child Guardian Required. Previous years' family track can be found here: <https://old.thatconference.com/Schedule/FamilySchedule>

THAT GIVECAMP

Leading into THAT Conference, organizers from Midwest GiveCamp and THAT Conference team up to host the annual Midwest GiveCamp. We strongly believe in community and this is a great way for individuals to give back by using their technical skills to help local charities.

NETWORKING EVENTS

Each evening THAT Conference provides a variety of opportunities for our attendees and their families to interact with our partners, peers, and speakers. On Wednesday evening THAT Conference arranges a Pig Roast followed by an indoor water park party where attendees, speakers, partners, and families can socialize, have fun and enjoy each other's company. As a truly cross-technology event, these are just a few of the unique opportunities to engage the IT community across numerous programming languages, platforms, and devices. To host a networking event, see additional information on page 11.

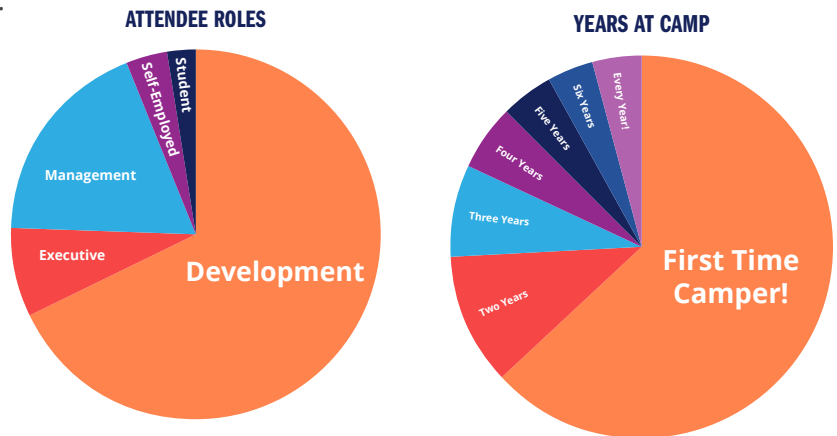
2019 Mess Hall and Main Stage



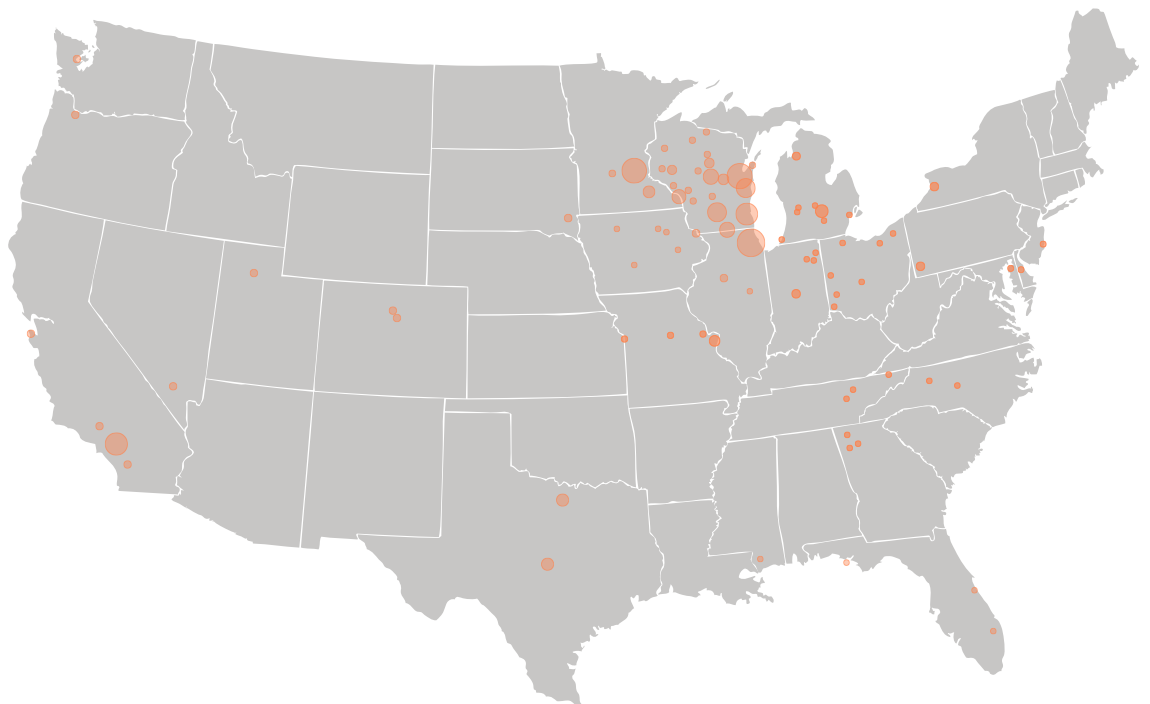
2019 | DEMOGRAPHICS

ATTENDEE DATA

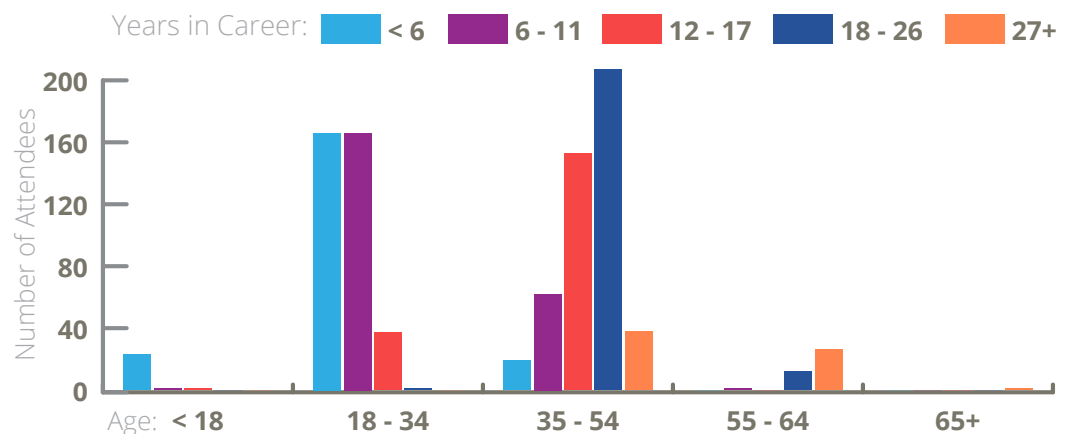
We have mined the data to give our partners a bit more insight into where our attendees come from. We use this information to help build our overall platform and impact across the tech community.



LOCATION DENSITY



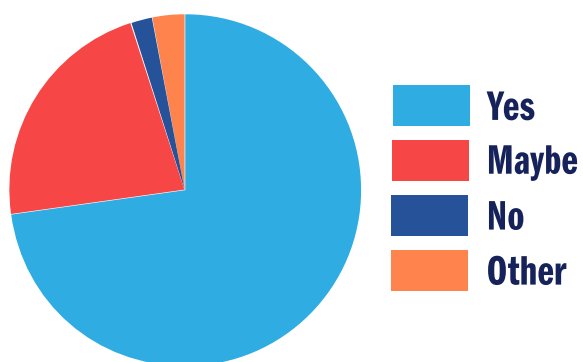
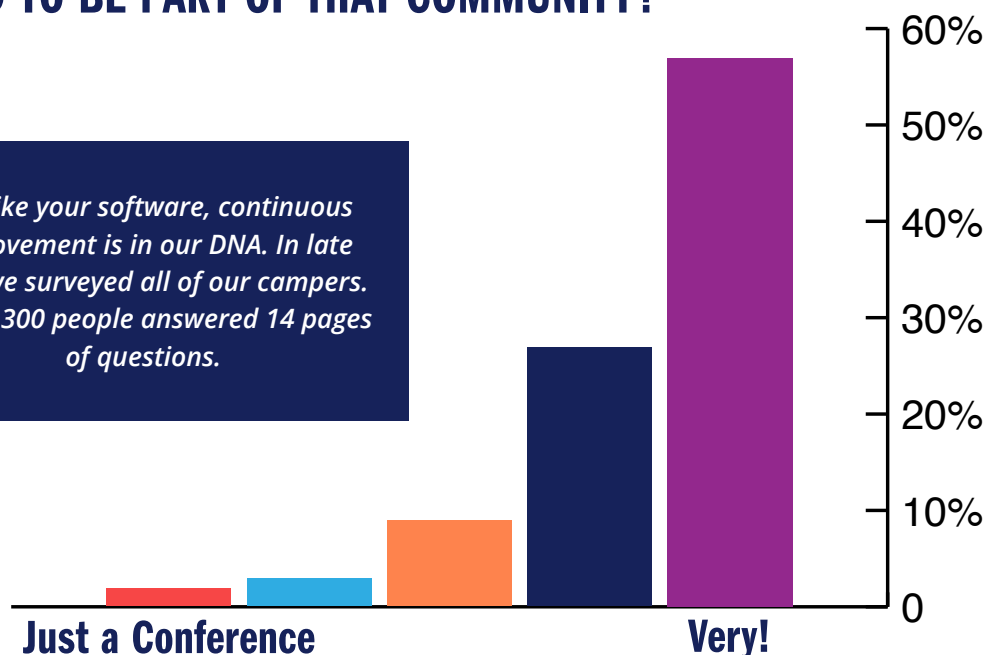
YEARS IN CAREER BY AGE



2018 | COMMUNITY SURVEY

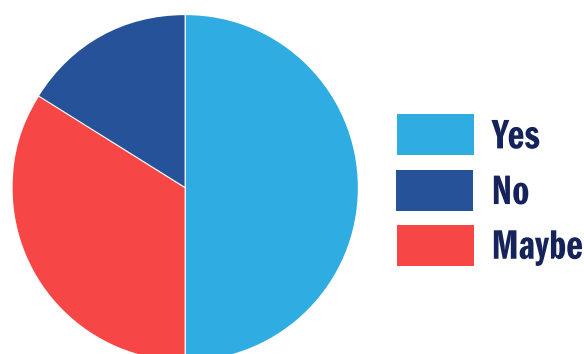
ARE YOU... PROUD TO BE PART OF THAT COMMUNITY?

Just like your software, continuous improvement is in our DNA. In late 2018 we surveyed all of our campers. Nearly 300 people answered 14 pages of questions.



IS THAT MAKING A POSITIVE IMPACT ON THE TECHNICAL COMMUNITY?

HAS THAT INSPIRED YOU IN SOME WAY TO BE A BETTER YOU?



I truly credit THAT Conference for helping me become the developer I am today. It showed me to not underrate what I know and help me break out of my shell within the community.

MAIN PARTNERSHIP LEVELS

- Main Partnership Levels include access to THAT Conference
- Discount of \$1,000 if purchased and payment received by March 1, 2020
- Listed on website from time of payment received to November 1, 2020

LEVEL	COST
PIONEER	\$21,000
EXPLORER	\$13,000
SCOUT	\$6,000
CUB	\$4,000
PATRON	\$1,500 MINIMUM

*Additional partnership and marketing opportunities are available.
See additional pages for more detail.*

Cloud Scale Machine Learning Workshop — THAT 2019



PARTNERSHIP BENEFITS

	PIONEER	EXPLORER	SCOUT	PATRON
Linked logo on THAT Conference Website	•	•	•	•
Attendee bag insert or item	•	•	•	•
Social media mention	•	•	•	•
One 8' x 2.5' table in main atrium	•	•	•	
Logo included on printed large vertical partner signage	•	•	•	
Access to Partner App	•	•	•	
Participate in closing raffle	•	•	•	
Job listing on THATconference.com job board	•	•		
Conference speaking slot - 60 minutes ¹	•	•		
Logo displayed in or on:				
Conference digital signage	•	•		
THAT Mobile app	•	•		
Conference related newsletters	•	•		
Before all applicable videos	•	•		
Printed on all conference signage ²	•	•		
Dedicated slide during lunch in Mess Hall and on digital breakout room signage	•	•		
Largest logo displayed everywhere	•			
Acknowledgment during opening keynote	•			
Joint social media campaign	•			
Dedicated 30 minute lunch session w/push notification ³	•			
Pre/Post conference newsletter submission ⁴	•			
Booth location in the center of the main atrium	•			
Logo included on printed materials	•			
Printed logo on attendee bag	•			
Dedicated meeting room ⁶	•			
Dedicated Indoor private cabana ⁷	•			
Number of Camper tickets (includes PreCon) ⁵	4	2	1	N/A

¹ The partner contacts will work directly with the conference organizers to make sure the session, content and speaker fit into the overall schedule and balance of content. Does not qualify for speaker room compensation. Limited to 10 total, on a first-come, first-serve basis.

² Pioneer and Explorer partners will have their logo placed on all THAT Conference signage except for the main 4' x 8' and larger THAT Conference Banners.

³ Limit 1 push notification per partner

⁴ Newsletter submissions will be sent from THAT Conference and the partner contact will work directly with the organizers for the content to be included in the newsletter.

⁵ You may bring additional folks to work your dedicated booth but they will not receive a conference ticket. Additional tickets that include food are available for purchase.

⁶ Limit 3

⁷ Wednesday only, limit 3



GROWING GEEKLINGS

Not only are we passionate about family at THAT Conference but we strive to expose, engage and inspire our young geeklings in the ever changing technology world. Simultaneous to our professional track, we create a dedicated family track of hands-on activity based learning for kids of all ages.

We provide opportunities for children to speak, learn and experience many areas of the STEM field while interacting with industry professionals. We also incorporate social events such as Game Night and a Pig Roast to allow interaction and collaboration with the tech community.

Help us invest in our future lifeline of the tech industry! You'll find previous years' sessions at <https://old.thatconference.com/Schedule/FamilySchedule>. Your partnership enables us to secure space, session resources, and speakers.

COST: \$4,000

Benefits Include:

- Linked logo on THAT Conference website
- Attendee bag insert or item
- Social Media Mention
- One 8' x 2.5' table in main atrium or family area
- Logo included on printed large vertical partner signage
- Access to Partner App
- Participate in closing raffle

Battle bots during game night, built in "Raspberry Pi Robot Workshop" — THAT 2019



2020 PARTNERSHIP OPPORTUNITIES

AWESOME NEW OPPORTUNITIES

Looking for a unique way to engage with THAT Conference members? Check out these additional partnership opportunities!

OPPORTUNITIES	COST
GAME NIGHT	\$5,000
LANYARDS	\$3,500
WIFI	\$4,000
MAKER BADGER	\$4,000
BACON BAR	\$5,000
WATER PARK PARTY	\$8,000
THAT GIVE CAMP	\$10,000
HAPPY HOUR	\$12,000
PIG ROAST	\$15,000

*Have another idea? We're all ears.
Contact us today and let's collaborate.*

Happy Hour — THAT 2019



2020 | OPPORTUNITIES

GAME NIGHT, INCLUDES FAMILIES

On Tuesday night after Happy Hour, our Open Spaces area transforms into a gaming arena. A large selection of board and electronic games are provided for all attendees, partners, and families to participate. Your partnership helps us acquire the space and rent the games.

Cost: \$5,000

LANYARDS, INCLUDES FAMILIES

Lanyards hold onto those badges and all of our campers wear one. Your name could be on that lanyard. Campers often keep lanyards as a souvenir, leaving them hanging in their office or on their desk. This can be a lasting impression for your company.

Cost: \$3,500

WIFI, INCLUDES FAMILIES

Have all the campers know that you've got their WiFi covered. We will rename the SSID to THAT WIFI provided by [YOU] for the duration of the event.

Cost: \$4,000

MAKER BADGE, INCLUDES FAMILIES

The maker movement is strong with THAT, and campers have the ability to make it part of their badge. A custom PCB and all the goodies will be assembled at THAT. This is a great way to support the maker movement and create hands on exposure and experience to basic electronics.

Cost: \$4,000 per 500 badges. Contact us for details.

A camper assembling a maker badge during THAT Conference



2020 OPPORTUNITIES

S'MORES AND BACON BAR, INCLUDES FAMILIES

A long-time tradition for our campers is to enjoy a full buffet style S'mores and Bacon Bar on the last day of the conference during the closing ceremonies.

Cost: \$5,000

WATERPARK PRIVATE PARTY, INCLUDES FAMILIES

Here is your chance to host one of our fun events when our campers and their families are cooling off after a full day of tech. From 10:30 PM to 1:30 AM, THAT Conference enjoys exclusive access to the Kalahari's indoor waterpark, providing a networking event like no other.

Cost: \$8,000

THAT GIVECAMP

Any THAT Conference camper knows that the conference is about the community, not just the event. Each year we host a charity event we call GiveCamp where we use our technical skills to a worthy cause. This is an opportunity for you to help make a lasting impact to peoples' lives.

Cost: \$10,000

COCKTAIL PARTY / HAPPY HOUR

Our cocktail party is held on Tuesday evening in the main atrium. This networking event enables partners, speakers, and attendees to engage in meaningful conversation while enjoying some appetizers. We can partner with multiple companies for this event to help offset the food cost unless one company pays for exclusivity. Take advantage of this highly visible event and capitalize on the excitement during the first evening of the main event.

Cost: \$12,000

PIG ROAST, INCLUDES FAMILIES

What camping experience would be complete without a pig roast? This is a great opportunity to get your name and logo in front of all attendees and their families. During the pig roast, we have several onstage activities and can showcase your company in between acts. We can partner with multiple companies for this highly anticipated event unless one company pays for exclusivity.

Cost: \$15,000

2020 CAMP TICKETS

Ordering 15 or more professional tickets? Contact us at hello@THATconference.com to ask about direct invoicing with volume discounts.

PROFESSIONALS

EVERYTHING	\$799 4 days
CAMPER	\$725 3 days
NO FOOD	\$425 3 days no meals

PRE-CONFERENCE

PRE-CON	\$99 1 day
FAMILY	Included with Family Ticket Purchase

FAMILY

CAMPMATE	\$99 Adult
GEEKLING	\$79 Child
PIG ROAST	\$49

PARTNERS

FOOD ONLY	\$399
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In depth ticket information can be found at:

[THATconference.com/wi/tickets](https://thatconference.com/wi/tickets)

FREQUENTLY ASKED QUESTIONS (1 OF 2)

Q. We're working against budget schedules. Can I commit to partner now but pay closer to the event?

A: Yes; however, your benefits will not be activated until we receive payment. Moreover, some networking events can not be held for you. All benefits are first-come, first-served based on the date we receive your payment.

Q. As a partner, can we provide attendees with "swag"?

A: We want to ensure that our "Partner Atrium" is an exciting place for attendees to visit. Besides having the opportunity to speak with our partners, attendees should have a reasonable expectation of walking away with some "swag". As is typical with other trade shows, this includes software, books, apparel with your logo, and/or trinkets with your logo. We ask that if you do not provide enough items for every attendee, that you try to be creative in how the items are distributed (i.e., hold your own raffle, have a secret spotter give away items in the crowd, etc).

Q. Will my logo on the THAT Conference website be hyper-linked to my website?

A: Yes. If you would like to have a custom landing page to identify THAT Conference visitors, please provide that URL to us. We can also link to many of your social media profiles; Twitter, Instagram, LinkedIn, YouTube, Google+, Facebook, and GitHub.

Q. What is "Preferential Logo Placement"?

A: Whenever all partner logos are displayed together, they will be arranged from left to right and top to bottom within the Pioneer, Explorer, Scout, Cub and Patron groups in order by the total contribution size (largest first) and the date that payment was received (earliest first).

Q. How are the booths in the Partner Atrium decided?

A: Booths are placed accordingly by level and then by when payment was received.

Q. I've got a great idea for a partnership opportunity that you haven't listed. What can I do?

A: Contact us and run it by! We're happy to work with any idea as long as it's of benefit to the attendees! (And doesn't get us in trouble with the law, of course...) Here is our email in case you missed it: partners@THATconference.com

FREQUENTLY ASKED QUESTIONS (2 OF 2)

Q. Who exactly is organizing THAT Conference?

A: THAT Conference is organized by a group of developer community leaders who have collectively formed a 501(c)(6) Not For Profit organization in the state of Illinois, officially named, "THAT Conference NFP".

Q. What is the THAT Conference mailing address?

A: Unless otherwise directed, please send all partnership-related mail and packages to:

Address:

THAT Conference
c/o Partnerships
9109 Carol Lane
Spring Grove, IL 60081

Q. Are my partnership contributions tax-deductible (Do you have a W9)?

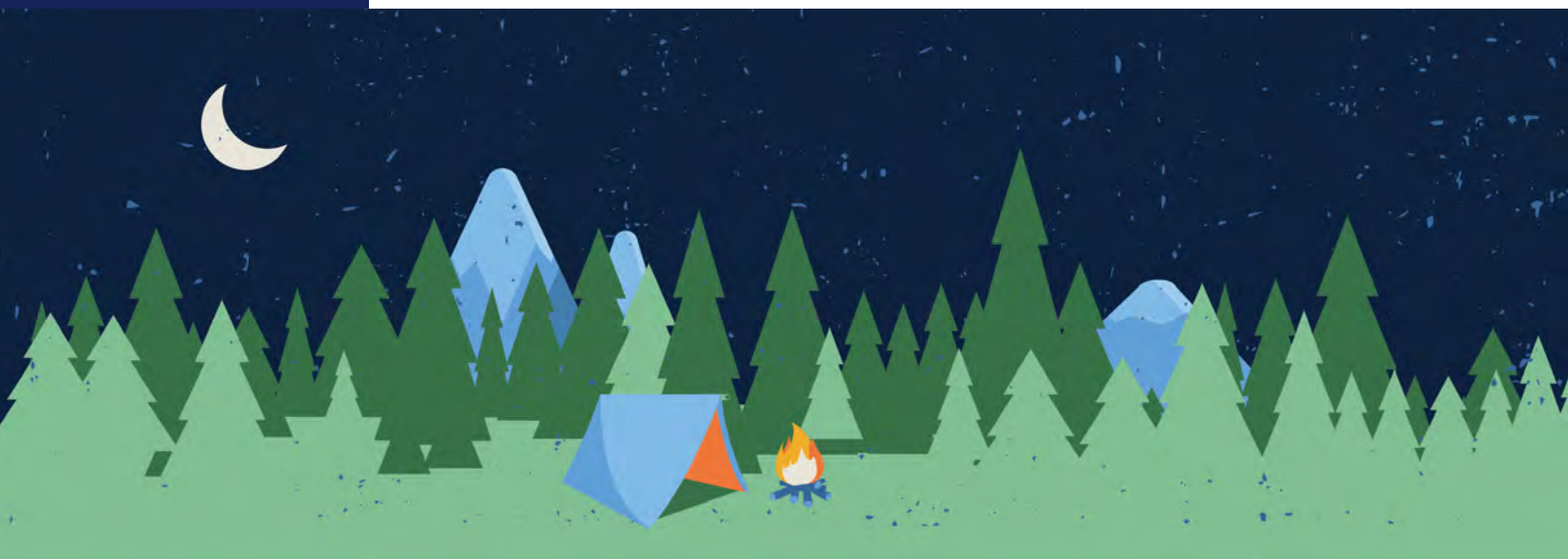
A: We are a 501(c)(6) organization. Your contributions may be tax deductible as a promotional and advertising expense. You can contact hello@THATconference.com to request a copy of our W9.

Q. When should partner booths be taken down?

A: Partner's exhibits are expected to remain up until 2:30 pm on Thursday.

Q. Can I use the THAT Conference logo?

A: Yes! Please contact us for information at partners@THATconference.com.



A NOTE FROM OUR CAMP LAWYERS (1 OF 2)

Indemnity and Limitation of Liability:

Neither THAT Conference NFP, The Organizers, any partner, 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 partnership 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 partner, 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 partner, 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. Observant of Laws: Company shall abide by and observe all laws, rules, regulations, and ordinances in compliance with the City of Wisconsin Dells, Counties of Columbia, Sauk, Adams, Juneau and the State of Wisconsin.

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, non-transferable, non-sublicensable right and license to use those Company Marks, which Company provides to Organizers, as necessary to provide the partnership benefits described in the THAT Conference Partnership Prospectus.

Organizers hereby grant Company, and Company hereby accepts, a non-exclusive, non-transferable, 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 partner 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.

A NOTE FROM OUR CAMP LAWYERS (2 OF 2)

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, 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 partnership opportunity to others.

Company Conduct:

THAT Conference NFP 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 the THAT Conference. 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 accommodates more attendees if necessary.

Clark after speaking with the lawyers



2020

PARTNERSHIP COMMITMENT

PARTNERSHIP FORM

Partnerships are handled directly with THAT Conference. Please contact us today at:
partners@THATconference.com

Desired Partnership Level

☐ Pioneer ☐ Explorer ☐ Scout ☐ Cub ☐ Patron ☐ Other

Partner's Contact Information

Contact Name: _____

Company Name: _____

Mailing Address: _____

Website Address: _____

Email: _____

Phone Number: _____

Partnering Company

THAT Conference

Authorized Signature

Authorized Signature

Authorized Name (printed)

Authorized Name (printed)

Date

Date

Remit to Payment Address

THAT Conference
c/o Partnerships
9109 Carol Lane
Spring Grove, IL 60081

By returning this completed contract, you have read and agreed with THAT Conference rules, regulations, and partnership agreement.

