



# COMMUNITY DAY

— MIDWEST | CHICAGO —

June 15, 2023



# COMMUNITY DAY

## About Community Day

AWS Community Day | Midwest is an annual one-day, user-run AWS technical conference that is planned, organized, and delivered by AWS user group community leaders (much like a “Meetup of Meetups”). The goal of the Community Day is to facilitate the exchange of information amongst the AWS user community. The presentations are all given by speakers who are fellow AWS users sharing knowledge with their peers.

This year's event will be the 5th annual Community Day | Midwest and will take place in Chicago, IL. It was previously held in Columbus, Ohio in 2022, Chicago in 2018 and 2019, and was virtual in 2020.





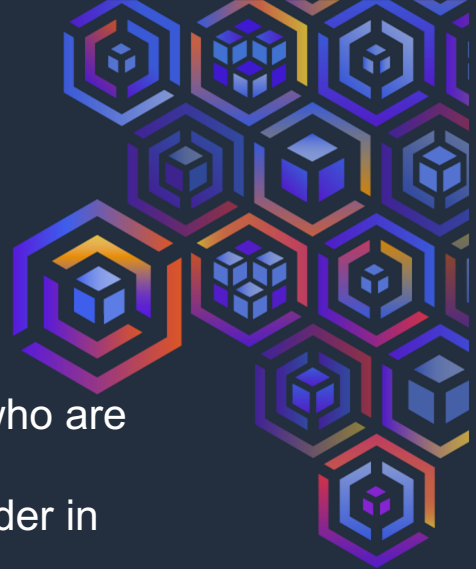
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## Why Sponsor

As a sponsor you will have access to the leading AWS technologists who are joining us from across the Midwest. Being a Community Day sponsor provides the opportunity to be associated with the leading cloud provider in the minds of these technologists.

Depending on your tier of sponsorship, you will get a table in the auditorium area and your logo will appear on printed materials and on digital signage. Sponsors will also be thanked on social media.

*\*\* Please note that sponsored talks are not allowed, as this contradicts the overall authenticity of community peer-to-peer knowledge sharing.*





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## Past Event Demographics

- Event marketed to over 12,000 user group members
- Members from around the Midwest including Chicago, Columbus, Minneapolis, Milwaukee, Des Moines, Indianapolis and beyond.
- Job titles include: VP, Principal Engineer, CTO, IT Architect, Manager, Cloud Solutions Lead, SRE, Cybersecurity engineer, and developer.
- Members represent startups, growth stage, power AWS users, and industry leading brands.
- Attendees came from top banks, credit card providers, online marketplaces, major universities, financial services, major consulting firms, and local governments.





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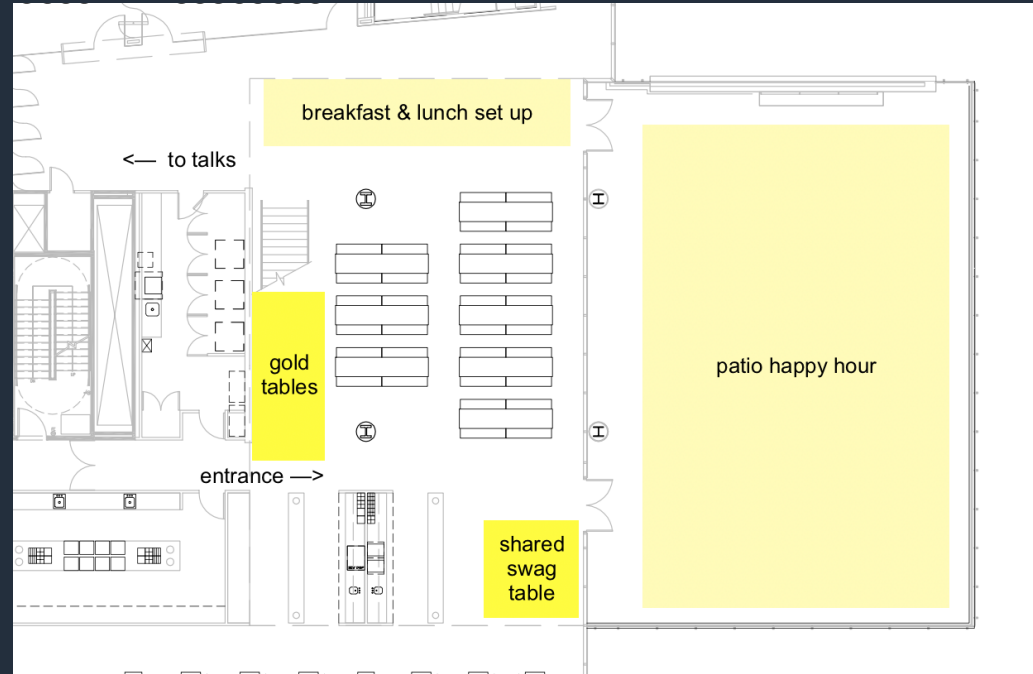


|              | Gold   | Silver   | Bronze                    |
|--------------|--|--|---------------------------|
| Cost         | \$5,000  | \$3,000  | \$1,000                   |
| Passes       | 6 (\$120 value)                                | 4 (\$80 value)   | 2 (\$40 value)            |
| Website      | Logo & link                                    | Logo & link  | Logo & link               |
| Social media | Thank you on social media                      | Thank you on social media                                    | Thank you on social media |
| Table        | 5' table to host demos or hand out swag        | Shared table to distribute swag                              |                           |
| Signage      | Pop up banner (sponsor sets up at their table) | Pop up banner (sponsor set up near shared Silver swag table) |                           |
|              | Limited spots                                  | Limited spots  |                           |



Dedicated sponsor area for Gold  
sponsors

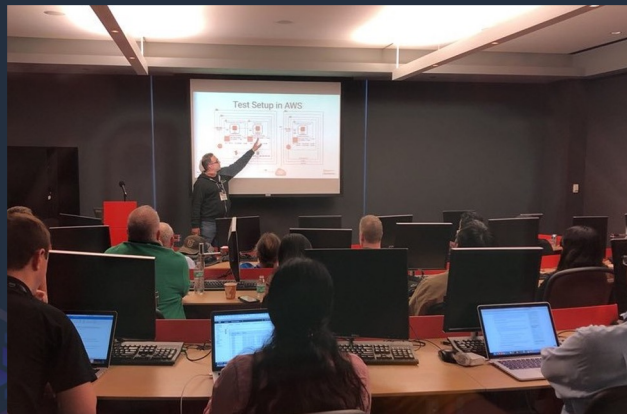
Shared swag table for Silver  
sponsors







# COMMUNITY DAY



Contact the organizers:  
[midwestcommunityday.com](http://midwestcommunityday.com)



## A few terms and conditions

- Community Day is a self organizing conference for AWS users that depends on sponsorships. Organizers are volunteers and are not AWS employees.
- We do not have vendor booths, sell product presentations, or distribute attendee contact lists.
- All sponsors attendees must be registered to attend. We offer sponsors 20% off all additional registrations.
- Sponsors are encouraged to represent themselves by actively participating and engaging with the attendees as peers. We do not distribute contact details, but sponsors can offer drawings or raffles to collect leads.
- Gold sponsors get a full table in the atrium area where attendees can visit during breaks. Silver sponsors can bring a pop-up banner and share swag on the shared Silver swag table.
- Sponsors cannot distribute swag outside of their sponsor area (i.e. no flyers on every chair of a workshop session).
- Sponsors are responsible for providing high-res logos for use on the website and in promotional materials, file formats EPS or AI preferred. For pop-up banners, sponsors are responsible for creating, setting up and removing their banners the day of the event.
- Sponsor benefits do not begin until full payment is received.
- No contracts are required. For a detailed invoice of sponsor benefits and payments, just ask.





# COMMUNITY DAY

This agreement is between the Organizers of the AWS Community Day Midwest Event (hereafter "Community Day") and the organization identified at the bottom of this document. This agreement provides the terms and conditions for sponsors of Community Day 2023 June 15, 2023 in Chicago, Illinois.

Description of benefits and sponsor obligations:

Complimentary registration. Gold sponsors will receive six (6) complimentary general conference registration valued at \$120 USD. Silver sponsors will receive four (4) complimentary general conference registration valued at \$80 USD. Bronze sponsors will receive one (2) complimentary general conference registration valued at \$40 USD. All sponsors must be registered attendees and display the conference badge inside the event.

Exhibit space. Gold sponsors are entitled to a table space to display company marketing materials, provide demos and to allow conference participants to interact with company representatives.

Logo in marketing materials, banners, and email. Sponsor logos will be included in organizing emails. Website listing. All sponsors may have their company logo and link to their company site event web page.

Sponsorship cost. Gold sponsorships are priced at \$5,000 USD. Silver sponsorships are priced at \$3,000 USD. Bronze sponsorships are priced at \$1,000 USD.

Sponsor payment. Sponsor benefits are rendered when payment is received. Sponsorship fees are non-refundable except for unforeseen circumstances that force a cancellation of the entire event.

Code of Conduct. All sponsor attendees and sponsor marketing materials must adhere to the event Code of Conduct. If an attendee violates the Code of Conduct, the organizers may request that the attendee to leave. If the organizers determine any marketing materials violate the Code of Conduct, the sponsor will be asked to remove them immediately. All sponsors are responsible for adhering to venue rules regarding security, food and beverage, displays, conduct and safety.

Intellectual property. Any conference content, including but not limited to photos, videos, slides, or papers are considered property of the organizers and shall not be posted or disseminated by Sponsor without express written approval.

Indemnification. Both Community Day and Sponsor (the "Indemnifying Party") shall indemnify the other party (the "Indemnified Party") against and save each other harmless from any and all suits, proceedings at law or in equity, claims, liabilities, damages, costs, payments and expenses, including reasonable attorney's fees, asserted against or incurred by the Indemnified Party, arising out of or in connection with the negligence or willful misconduct of the Indemnifying Party in the performance of this Agreement including, but not limited to, any claim for damages to property or injuries to persons, to the extent that such damages or injuries shall have been caused by, or shall have resulted from the willful or negligent acts or omissions of the Indemnifying Party, or its employees or agents.

Complete agreement. This Agreement contains the entire understanding between the parties with respect to the conference sponsorship benefits and obligations and supersedes all prior oral and written understandings, arrangements and agreements between the parties.