



COMMUNITY DAY

MIDWEST | Columbus, OH

June 13, 2024



COMMUNITY DAY

About Community Day

AWS Community Day | Midwest is a 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. All presentations are fellow AWS users sharing knowledge with peers.

Midwest Community Day is planned and organized by leaders in Chicago, Milwaukee, Cleveland, Columbus, and Indianapolis. Each Community Day event is independently operated and delivered by community leaders.





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2023 Event Demographics

- Marketed to over 10,000 user group members
- 300 attendees in Chicago in 2023, 150 in Columbus in 2022 (event rotates between cities)
- Members from around the Midwest including Chicago, Columbus, St. Louis, Ann Arbor, Milwaukee, Louisville, and Indianapolis
- Members represent local and national organizations, including: JP Morgan Chase, Ohio State University, Huntington Bank, Quantum Health, State Auto, and Morningstar.
- Attendees range from students to CTOs with experience at startups, enterprise, nonprofits, and local AWS power users with titles including: VP of Engineering, CTO, Architect, SRE, and developer





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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 leading technologists.

Sponsorships Before 4/1/24

	Gold	Bronze
Cost	\$5,000	\$1,500
Passes	6	2
Website	Logo Link	Logo Link
Signage	Premium onsite + digital banners	
Expo	5' table Priority placement Thanked during keynote Limited spots	

*** 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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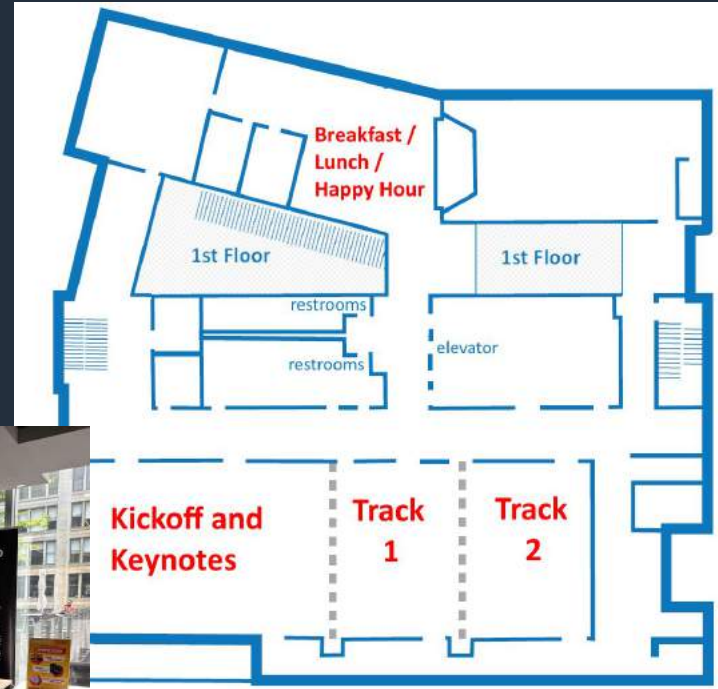
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Sponsorships After 4/1/24

	Gold	Bronze
Cost	\$6,000	\$2,000
Passes	6	2
Website	Logo Link	Logo Link
Signage	Premium onsite + digital banners	
Expo	5' table	
	Thanked during keynote	
	Limited spots	

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Dedicated Sponsor Expo area located by the entrance and all food and drinks



Dedicated tables in sponsor expo for Gold



5' tables in the 2023 Chicago event



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Contact the organizers:
www.midwestcommunityday.com



A few notes for sponsors:

- Community Day is a community organized conference for AWS users. Organizers are volunteers and are not AWS employees.
- We do not provide 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. Sponsors can collect leads by offering drawings or raffles.
- Gold sponsors get a full table in the atrium area where food is served.
- Sponsors cannot distribute swag outside of their sponsor area (i.e. no flyers on every chair or handouts at registration).
- Sponsors are responsible for providing high-res logos for use on the website and in promotional materials, file formats EPS or AI preferred.
- Sponsors are responsible for creating, setting up and removing any 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



Terms and conditions for sponsors of Community Day 2024 June 13, 2024 in Columbus, Ohio.

Description of benefits and sponsor obligations:

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.

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

Sponsorship cost. Up to April 1, 2024 Gold sponsorships are priced at \$5,000 USD. Bronze sponsorships are priced at \$1,500 USD. After April 1, 2024 Gold sponsorships are priced at \$6,000 USD. Bronze sponsorships are priced at \$2,000 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.