



18 - 21 February, 2016
Indian Institute of Technology Bombay
Victor Menezes Convention Centre
Mumbai, India

DrupalCon is the heartbeat of the Drupal community. It's where improvements to the project are made, where important business connections are built, and where lifelong friendships bloom. This event takes place three times a year and brings together thousands of people from across the globe who use, develop, design, and support the [Drupal](#) platform.

DrupalCon Asia will be held at the prestigious Indian Institute of Technology Bombay in Mumbai, India in the [Victor Menezes Convention Center](#) from 18 - 21, February 2016. The perfect city for the first DrupalCon Asia, Mumbai is the most colorful city in one of the world's most colorful nations. It is home to a strong Drupal community and will attract 1,000 DrupalCon attendees from all over India and beyond.

DrupalCon Asia is an action-packed four day event of all things Drupal and features a full schedule of educational, networking, and contribution opportunities:

- Thursday is full of high-value Summits and Training opportunities
- Friday and Saturday are Keynotes, Sessions, and BOFs
- Sunday is the Contribution Sprint

Together we will unite in celebration and work together to gain new skills and new friends as we advance the Drupal project.

DRUPALCON ASIA BY THE NUMBERS

Our first DrupalCon in India, we anticipate the following attendee demographics:



1000
Attendees



80%
Developer



15%
Site Builder



5%
Drupal Business Owner



SPONSORING DRUPALCON

Be part of history. Sponsoring funds the first DrupalCon Asia and provides the following benefits:

- Branding
- Talent recruitment
- Networking
- Lead generation

WANT A 10% SPONSOR DISCOUNT?

Become a Drupal Supporter and receive a 10% discount on your sponsorship. Program fees are used to improve Drupal.org. Learn more by visiting <https://assoc.drupal.org/supporting-partners>.

You can join this program by checking the box in the order form.

To sponsor our support Drupal.org improvements:

Choose from the Core and Module Sponsor Packages, then fill out and return the order form and sponsor agreement to:

Megan Sanicki
Chief Operating Officer
Drupal Association
sponsor@association.drupal.org
skype: megan.sanicki

Note: Orders are in USD, but INR equivalencies are provided as a guide and are not the official price.



CORE PACKAGES

	DIAMOND 	PLATINUM	GOLD	SILVER	BRONZE
USD [payment is in USD]	\$20,000	\$12,000	\$7,000	\$2,500	\$1,000
INR Equivalent (use as a guide)	₹1,275,000	₹766,000	₹447,000	₹160,000	₹63,680
Quantity by Level	3	5	15	unlimited	unlimited
DrupalCon Tickets	30	15	8	3	1
Exhibit Booth	2 tables & meeting room	1 table	1 table	Shared a table with another company	Place literature on Sponsor Table
Logo Placement on DrupalCon Website	Site header & Sponsor Page	Site footer & Sponsor Page	Visibility on sponsor page	Visibility on sponsor page	Visibility on sponsor page
Logo on main stage screen before keynote presentations	Dedicated slide	Shared slide	Shared slide	Shared slide	Shared slide
Post job listings on Drupal Jobs (up to 10 postings)	Yes	Yes	Yes	Yes	---
Ad in Printed Program Guide	Full page	Full page	Half page	Thank You page listing	Thank You page listing
Ad on DrupalCon Website	Yes	Yes	Yes	---	---
Tote Bag Attendee Giveaway	Yes	Yes	Yes	---	---
Attendee list with name, company, title only	Yes	Yes	Yes	---	---
Logo on Conference Signage	Yes	Yes	----	---	---
Room named after your company	Session Room	Session or BOF room	---	---	---
Introduction to Attendees	Main Stage Announcement	Featured in Attendee Email Article	Featured in DrupalCon Blog post	---	---
Premium logo placement in Attendee Email	Yes	Yes	---	---	---
Blind Attendee Opt-in Email Sent on Your Behalf	Yes	Yes (shared)	---	---	---



CUSTOM SPONSORSHIP PACKAGES

Contact us if you have an idea for a new sponsorship option. With the right idea we can assist you in customizing a sponsorship package. We continue to look for ways to grow DrupalCon.

MODULE PACKAGES

Packages from \$5,000 (INR Equivalent ₹320,000)

Sunday Contribution Sprints - \$5,000 (INR Equivalent ₹320,000) - Two Available

Drupal sprints are crucial to accelerating the Drupal Project and DrupalCon sprints are some of the largest in the world. Help us fund this important day as community members innovate the Project - especially the food we provide to keep our developers going after a long week. As they say "the way to someone's heart is through their stomach".

- 4 conference tickets
- On-site signage at Sunday Sprints
- Title sponsor in program guide/website: "Sprints sponsored by {Your Company}"
- Half page ad in the Program Guide
- Listed as sponsor in program guide and event website sponsor page
- One of the Drupal 8 core contributors to acknowledge and thank your company from the stage for understanding the importance of funding these sprints that accelerate the project. You get to come up and speak to the sprinters, too!
- SWAG in room - sponsor is welcome to hand out t-shirts, stickers, etc in the Sponsor Supporter Sprinter Lounge

Packages from \$3,000 (INR Equivalent ₹200,000)

Lunch Sponsorship - \$3,000 (INR Equivalent ₹200,000) - One Available per day

- 2 DrupalCon tickets
- Promotion as lunch title sponsor in daily schedule found on event website, program guide, and signage
- Your company logo on signage at lunch stations
- Opportunity to provide a branded item (like napkins) and we will put out during lunch.
- Note: sponsor pays the cost to produce item or food purchase



Coffee/Tea Sponsorship - \$3,000 (INR Equivalent ₹200,000) - One Available per day

- 2 DrupalCon tickets
- Promotion as coffee/tea title sponsor in daily schedules located on event website, program guide, and signage
- Your company logo on signage at coffee/tea stations
- Opportunity to provide a branded item (like napkins) and we will put out during the service.

Developer Contest - \$1,500 (INR Equivalent ₹96,000) - Two Available

Run a developer contest **before** DrupalCon and then announce the winner at the event. You create the contest and post it on your website several weeks before DrupalCon. Then, we will provide:

- 2 conference tickets
- Promote the event via social media
- Post your blog about the event
- Promote your event in an attendee email
- Your event listed on the DrupalCon website as an official program.

Be sure to promote your contest several weeks before the event so community members have time to participate. You can use the Thursday of DrupalCon to hold “contest support hours” to help last minute entries. We recommend you cut off submissions Thursday night and use Friday to select your winner. Then announce the winner on Saturday.

Packages from \$2,500 (INR Equivalent ₹160,000)

Lanyard - \$2,500 (INR Equivalent ₹160,000) - One Available SOLD

One color logo on all DrupalCon lanyards (cannot be combined with the Badge Sponsorship).

Tote bag sponsor - \$2,500 (INR Equivalent ₹160,000) - One Available SOLD

One color logo on the attendee tote bag plus one tote bag insert.

Keynote Street Team - \$1,500 (INR Equivalent ₹96,000) - Four Available

Get your message into each attendees hand as they pour out of the Keynote room and head out to their first session. This package lets your team stands outside the Keynote doors to hand attendees your promotional giveaway (a flyer, branded swag). Only two companies a day can hand out materials.



ORDER FORM

CORE SPONSORSHIPS

Note: Taxes NOT included. Sponsor packages paid in USD.

- | | |
|--|---|
| <input type="checkbox"/> Diamond \$20,000 | <input type="checkbox"/> Add-on a Meeting room \$500 |
| <input type="checkbox"/> Platinum \$12,000 | (For Diamond, Platinum, Gold levels only. Seats 12 ppl) |
| <input type="checkbox"/> Gold \$7,000 | |
| <input type="checkbox"/> Silver \$2,500 | |
| <input type="checkbox"/> Bronze \$1,000 | |

MODULE SPONSORSHIPS

- ☐ Sunday Sprints **\$5,000**
- ☐ Lunch **\$3,000**
- ☐ Coffee **\$3,000**
- ☐ Developer Contest **\$1,500**

LEVEL UP SPONSORSHIPS

- ☐ Lanyard ~~\$2,500~~
- ☐ Tote bag Sponsorship ~~\$2,500~~
- ☐ Keynote Street Team **\$1,500**

GET 10% OFF SPONSORSHIP BECOME A SUPPORTING PARTNER

- ☐ Supporting Partner **\$2,500**
- ☐ Supporting Partner Premium **\$7,500**

Payment Terms

- Payment terms are Net 30 Days. You will receive an invoice with payment instructions.
- Sponsors must pay in full before the event to set up their exhibitor space or receive their sponsor benefits.
- DrupalCon Asia and Supporter Program Payments are in USD.
- **Note: Package prices DO NOT include taxes.**
 - **All prices are exclusive of any taxes on income, which are to the account of the sponsor. Service tax, if and as applicable, will be levied separately in the invoice to be issued to the sponsor.**

Country of Residence

Are you resident in India? ☐ Yes ☐ No

If resident outside India, please state country of residence: _____

Status of Applicant

☐ Individual ☐ Firm ☐ Company ☐ Trust ☐ Governmental entity ☐ Any other entity

TOTAL AMOUNT USD \$ _____ (tax not included)



CONTACT INFORMATION

Company

(spelled and punctuated exactly how it should be written in the DrupalCon Asia Program Guide)

Mailing Address

(as it should appear in your invoice)

VAT

Sponsor Fulfillment Contact Information

First Name _____

Last Name _____

Email _____

Phone # _____

Invoice Contact Information

Invoice: ☐ Now ☐ Dec 15 (pay by Jan 15, 2016)

First and Last Name of person to receive the Invoice:

Email of person to receive the Invoice:

Please return signed paperwork to sponsor@association.drupal.org or fax to +1 971.229.4545, or mail to:
DrupalCon Inc., 209 SW Oak Street, Portland, OR 97204.



EXHIBITOR AND SPONSORSHIP AGREEMENT

Note: Package prices do not include taxes.

This exhibitor agreement is entered into by and between DrupalCon, Inc. a District of Columbia not-for-profit organization with its principal place of business located at 209 SW Oak St, Suite 100, Portland, OR 97204 (hereinafter "DCI"), and _____ (hereinafter "Exhibitor"), effective on the date signed below.

1. Booth Assignment: Exhibitor understands that Drupal Association Supporters have priority over non partners when booths are assigned. And, booths are assigned in the order in which contracts are received. Booths may not be set up if payment in full is not received before the event. DCI reserves the right to change booth assignments at any time.

2. Booth Fee, Table, Size & Equipment: The fee for the reservation and use of your space is included with your sponsorship along with shared wifi access and a draped table with two chairs and electricity. No credit is provided for equipment that is not used. Additional booth furnishings, audiovisual equipment, electrical and telephone connections, signs and drayage services are available for an additional charge. If Exhibitor plans to install a completely constructed display so that the standard booth equipment is not desired, no part of the constructed display shall project so as to obstruct the view of adjacent booths. Island exhibits must not include any walls that block visibility of neighboring booths. Any exception must first be approved by DCI. Audiovisual equipment must not be played at a level that would interfere with adjacent exhibitors.

3. Advertisements: Exhibitor agrees to provide suitable content for any advertising presented to attendees through the sponsor benefits.

4. Registration Fee Waived: Exhibitor is entitled to the number of registrations included with their sponsorship. Free conference passes included in sponsor packages must be redeemed before their expiration date. Sponsor is entitled to buy additional tickets at the early bird rate at any time before the event.

5. Restriction on Location of Exhibits & Solicitation: Exhibitor agrees not to conduct or solicit business in the exhibit hall or other designated area unless they have rented exhibit space. Exhibitor agrees not to exhibit products and services at the conference except in the exhibit hall, other designated area, or conference program time slot.

6. Internet Connections: Network access will be provided through a wireless connection (wifi); actual throughput speeds and up times are not guaranteed.

7. Payment & Cancellation: Applicable fees are based on the date that payment is received by DCI. Exhibitor may cancel this agreement by written notice to DCI. Below is the cancelation fee schedule:



Cancellation made on or before 31 August, 2015 is subject to a 25% cancellation fee.
Cancellation made on or before 1 October, 2015 is subject to a 50% cancellation fee.
Cancellation made on or before 1 November, 2015 is subject to a 75% cancellation fee.
No refunds will be granted on cancellation made on or after 1 December, 2015.

8. Union Clearance & Exclusivity: If required by union contract rules and regulation for the convention location, Exhibitor agrees to use qualified union personnel for the various services required for installation and dismantling of exhibits and for material handling within the show. Exhibitor must use the service provider designated by DCI for drayage and rigging, electrical, plumbing, and custom cleaning services. For other services and for other contractors other than those designated above, Exhibitor shall submit the necessary certificates of insurance in advance so that permission can be secured for said contractor to operate.

9. Use of Space: Exhibitor shall not permit any other corporation or firm or its representatives to use the space allotted to the signer of this contract, nor shall Exhibitor display articles not manufactured or normally sold by the Exhibitor. Requests for co-participation by any other corporation or firms in space assigned to the original applicant must be made in writing to DCI. If permission is granted by DCI, there may be an additional charge for each additional firm, and the additional firm must purchase a conference registration for each of its Representatives at the then current registration cost. Exhibitor is not permitted to sublet booths or assign this lease in whole or in part.

10. Limitation of Liability: Exhibitor shall be fully responsible to pay for any and all damages to property owned by the venue facility, its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, DCI and the venue facility as well as their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

11. Security & Insurance: DCI is not liable for damage or loss to Exhibitor's property, nor shall DCI be liable for any injury that may occur in the exhibition area. Exhibitor is responsible for obtaining any insurance required to participate.

12. Protection of the Exhibit Hall Facility: Nothing shall be posted or tacked, nailed, screwed or otherwise attached to the columns, walls, floors, or other parts of the conference hotel without permission from the proper building authority and exhibition management.

13. Drayage: DCI will appoint an exhibition management firm. Shipments to the conference must be arranged through them.

14. Installation & Dismantling: Packing, unpacking, and assembly of exhibits will be done only in designated areas at designated times under the direction of exhibition management. Space not set up by



one hour before the official opening of the exhibit hall may be reassigned by exhibition management for other purposes and will not be made available to the Exhibitor. No exhibits shall be dismantled before the official closing time of the show.

15. Distribution of Printed Matter, Samples, etc: Exhibitor shall not distribute to the conference attendees printed matter, samples, souvenirs, or the like, except from within the rented space or through insertion into conference registration packets as provided for by the organizers.

16. Listing of Exhibitors in Conference Material: Exhibitor will be listed on the Conference Website and in the printed material distributed at the Conference. All Exhibitor Content must be received by 1 December 2015 to ensure appearance in the print materials. If Exhibitor does not provide Exhibitor Content prior to that date, it may be listed by name only.

17. Agreement to Conditions: Exhibitor agrees for itself and its employees to abide by these conditions, it being understood and agreed that the sole control of the exhibition hall rests with exhibition management.

18. Amendments: DCI shall have sole authority to interpret and enforce all rules and regulations contained herein, and to make any amendment thereto and to make such further rules and regulations as shall be necessary for the orderly conduct of the exhibition.

19. Observance of Laws: Company shall abide by and observe all laws, rules and regulations, and ordinances in connection with the conference and this agreement.

20. Company Conduct: Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. DCI reserves the right to eject from the conference any Company or Company representative violating those standards. This includes remaining at or under industry standard decibel levels (registers at or under 80 decibels from 10 feet away).

Note: Package prices do not include taxes

NAME _____

EXHIBITOR _____

SIGNED _____ Date _____

NAME _____

DRUPALCON INC. _____

SIGNED _____ Date _____