GraphQLConf
2024

hosted by **GraphQL** Foundation

September 10-12, 2024 | San Francisco, CA

2024 SPONSORSHIP PROSPECTUS

GraphQLConf 2024

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GraphQLConf — The Official Conference by the GraphQL Foundation

GraphQLConf, presented by the GraphQL Foundation, is a premier event uniting the global GraphQL community to promote education, adoption, and advancement of GraphQL. This conference offers valuable insights through workshops, presentations, and panel discussions, covering best practices, innovative use cases, and the latest advancements in GraphQL. By bringing together a diverse group of developers, architects, and technology enthusiasts, GraphQLConf sets the stage for the ongoing success and expansion of GraphQL and its ecosystem across industries.

Why Sponsor GraphQLConf 2024?

GraphQL is in a hyper growth phase with prominent production deployments in a wide range of high profile companies such as Airbnb, Atlassian, Audi, CNBC, GitHub, Major League Soccer, Netflix, Shopify, The New York Times, Twitter, Pinterest, and Yelp. While just over 10% of enterprises were using GraphQL APIs in production in 2021, that number will grow to over 50% by 2025, according to Gartner. Are you looking for an effective way to reach a large audience and establish your brand as a thought leader? Sponsoring GraphQLConf is a unique opportunity to gain valuable mindshare with an elite audience that will define how organizations adopt and expand their usage of GraphQL.

GraphQLConf attracts members of the GraphQL community from around the world. Developers, users, architects, and technology leaders from multiple industries will gather in San Francisco to meet, collaborate and build. GraphQLConf 2024 represents one event in the GraphQL Foundation's official conference series for GraphQL. Investing in GraphQLConf provides the opportunity to build brand awareness and loyalty with leaders and decision makers in organizations across the GraphQL community.

Contact the GraphQLConf team at graphqlconf@graphql.org to secure your sponsorship, request additional details, or discuss custom options.

IN ADDITION TO BRAND EXPOSURE, SPONSORING GRAPHQLCONF PROVIDES THE FOLLOWING BENEFITS:

Valuable networking opportunities

Establish expertise through speaking or hosting a panel

Make meaningful connections to help grow your business

Showcase your company culture and job openings

Generate leads by engaging with attendees, speakers and other sponsors

Access multiple marketing opportunities through the variety of sponsorship options

Who Attends

ESTIMATED NUMBER OF ATTENDEES: 400-800

GraphQLConf is designed for a wide range of participants, including:

- Frontend and backend developers
- API architects and engineers
- Product managers and CTOs
- Technical leads and decision makers
- Startups and enterprises looking to leverage GraphQL

- Educators and researchers interested in GraphQL and its ecosystem
- Data scientists working with knowledge graphs, or publishing data sets

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Sponsorships-at-a-Glance

Contact graphqlconf@graphql.org to secure your sponsorship today.

CATEGORY	DELIVERABLES	DIAMOND 3 AVAILABLE	PLATINUM 3 AVAILABLE	GOLD 5 AVAILABLE	SILVER 5 AVAILABLE
Speaking Opportunity	**Speaking Opportunity:** Content to be approved by the Program Committee.	10-minute Keynote or 2 Breakout Sessions	5-minute Keynote or Breakout Session	Breakout Session	
Marketing/ Brand Exposure	**Logo Recognition in Marketing Emails:** Logo placement on pre-event marketing emails sent by GraphQL.	●	●	●	●
	Social Media: From the @GraphQL Twitter handle. Retweets to be approved by GraphQL.	3 Thank You Tweets + 1 Retweet	2 Thank You Tweets + 1 Retweet	1 Shared Gold Sponsor Thank You Tweet + 1 Retweet	
	Press Release Recognition: Sponsor designation in press releases.	●	●	●	
	Press Access: Access to the event press / analyst list 1-2 weeks prior to the event plus assistance with press bookings.	●	●	●	●
Email Promotion	**Pre or Post-Conference Email Blast:** Dedicated one-time use of opt-in list to be sent by GraphQL. *Subject to GraphQL approval; cannot include sales pitches.*	●	●		
Onsite Experience	**Keynote Stage Recognition:** Verbal recognition during opening keynote session.	●	●		
	Keynote Stage Branding: Logo prominently displayed on keynote stage screens.	●	●	●	●
	Recognition on Event Signage: Logo displayed on onsite conference signage.	●	●	●	●
	Exhibit Booth: Includes tabletop, 2 chairs, 5 amps of power, power strip, and conference wi-fi. Upgrade options available.	Priority booth selection.	●	●	●
	Lead Retrieval Devices: Live scans, real time reporting and ability to take notes on captured leads.	2	1	1	1
	Conference Attendee Passes: Full access passes to the conference for your staff or customers.	15	10	5	2
	20% Discount on Additional Conference Passes: For use by your colleagues, partners, or customers.	●	●	●	●
Post-Event	**Custom Question(s) in Post-Event Attendee Survey:** Opportunity to add question(s) of your choice (subject to approval by GraphQL), and follow up reporting with data results.	2	1		
	Post-Event Data Report: Provides event demographics and additional details on event performance.	●	●	●	●
	Sponsorship Cost (through May 31)	**$70,000**	**$50,000**	**$25,000**	**$10,000**
	After May 31	**$75,000**	**$55,000**	**$30,000**	**$12,000**

Promotional Marketing Opportunities

These enhanced marketing opportunities require a leveled sponsor package unless otherwise noted.

Workshop Day Sponsorship
$70,000 • 1 Available

- **Speaking Opportunity:** (2) Workshops (subject to GraphQLConf program committee approval)
- **Marketing/Brand Exposure:** Sponsor logo recognition on event website, (2) social media mentions, recognition in attendee emails with mention of workshops
- **Onsite Experience:** Verbal recognition during opening keynote session, recognition on event signage on Workshop day only
- **Post-Event:** (2) Custom questions in post-event attendee survey (subject to approval by GraphQL) and follow-up reporting with data results

DOES NOT REQUIRE LEVELED SPONSORSHIP PACKAGE

Official GraphQLConf Attendee Party
$50,000 • 1 available

Sponsor can host this evening with exclusive branding on all food and drink stations and prominently placed signage. Attendees participating onsite will enjoy an evening reception with food, drinks and new friends. Benefits include:

- Recognition on the conference website
- Reception with sponsor name listed on the official conference schedule
- Exclusive branding on food and drink stations and prominently placed signage
- Logo on drink tickets (limited to 2 per attendee)
- Exclusive opportunity to provide reception giveaway and/or raffle.

Keynote Live Stream & Recording
$10,000 • 1 Available

Expand the reach of the event by sponsoring the live streaming of the keynotes to a remote audience. Benefits include:

- Logo displayed on the live stream feed page on the event website
- Sponsor recognition in live stream promotions
- Ability to use recordings on sponsor website or in promotional materials

Breakout Session Recording
$10,000 • 1 available

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the GraphQL YouTube channel after the event. Benefits include:

- Sponsor recognition slide with logo at the beginning of each video recording
- Sponsor recognition in post-event email to attendees.

Conference Wi-Fi
$7,500 • 1 available

Keep attendees connected by sponsoring our dedicated conference Wi-Fi throughout the venue. Benefits include:

- Provide a name of your choice for the SSID (subject to venue capabilities and approval by GraphQL)
- Signage with logo throughout the entire conference venue notating your Wi-Fi sponsorship

To secure your sponsorship, contact the GraphQLConf team at graphqlconf@graphql.org.

Attendee Breakfast
$5,000 • 2 available, 1 per day

Help attendees start their day off right! Benefits include:
• Prominent sponsor branding on signage
• Sponsor recognition on web agenda

Location, layout and menu items will be determined by GraphQL.

Attendee Breaks
$5,000 • 2 available, 1 per day

Keep onsite attendees well-fueled with beverages and snacks during the morning and afternoon session breaks. Benefits include:
• Prominent sponsor branding on signage
• Sponsor recognition on web agenda

Location, layout and menu items will be determined by GraphQL.

Diversity + Equity + Inclusion Lunch
$10,000 • 1 available

DOES NOT REQUIRE LEVELED SPONSOR PACKAGE

Everyone attending GraphQLConf in person is invited to join this special lunch program featuring discussion around diversity, equity, and inclusivity. The sponsor of this onsite-only event positions themselves as an organization that fosters an ongoing conversation on the need for a diverse and inclusive open source community. Benefits include:
• Lunch provided to attendees
• Option to set the topic and create content for the program (subject to approval by GraphQL)
• Option to nominate presenters/facilitators (subject to approval by GraphQL)
• Optional (1) 5-minute opening statement by sponsor
• Recognition on the conference website
• Program listed on the official conference schedule
• Sponsor logo recognition on onsite signage

Swag Bag
$7,500 • 1 available

Onsite attendees will receive a conference bag including event swag. Logo will be placed on bag along with event branding. Size and placement subject to design and GraphQL approval. Logo must be single color only (no gradient colors).

Lanyards
$5,000 • 1 available

Showcase your logo on every attendee with the lanyard sponsorship. Logo size and placement subject to lanyard design and GraphQL approval. Logo must be single color only (no gradient colors).

Job Board
$5,000 • 1 available

Support the growth of the open source community with a prominently displayed Job Board for job seekers and hiring companies to connect! Benefits include:
• Prominent location in the Sponsor Showcase
• Logo on Job Board

Diversity Scholarship
$5,000 • Unlimited

DOES NOT REQUIRE LEVELED SPONSOR PACKAGE

Showcase your organization's support of GraphQL's scholarship program by sponsoring the Diversity Scholarship. Benefits include:
• Recognition on pre-event promotion
• Recognition during the opening keynote
• Signage onsite at the event

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