

# CodeMash Exhibitor Packet

*Last Updated: 12.10.2024*

**Thank you** for sponsoring CodeMash! Our conference would simply not be what it is without your support.

## ***Purpose***

The purpose of this packet is to help communicate key information about your sponsorship. We hope that this packet helps give you a good idea of what you will need to do to prepare as a Sponsor and get the most out of CodeMash. Please do not hesitate to contact us if you have any questions!

## **TL;DR;**

### ***Key Dates***

- Shipping Target Date: January 10, 2025 (Mon, Jan 13 should be the latest date)
- Exhibit Setup: January 15, 2025, starting at 3:00 pm
- Regular Conference: January 16-17, 2025 (Thu-Fri)
- Exhibit Teardown: January 17, 2025, starting at 3:30 pm

### ***Helpful Links***

- CodeMash Home Page: <https://www.codemash.org/>
- Sponsor Info: <https://sponsors.codemash.org>
- Sponsor Prospectus:  
<https://workdrive.zohoexternal.com/external/0edd8a8c2f9e69f25d5c7f9ab7bfc07f12fe7f74392c9ee0ae70c3b765fc0fdb>
- Ticket/Hotel Info: <https://events.codemash.org/2025CodeMashConference#/>

### ***Contact Information***

Prior to the conference, please contact us at **[sponsorships@codemash.org](mailto:sponsorships@codemash.org)** for the quickest response (monitored by our sponsor committee). During the event, you can find a volunteer at the **Sponsor Registration booth**, located near Salon H, to help with any additional needs.

### ***Important Announcements***

Between now and the conference, the Sponsor Team (lead by Cassandra Faris) will be sending out

emails containing announcements and sponsorship logistics.

## ***Social Media***

Connect with the CodeMash community! Follow us on social media and post your updates before and during the conference.

- CodeMash Blog: <https://www.codemash.org/blog/>
- Discord: <https://discord.gg/RbZENJ8c73>
- LinkedIn: <https://www.linkedin.com/company/codemash-conference/posts>
- Bluesky: <https://bsky.app/profile/codemash.bsky.social> (hashtag: #codemash)
- Twitter/X: <https://twitter.com/codemash> (hashtag: #codemash)

# **Ticket Registration**

## **Onsite Registration Information**

When you arrive at CodeMash, we recommend that at least one person from your company stops by the Sponsor Registration Booth near Salon H so that we know you are here and can help with any logistics, including pointing out your booth location, if needed.

There are two types of passes you might register under. The first is an attendee pass. These are the passes that might be included in your sponsorship package as a benefit, and are usually paid for by attendees. These passes include full access and include meals.

We understand that many exhibitors do not want to pay for a full pass for people who are working at the booth. In this case, we have exhibitor passes. These passes are free, but do NOT include food or sessions. These exhibitor passes can be picked up at the Sponsor Registration Booth. You will not be able to check-in at attendee registration because your name will not be in the system. We will simply provide you with an exhibitor pass, which will provide you with access to the exhibit area. If you aren't sure, or do not remember, then the Sponsor Registration booth is your one stop for answers.

## **Obtaining Your Included Attendee Tickets**

If you purchased an exhibiting sponsorship (Silver and above), then you will be provided with a specific number of free attendee passes to the event. You will receive a separate Sponsor Ticketing email with complete instructions and a special link for redeeming

your attendee tickets included in your sponsorships.

Any issues involving your conferences passes should be addressed with our registration folks who monitor the [registration@codemash.org](mailto:registration@codemash.org) email address.

## Management of Exhibitor Profile

To manage your exhibitor or sponsor profile on the CodeMash website and app, you will want to use the Exhibitor portal.

You will use the portal to:

- Change your online sponsor profile (logo, blurb, sponsor link, and online materials to give to attendees).
- Manage the booth members that are part of your team. This will enable them to use the lead scanning app.
- Respond to online queries from attendees
- Manage any scheduled meeting requests from attendees, if enabled

The person who created the sponsorship will be the Booth Owner. The booth owner is the only one who can manage the sponsor profile. If you want to change who the booth owner is, please contact us.

Our system defaults to a limit of 4 booth members per sponsor. If you need this limit increased, please contact us.

1. Click "Access Sponsor Space" in your sponsor welcome email -or- go to the [events.codemash.org](https://events.codemash.org) website and select your event.
2. The website will complete your personal profile on your first login.
3. Click on your profile in the top right
4. Exhibitor should be displayed under your email in this menu
5. Click 'exhibitor space'

### Setting up Scanning

1. Make sure to add your staff as booth members in the exhibitor portal
2. The booth member then will install the Zoho Backstage attendee app, or the official CodeMash app (when published). You can find the app in your app store,

or use the link that is in the profile menu of the Exhibitor Site. This can be on your phone, or a tablet device.

3. Login with your exhibitor email or booth member email.
4. In the menu, choose Scan Leads.

Ask the attendee to display their CodeMash QR code ticket and scan with your phone.

## **Exhibitor Booths**

### ***Location Selection***

All exhibits will be set up in the hallway areas, where attendees will be walking in between meals and sessions. Booth traffic will be heavy during session breaks, around the lunch hour, and in the evening prior to any parties or other planned activities.

Because we are adopting a new sponsor system this year, we will handle the booth selection process manually. Next year, we expect it to be completely online.

You will be contacted about booth selection if your sponsorship includes an exhibitor space. We will reach out to each exhibitor in the order of their sponsorship level (and total sponsorship dollars and date invoice paid in case of ties). We will attach an updated booth map, and you can respond in 24 hours with your selection. We will work down the list of exhibitors until all are assigned.

Once this initial process is complete, you may change your booth location to any other spot that is available to your sponsorship tier. The booth assignments and sponsor information will be updated on our site, and our mobile app so that attendees will know where they can find you.

### ***Securing Valuables***

We recommend that you secure any valuables that you may have at your booth (books, raffle prizes, Wookiee costumes, etc.). In the past, the Kalahari has also provided locked storage areas (sometimes shared with other sponsors) for this purpose. Come to the Sponsor Booth if you need assistance. The conference center is monitored by cameras and security guards patrol the area at night.

### ***Setup/Tear Down Times***

Setup: Wednesday, 3:00pm

Conference Exhibit Setup Setup begins no earlier than 3:00 PM. The rest of the evening may be used to complete the setup in case you cannot get early flights, etc. Regular Conference Exhibit Tear down is on Friday, starting at 3:30 PM.

### ***Booth Details***

Platinum, Gold, and Silver levels will receive the following exhibit space: 10' x 10' booth space. Included with the booth: one 8' x 3' skirted table, two chairs, a small wastebasket, electricity (standard household-type voltage/amperage, shared with neighboring booths, please no AI model training), Wi-Fi access to the Internet.

Adamantium level exhibitors will receive the same as above, except booths will be sized 10' x 20' (width will be 20' and depth is 10' from the wall).

### ***Booth Setup Trash Collection***

After you have set up your booth (refer to Setup/Teardown Times), the Kalahari will clear away boxes and trash. Anything inside cardboard that you wish to keep should be clearly marked "Not Trash", or hidden under your booth table.

### ***Exhibit Restrictions***

Exhibit Space is a premium at Kalahari. We have designed our exhibit space to fit in the allotted 10' x 10' or 10' x 20' dimensions. Each booth will be taped out carefully. All exhibitor booths must strictly adhere to their booth dimensions. Unobtainium dimensions have different restrictions, and will be provided separately.

The booth dimension restriction is required for compliance, per Kalahari's fire and safety codes. **We are inspected by the Fire Marshall every year.** Adherence to the layout also ensures that our attendees can walk through congested areas. We want to ensure that all of our sponsors are getting the space they paid for. Please do not encroach on other exhibits. Popup banners may not be placed on top of tables due to a falling hazard. CodeMash enforces exhibit restrictions. If any exhibit is found in violation, CodeMash will require it to be addressed immediately.

You may bring your own tablecloth, etc. You may have candy at your booth, but absolutely no food or beverage unless ordered from the Kalahari. If you bring in F&B separate from the Kalahari, it will be subject to a corkage fee, and must be approved by the Kalahari prior. Other "creative" options are also welcome, but please check with us first. For instance, we've had sponsors bring in vending machines in the past (that vend non-food items, such as t-shirts or software licenses). Finally, we appreciate

enthusiasm, but as a courtesy to everyone in the hallways, please refrain from using PA systems or bullhorns at your booth.

### ***Exhibit Special Requests***

Wall or Ceiling Hangings: If you would like to bring a banner to be hung from the wall or ceiling, the venue has provided this service in the past for \$100 (banner or sign must be less than 10' across in order to fit within your exhibit space). Please check with the Kalahari for current pricing and details. Extra tables and chairs can also be provided by the venue. In fact, the Kalahari may be able to assist with just about anything else that you may need for your exhibit. Food & Beverage for your booth: The banquet menu may be utilized. All orders should be directed through Nicole Bishman (nbishman@kalahariresorts.com) at the Kalahari.

### ***Booth Examples***

Some of our Sponsors have asked about the venue for booth tips. The theme of the Kalahari is "African". You can see examples of the Venue here:  
<https://photos.zaggstudios.com/cm2019sponsors>

### ***Exhibition Hours***

Unlike many major conferences, we do not have dedicated exhibition hours. Instead, we encourage your booth to be staffed as much as possible during the day so that attendees can visit at their convenience. However, you are free to run your booth in whatever way you see fit, so there is nothing that demands that it be staffed 100% of the time. The busiest times will likely be during mealtimes and whenever there are no sessions taking place.

## **Sponsor Sessions**

Some sponsorship packages are eligible to present a Sponsor Session (refer to Sponsor Prospectus). Sponsor Sessions are held in the afternoon on Thursday and Friday and provide sponsors with a timeslot for presenting on their company, product, or on a technology topic that would be relevant to our attendees. Unobtainium and Adamantium sponsors are guaranteed to receive a time slot. Remaining time slots are granted to other sponsors on a first-come basis. To participate in Sponsor Sessions, you will need to submit a title, abstract, and speaker name(s).

Eligible sponsors will be able to pick a slot, in the order of their sponsorship level (with invoice payment date as the tie breaker).

## Venue Contact & Key Information

Your venue contact for additional needs (booth or otherwise):

Ohio Meeting Concierge: [ohmeetingconcierge@kalahariresorts.com](mailto:ohmeetingconcierge@kalahariresorts.com)

Nicole Bishman, Associate Director of Catering, [nbishman@kalahariresorts.com](mailto:nbishman@kalahariresorts.com)

Note: Many sponsors need a large TV or a monitor for their booth, and have asked about renting these from the venue. The Kalahari does not keep a supply on-hand, and must outsource this service (the price turns out to be about \$250 per day in the past).

Prior sponsors have found it easiest to purchase a TV/monitor from Walmart or Best Buy (about 2-3 miles away from the venue) and then either keep it for the next show or give the TV away to someone in the audience at the closing raffle. This turns out to be more cost effective over the 2-3 days. Of course, you may still choose to rent one from the venue if the convenience outweighs the cost.

### ***Shipping***

If you need to ship anything to the venue for your booth, then please target the Friday before the conference week. The last acceptable date is the Monday of the conference week. Please do not have anything shipped for delivery prior to December 31, else it may get lost or you may be charged an additional storage fee by the venue.

Address:

Kalahari Resort & Convention Center

7000 Kalahari Drive Sandusky, OH 44870

NOTE: The venue imposes a fee to receive and hold your freight on their dock, and will collect any unpaid charges before releasing your shipments during the show. Please refer to the following link for more information:

<https://www.kalaharimeetings.com/media/vexpgst/oh-shipping-delivery-070621.pdf>

Special instructions so the shipment will not be misplaced on their dock:

Mark all boxes as large as possible with the following:

- CODEMASH - BOOTH (Booth #) - (your company name)
- Event Date: January 13, 2025
- On-Site Contact: <your info>
- CodeMash Contact: Cassandra Faris
- Kalahari Contact: Mary Smith
- Box (number) of (total)

Fax the completed Shipping Delivery form to Conference Services at (419) 433-7748 or email to [ohmeetingconcierge@kalahariresorts.com](mailto:ohmeetingconcierge@kalahariresorts.com) prior to your arrival at Kalahari Resorts. (The dock is a confusing place during our expo setup, so having your company name and booth number listed in large, bold print on multiple sides of your boxes will be a great help).

If you are expecting to return anything after the event, then you will need to have shipping labels prepared ahead of time. During the conference, you will then need to make arrangements with the Kalahari staff to have your boxes taken to the dock for pickup on the following Monday.

Please do not expect that the Kalahari will package, label, and ship your boxes for you. Please ensure that all arrangements are made before you leave on Friday. Anything left at your booth without specific arrangements being made will likely be discarded.

### ***Venue Price Sheets***

The Kalahari can provide pricing information for special requests. The price sheets web links are included below.

**Exhibitor Order Form** – use for any special requests beyond what is included in the “Booth Details” section above (i.e., CodeMash already covers electricity and shared Wi-Fi internet for you, so no need to special order those). Orders must be completed 15 days prior to the setup, or Kalahari will charge a late order fee. Link: <https://www.kalaharimeetings.com/media/ygydtzlf/ohio-service-order-form-051021.pdf>

**Shipping & Delivery** – use for shipping any items for your exhibit. Shipments will not be received by the hotel prior to 3 working days before the event. See the “Shipping” section above. Link: <https://www.kalaharimeetings.com/media/vexpgst/oh-shipping->

delivery-070621.pdf

**Audio/Video Rental** – prices for any special A/V. Link:

<https://www.kalaharimeetings.com/media/pbbntq0f/audiovideo-form-021623-1.pdf>

Note: These services and fees are imposed by the venue, not CodeMash. You must work with the Kalahari directly on ordering and payment for the services that you choose to utilize.

## Raffle Prizes

Prize raffles help drive attendees to your booth. We have no restrictions for prize raffles except for during the final closing ceremony.

Prior to the event, and up to the closing ceremony, we will be requesting information about any raffle prizes you are planning to bring for the closing ceremony. This form helps greatly expedite the logistics and coordination of raffle prizes during the event. Any sponsor participating in the closing raffle will need to provide us with final winners no later than 12pm on Friday (typically, 3-4 names in case someone is not present). We recommend using badge scans to select a winner. If winners are not provided, we will select a random winner from those present.

If you are unable to stay for the closing ceremonies, then it is a good idea to include a note with your prize asking the winner to contact you in order to confirm receipt of the item. CodeMash does not keep track of who the winners are, especially if a random winner is selected using raffle tickets.

Please watch announcements for updated guidelines.

## Collecting Leads

Codemash includes collecting leads in each exhibiting sponsor package. To collect leads, please follow the below guidelines:

- The sponsor must be the booth owner, or a booth member. See our section about managing your exhibitor profile.
- The worker can then install the Zoho Backstage app or the CodeMash branded event app to their device (phone or tablet). Android and iPhone is supported.
- Login to the app using via email.

- Once in the app, and they've completed their profile, then can use the 'Scan Leads' item in the menu.
  - More details can be found at [Exhibiting at an event - Zoho Backstage for attendees mobile app](#)
- When scanning leads, ask the attendee to show you their CodeMash ticket QR code. They will have this in their email, or in their Zoho Backstage app.

We know that our sponsors all have different goals for CodeMash. Some are looking to provide more information about their products or services, while others are looking to recruit. Some emphasize quantity (and even “compete” with other sponsors), while others want fewer, but higher quality touches. In any case, we are confident that you will be able to meet your goals at our event.

CodeMash cannot and will not provide any registration data about our attendees to sponsors. This is simply something that we have always been very tight on, because our attendees value privacy. We leave it up to the attendee to opt-in to letting you scan their ticket or now.

### ***Barcode Scanning Details***

We encourage our sponsors to utilize QR code scanning for collecting leads, but it is definitely not required if collecting business cards in a fishbowl is more your style. Each worker at your booth can install the Zoho Backstage app so that they can scan attendee QR codes. You can download your list of scans at any time with the app.

Note: Attendees may also choose to automatically provide their contact information to all sponsors without being scanned. The info for attendees that opt-in to this will be provided before the end of the event in a special email.

## **Parties and After-Hours Events**

There are evening activities planned during the Pre-Compiler and regular conference. All sponsors, including booth-only workers, are welcomed to join us for these events to continue interacting with the audience (as well as to just enjoy yourself!).