INDIEWEBCAMP
SPONSORSHIP PROSPECTUS
May 2015

INDIE WEB CAMP

IndieWebCamp is a two-day gathering of web creators building and sharing open web technologies to advance the state of the Web.

"What happens if Yahoo freezes your online account, loses your data, or goes out of business? What happens if you decide to move all your Facebook photos to another site? Participants at **IndieWebCamp** builds software that answers these questions."

- Klint Finley, Wired Magazine

Covered by: **Slate** **WIRED**

indiewebcamp.com

IndieWebCamp events are organized into two days: ideas & brainstorming sessions followed by a day of building.

Day 1: Ideas

The first day opens with demonstrations of what people currently have working on their own sites. The event then breaks out into parallel short sessions where the group discusses how to empower people to own their identities and data.

Some highlights of previous sessions include:

• Introduction to Microformats and Webmention

• People-focused mobile communication

• Privacy on the Indie Web

• Deep dive into IndieAuth

• Beyond web apps

• Experience Design

• Digital Preservation

• Open checkins

Day 2: Building

The second day revolves around building a prototype of something that was discussed on day 1. Sometimes these are adding features to attendees' own personal websites, or sometimes it involves building libraries or plugins for other systems.

Day 2 concludes with demos of what was built on that day. Everyone has a chance to present, regardless of how advanced Some highlights of previous building sessions include:

• Webmention implementations

• Cross-site commenting

• One-click install UI/UX Mockups

• Private IndieWeb messaging

• Quantified self streaming export

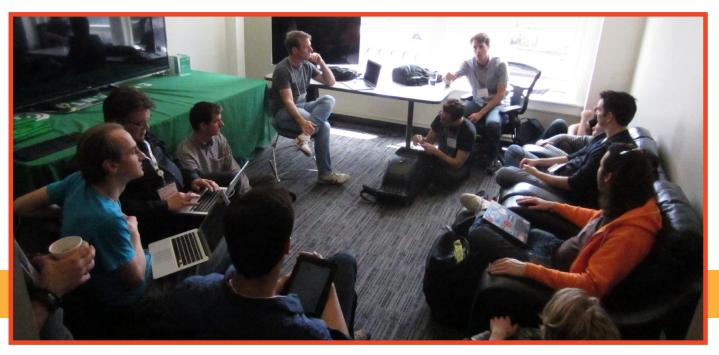**IndieWebCamp attracts high-profile individuals from a range of companies and backgrounds.**

IndieWebCamp events routinely attract core developers and designers from Facebook, Google, Mozilla, Esri and W3C contributors to HTML and CSS, as well as prominent journalists and writers looking for the next generation of publishing on the web.

The indiewebcamp.com wiki gets over 25K views a month, and the community chat room regularly has 80-100 people and steadily rising.

IndieWebCamp events have been covered by Wired, Slate and other major news publications. Each event is kept small for quality and collaboration purposes. Expect 20-50 people per IndieWebCamp event, and 10-20 at each bi-weekly event.

Specialties of the attendees of IndieWebCamp events include:

• User Experience Design

• Personal and corporate web security

• Web standards and protocols

• OAuth, IndieAuth and future aspects of authentication

• Blogging, publishing and journalism on the web

• Microformats, Micropub, Webmention, Backfeed and other publishing methods

• Business, technology and design

• Web development for long term storage of information

• Hosting and running personal web servers

• Data ownership and access

Diamond

$5,000
Full-Year Sponsor

- Large logo on each IndieWebCamp event page for all events
- A large logo on the IndieWebCamp website footer
- A verbal thank-you during the morning, afternoon and closing of each event
- Bring t-shirts, stickers and other promotional items to distribute to attendees of IndieWebCamp events
- A sponsor representative will get a 5-minute presentation slot during the opening session before the breakout sessions
- Your company can provide a physical banner that will stay up during each two-day event

Platinum

$2,500
Full-Year Sponsor

- Large logo on each IndieWebCamp event page for all events
- A verbal thank-you during the morning, afternoon and closing of each event
- Bring t-shirts, stickers and other promotional items to distribute to attendees of IndieWebCamp events

INDIEWEBCAMP SAN FRANCISCO 2014

Silver
$1000
Individual Event

- Medium logo on the IndieWebCamp event page of your choice
- A large logo on the IndieWebCamp website footer
- A verbal thank-you during the morning, afternoon and closing of the event
- Bring t-shirts, stickers and other promotional items to distribute to attendees of IndieWebCamp events
- A sponsor representative will get a 5-minute presentation slot during the opening session before the breakout sessions
- Your company can provide a physical banner that will stay up during each two-day event

INDIEWEBCAMP GERMANY 2015

Bronze
$500
Individual Event

- Small logo on the IndieWebCamp event page of your choice
- verbal thank-you during the morning, afternoon and closing of the event

Other Options
$150 - $500
Individual Event

Please visit **indiewebcamp.com/how-to-sponsor** for alternate sponsorship options such as a meal or venue sponsor

July 2014

Portland, Oregon & New York City

Hosted by Esri R&D Center Portland and the New York Times.

50-60 attendees. The New York event attracts journalists, core web contributors, and major news organizations. Approximately 20 participants with several remote attendees.

September 2014

Brighton, UK

Hosted by Clearleft

The Brighton event is held along-side the dConstruct conference. The event attracts top designers and developers, especially in the field of next generation user experience design. Approximately 30 participants from all over Europe and the US with some remote attendees.

October 2014 & March 2015

Cambridge, MA

The Cambridge event attracts theorists, journalists and technologists from MIT and Harvard working in the Media Lab and writing policy on privacy and the future of the web. Approximately 20 participants with some remote attendees.

May 2015

Düsseldorf, Germany

Hosted by Sipgate.

Small workgroup.15-20 attend. IndieWebCamp San Francisco attracts core contributors to CSS and HTML W3C Committees, people from Google, Facebook, Mozilla, Esri and other influential organizations, as well as emerging startups and Stanford alumni.

July 2015

Portland, Oregon

Hosted by Esri R&D Center Portland.

The Portland event attracts 50-60 attendees, leaders from Mozilla, Google, Esri, OAuth, CSS and HTML W3C working groups and other major companies and contributors to the web.

Payment / Contact Information
Sponsorship is handled by Marvelous Labs, LLC.

Make checks payable to

Marvelous Labs, LLC
2625 E Burnside St #204
Portland, Oregon 97214

or send payment via PayPal to
info@marvelouslabs.com

Tax ID: 45-2396245

INDIEWEBCAMP BRIGHTON, UK 2014

INDIE WEB CAMP

Thank you for your interest in
supporting IndieWebCamp!

Sponsorship Contract

☐ Diamond ($5000) ☐ Platinum ($2500)

☐ Silver ($1000) ☐ Bronze ($500)

Participation Agreement

Terms and conditions for Vendor Participation in the IndieWebCamp event series (Conference).

This contact is between the sponsor (Company) and Marvelous Labs, LLC (EIN: 45-2396245), the organization managing sponsorship and operations for IndieWebCamp events.

In consideration of the opportunity to participate as a sponsor of the Conference, as indicated in the price schedule, Company agrees as follows:

INDEMNITY AND LIMITATION OF LIABILITY: Neither Marvelous Labs, any co-sponsor, venue provider nor any of their respective officers, agents, employees, facilities, representatives or assigns shall be liable for, and Company hereby releases them from, any claims for damage, loss, harm, or injury to the person, property or business of the Company and/or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, accident or any other reason in connection with the Conference. The Company shall indemnify, defend, and protect Marvelous Labs and hold Marvelous Labs, its officers, directors, employees, agents, co-sponsors and venue providers harmless from and against any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses that result or arise from Company's participation in the Conference or any actions of its officers, agents, employees, or other representatives. Under no circumstance will Marvelous Labs, any co-sponsor, or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever, whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall Marvelous Labs's liability, under any circumstance, exceed the amount actually paid to it by the Company. Marvelous Labs makes no representations or warranties regarding the Conference or its attendance.

OBSERVANCE OF LAWS: Company shall abide by and observe all laws, rules and regulations, and ordinances in the performance of this agreement.

CANCELLATION OR TERMINATION BY Marvelous Labs: If for any reason beyond its reasonable control, including but not limited to fire, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, act of God, Marvelous Labs shall determine that the Conference or any part will not be held, Marvelous Labs may cancel the Conference or any part thereof. In that event, Marvelous Labs shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by Marvelous Labs.

CANCELLATION BY COMPANY: All payments made to Marvelous Labs under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by Marvelous Labs and Marvelous Labs's lost or deferred opportunity to provide space and/or sponsorship opportunities to others.

COMPANY CONDUCT: Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste in connection with the

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Sponsor Name _____ Contact Name

Address _____ Contact Email

City, State, Zip _____ Contact Phone

Signature _____ Date

I have read and agree to all the terms and conditions of the Sponsorship Prospectus, including the Participation Agreement. I warrant that I am authorized to sign on behalf of the sponsoring entity listed here and that all information I have provided is complete and accurate.

Marvelous Labs, LLC Representative

Signature _____ Date

Conference and agree to follow the guidelines laid out in the Conference's Code of Conduct. (http://indiewebcamp.com/code-of-conduct) Marvelous Labs reserves the right to eject from the Conference any Company or Company representative violating those standards.

AGREEMENT TO TERMS, CONDITIONS AND RULES: Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by Marvelous Labs from time to time for the efficient and safe operation of the Conference. This application, together with the price schedule, represents the final, complete and exclusive agreement between the Company and Marvelous Labs concerning the subject matter of this application. Marvelous Labs makes no warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by Marvelous Labs. The rights of Marvelous Labs under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of Marvelous Labs. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect. This agreement shall be binding upon the heirs, successors, and assigns of the Company subject to the terms of this agreement regarding assignment.