The region’s biggest conference dedicated to the software developer community.
Software impacts individuals, society and culture.

Software is an essential component to community, business and personal growth.

➔ The AIM HDC conference provides a fusion of software development for commerce with the inspiration of technology as a cornerstone to a fulfilled life.
The scarcity of resources

The current unemployment rate for IT occupations in the U.S. stands at approximately 2.1%, nearly half of the standard unemployment rate in the country.

This means that there are limited resources to fill open positions at all levels.

➔ A core mission of HDC is to grow and expand the local software development community so we can all be successful.

➔ HDC was established as a home-grown community conference. Due to community support, over the past 15 years the event has become a hub for software innovation while strengthening our growing design and development community.
AIM HDC brings together national industry experts plus regional and local leaders to demonstrate new techniques, build understanding and skill, and focus on sharing the latest knowledge through 40+ sessions and workshops.

2019 Session Examples

- Let's Talk Conversation Design
- The Role of Leadership in Best-in-Class Development
- General-Purpose Architectures - An MVC Type-II Example
- Unleash your creativity with Unreal Engine 4.0
- Conceptualizing OAuth, OpenID and Implementation of the Identity Server.
- Web Services Using Azure Functions
- Quickly Extending into Testing with Docker
AIM HDC 2019
FIRST LOOK
HDC 2019 - Out of the Woods

This year’s conference will introduce a new overarching theme. Centered around a character called the TechSquatch.

Tech Squatch embodies the modern developer: slightly misunderstood by society, perhaps, but full of untapped potential and entrepreneurial foresight, as well as the desire to define themselves as useful individuals within a community of tech-minded visionaries—to leave the woods of the past and dive into the wireframes of the future.

The story of Techsquatch’s journey from the woods to HDC will be woven into the marketing and event itself.
The conference sprawls over 58,000 square feet. This gives every attendee space to roam while keeping the event tight enough to create easy engagement and conversation.
Whether you are looking to enhance your current developer workforce, recruit new talent or simply expand your organization’s brand this conference has something for you.

➔ HDC is a three day immersive event designed specifically for the software development community, no matter background or experience.

➔ HDC draws 168+ different companies including Fortune 500s, established mid-sized businesses and startups.
Conference highlights

- Industry Keynote Speakers
- Immersive Workshops
- Educational Breakout Sessions
- Fun tech experiences
- Networking
- Mesh Social Party
AIM HDC gets your organization in front of 700+ professionals within the region, giving you a prime audience to communicate with.

Is your company looking to:

➔ Grow the skills of your current development team
➔ Attract new developer talent
➔ Promote your company's services
Current and past sponsors

- Aureus Group
- Blue Cross Blue Shield of Nebraska
- Buildertrend
- Client Resources Inc.
- Deliveron
- Diversified Solutions
- Don’t Panic Labs
- Farm Credit Services of America
- Gallup
- IP Pathways
- Kiewit Technology Group
- Markel
- Mutual of Omaha
- Modis
- Nelnet
- Orion
- Physicians Mutual
- Prokarma
- Proxibid
- Sandhills Publishing
- Supportworks Inc.
- Team Software
- TEK Systems
- Union Pacific
Why sponsor HDC?

HDC provides the opportunity to engage directly with professional decision makers in the software design and development fields.

➔ 98% of HDC attendees are regularly consulted on the direction of their employer’s development strategies

➔ 97% of HDC attendees have major influence in their employer’s software/tool spending

➔ 61% of HDC attendees are directly responsible for software/tool purchasing decisions
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- 61% of HDC attendees are directly responsible for software/tool purchasing decisions
- 87% of HDC attendees ONLY attend HDC
- 250+ different companies are represented at HDC including Fortune 500s, Fortune 5000s, and startups

2019 HDC SPONSORSHIP LEVELS

SEPTMBER 4-6, 2019
EMBASSY SUITES LA VISTA

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Please contact Sherry Beglin for more information | sherry@aiminstitute.org • 402-345-5025 x148
The AIM Institute is an innovative nonprofit that grows, connects, and inspires the tech talent community through career development and educational programs. Through these efforts we improve thousands of lives across the Silicon Prairie.

### 2019 HDC SPONSORSHIP ADD-ONS

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<th>T-SHIRTS</th>
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<th>BREAK &amp; BEVERAGE SPONSOR</th>
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<td><strong>SPONSORSHIP DETAILS</strong></td>
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<td>Your company's logo will be displayed prominently on each of the over 700 attendees badges, guaranteeing thousands of repeated views over the course of the event.</td>
<td>This is a $3,000 per day sponsorship with two sponsorships available.</td>
</tr>
</tbody>
</table>

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The undersigned company ("Sponsoring Company") hereby agrees to be a sponsor for AIM HDC 2019 to be held at the Embassy Suites Hotel and Convention Center, 12520 Westport Pkwy, La Vista, NE 68128 on September 4 – 6, 2019 at the sponsorship level ("Sponsorship Level") and for the Sponsorship Fee ("Sponsorship Fee") checked below, under the terms and conditions of this Agreement and any subsequent terms provided by AIM for AIM HDC 2019 Sponsors (collectively the "2019 Sponsorship Agreement"). By signing below, Sponsoring Company agrees that the Sponsoring Fee is due and payable in full within thirty (30) days of invoice and is non-refundable, and that all Sponsor obligations, including payment, are binding upon signing this agreement.

In exchange for the Sponsorship Fee, Sponsoring Company shall be entitled to receive the Advertising, Recognition and Exhibition benefits for the Sponsorship Level as outlined in the AIM HDC 2019 Sponsorship Packet, to be delivered at a later date along with your complimentary registration codes.

**SPONSORSHIP LEVELS**

- [ ] LEAD SPONSOR.................................$10,000
- [ ] MESH SPONSOR...............................$8,000
- [ ] PARTNER SPONSOR............................$6,000
- [ ] WIFI SPONSOR...............................$6,000
- [ ] MOBILE APP SPONSOR.....................$6,000
- [ ] SPONSOR LEVEL SPONSOR..............$3,000

**SPONSORSHIP ADD-ONS**

- [ ] TSHIRT SPONSOR............................$5,000
- [ ] LANYARD SPONSOR..........................$4,000
- [ ] BADGE SPONSOR............................$4,000
- [ ] BREAK & BEVERAGE SPONSOR.........$3,000
- [ ] COMMUNITY SUPPORTER...............$2,000

Address  
City  
State  
Zip Code

Phone  
Email

The undersigned represents and warrants that he/she is over the age of 18 and duly authorized by all necessary and appropriate action to execute this 2019 Sponsorship Agreement on behalf of the Sponsoring Company.

Authorized Signature  
Sponsoring Company

Print Name  
Title  
Date
SPONSOR OR REGISTER AT heartlanddc.com