



A DAY OF  
**REST**  
BOSTON

CONFERENCE: 28TH OCTOBER 2016  
WORKSHOPS: 27TH & 29TH OCTOBER 2016  
CALDERWOOD PAVILION

SPONSORSHIP  
OPPORTUNITIES



A Day of REST is a one-day, single track conference dedicated to the new WordPress REST API.

The conference brings together the team who have built the REST API and developers already using it.

Attendees will learn how to use the REST API in their own projects, with advice on tools and best practices, and a showcase of the API in action on some of the internet's biggest sites.

*A Day of REST is hands-down the best tech conference I've attended to date. I love the depth and breadth of content that was covered by the different presenters – each of them bringing a slightly different perspective and use-case to the table. My only complaint about the event is that it eventually ended.*



**Brian Richards, WP Sessions**

To sponsor, email [brian@poststatus.com](mailto:brian@poststatus.com)





## PREVIOUS SPONSORS



WP engine

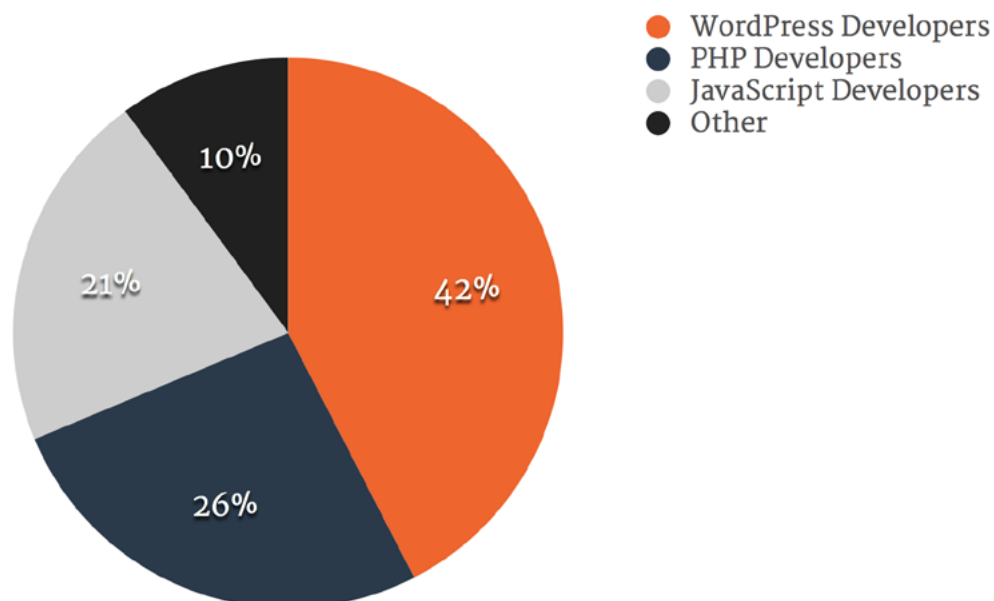
SiteGround

Prospress.



# THE STATS

## THE ATTENDEES



Delegates traveled from all over the world to attend A Day of REST London, traveling from as far as the United States and Japan.

Common job titles included developer, web developer CTO, software engineer, lead developer, and product-developer.

Attendees represented a wide variety of companies, including big media such as Time Inc, Conde Nast, The Times, The New York Times, News UK, and Shortlist, WordPress companies like Yoast, WooThemes, and Automattic, and agencies like 10up and Alley Interactive.

91% of tickets sold

95% attendance rate

88% want workshops

0% wouldn't attend again

82% definitely would  
18% maybe

## ATTENDEES LOVED

The Organisation: 4.7

The Schedule: 4.6

The Speakers: 4.5

Overall experience: 4.4

rated out of 5

To sponsor, email [brian@poststatus.com](mailto:brian@poststatus.com)



# EVENT DETAILS

## SPEAKERS

A Day of REST Boston will be having an open call for speakers. We can confirm that the event will have at least two members of the WordPress REST API team speaking.

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## ATTENDEES

Attendees will be WordPress developers who wish to learn more about the WordPress REST API. We are aiming for 300 attendees, though the venue has capacity for 370 if we need room for more.

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## TICKETS

- Early bird tickets: \$275 (100 available)
- Full tickets: \$350 (200 available)
- Full day workshop: \$300
- Half day workshop: \$150

Attendees will have the opportunity to buy Post Status membership at a reduced price.

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## WORKSHOPS

Due to popular demand, A Day of REST Boston will have workshops on the day before and after the event.

- 27th October: Beginner Workshops
- 29th October: Advanced Workshops

Workshops will cover topics relating to interacting with the WordPress REST API, including specific JavaScript libraries and application development.

They will be run by professional trainers, including trainers from our workshop host, open web agency Bocoup. Top level sponsors will have the opportunity to be exclusive sponsor of one of the workshop days.



## WHY SPONSOR?

A Day of REST is a celebration of the future of WordPress. It has proven to be a popular event, with healthy ticket sales and a warm response from attendees in the post-event survey. The conference supports the REST API's adoption and educates developers on how best to make use of the API. It is the only event of its kind.

Benefits to sponsoring include:

- get your brand in front of WordPress developers who are working beyond the traditional boundaries of PHP
- engage with people working at big media. Our London event had developers from Time Inc, Conde Nast, The Times, The New York Times, News UK, and Shortlist
- engage with the widening pool of JavaScript developers who are using WordPress as an application framework
- find and hire experienced developers

*I thought that the calibre of the talks and speakers was fantastic.*

*My personal favourite talks are always ones that show practical applications so that I can see why I should use something, and the day definitely did not disappoint. It was packed full of use-case scenarios and code examples too. Overall, the day made it very clear that The REST API will add a world of possibilities to the projects I work on. And that I really*

*need to brush up on my JavaScript!!*



**Kirsty Burgoine, Independent Web Developer**



*It was a great conference – really engaging speakers from a range of organisations around the world, and a good chance to network with other developers. I was impressed by how many core WordPress / REST API contributors came along, too.*

**Elliot Davis, The Times**



# PACKAGES

## PLATINUM

\$7,500 (2 available)

- Large exhibition space.
- Exclusive sponsor for one workshop day. You can provide exclusive swag for attendees and have branded material at the venue.
- First choice on exhibition space positioning.
- Thanks, with link and logo, in a dedicated feature article on Post Status that provides in-depth coverage and video on one of the sessions. ([Example](#)).
- Logo on shared logo frame in videos.
- Thanks in opening and closing remarks.
- Logo on lanyard (limited to 1st Diamond sponsor. Lanyard to be provided by sponsor.)
- Name on wifi (sponsor has their name on the wifi network and chooses the password. Limited to 1 Diamond sponsor.)
- Logo on stage.
- Option to include exclusive offer or signup code to attendees in one of our mailings for the event.
- Engagement activity.
- Option to include exclusive offer in announcement of your sponsorship.
- Thank you before one presentation and a reminder if you have any offer for attendees.
- Large logo on front page of website.
- Large logo, link, and 100 word company description on sponsor page on website.
- Large logo on shared sponsor stand.
- Individual thank you blog post.
- Individual logo on slides between sessions.
- Swag bag item\*.
- 3 Tickets.



*The Day of REST event provided a great overview of the WP REST API project, and then delved just deeply enough into examples of how the REST API can be used. I appreciated the historical background, the technical architecture discussion, and the examples that sparked the imagination for future projects.*

**Kathleen Vignos, WIRED**





# 1. FASTER PRODUCT ITERATION



## GOLD

\$5,000

- Medium exhibition space.
- Thanks in opening and closing remarks.
- Thanks, with link and logo, in a dedicated feature article on Post Status that provides in-depth coverage and video on one of the sessions ([Example](#)).
- Thank you before one presentation and a reminder if you have any offer for attendees.
- Option to include exclusive offer in announcement of your sponsorship.
- Logo on shared logo frame in videos.
- Medium logo on front page of website.
- Medium logo, link, and 100 word company description on sponsor page on website.
- Individual logo on slides between sessions.
- Medium logo on shared sponsor stand.
- Individual thank you blog post.
- Swag bag item.\*
- 2 tickets

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## SILVER

\$2,500

- Shared exhibition space (1 table per 2 silver sponsor, with space for pull-up stand)
- Medium logo, link, and 100 word company description on sponsor page on website
- Medium logo on shared sponsor stand
- Individual thank you blog post
- Group logo on slide between sessions
- Swag bag item\*
- 2 tickets

## BRONZE

\$1,000

- Small logo and link on sponsor page on website
- Group thank you post
- Group logo on slide between sessions
- Swag bag item\*
- 1 ticket



## AFTER-PARTY

\$5,000

- The after-party will be branded with your name
- You can provide swag and branded materials for the after-party
- We will announce you as the after-party sponsor during the event
- Small logo and link on sponsor page on website
- Individual thank you post
- Individual logo on slide between sessions
- 2 tickets

*\*bag items must be approved by organizers and must be useful to attendees, i.e. no printed brochures or items that quickly get thrown away. We are happy to help you come up with ideas that will fit with the theme*

To sponsor, email [brian@poststatus.com](mailto:brian@poststatus.com)



# ORGANIZERS



Human Made is an enterprise-level WordPress development firm, based in the UK but with employees and clients worldwide.

Our clients include NewsUK, AirBnB, Skype, and Yell. We're the people behind Nomadbase and Happytables.

Our developers have led the development of the WordPress REST API and we're already making use of it in our own products and in client projects.

Our humans have organized some of the world's biggest WordPress events, including WordCamps Europe, London, and San Francisco.

Post Status is a news and information website for WordPress professionals, with great free content and the Post Status Membership Club.

Members get exclusive email newsletters with comprehensive WordPress news and commentary. They also receive an invite to a members-only Slack to chat with hundreds of other industry professionals, their own directory listing, great deals from partners, and access to periodic member meetups.

Around seven hundred people have joined, including many of the most influential leaders of the WordPress community.



# TO SPONSOR

To sponsor A Day of REST, email us at [brian@poststatus.com](mailto:brian@poststatus.com)

General event enquiries can be sent to [events@humanmade.co.uk](mailto:events@humanmade.co.uk)

