



EXPLORE DDD
CONFERENCE

Partnership Opportunities

SEPTEMBER 21 - 25, 2026
DENVER | COLORADO

exploreddd.com

THE EDDD DIFFERENCE

Every conversation at Explore DDD is with someone who makes technology decisions.

Most conferences put partners behind a booth and hope attendees stop by. Explore DDD is different. With 250 senior practitioners in the room, partners are not spectators. They participate in talks, hands-on sessions, and open spaces alongside attendees, speakers, and fellow practitioners for three days.

There are no filler sessions, no massive expo halls, no badge-scanning strangers. The people who attend Explore DDD are architects, engineering directors, CTOs, and senior developers who evaluate tools, choose platforms, and make build-vs-buy decisions. They came because they care about their craft.



CSU Spur Hydro Building, Denver

For partners, this means something rare: **you are in the mix, building real relationships, not watching from the sidelines.**

September 21–25, 2026 CSU Spur Hydro Building, Denver, CO
2-day pre-conference workshops (Sept 21–22) + 3-day conference (Sept 23–25)

WHO'S IN THE ROOM

Our attendees are senior technical professionals with purchasing authority and hiring influence.

250

ATTENDEES

25+

SPEAKERS

80%+

SENIOR / LEAD

14+

COUNTRIES

6th

YEAR

WHO ATTENDS

- Software architects and principal engineers
- Engineering directors and VPs of Engineering
- CTOs and technical co-founders
- Development and engineering managers
- Senior software developers

WHERE THEY COME FROM

Enterprises, consultancies, and high-growth startups across the US and internationally.

These are the people who evaluate tools, choose platforms, approve budgets, and make hiring decisions.

What this means for partners

At a 2,000-person general developer conference, 15-20% of attendees hold senior or leadership titles. You pay for the full crowd and hope to find them. At Explore DDD, the entire room is your target audience. No filtering required.

REACH THAT LASTS ALL YEAR



youtube.com/exploreddd

6,700+
SUBSCRIBERS

350K+
VIEWS

52.3K
HOURS WATCHED

Every conference talk is published on the Explore DDD YouTube channel, reaching thousands of practitioners long after the event. This is the community you are partnering with: engaged, growing, and watching year-round.

TOP TALKS

Alberto Brandolini: 50,000 Orange Stickies Later	62K views
Scott Wlaschin: Domain Modeling Made Functional	39K views
Mauro Servienti: All Our Aggregates Are Wrong	34K views
Sandi Metz: Polly Want a Message	21K views

Platinum, Gold, and Silver partners receive branded visibility on every published video, putting your company in front of this audience year-round. See Partnership Packages for details.

WHAT PEOPLE ARE SAYING

“We’re proud to have sponsored the Explore DDD Conference again this year, an incredible event bringing together some of the best minds in software architecture.”

SingleStone Consulting, Conference Partner

*“I found my tribe at the #ExploreDDD last week in Denver. What I love about this community of people is that they’re all there not to get rich, sell more software, or become famous, but that they all care deeply about their craft and want to **build better software.**”*

Brian Zambrano, Attendee

“One community had more positive impact on my career than any other (by far). For software professionals, especially architects, Explore DDD is one of the most valued and valuable US conferences.”

Diana Montalion, Systems Architect & Author; Keynote Speaker

“What a wonderful Explore DDD Conference! I absolutely enjoyed the great, insightful conversations with speakers and attendees and had a wonderful time.”

Susanne Kaiser, Independent Consultant; Speaker

WHAT YOU GET AS A PARTNER

Partnering with Explore DDD is not about logo placement. It is about concrete outcomes for your business.

HIRE YOUR NEXT SENIOR ENGINEER

Average recruiting cost for a senior developer: \$30,000-\$50,000 in agency fees alone.¹

At Explore DDD, you spend three days alongside 250 senior practitioners, architects, and engineering leaders. If your partnership leads to **one hire**, it has already paid for itself.

No booth scanning, no cold outreach. Real conversations over shared meals and open spaces.

BUILD PIPELINE WITH DECISION-MAKERS

Qualified lead generation for senior technical decision-makers costs \$200-\$400+ per lead through digital channels,² and those leads are cold.

At Explore DDD, every attendee evaluates tools, chooses platforms, and approves budgets. Three days of face-to-face access to your exact buyer persona, with natural conversation opportunities built into the format.

Your team is not stuck behind a table. Booth representatives receive **full conference access**: they attend talks, join hands-on sessions, and participate in open spaces right alongside attendees. The conversations that start in a session continue over lunch. That is how real pipeline gets built.

Sending a team? A Silver partnership covers 4 people with full conference access for roughly \$2,000 more than buying tickets individually, and your company gets a booth, brand visibility, and recruitment presence for the conference.

¹Based on standard agency fees of 20-25% of first-year compensation for senior developers earning \$150K-\$200K. Source: [Dover, Tech Recruiter Fees 2025 Cost Guide](#).

²B2B SaaS average: \$237-\$310 per lead; LinkedIn (primary channel for senior technical roles): \$110-\$408. Sources: [First Page Sage, Average Cost Per Lead by Industry 2026 Sopro](#), [B2B Cost Per Lead Benchmarks 2025](#).

POSITION YOUR BRAND WHERE IT MATTERS

Being a named partner of the premier DDD conference in North America says something about your company's commitment to the craft.

With only 10-15 partners (compared to 20-30+ at general conferences), your brand gets real visibility, not a logo lost in a sea of others.

Platinum, Gold, and Silver partners also receive branded placement on every talk published to the Explore DDD YouTube channel (350,000+ views and growing), extending your visibility for years after the conference.

INVEST IN YOUR COMMUNITY

Your partnership supports diversity scholarships, community-driven open spaces, and the growth of DDD practice worldwide.

Attendees notice and remember the companies that invest in their community. This is not philanthropy; it is building goodwill with the exact practitioners who influence technology decisions at their organizations.

BY THE NUMBERS

Cost per decision-maker

From \$16 (Bronze) to \$100 (Platinum) per senior technical leader in the room

Recruitment ROI

One senior hire saves \$30,000-\$50,000 in recruiting fees. Three days alongside 250 ideal candidates.

Audience quality

80%+ hold titles of Senior Developer or above

Content longevity (Platinum/Gold/Silver)

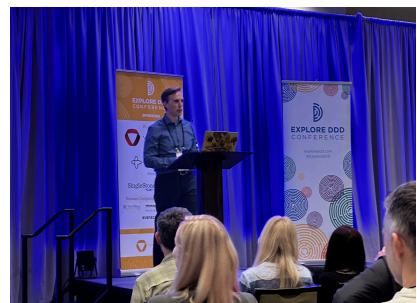
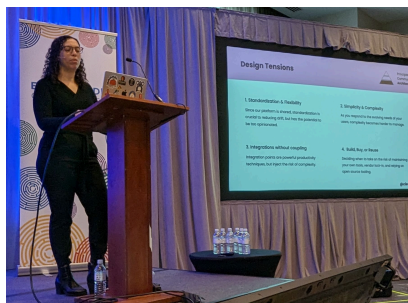
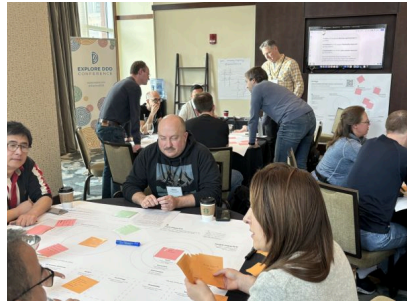
Branded placement on talk videos seen by 350,000+ viewers and growing

WHY EXPLORE DDD, NOT A BIGGER CONFERENCE?

	Explore DDD	Typical Large Conference
Total attendees	250	1,500-5,000
Audience relevance	80%+ senior / leadership roles	15-20% senior / leadership roles
Competing partners	10-15	20-30+
Your share of attention	7-10%	2%
Partner participation	Full access: talks, hands-on, open spaces, shared meals	Expo hall booth traffic
Post-event brand reach (Platinum/Gold/Silver)	350K+ YouTube views, ongoing	Typically none

THE BOTTOM LINE

At large conferences, you pay for a crowd and filter for the right people. At Explore DDD, **every person in the room is someone your company wants to reach**. Fewer partners means your brand stands out. Your team participates in sessions, not just staffs a booth. And the YouTube channel ensures your investment keeps delivering value long after the conference ends.



"I'm blown away and having an absolute blast at Explore DDD Conference! THIS is what I've been looking for. Speakers from all over the US and the globe are here to talk about Domain Driven Design and I'm soaking it up. The workshops have been engaging and I've learned so much!"

Mindi Weik, Attendee

PREVIOUS SPEAKERS HAVE INCLUDED



Eric Evans
Author, Domain-Driven Design
Domain Language



Alberto Brandolini
Creator of EventStorming
Avanscoperta



Vaughn Vernon
Author, Implementing DDD
Kalele



Chris Richardson
Author, Microservice Patterns
Eventuate.io



Jessica Kerr
Developer Advocate
Honeycomb.io



Indu Alagarsamy
Principal Engineer
CircleCI



Nick Tune
Author, Architecture Modernization
Payfit



Jacqui Read
Author, Communication Patterns

Over six years, Explore DDD has hosted dozens of speakers from companies including Microsoft, AWS, Netflix, Honeycomb, The New York Times, and Grafana Labs.



PREVIOUS PARTNERS



PARTNERSHIP PACKAGES

	PLATINUM \$25,000 Limited to 1	GOLD \$15,000 Limited to 2	SILVER \$8,000 Limited to 4	BRONZE \$4,000 Limited to 10
ACCESS & ENGAGEMENT				
Complimentary Conference Tickets*	6	4	2	1
Featured Announcement in Conference Opening (2 min)	✓			
Dedicated Partner Spotlight in Conference Newsletter	✓	✓		
Partner Booth (6' table, 2 chairs, power)	✓	✓	✓	
Booth Staff with Full Conference Access (talks, sessions, meals)	2	2	2	
NAMED EXPERIENCES				
Choice of one named amenity** (Beverages, Snacks, or WiFi)	✓	✓		
YOUTUBE & ONGOING REACH				
Solo branded slide on all published talk videos***	✓			
Logo on shared partner slide at start of all published videos***		✓		
Logo on shared partner card at end of all published videos***			✓	
VISIBILITY & BRAND				
Logo on Website	Large	Large	Medium	Small
Logo on Daily Opening Slides	✓	✓	✓	✓
Logo on Conference Signage	✓	✓	✓	✓
Logo in Conference Newsletter	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓
Attendee Bag Item(s)	✓	✓	✓	✓
ADDITIONAL VALUE				
Additional Conference Tickets Discount	25%	20%	15%	10%

*Complimentary tickets grant full conference access: talks, hands-on sessions, meals, open spaces, and networking events. Additional tickets at the package discount rate. See Partnership Info for booth staff details.

**Platinum picks first, then Gold in booking order. Includes exclusive branding and signage. Each amenity is valued at \$5,000 as a standalone partnership. Unclaimed amenities remain available as standalone partnerships.

***Talks published on the Explore DDD YouTube channel (6,700+ subscribers, 350,000+ views). Platinum: dedicated branded slide at start of every video. Gold: logo on shared partner slide at start of every video. Silver: logo on shared partner card at end of every video.

OTHER PARTNERSHIP OPPORTUNITIES

The opportunities below can be purchased on their own or combined with a Platinum, Gold, Silver, or Bronze package. You may also select more than one. These do not include booth space or conference tickets; to add those, combine with a package above or purchase tickets separately.

RECEPTION HOST **EXCLUSIVE**\$10,000

Host an exclusive evening reception for conference attendees on Wednesday evening at a nearby venue. Includes exclusive branding at the reception and on the conference website. You are the sole partner at this event. *Deadline: June 1, 2026.*

SCHOLARSHIP CHAMPION **EXCLUSIVE**\$10,000

Make it possible for up to three people from underrepresented, marginalized groups in technology to attend Explore DDD. Grants are awarded based on need and impact, and include a conference ticket, up to three nights hotel, and up to \$500 in flights. *Deadline: May 15, 2026.*

BEVERAGES PARTNER **EXCLUSIVE**\$5,000

Exclusive branding in the beverage area, the highest-traffic spot at the conference. Attendees return throughout the day as they network between sessions. *Subject to availability; Platinum/Gold partners may claim as part of their package. Deadline: August 15, 2026.*

SNACKS PARTNER **EXCLUSIVE**\$5,000

Good conversations and good food always go together. Contribute toward top-quality snacks each day with exclusive promotional signage in the snack area. *Subject to availability; Platinum/Gold partners may claim as part of their package. Deadline: August 15, 2026.*

WIFI PARTNER **EXCLUSIVE**\$5,000

Exclusive promotional signage in the conference space, branded slide in the daily opening slides, and on the conference website. *Subject to availability; Platinum/Gold partners may claim as part of their package. Deadline: August 15, 2026.*

ATTENDEE BAG PARTNER\$1,000

Place a marketing item in every attendee bag. Great for companies that want to support Explore DDD but cannot attend. *Deadline: September 1, 2026.*

SUPPORTING PARTNERFREE

Listed as a supporting partner on the conference website in return for promoting the conference to your network. *Deadline: August 1, 2026.*

PARTNERSHIP INFO

Partnerships are awarded on a first-come, first-served basis. See the Acceptance page at the end of this document for instructions.

Partner Logo

You will provide your company logo for inclusion in partnership materials via the online form we will provide you.

We prefer to receive your logo as a vector-based EPS file. If you have both a color and a black-and-white version, please provide us with both.

If you do not have an EPS file, we can use a high quality 300-dpi JPG or TIFF that is the same size or bigger than the image that we will reproduce. If you have different versions and are unsure, feel free to send us all of them using the online form.

Partner Booth

Platinum, Gold, and Silver packages include a partner booth. Your booth space will include:

- One 6-foot table with two chairs
- One power strip
- Up to 2 partner representatives to staff the booth and engage with attendees

Partner booths are positioned in the main networking area where attendees gather during breaks, meals, and between sessions. This means consistent foot traffic throughout the day without relying on attendees to visit a separate expo hall.

Up to 2 booth representatives receive full conference access, including talks, hands-on sessions, open spaces, meals, and networking events, without using a complimentary ticket from your package. All booth staff must provide their information ahead of the conference so we can issue them a conference name badge.

Conference Tickets

Each complimentary ticket grants full conference access: talks, meals, open spaces, and networking events. All partners, including Bronze and standalone opportunity partners, may purchase additional conference tickets at the applicable discount rate or at the standard conference price. If a partner representative is also a conference speaker, they

will receive a separate speaker ticket; this does not reduce the partner's complimentary ticket allocation.

Marketing Materials

Marketing materials for attendee bags are limited to two small, non-breakable items. Plan for approximately 250 items per piece. Items must be received by September 1st in order to be included. For shipping questions or international shipments, contact Rachel Pool at contact@exploredd.com.

Attendee Information

Explore DDD does not provide partners access to private attendee information such as names, email addresses, etc. Partners with booth space are welcome to invite attendees to provide email addresses or other personal information and to offer incentives for doing so; this will be at the discretion of the attendee.

Speaking and Content

Partnership and speaking are handled separately. Speaker selection is based on topic fit and expertise through our call for proposals. Partners are welcome to submit talk proposals through the standard CFP process, but partnership does not include or guarantee a speaking slot.

Please contact Rachel Pool with any questions at contact@exploredd.com.

TERMS AND CONDITIONS

TERMS AND CONDITIONS FOR COMPANY PARTICIPATION IN EXPLORE DDD 2026 TAKING PLACE IN DENVER, CO ON SEPTEMBER 21-25, 2026

PARTNER BOOTH SPACE: For partners whose package includes booth space (Platinum, Gold, and Silver), demonstration area space includes access to one 6' table, two chairs, and one power strip. It is the sole responsibility of each demonstrator to rent/provide/purchase any additional support items not identified above. Partners shall not paste, nail, or otherwise affix any part of an exhibit, poster, signs, or any other materials to walls, doors, or other surfaces in the conference space. Damage from failure to observe this notice is payable by the partner. Travel and lodging costs are not included in the partnership fee.

ASSIGNMENT OF SPACE: For partners with booth space, Virtual Genius shall assign the booth, display and/or tabletop space as agreed to under this Agreement for the period of the display and such assignment will generally be made no later than four weeks before the Event. Location assignments will be on a first-come, first-served basis, and may be modified by Virtual Genius due to changes in venue layout, venue or other factors, and will be made solely at the discretion of Virtual Genius. Booth assignments may include specific non-negotiable instructions on how to orient the booth.

USE OF SPACE: Company is allowed to distribute literature, run demonstrations and sell products within the boundaries of the Company's assigned space. Company's product demonstration, placement or handing out of literature, signage, all booth furnishings and lighting must be well within the confines of the assigned space at all times and may in no way interfere with adjacent space. Demonstrations using audio must use headsets to demonstrate audio capabilities. All booth furnishings, equipment and displays are the responsibility of the Company, must be constructed safely, and must be installed, occupied and dismantled in accordance with Virtual Genius's schedule. Virtual Genius may refuse permission to exhibit any products or services Virtual Genius deems objectionable or unsuitable for the Event. Company shall not assign to a third party its space or any portion of that space without the prior written consent of Virtual Genius, which Virtual Genius may grant or withhold at its sole discretion. This includes needing specific authorization for participation by third parties designated as your Partners. Areas requiring authorization include displaying logos, signage, third party branded giveaways or handouts, and any other representation bearing a brand other than that of the partner. If such permission is given, the Company assumes full responsibility for the conduct of the assignee and all its representatives. Company may not distribute or sell food or beverage at the assigned space or anywhere on event premises, as this violates our agreement with the conference venue.

COMPANY EVENTS: Company shall not schedule or sponsor any event in connection with the Conference, including evening events, during a time that overlaps or conflicts with any Conference event published in the Conference schedule. All such events must be pre-authorized by Virtual Genius to avoid such conflicts, and such events can only be listed as special conference events and promoted by the conference if they are sponsored exclusively by event partners.

INDEMNITY AND LIMITATION OF LIABILITY: Neither Virtual Genius, any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives or assigns shall be liable for, and Company hereby releases them from, any claims for damage, loss, expense, harm, or injury or death to the person, property or business of the Company and/or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with the display at the Conference.

The Company hereby indemnifies, and shall defend, and protect Virtual Genius and hold Virtual Genius, any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Company's participation in the Conference or any actions of Company's officers, agents, employees, contractors, or other representatives.

Under no circumstance will Virtual Genius, 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 Virtual Genius's liability, under any circumstance, exceed the amount actually paid to it by the Company. Virtual Genius makes no representations or warranties regarding the number or identity of persons who will attend the Conference.

OBSERVANCE OF LAWS: Company shall abide by and observe all laws, rules and regulations, and ordinances in connection with the Conference and this Agreement.

CANCELLATION OR TERMINATION BY VIRTUAL GENIUS: If for any reason beyond its reasonable control including without limitation fire, storm, strike, earthquake, damage, construction or renovation to the display site, government regulation, public catastrophe, or any act of God ("Force Majeure") – Virtual Genius shall determine that the Conference or any part will not be held, Virtual Genius reserves the right to cancel the Conference or any part thereof. In that event, the liability of Virtual Genius is limited to the amount of fees paid, and Virtual Genius 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 Virtual Genius. In the event, however, that Virtual Genius cancels the Conference for any reason other than Force Majeure, Virtual Genius shall refund to Company the full amount of the fees paid by Company.

CANCELLATION BY COMPANY: All payments made to Virtual Genius or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by Virtual Genius and Virtual Genius's lost or deferred opportunity to provide space and/or partnership opportunities to others. Cancellation notices must be in writing and sent to contact@exploredd.com.

COMPANY CONDUCT: Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste, and ensure that the conference code of conduct (exploredd.com/about) is observed both in behavior and in any materials distributed to attendees. Virtual Genius reserves the right to eject from the Conference Company or any Company representative(s) 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 Virtual Genius from time to time for the efficient and safe operation of the Conference. This Agreement represents the final, complete and exclusive agreement between the Company and Virtual Genius concerning the subject matter of this Agreement. Virtual Genius does not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by Virtual Genius. No business forms (including without limitation any Company purchase order terms and conditions) shall modify, interpret, supplement or alter in any manner the express terms of this Agreement. The rights of Virtual Genius under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of Virtual Genius. 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 consent to assignment.

ACCEPTANCE

To reserve your partnership, reply to Rachel Pool at contact@exploredd.com with your selections below, or complete this form and return it as a PDF attachment.

Partnership Package Select a package, one or more additional opportunities, or both.

Platinum \$25,000 Gold \$15,000 Silver \$8,000 Bronze \$4,000

Additional Opportunities

Reception Host \$10,000 Snacks Partner \$5,000
 Scholarship Champion \$10,000 WiFi Partner \$5,000
 Attendee Bag Partner \$1,000
 Beverages Partner \$5,000 Supporting Partner Free

Total Due: \$ _____

For Virtual Genius, LLC.:

Signature: _____
Name: _____
Date: _____

For _____:

Signature: _____
Name: _____
Date: _____

Partner Details

Partnership Contact:

Name: _____
Email: _____
Address: _____

Billing Contact:

Name: _____
Email: _____

We will return a co-signed copy and send you an online form to provide your company logo. Full payment is due upon receipt of invoice. All fees are deemed fully earned and non-refundable. Cancellation by partner does not relieve partner of liability for full payment, notwithstanding loss of package benefits.