/dev/world

26 - 28 August 2018

Melbourne

Sponsorship Prospectus

/dev/world/ returns to Melbourne for our 11th year!

It's Australia's longest-running conference for macOS, iOS, tvOS and watchOS developers and designers, and with good reason. We aren't just a conference for app makers - we've been working for years to build a community that welcomes tinkerers, artists and scientists.

Software isn't just about making money with in-app purchases. Come and see a wider world: **26 - 28 August 2018** at **RMIT University**, in **Melbourne, Australia**.

Find us online at devworld.com.au.

/dev/world is organised by the AUC.

The Conference

/dev/world is a software developer's conference that's primarily aimed at people who make apps for iOS, tvOS, watchOS and macOS. We specialise in hosting talks designed to let people come away with new insights into challenging problems, and with wider knowledge of techniques and improvements they didn't know about before.

Because it's impossible to make great apps in isolation, it's also a conference for people connected a little more loosely to the app development ecosystem. In the past, we've had musicians, photographers and filmmakers deliver keynotes, heard talks on cognitive neuroscience, and seen video game designers discussing both the art and business of their creations.

/dev/world is designed to both strengthen the attendee's existing skills, and introduce them to new and niche topics.

Audience Profile

As Australia's longest running iOS and macOS developer conference, we've developed a broad range of attendees. Because of our history as an education-focused entity, around 40% of our delegates are teachers and undergraduate or graduate students. We have an increasing percentage of professional developers and designers in our regular attendees.

/dev/world typically attracts between 150 and 200 delegates per year. Our attendees are highly focused on the Apple platforms, and enjoy building everything from social media apps, to tools for learning, to business applications, to games.

Venue

/dev/world takes place in Melbourne, and is graciously hosted this year by RMIT University. /dev/world also took place at RMIT University in 2014, 2015, 2016, and 2017 and has been in Melbourne almost every year since its inception in 2008.

Conference Organisers

Tony Gray is the Chair of the AUC, and co-organiser of /dev/world. Tony is a software developer with long history of working in tertiary education, and has been overseeing /dev/world for its entire life. Currently, he's writing technical books for O'Reilly Media on Swift programming.

Paris Buttfield-Addison is co-organiser and sponsorship liaison of /dev/world. Paris has attended every /dev/world, initially as a speaker, and for the last three years as an organiser. Paris is a co-founder of Secret Lab, where he builds games and writes technical books for O'Reilly Media.

Jon Manning is the technical lead for /dev/world/2018. A co-founder of Secret Lab, independent game developer, and public speaker, Jon has written nearly a dozen technical books for O'Reilly Media.

Tim Nugent is the speaker coordinator for /dev/world/2018. Tim is a freelance iOS and game developer, and author of a number of programming books for O'Reilly Media.

Marina Geldard, more commonly known as Mars, is a Computing Student from Tasmania. A compulsive volunteer at industry events, Mars also teaches artificial intelligence to first-year ICT students, hikes around in the Tasmanian wilderness, dabbles in research, and builds Game of Thrones in Minecraft. Mars has been awarded the MJ Rees Prize (for excellence in Information Systems academia) at the University of Tasmania, and was an Apple WWDC Scholarship

recipient for 2018. Mars is on the organising committee for /dev/ world, after running the registration desk in 2016 and 2017, and serves on the board for her state's branch of the Australian Computer Society (ACS).

This Year

Our secured keynotes for this year's event so far include:

- **Michael Shaw**, Software Engineer at <u>Savage Interactive</u>, creators of the award-winning and hugely popular app, Procreate for iPad and iPhone.

- **Quentin Zervaas**, of Crunchy Bagel, creators of the Apple Design Award-winning app, <u>Streaks</u>.

- **Richard Moss**, journalist, author, and historian, author of <u>The Secret History of Mac Gaming</u> book.

Our sessions include presentations on a variety of topics, from engineers, management, and designers at companies and entities including Google Australia, Canva, NAB, BNZ, REA Group, The Machine QA, Auckland University of Technology, University of Tasmania, iflix, Mercari, Platform9 Systems, Airbus Australia Pacific, Art Processors, Tokbox, Xero, to name a few.

2017 saw a record number of talk submissions for /dev/world.

Past Speakers

Some incredible people have spoken at earlier /dev/world events.

- **Movie makers.** We're fortunate to have had two speakers from Pixar Animation Studios present keynotes at our conference, and from opposite ends of the filmmaking process. In 2010, André Pang discussed the technology and process of colour grading and preparation for the release of Pixar's films to cinemas, while in 2012, layout artist and

independent filmmaker Josh Anon discussed his creative process.

- **App makers.** We've had some fantastic app makers keynote for us at past /dev/world events. James Cuda, CEO of Savage Interactive, the makers of the incredible digital illustration tool *Procreate,* presented our 2012 keynote, in which he discussed the technology and design process of this smash-hit success, while in 2016 leading designer Marc Edwards and Shifty Jelly co-founder Russell Ivanovic teamed up to deliver an enormous app, live on stage, from start to finish. In 2017, Sal Soghoian, an automation guru and creator of Automator at Apple, presented the latest in iOS and macOS automation.

- **Game makers.** Games are one of the most popular topics at /dev/world, and we've featured multiple keynotes from game developers. Highlights include John Millard, co-creator of *Crabitron* and the iOS game development app *Codea*, who presented /dev/world's keynote in 2013, and Tom Greenaway, co-developer of indie sensations *Bean's Quest* and *Duet*, and presenter of 2014's keynote.

Sponsorship

/dev/world/2018 offers 4 different levels of sponsorship:

• **Platinum** – 2 available – $6,000 + GST

• **Gold** – 3 available – $4,000 + GST

• **Stainless Steel** – 3 available – $2,500 + GST

• **Aluminium** – 5 available – $1,500 + GST

All amounts are in Australian dollars.

If you'd like to sponsor this year's event, please contact Paris Buttfield-Addison at devworld@auc.edu.au or call +61 424 880 045 between 10AM and 3PM AEST.

Learn more about /dev/world at:

http://devworld.com.au

Learn more about the AUC at:

http://auc.edu.au

Platinum Sponsorship

Platinum is the elite sponsorship package for /dev/world, and is available for $6,000 (+ GST). Only two Platinum sponsorships are available, and they include the following:

- 5 tickets to the conference, workshops, and dinner;

- Opportunity to present a 5-minute address to the conference delegates at a conference plenary session;

- Opportunity to supply free-standing banners of dimensions not exceeding 2m high by 1m wide, for display on stage in each of our conference rooms, including during our conference plenaries, as well as at our registration desk;

- Display of company logo on-screen, and mention as Platinum sponsor at each plenary session;

- Prominent display of company logo on conference web site, mobile application and booklet;

- 300-word profile and company logo in the most prominent position in the sponsors section of conference web site, and in sponsor section of mobile app and booklet;

- Mention as Platinum sponsor on conference press releases and announcements before the conference, and for up for two months after the conference;

- 50% discount on any additional conference tickets.

Gold Sponsorship

The Gold sponsorship package for /dev/world is available for $4,000 (+ GST). Only two Gold sponsorships are available, and they include the following:

- 3 tickets to the conference, workshops, and dinner;

- Opportunity to present a 5-minute address to the conference delegates at a conference plenary session;

- Opportunity to supply free-standing banners of dimensions not exceeding 2m high by 1m wide, for display on stage in each of our conference rooms, including during our conference plenaries;

- Display of company logo on-screen, and mention as Gold sponsor at each plenary session;

- Prominent display of company logo on conference web site, mobile application and booklet;

- 300-word profile and company logo on the sponsors section of conference web site, and in sponsor section of mobile app and booklet;

- Mention as Gold sponsor on conference press releases and announcements before the conference, and for up for two months after the conference;

- 50% discount on any additional conference tickets.

Stainless Steel Sponsorship

The Stainless Steel sponsorship package for /dev/world is available for $2,500 (+ GST), and is available to 3 sponsors. The packages includes the following:

- 2 tickets to the conference, workshops, and dinner

- Opportunity to supply two free-standing banners of dimensions not exceeding 2m high by 1m wide, for display on stage in each of one of our plenary rooms, and one hallway area.

- Display of company logo on-screen, and mention as Stainless Steel sponsor at each plenary session.

- Prominent display of company logo on conference web site, mobile application and booklet.

- 200-word profile and company logo on the sponsors section of conference web site, and in sponsor section of mobile app and booklet.

- Mention as Stainless Steel sponsor on conference press releases and announcements before the conference, and for up for two months after the conference.

- 25% discount on any additional conference tickets.

Aluminium Sponsorship

The Aluminium sponsorship is available for $1,500 (+ GST), and is limited to 5 sponsors. It includes:

- 1 ticket to the conference, workshops, and dinner

- Display of company logo on-screen, and mention as a sponsor at the conference opening, closing, and dinner.

- Display of company logo on conference web site, mobile application and booklet.

- 10% discount on any additional conference tickets.

Current Supporters

RMIT

One of Australia's original tertiary institutions, RMIT University enjoys an international reputation for excellence in professional and vocational education, applied research and engagement with the needs of industry and the community.

RMIT is a world leader in Art and Design; Architecture and the Built Environment; Engineering; Computer Science; and Business and Management Studies.

Learn more at http://www.rmit.edu.au

Secret Lab

Secret Lab is a mobile consulting and product development company based in Hobart, Tasmania, Australia. Secret Lab focuses on native iOS and Android apps and games for phones and tablets, as well as Unity games for a wide range of platforms.

Secret Lab designs and builds original game concepts while simultaneously creating games under contract for other developers and publishers.

Learn more at http://www.secretlab.com.au

O'Reilly Media

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Delegate Privacy

Prospective sponsors are asked to note that we value the privacy of our event delegates, and we will not supply sponsors with delegate contact details without their consent. Sponsors are welcome to host an activity at the event (for example, a random prize draw), a condition of entry of which includes the supply of each entrant's email address. We ask that sponsors discuss any plans to do so with us ahead of the event.

About the AUC

The AUC was established towards the end of 1984 as a partnership between Apple Computer and nine Australian universities.

At the heart of the relationship was the ability for departments, staff and students to obtain Apple technology at reduced prices and to enable the development of innovative solutions using the Macintosh. The AUC grew to form a network of educational technologists across the universities of Australia and New Zealand, growing to 37 member universities across Australia and New Zealand by 2012.

The history of the AUC is one of adapting to change, and in 2013 we reinvented ourselves as a not-for-profit association with no formal relationship with Apple. Our mission is to support and build communities around the use of Apple technologies by sharing experience, insights and know-how amongst members, developing people as leaders, and inspiring and fostering innovative use of technology.

Each year, we hold three conference events for specific subsets of our community. **X World** is for system administrators and support staff, **CreateWorld** is for performance artists, teachers, and those working in the creative spaces, and **/dev/world** is for software developers. Our conferences are open to all.

Learn more, including how to become a member, at auc.edu.au.

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