

# StarCon 2018 Prospectus

January 6-7 2018  
Waterloo, Ontario  
[www.starcon.io](http://www.starcon.io)  
[uwstarcon@gmail.com](mailto:uwstarcon@gmail.com)

# WHAT IS STARCON (\*CON)?

StarCon is a two-day, single track software engineering conference held at the University of Waterloo in January 2018. The conference consists of a series of lightning talks and a keynote speech on each day. Speakers can talk about anything technology related—such as a project they've worked on, a curious bug they've fixed, or something interesting they've learnt. The goal is to give speakers a platform to share their interest and passion for technology in a way that inspires others to do the same. However, talks are only part of the picture. The conference is also about creating a diverse community in which curiosity, failure, and excitement are valued, and encouraging attendees to make connections, share ideas, and form friendships.

Inspired by !!Con and HelloCon, Arshia, Evy, and Anna founded StarCon in the spirit of spreading the joy and excitement of developing software in the technology community.

## Our Mission

- Make Computer Science and its related technologies accessible to everyone, taking into consideration race, class, gender, ability, religion or sexual orientation, and intersections thereof.
- Create a culture that fosters learning and community building through knowledge sharing among people from diverse backgrounds.

## EVENT PROFILE

### Who attends StarCon?

Attendees of StarCon are diverse technology enthusiasts—including students, industry professionals, self-taught programmers, and diversity advocates—with varying levels of experience and backgrounds. What unites them is a commitment to sharing their knowledge and learning from others in a friendly and welcoming atmosphere.

## Date, Venue & Attendance

- The conference will take place on during January 6-7 2018.
- The conference will be held at the University of Waterloo in Waterloo, Ontario, Canada.
- We are expecting 150-170 attendees.

## OUR TEAM

### Arshia Mufti

**Chair, Director of Sponsorship**

Arshia is a third year Computer Science student at the University of Waterloo. She is a member of the Board of Directors of the Mathematics Endowment Fund, and a former Chair and Director of Finance of the Waterloo Women in Computer Science Undergraduate Committee.

### Evy Kassirer

**Director of Publicity**

Evy is a fourth year Computer Science student at the University of Waterloo. She has acted as Chair, Secretary, and Mentor of the Waterloo Women in Computer Science Undergraduate Committee since September 2014, leading meetings for a committee of 7–11 people and coordinating ongoing tasks and weekly events. Her other leadership experience includes running an open source project, co-founding and conducting a choir, and moderating several Waterloo Facebook communities.

### Anna Lorimer

**Speaker Coordinator**

Anna is a third year Combinatorics, Optimization and Computer Science student at the University of Waterloo. She is a recipient of the University of Waterloo Women in Computer Science Grace Hopper Scholarship, has been invited to speak at Communitech about Blockchain, and has run many Capture the Flag workshops over the past year. She loves anything security related and when she's not hacking, she can found hunting for the perfect vintage band t-shirt to add to her collection.

# Erin Edward

## Director of Logistics

Erin is a fourth year Computer Science student at the University of Waterloo. She is a former Office Manager for the Women in Computer Science Undergraduate Committee and is a recipient of the University of Waterloo Women in Computer Science Grace Hopper Scholarship. Outside of tech, Erin enjoys being a Girl Guide leader and watching Disney movies.

# SPONSORSHIP

## Why be a StarCon Sponsor?

By sponsoring StarCon, you will empower diverse perspectives in technology and contribute towards creating a community grounded in learning. You will also have the opportunity to actively interact with a group of people keenly interested in technology. You can leverage this opportunity to market your brand and product, create awareness of your core values and philosophies, share what it's like to be a part of your organization, talk about your plans for the future, and recruit candidates for open positions.

In addition to this, you will be supporting our mission of providing people with a community in which they can share their excitement and ideas with others. You will help us meet our goals to keep this event affordable, encourage students to speak and attend, provide an accessible venue, make sure our attendees are well fed, and give them some swag to remember us by!

## Our Asks

- **Partnership/Networking:** We want to work with you to create a vibrant and curious community.
- **Funds:** Your contributions make it possible to organize and run StarCon.
- **Marketing:** Getting the message out to our target audiences.

# Sponsorship Levels

Benefit	Level 1	Level 2	Level 3
Logo on conference website	✓	✓	✓
Blurb on conference website	✓	✓	✓
Recognition on social media (Twitter and Facebook)	✓	✓	✓
Recognition during opening and closing remarks	✓	✓	
Sponsor table for both days of the conference	✓	✓	
Opportunity to give away swag (stickers, buttons, etc)	✓	✓	
Banner/poster at the event	✓		
Dedicated sponsor discussion group during the unconference session during both days of the conference	✓		
2-3 minutes to talk about your organization's culture and commitment to education during the opening ceremony	✓		
Number of conference tickets for your team	5	3	1
	2000 CAD (1500 USD)	1000 CAD (750 USD)	500 CAD (375 USD)

Custom sponsorship packages are also available. For example, you can sponsor a meal or swag. Please contact us for further details.

## What We Cannot Provide

There are some things we cannot provide to our sponsors. We will not sell attendee contact information, collect resumes, or send surveys to our speakers and attendees. We believe that there is significant value in actively engaging with our speakers, sponsors, and volunteers during the conference: it helps create healthy, long lasting and genuine relationships. We encourage our sponsors to get to know our audience this way.

# Contact

If you'd like to sponsor StarCon, or have any questions about the event, you can contact the StarCon executive team at [uwstarcon@gmail.com](mailto:uwstarcon@gmail.com).