



SPONSORSHIP & EXHIBITION OPPORTUNITIES

24 - 26 AUGUST 2016
CLUJ-NAPOCA, ROMANIA

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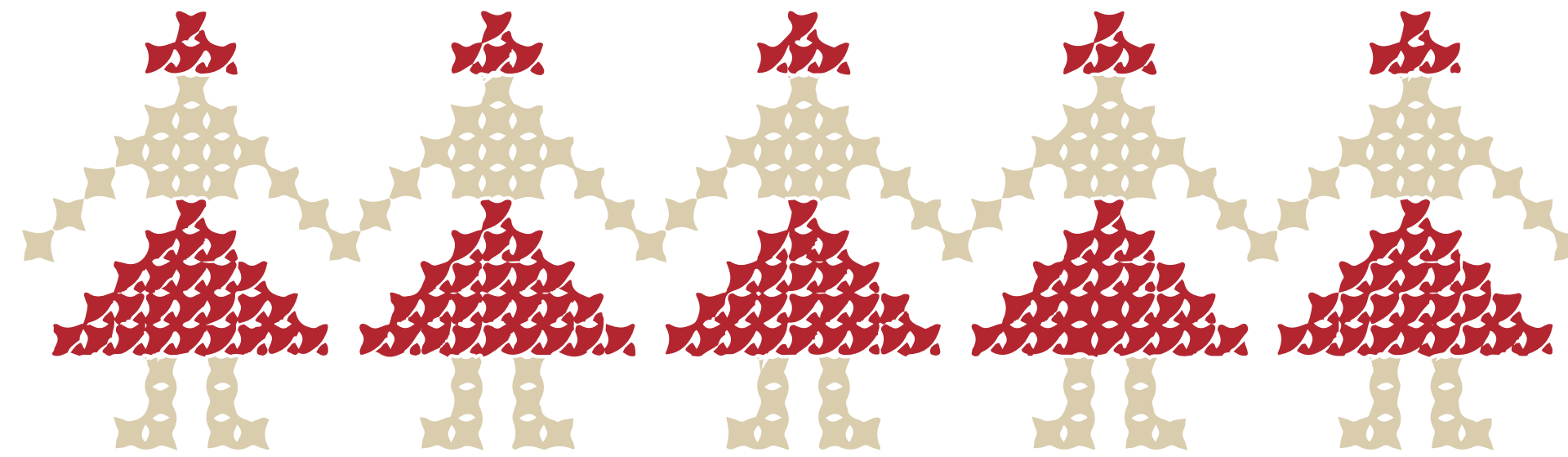
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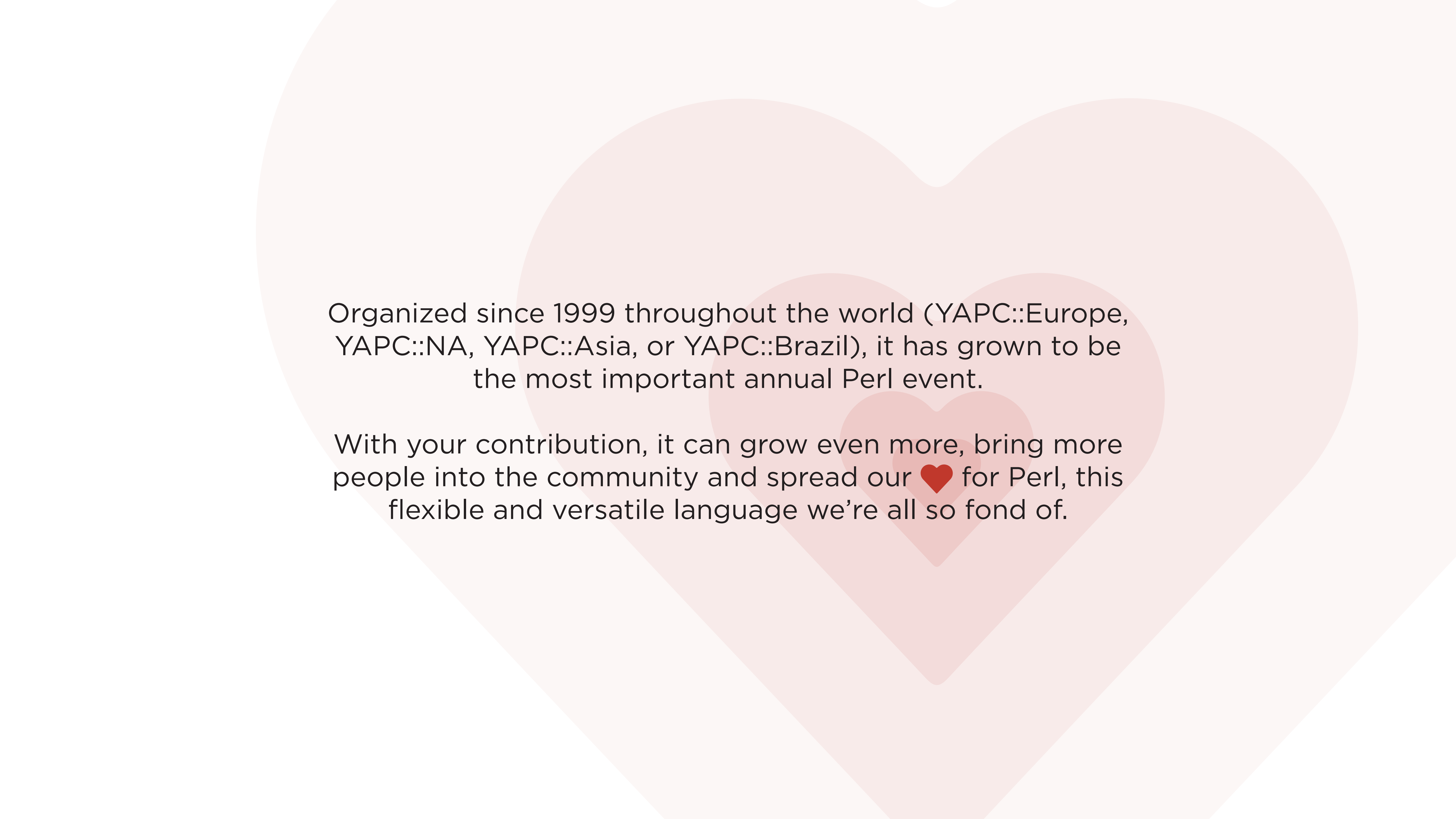
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ABOUT EVENT

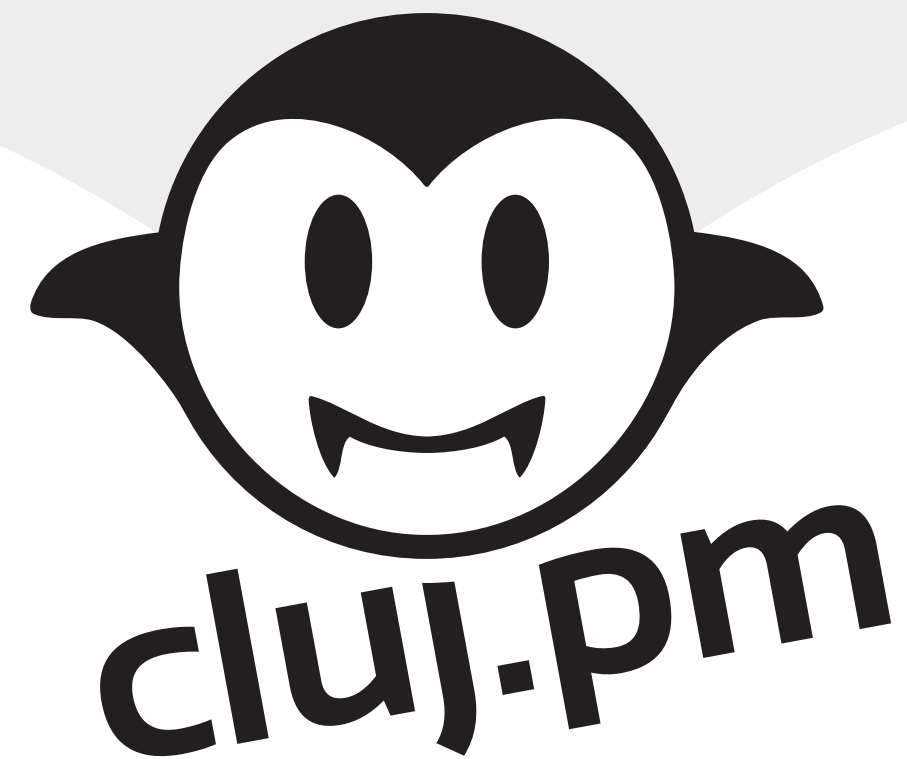


YAPC::Europe 2016 is the place to be if you're in the Perl business. Whether you're a developer, tester, designer, UX professional, marketer, student, geek or manager, this is where you'll hear & test the latest Perl trends & meet the most amazing Perl people.

The background features a series of concentric, semi-transparent hearts in shades of pink and red, creating a layered effect. The text is centered within these hearts.

Organized since 1999 throughout the world (YAPC::Europe, YAPC::NA, YAPC::Asia, or YAPC::Brazil), it has grown to be the most important annual Perl event.

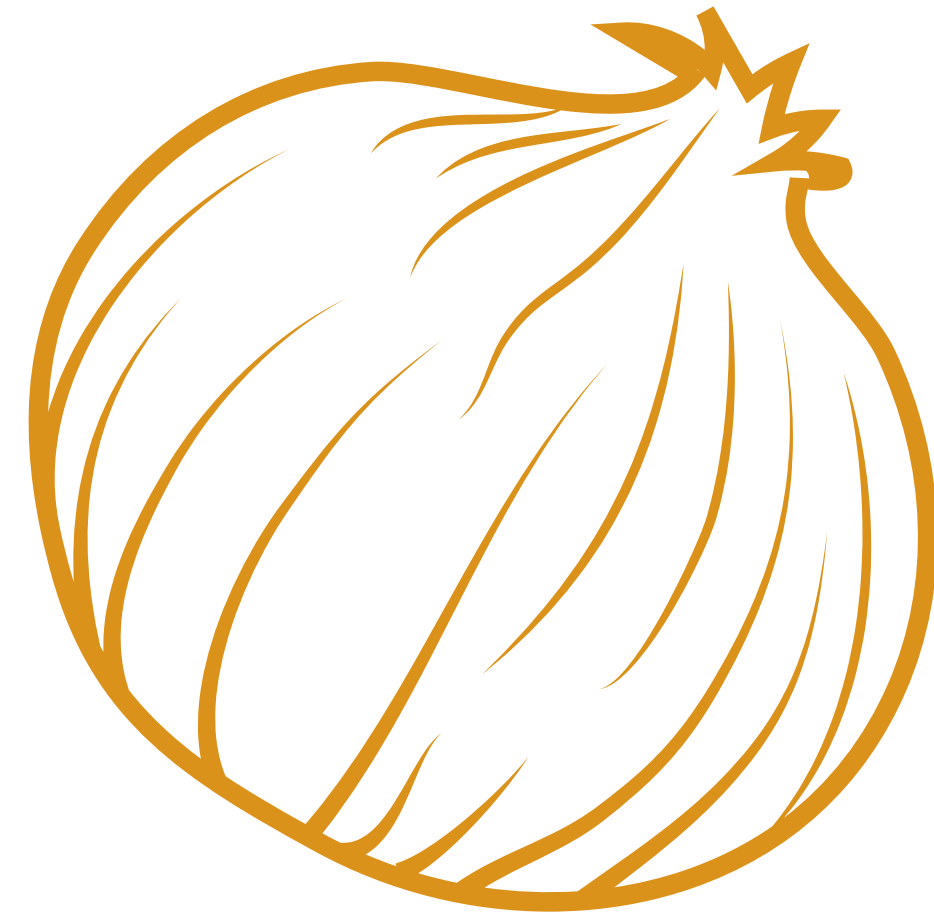
With your contribution, it can grow even more, bring more people into the community and spread our ❤️ for Perl, this flexible and versatile language we're all so fond of.



And every year, the event is held in a different city.
In 2016, the Cluj Perl Mongers managed to make
YAPC::EUROPE happen in their beloved city, Cluj-Napoca,
in **Transylvania**. No worries, Dracula's off duty during
summer (too much light, sun & joy). Who knows,
maybe we'll be **your** guests next summer?

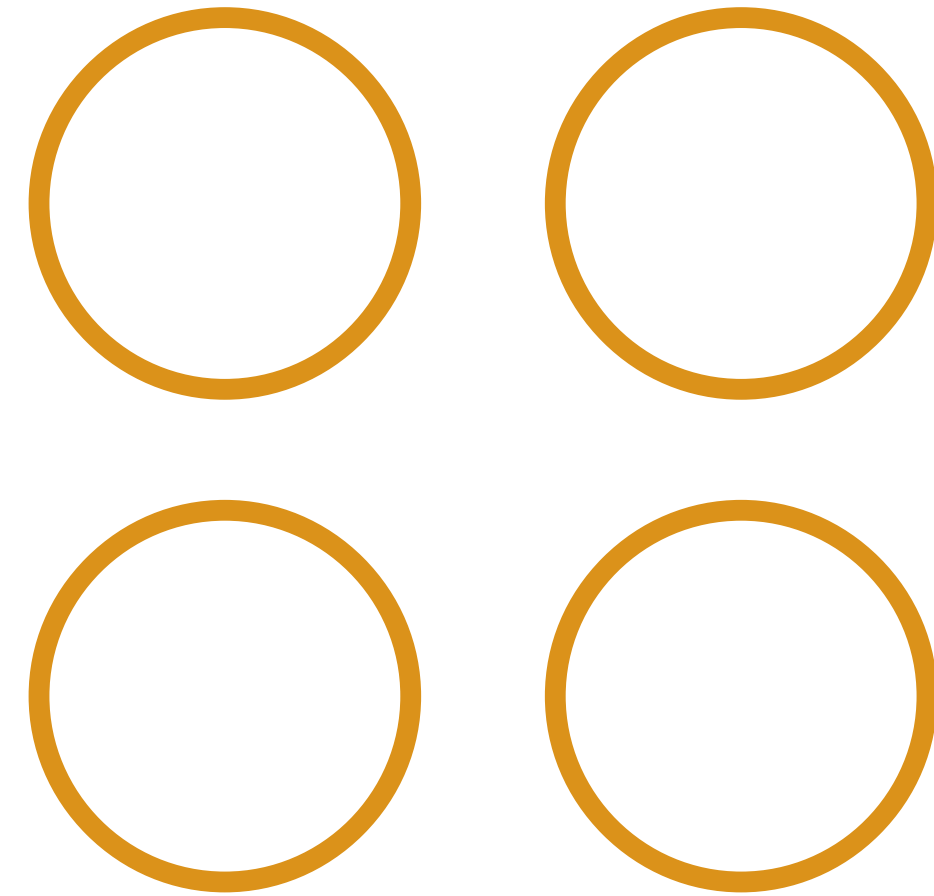
The background is a solid orange color. It features a series of concentric circles and dots. A large circle is centered on the page. Inside this circle, there are four smaller circles arranged in a square pattern. Further out, there are more concentric circles and dots, creating a sense of depth and geometric harmony. The text "WHY SPONSOR" is centered within the innermost circle.

WHY SPONSOR



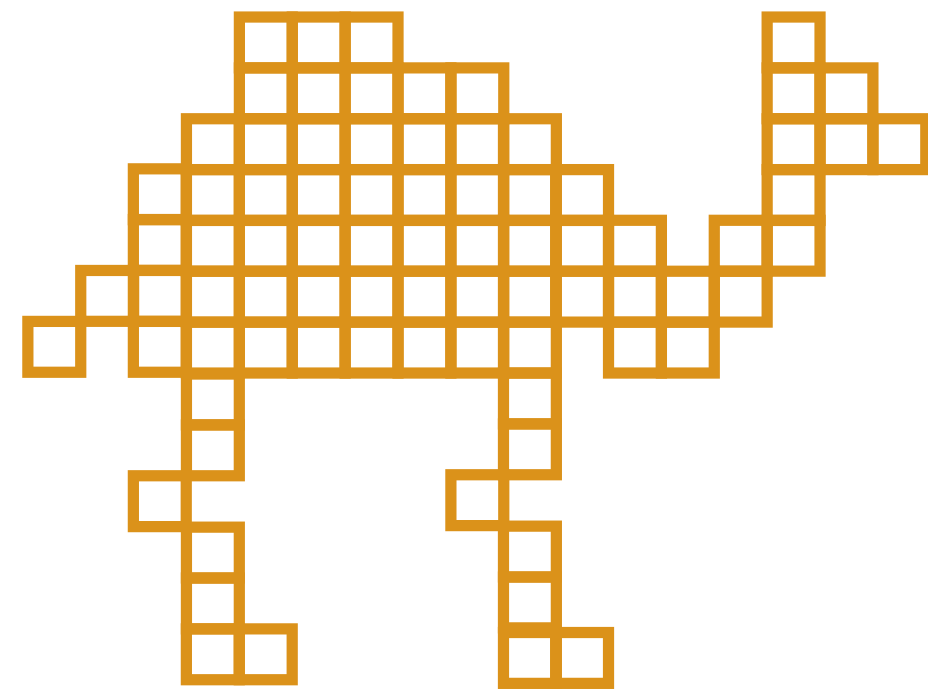
Because it's one of the the best ways for you to **create & nurture** your relationship with the **Perl community**. Reach an engaged and international audience.

Because it's a great way to show off. Yes, with the right sponsorship level you get to have your own talk slot & **make your Perl-based company world-famous**.



And if you go big, you can lure all the community to your booth & **give away** all that **swag** your marketing team has created. Everybody there will **go home with something special from you, their potential service provider or employer.**

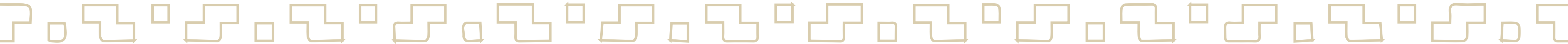
It's a good way to **spot real talent**. YAPC brings together **all the best engineers**, all those CPAN authors & hard-core developers you look up to & want to have in your team.



All in all, we'd say it's an amazing way to join a very special journey & support the Perl community on its quest to show the world how amazing, reliable, fast & secure this language is. Big players in the industry use Perl extensively, #justsayin'



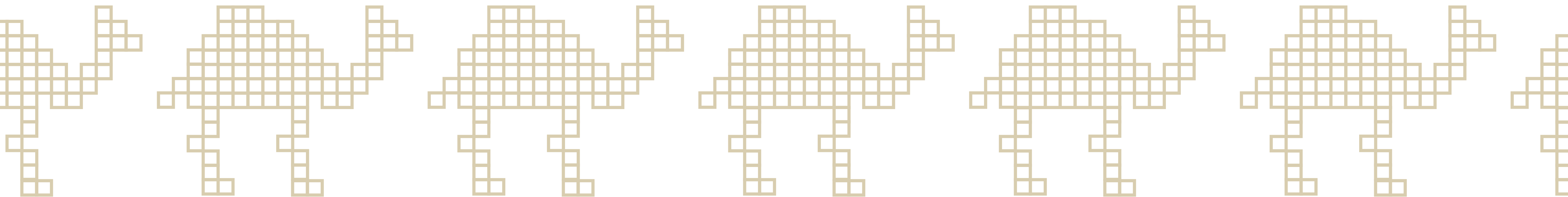
The conference features **3 full days of program, plus a pre-conference training the day before the conference.**



Besides the obvious technical shenanigans, 4 days of intense Perl, evenings will be filled with social activities to facilitate networking between all conference attendees, meet up with friends & make the most out of the amazing experience YAPC::EUROPE 2016 is . Ready for a real Transylvanian experience?

**By joining forces, let's make YAPC::EUROPE one of the most
sought-after technical event in Europe & not only.**

It's a wonderful programming language with a wonderful
community, let's make it THE tech event everybody's
looking forward to.



PACKAGES

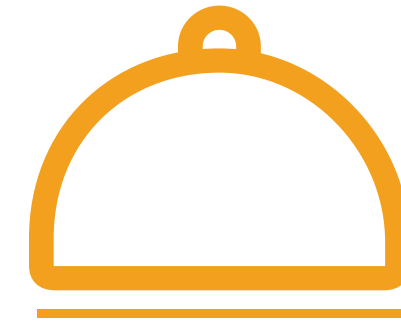
	BASIC min. €500	EXHIBITOR min. €1500	SILVER min. €2000	GOLD min. €5000	PLATINUM min €10000
Logo on website	Yes	Yes	Yes	Yes	Yes
Sponsorship announced on blog & event newsletter	Yes	Yes	Yes	Yes	Yes
Branded booth in exhibition area & Complimentary access to conference & social event	No booth, 1 ticket, full access	size chosen at convenience (max. 4/4 sq. m), access for max 2 exhibitors/booth	max. 2/2 sq. m & 2 tickets, full access	max. 3/3 sq. m & 5 tickets, full access	max. 4/4 sq.m & 10 tickets, full access
Logo on photobooth picture frames	Small, on background	Small, on background	Small, on background	Medium, on photo frame	Large, on photo frame
Sponsor guest post <small>send us an article or a really awesome project & we'll blog about it!</small>	Yes	Yes	Yes	Yes	Yes
Banner placed at event venue	—	Yes	The other rooms used for talks	One of the other rooms used for talks	Main conference room
Marketing materials placed in gift packs & logo on gift pack	—	—	1 flyer; small logo	1 flyer & a giveaway, medium logo	Anything, as long as it's safe & not too big; large logo



	BASIC min. €500	EXHIBITOR min. €1500	SILVER min. €2000	GOLD min. €5000	PLATINUM min €10000
Press release, media outreach	—	—	Along with all sponsors, just link to website.	Mentioned separately, with 100 word custom description	Mentioned separately, with 200 word custom description
Opportunity to present your company & projects in a talk slot (main stage)	—	—	—	5 minutes, at any moment during the day	10 minutes, right after morning keynote, 1 st day
Short greeting from sponsor	—	—	—	One of the other conference rooms	Main conference room
Between-session slide, logo on main stage	—	—	—	Medium	Large
Host a social media hashtag contest & offer prize	—	—	—	Yes	Yes
Complimentary trip to Turda salt mine for your team	—	—	—	Yes	Yes
Logo on name tag/badge	—	—	—	Yes	Yes
Logo on lanyard	—	—	—		Yes

EXTRAS, FOR ALL SPONSORS & EXHIBITORS


- Sponsorship announced on all Social Channels (Twitter, Facebook, LinkedIn), with a link to your website & a short description of your company;
- Logo on sponsors' slides, during coffee breaks
- Any other idea you might have, it's really welcome, we want to see our sponsors as happy as possible.



- Sponsor any **coffee break**; throughout the 2 days, we'll have 6 coffee breaks;
- Sponsor **lunch**; 3 lunches throughout the event;
- Sponsor **Conference Dinner**;
- **Arrange drinks** or any other **social activities** at the end of Day 2 or Day 3; venue chosen at your convenience

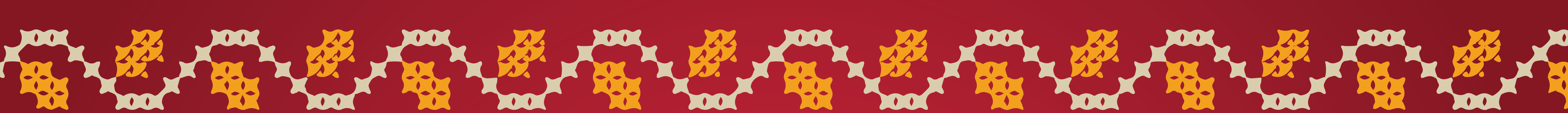
Don't worry about logistics, once you decide upon the activity you want to sponsor, you've got all our help: draft a budget once you set the must-haves, based on local rates,

suggest and book the right venue, negotiate a good deal, and basically provide all details you'd need. **You will be assigned a volunteer to help every step of the way.**



Each of the above brings huge promotion opportunities, your support & contribution will be announced on all our social channels & location of the supported activity (lunch, coffee break, conference dinner, other social activity planned) will be branded to make your company shine & get all the coverage it deserves.

**LOOKING FORWARD TO
MEET YOU IN CLUJ!**



Technical event powered by
our passion for Perl

YAPC::EUROPE

CLUJ-NAPOCA
2016

<http://act.yapc.eu/ye2016>
yapc@cluj.pm

