pythonbrasil[8]
Rio de Janeiro
21-24 NOVEMBER 2012

Sponsor & Exhibitor Prospectus
http://www.pythonbrasil.org.br
sponsoring@pythonbrasil.org.br

Welcome

Following the success of last year's **PythonBrasil** conference, which gathered more than 360 attendees in São Paulo, the Brazilian Python community would like to invite you to participate of **PythonBrasil[8].** The 8th edition of the conference will be held from 21 to 24 November 2012 in **Rio de Janeiro**, **Brazil** - the same city that will host the next World Cup and Olympics.

PythonBrasil conference is a vibrant meeting ground for the Python community to inspire, debate, make deals, motivate and connect face to face. **PythonBrasil** will feature the key players and issues influencing Python development and usage today, and explore the greatest potential for Python tomorrow.

The meeting will follow the format of **lectures** from **renowned speakers and experts**, in conjunction with **sponsor's exposition**, **lightning talks**, **coding-dojo** and an **open space**. The open space is a unconference, being planned as usual on-site. During the first two days there will also be **tutorials**, in Getúlio Vargas Foundation (FGV), one of the main universities of the country.

The **SulAmérica Convention Center**, where the main conference will happen, is a modern complex located in the downtown of Rio, only 20 minutes from the international Tom Jobim Airport. It is located in a privileged area, a few meters from a subway station and where bus lines from all over the city pass by. A diverse hotel network can also be found nearby, making **SulAmérica** the perfect place to host **PythonBrasil** and join pythonistas from all over the world.

Interested in hiring talented Python hackers? Sponsor the conference and increase your company visibility.

Conference Overview

dates	**tutorials:** 21-22 November 2012 **talks & exposition:** 23-24 November 2012
location	**Sulamérica Convention Center** Downtown, Rio de Janeiro, RJ, Brazil http://www.cssulamerica.com.br
estimated attendance	**500+**
target audience	developers and programmers, CxOs, hackers and geeks, sys admins, enterprise developers and managers, entrepreneurs, activists, IT managers, trainers and educators
previous conference sponsors include	ActiveState, Bitbucket, Google, INdT, Intel, Linux New Media AG, Mozilla Async, Caelum, Elaborata, GlobalCode, Globo.com, Gonow, Interlegis, Liberiun, Locaweb, LZT Sistemas, Menttes, Novatec, Paradigma, Proge, Propus, PyAr, PyTown, Serpro, SimplesConsultoria, Softrent, Tríveos

selected past speakers include

Alan Runyan, *Plone co-founder and Enfold president*
Alexander Limi, *Firefox UX Lead at Mozilla*
Bruce Eckel, *Thinking in Java and Thinking in C++ author*
Collin Winter, *Google*
Dorneles Tremea, *Plone developer*
Facundo Batista, *Canonical technical lead*
Gustavo Niemeyer, *Canonical technical lead*

Jacob Kaplan-Moss, *Django co-founder*
Jim Fulton, *Zope Corp. CTO*
Kenneth Rohde Christiansen, *INdT*
Maciej Fijalkowski, *PyPy core developer*
Steve Holden, *Python Software Foundation chair*
Wesley Chun, *Google developer advocate*

The **PythonBrasil** Conference sponsorship packages are designed to give you maximum exposure to sophisticated technical audience. Demonstrate your leadership and secure your place in front of the industry's elite by becoming a **PythonBrasil** sponsor.

diamond sponsorship (only 3)
US$ 18,205.00 or R$ 32,768.00
- Access to attendee's emails *
- Preeminent booth space in Expo Hall (4x4m)
- Sponsor logo on PythonBrasil attendees T-shirt **
- Sponsor logo on the conference badge **
- Sponsor logo on the congress bag **
- Job listing on the PythonBrasil[8] Jobs Fair page
- Congress bags insert (provided by sponsor)
- Sponsor logo and link on PythonBrasil website
- Name included in press release and event mailings
- Sponsor logo on banners in the conference rooms
- 12 free sponsor registrations

platinum sponsorship (only 4)
US$ 9,104.00 or R$ 16,384.00
- Booth space in Expo Hall (4x2m)
- Sponsor logo on the conference badge **
- Sponsor logo on the congress bag **
- Job listing on the PythonBrasil[8] Jobs Fair page
- Congress bags insert (provided by sponsor)
- Sponsor logo and link on PythonBrasil website
- Sponsor logo on banners in the conference rooms
- 8 free sponsor registrations

gold sponsorship (limited)
US$ 4,552.00 or R$ 8.192,00
- Booth space in Expo Hall (table + 2 chairs)
- Sponsor logo on the congress bag **
- Job listing on the PythonBrasil[8] Jobs Fair page
- Congress bags insert (provided by sponsor)
- Sponsor logo and link on PythonBrasil website
- Sponsor logo on banners in the conference rooms
- 4 free sponsor registrations

silver sponsorship
US$ 2,276.00 or R$ 4.096,00
- Job listing on the PythonBrasil[8] Jobs Fair page
- Congress bags insert (provided by sponsor)
- Sponsor logo and link on PythonBrasil website
- Sponsor logo on banners in the conference rooms
- 2 free sponsor registrations

bronze sponsorship
US$ 1,138.00 or R$ 2.048,00
- Congress bags insert (provided by sponsor)
- Sponsor logo and link on PythonBrasil website
- Sponsor logo on banners in the conference rooms
- 1 free sponsor registration

(*) Emails of attendees who authorized
(**) Logo placement with the saying "PythonBrasil[8] sponsored by x and y"

Sponsoring Overview

Custom packages and additional sponsorship opportunities are available. Please contact for details and pricing.

	diamond (only 3)	platinum (only 4)	gold (limited)	silver	bronze
Sponsoring value	R$ 32,768.00 US$ 18,208.00	R$ 16,384.00 US$ 9,104.00	R$ 8,192.00 US$ 4,552.00	R$ 4,096.00 US$ 2,276.00	R$ 2,048.00 US$ 1,138.00
Free sponsors registrations	12	8	5	2	1
Access to authorized attendee's emails	yes	-	-	-	-
Both space in Exposition Hall	4x4m	4x2m	2x1m (table + 2 chairs)	-	-
Logo on attendee's t-shirts	yes	-	-	-	-
Logo on attendee's badges	yes, L	yes, S	-	-	-
Logo on attendee's bags	yes, L	yes, M	yes, S	-	-
Job listing on Jobs Fair page	yes	yes	yes	yes	-
Congress bags' insert	yes, XL	yes, L	yes, M	yes, S	yes, S
Logo and link on website	diamond area	platinum area	gold area	silver area	bronze area
Logo on banners in conference's rooms	yes, XXL	yes, XL	yes, L	yes, M	yes, S

Marketing & Promotional Opportunities

A company which is paying for a Sponsorship Package, can also acquire one or more of these promotional opportunities:

1. Lanyard Sponsorship *(One quota only)* Place your logo and company name on every lanyard at the show! This is an excellent way to increase your company visibility.

2. Auditorium Chair Covers Sponsorship *(One quota only)* Place your company logo in all auditorium chairs covers. The sponsor's brand will be constantly exposed in one of the most important locations of the event.

SOLD OUT

3. Pen Sponsorship *(One quota only)* company logo on on all pens that will be distributed to the participants in the event.

4. Block-notes Sponsorship *(One quota only)* company logo in all attendees' block-notes

5. Late Night Reception Sponsor *(Multiple)* a cocktail party following evening events at the conference. Includes event signage and pre-conference marketing.

6. Lunch in a box Sponsorship *(Multiple)* Sponsor lunch in a box for every attendee. Includes thank you by program chair; announcement in conference slide show between sessions, and lunch distribution in the sponsor's stand. The food will be distributed in a box where the sponsors' and the conference's logo will be printed. Food & beverage included.

7. AM Break Sponsorship *(Multiple)* Sponsor one of the snack in a bag. Includes announcement in conference slide show between sessions. Also, the food will be distributed in special bags containing the sponsor's and the confereces' logo, from the sponsor's stand. Food & beverage include

8. PM Break Sponsorship *(Multiple)* Sponsor one of those important snack breaks. Includes announcement in conference slide show between sessions, and table tents with your logo in the hospitality area. Food & beverage include
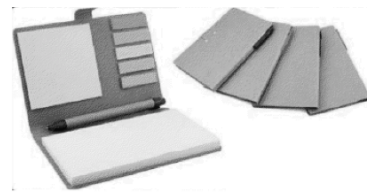
Marketing Overview

A company which is paying for a Sponsorship Package, can also acquire one or more of these promotional opportunities:

	exclusive	price in US$	price in R$
Auditorium chair covers	yes	5,200.00	9,360.00
Lanyard	yes	2,475.00	4,455.00
Pen	yes	1,125.00	2,025.00
Block-notes	yes	2,550.00	4,590.00
Late night reception (*)	-	*	*
Lunch in a box	-	6,111.00	11,000.00
AM Break (snack in a box)	-	3,055.00	5,000.00
PM Break (coffee break)	-	3,055.00	5,500.00

Conference Pen   Conference Block-notes

(*) Contact us for more information.

Partnerships and Discounts

PythonBrasil Conference aims to be as inclusive as possible. Therefore, we offer special plans for small entities and FOSS.

small entity discount (limited)
Small entities (organizations with fewer than 25 employees) receive a 50% discount for Silver and Bronze sponsorship.

partnership
If your organization is interested in supporting **PythonBrasil[8]** in a non-financial way, e.g: through prizes for ruffling, such as books or electronic devices; or by providing discounts in online courses; or even providing services to the conference (e.g: mobile application) - please, contact us.

free and open source communities
FOSS projects links will appear on the PyCon website and other benefits as negotiated.

Both Diamond, Platinum and Gold Sponsors will be able to choose their booth spaces at the Exposition Hall, according to availability. The maps bellow illustrate the conference area available for **PythonBrasil[8]** at **SulAmérica Convention Center**.
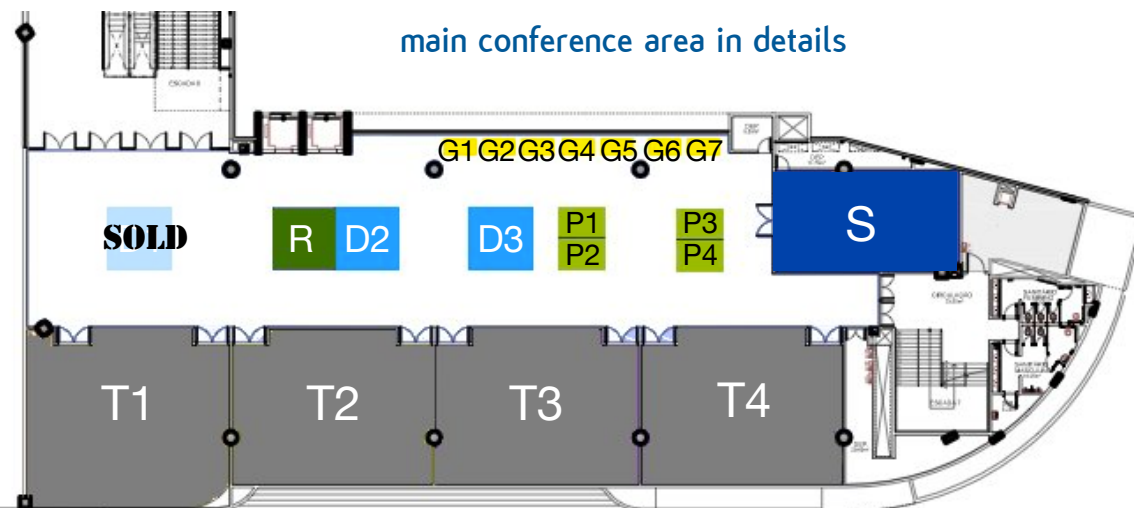

keynotes auditorium

Main auditorium of 600 m^2 for 600 attendees. It will be used for the keynotes presentations and it is located at the 2nd Floor of **SulAmérica**.

main conference area

Main conference area, where most talks, openspaces and Exposition Hall will take place. Consists in the complete Mezzanine of **SulAmérica**.

main conference area in details

	Booth	
D	Diamond booth spaces 4x4m (32m^2) each (~~D1~~, D2, D3)	
P	Platinum booth spaces 4x2m (8m^2) each (P1, P2, P3, P4)	
G	Gold booth spaces 2x1m (2m^2) each (G1, G2, G3, G4, G5, G6, G7)	
T	Rooms for Talks & OpenSpace Approx. 125 m^2 each (T1, T2, T3, T4)	
R	Reception & Registration desk 4x4m (32m^2)	
S	Speakers' Room 75.4m^2	

The Great Hall is 600 m^2 and it is an strategic place for the Exposition Hall. Attendees will be directly in touch with the sponsors booth spaces during all the conference, including coffee breaks and the time between the talks.

Contact Information

Custom packages and additional sponsorship opportunities are available. Please contact for details and pricing.

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