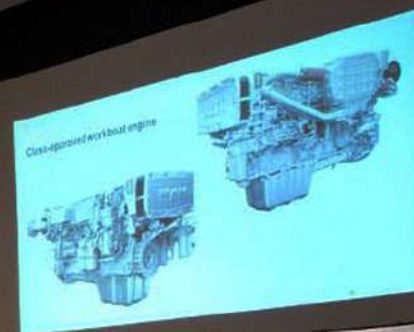IIIT ALLAHABAD

PRAGMA

DEV AND DESIGN CONFERENCE

SPONSORSHIP BROCHURE

PRAGMA VISION

- Our vision is to give the opportunity to student developers to come under the influence of some of the best developers in the country and experience new technologies that would have been difficult for them to access otherwise.

- We want to spark conversations between the students and get their ideas flowing because the young blood often produces revolutionary ideas.

- We hope that our initiative will make a significant contribution towards using development to solve real world problems.

Dev and Design Conference, 2020

ABOUT US

GeekHaven:

GeekHaven, the Technical Society of IIIT-Allahabad, consists of many wings such as FOSS, Web Development, App Development, Design, Software Development, Cyber Security, Artificial Intelligence and Competitive Coding.
Comprising of some of the best technical minds of the college, GeekHaven is responsible for organising technical events throughout the year and promoting an overall technical culture in the college by holding regular workshops and quick-talks.

WHY YOU SHOULD SPONSOR US?

- **Get Brand Awareness** - You get to display your product and marketing materials in front of your target audience and prominently increase your sales.

- **Marketing with a budget** - Get ahead of your competition by picking one of our reasonably priced sponsorship schemes and reaching your customers directly.

- **Social Responsibility** - You get to give back to the community and thanking them for their support and align your brand to a cause or mission your customers are passionate about.

- **Scout For Potential Hires** - Take your pick from the amazing talent pool that is expected to be present at the DevCon.

Dev and Design Conference, 2020

WHAT TO EXPECT AT THE CONFERENCE?

- Talks by industry experts.

- Workshops to provide hands-on experience of latest cutting edge technologies.

- Keynote Speeches by well known faces in the technology domain.

- Sponsored talks and workshops to advertise your product.

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SPONSORSHIP DETAILS

PACKAGE	PRICE	
	INR	USD
TITLE	-	-
ASSOCIATE	75,000	1000
PLATINUM	50,000	700
GOLD	35,000	500
SILVER	25,000	350

*if you want to be a Title sponsor or Associate Sponsor , contact us

The donations given as sponsorship are 100% tax deductible. Under Section 8oG and 8oGGA, an approved university/educational institution of National eminensce is eligible for donation with 100% deduction without any qualifying limit

Dev and Design Conference, 2020

SPONSORSHIP DETAILS

BENEFITS	SILVER	GOLD	PLATINUM
Free passes (for the conference days)	2	3	5
Speaker dinner passes	1	2	3
Logo Write-up, link on conference website	✔	✔	✔
Your stall at venue (your banner)	12' x 6'	14' x 8'	14' x 8'
Ability to describe goodies at the stall	✔	✔	✔
Logo on notebooks given for partipants		✔	✔
Logo on official banner		✔	✔
Logo on one sleeve of T-shirt			✔
Companies Brochures in welcome kit (provided by the company)			✔
Logo in Goodies bags			✔

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SPONSORSHIP OPTIONS

o **T-Shirt Sponsor**
- Conference t-shirt design co-branded with the sponsor's logo or URL on the t-shirt.
- Handed out to all the attendees free of cost.
- Four passes to the conference.

o **Mugs Sponsor**
- Mug design co-branded with the sponsor's logo or URL.
- Handed out to all the attendees free of cost.
- Four passes to the conference.

o **Lanyard Sponsor**
- Co-branding on a lanyard with the event logo and sponsor logo.
- Two passes to the conference.

SPONSORSHIP CONTENT OPTIONS

o **Workshop Sponsor**
•Work with the Pragma team to host a relevant workshop.
•Three passes to the conference (in addition to instructions).

o **Sponsored talk**
40 min or 20 min talk or another editorial format, subject to editorial approval.
One pass to the conference (in addition to speaker).

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PHYSICAL PRESENCE OPTION

○ **Booth Sponsor**
- A table with two chairs and wifi.
- Coordination with Pragma's team to design activities to drive traffic and engagement.
- Four passes to the conference.

SPONSORSHIP POLICIES

- Pragma does not share a participant's data with sponsors without permission.

- Participants do not permit conference organizers to share their data with sponsors without permission.

- Sponsors and their representatives must abide by the code of conduct at all times, to create a safe and welcoming environment for everyone.

- The editorial is independent of sponsorship. Sponsorship does not automatically guarantee stage time. Sponsored editorial (workshops, tracks, sessions) and online content (podcasts, articles) are subject to Pragma's standard editorial process and approval.

- Sponsor passes are limited to a maximum of the number mentioned with the highest sponsorship chosen. It does not work cumulatively. Additional passes are available at discounted prices.

- Full payment needs to be made before the event.

CONTACT US

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