



**PyCon AU 2019**                      2 - 6 August 2019  
International Convention Centre, Sydney

# PyCon Australia 2019

## Conference Overview

PyCon Australia is the national conference for developers using the Python Programming Language.

Python is a high-level programming language, used widely in the ICT community, including industry, science, government and education. As an open source programming language, it has a large community of developers, both using the language, as well as contributing to its continued growth.

Unlike many developer conferences, PyCon Australia is a non-profit conference, run entirely by volunteers dedicated to growing the Python developer community in Australia.

Sponsor contributions are used to keep the costs of attending the conference affordable for everyone who is interested in it; profits are invested back into Australian Python and Open Source communities through our parent organisation, Linux Australia.

In 2019, the team from PyCon Australia 2018 returns to once again bring PyCon to Sydney. 2018 saw over 700 attendees, with 2019 set to attract a similar level of participants.

Now is the perfect time to help contribute to this growing, vibrant developer community.

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# PyCon Australia 2019

## Conference Schedule

### Friday, 2 August 2019 - Specialist Tracks

Curated content from niche communities within Python hold their own individual 'miniconf' during the Friday. Previous tracks have included: DjangoCon AU, Education, OpenStack, Security and Privacy, Internet of Things, and more. Selected tracks to be announced Q1 2019.

### Saturday & Sunday, 3 - 4 August 2019 - General Conference

Invited local and international speakers will open and close each day, with the main conference schedule running in four tracks. Selected talks will be announced June 2019.

### Monday & Tuesday, 5 - 6 August 2019 - Development Sprints

'Sprints' are an unstructured activity run after the conference to allow attendees to work on open source projects with fellow conference attendees.



# PyCon Australia 2019

## Outreach

PyCon Australia is attended by a diverse community of delegates, including professionals working with Python, but also enthusiasts and students, attending for their own interest. However, many deserving Python developers cannot afford to attend the conference.

PyCon Australia runs a generous financial assistance scheme to assist delegates who can not otherwise afford to attend the conference. This covers registration, accommodation, and in some cases, travel costs to attend the conference.

The generous contribution of sponsors will help put PyCon Australia 2019 within reach of many more deserving Python developers from across Australia and around the world.

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# PyCon Australia 2019

## Diversity Statement

PyCon Australia is an inclusive event which invites diverse groups of people in the Python community to gather in an environment of respect, tolerance, and encouragement

Our organisation focuses on outreach towards minority groups, for both speakers and general attendees of the conference: our outreach programme includes a wide-ranging financial assistance scheme with applications assessed on a needs basis, and a networking breakfast for women.

There is an enforceable code of conduct, with all complaints treated confidentially and seriously.

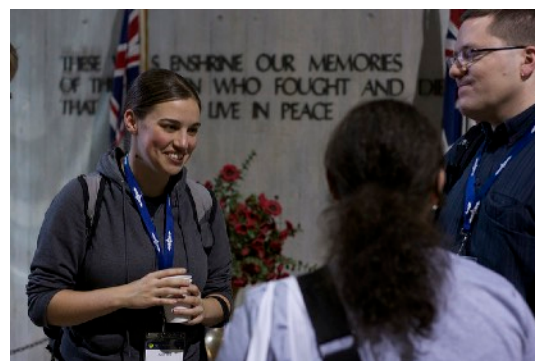
There is also an on-the-ground Conduct group -- actively visible members of a group that can be contacted if an issue of attendee safety or comfort occurs. Combined with a 24-7 mobile contact number and a conduct email address, attendees have multiple ways of contacting an organiser or member of the conduct team.

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# PyCon Australia 2019

## Previous Conference Photographs





PyCon AU offers a number of sponsorship packages to help market companies to attendees, and provide valuable financial contributions to ensure the conference remains affordable for attendees.










# PyCon Australia 2019

## Platinum Sponsorship Tier

# \$10,000

exclusivity: maximum two platinum sponsors

Platinum sponsors enjoy exclusive benefits and marketing opportunities

-  Three complimentary Professional-level tickets
-  Early-bird discount on a further five Professional-level tickets
-  Logo & Primary Mention at Plenary Sessions and Sponsor Rotational Slides
-  3 minute full-attendee address, on one morning of the main conference\*
-  Primary placement on on-stage banners
-  Three Hallway Banners
-  Logo on PyCon AU website + 300 word blurb\*

\* Attendee Address and Website Blurb content subject to approval by PyCon AU organisers

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# PyCon Australia 2019

## Gold Sponsorship Tier

# \$7,500

exclusivity: maximum six gold sponsors

Gold sponsors provide substantial financial assistance for the conference

-  Two complimentary Professional-level tickets
-  Early-bird discount on a further two Professional-level tickets
-  Logo & Mention at Plenary Sessions and Sponsor Rotational Slides<sup>†</sup>
-  Placement on on-stage banners<sup>†</sup>
-  Two Hallway Banners
-  Logo on PyCon AU website + 200 word blurb<sup>\*</sup>

<sup>\*</sup> Website Blurb content subject to approval by PyCon AU organisers

<sup>†</sup> Placement and priority of logos will follow Platinum Sponsors









# PyCon Australia 2019

## Standard Sponsorship Tier

**\$2,500**  
no limit

Discounts are available for non-profits wishing to purchase Standard Sponsorship

-  One complimentary Professional-level tickets
-  Early-bird discount on a further one Professional-level tickets
-  Logo & Mention at Plenary Sessions and Sponsor Rotational Slides<sup>†</sup>
-  Placement on on-stage banners<sup>†</sup>
-  One Hallway Banner
-  Logo on PyCon AU website + 100 word blurb<sup>\*</sup>

<sup>\*</sup> Website Blurb content subject to approval by PyCon AU organisers

<sup>†</sup> Placement and priority of logos will follow Platinum and Gold Sponsors





For PyCon AU Sponsors, we offer additional exclusive sponsorship opportunities, including video branding rights, lanyard branding rights, and more.

# PyCon Australia 2019

## Video Sponsor

**+\$4,000**  
exclusive

In order to keep PyCon AU accessible for all, we contract [Next Day Video](#) to record all presentations, and upload them as soon as possible to the [PyCon Australia YouTube](#) account.

As the exclusive Video Sponsor, your logo will appear on the title card of all videos uploaded to YouTube.

Video sponsorship is available as an additional opportunity to a sponsor of any Tier.

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# PyCon Australia 2019

## Lanyard Sponsor

**+\$3,000**  
exclusive

As the exclusive Lanyard Sponsor, your logo will appear on the lanyard attached to the name badge for every attendee of the conference.

Please note: we do not sell the rights to place any logo on the conference badge itself, just the attachment lanyard. We hold this space for attendee name, company, pronoun and free text.

Lanyard sponsorship is available as an additional opportunity to a sponsor of any Tier.

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# PyCon Australia 2019

## Segment Sponsorship Opportunities

We also offer other marketing opportunities for sponsors wishing to direct towards a segment of attendees, as an additional opportunity to a sponsor of any Tier.

### Specialist Track Sponsor

**+\$2,000**

limit one per track

Gain exclusive marketing rights by having your hallway banner placed directly on the stage for your choice of Specialist Track for the duration of Friday. Banner is moved to the general hallway area for the duration of the conference.

### Development Sprints Sponsor

**+\$3,000**

exclusive

Have a direct financial impact on assisting us run our Development Sprints. This sponsor will be able to address sprint attendees\* and have their banners flank the entrance way to the Development Sprints venue.

\* Attendee Address content subject to approval by PyCon AU organisers



# PyCon Australia 2019

## Additional Opportunities

If you are after a more unique approach with your marketing, we can tailor to your needs. Previously we've had **Catering Sponsors**, in which you directly help us pay for attendees morning/afternoon tea. In exchange, your logo appears on the tables setup for the meal.

We also have had a **Childcare Sponsor**, which supports our on-site creche and professional child minders.

We are also open to discussion of sponsoring of networking events, outreach activities, and anything else you might think would be of interest to attendees.

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Please note that PyCon Australia is a dry conference, and no alcohol is served on site.

We love it when sponsors host additional community events, but we ask that these events have their own appropriate code of conduct, and are advertised as third-party events. We'd love to work with you to make these events a success.

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PyCon AU is a Linux Australia event. All prices in AUD. Images CC-BY-SA