Drupal Camp ★ Wroclaw ★

13-14 April 2013

Sponsorship offer

120
PARTICIPANTS

12
LECTURES

DRUPAL

11
LECTURERS

DRUPAL CAMP 2012

57
SITES PUBLISHING INFORMATION ABOUT THE CONFERENCE

27596
VIEWS ON WWW.DRUPALCAMPWROCLAW.PL

ABOUT CONFERENCE
DRUPAL CAMP WROCŁAW

DrupalCamp Wrocław 2013 is a conference organized for CMS Drupal community and others interested in the software. For two days (Saturday and Sunday), there will be lectures and workshops given by the Drupal experts. The conference is free to attend**.**

We organize the DrupalCamp Wrocław conference for the second time encouraged by the success of last year's edition (*http://2012.dcwroc.pl/*) . There were lots of lecturers as well as those who wanted to hear the lectures (120 participants) and sponsors. CMS Drupal community could have met for the first time in Poland. A big dose of knowledge along with the openness let the participants spend their time in great atmosphere. We have not waited long for the effects – three new groups of users were created in Wrocław (*http://www.drupalidzienastudia.pl/*), Poznań and Gdańsk (*http://3drupal.pl/*) . We have received a great response from programmers and users; that is why we have decided to double the number of volunteers and prepare additional offers.

Drupal Camp conferences are directed to the communities from particular regions and have been organized periodically in almost all bigger cities of Western and Central Europe as well as in the United States. They are the perfect place for getting familiar with technology and people creating it.

The aim of the conference is to share specialists' knowledge about Drupal with less experienced users. It is an excellent place for the promotion of firms using CMS Drupal and a chance of meeting new employers as well as employees and clients. Many Polish Drupal experts have already announced their active participation in the conference.

With our proposal we would like to encourage you to help with organization of the second conference in Poland devoted to CMS Drupal. We believe that the event will attract many experts, at the same time allowing you to promote your own business. Later in this newsletter, we will characterize potential recipients, advertising possibilities and we will describe the benefits which such cooperation may bring to you.

You can contact us for more details. You will find contact information at the end of the newsletter. Latest news about the conference on *www.dcwroc.pl*.

FORMS OF COOPERATION

Platinum Sponsorship   *1 available*

- Special place on **dcwroc.pl** homepage with link
- Special spot on leaflets and advertising materials
- Displaying own advertising rack
- Place for own advertising stand
- Name of the firm and its logo on presentations during the opening and closing of the conference, Information on Twitter and Facebook, acknowledgement during the conference
- 6 t-shirts

5000 PLN

Gold Sponsorship   *6 available*

- Displaying own advertising rack
- Place for own advertising stand
- Logo on dcwroc.pl homepage and on advertising materials
- Link to sponsor's website placed on subpage with the list of sponsors
- Name of the firm and its logo on presentations during the opening and closing of the conference
- Information on Twitter and Facebook, acknowledgement during the conference
- 6 t-shirts

2000 PLN

Silver Sponsorship   *10 available*

- Displaying own advertising rack
- Link to sponsor's website placed on subpage with the list of sponsors
- Name of the firm and its logo on presentations during the opening of the conference
- Information on Twitter and Facebook
- 4 t-shirts

1500 PLN

Brown Sponsorship   *14 available*

- Link to sponsor's website placed on subpage with the list of sponsors
- Name of the firm and its logo on presentations during the opening of the conference
- Information on Twitter and Facebook
- 2 t-shirts

1000 PLN

PRIZE SPONSORSHIP
SPECIAL SPONSORSHIP

When the prizes are valued below 1000 PLN

INDIVIDUAL SPONSORSHIP

- Information on a subpage with sponsors
- Name on the presentation during the opening of the conference
- 1 t-shirt
- unlimited available
- Sponsor's contribution: 60 PLN

Sponsor may replace their financial contribution with providing service suggested by the Organizer.

RECIPIENTPROFILE

Drupal Camp Wrocław is directed to CMS Drupal experts as well as to amateurs and students – to all creating websites and web applications. They are usually specialists working for IT companies, for whom the conference creates an opportunity to share experience and exchange business contacts. Another group of participants in the conference is an academic community – both students and academics. Those are people interested in the latest trends in creating websites and in an opportunity to meet potential employers.

Organizing the event on the University of Technology campus makes it easier to access the students of the institution. An estimated number of students is 35000 and academics – 5000. Also the students of the University of Wrocław are potential recipients, especially those who study in the Institute of Computer Science that is placed near the University of Technology campus.

Our target group consists of ambitious and engaged people who want to develop their interests, get new experience and contacts by taking part in the conference.

ADVERTISING POSSIBILITIES

Drupal Camp Wroclaw is widely promoted. We will use such traditional methods of advertising as posters, leaflets and banners as well as more modern ways of promotion, posts on business portals, Facebook, Twitter and in students' media. Sponsors' logotypes will be placed on selected promotional materials.

During the conference, some part of the lectures can be given by speakers delegated by sponsors. This is a particular opportunity to show how firms benefit from using CMS Drupal while creating webpages.

The conference will take place in the Hall of Main Building of the University of Technology in Wrocław – the most important academic events are usually there.

FORMSOFADVERTISING

We plan the following forms of promotion:

Advertising posters

All of the events organized by Akademickie Stowarzyszenie Informatyczne are advertized with posters. So is the DCW. They are being displayed in visible and often visited areas on the campus of the University of Technology, in student hostels, and in the Institute of Computer Science of the University of Wrocław; in recent days also at the Wrocław Technology Park. It is observed that posters still are one of the best forms of advertising – especially among students. Aside from informing about the conference, posters promote all of the sponsors. The size of the logotypes placed on them depends on the financial input of a sponsor.

Advertising on conference website

During an academic year, when conferences organized by Akademickie Stowarzyszenie Informatyczne take place, the websites of the conferences are frequently visited. The average number of visits at that time ranges between 200 and 500 a day. The logotypes of the sponsors displayed on the websites have appropriate comments and include links to relevant sites.

Advertising on IT websites and student media

The conference will be promoted on IT websites and thematic portals. Also, Akademickie Stowarzyszenie Informatyczne actively cooperate with the following student media:
• Telewizja Studencka STYK
• Akademickie Radio LUZ
• Miesięcznik Studentów Politechniki Wrocławskiej Żak

In the media you can find reports from the events organized by ASI, information about lectures and conferences and interviews concerned with the details of the conferences. The range of possibilities of cooperation with media is very wide – the details of that kind of advertising are usually discussed individually with sponsors.

Advertising on webpages

The conference will be promoted on different business portals somehow connected with the topic of the conference. The promotion concerns Facebook and Twitter, as well.

openBIT

ORGANIZERS: