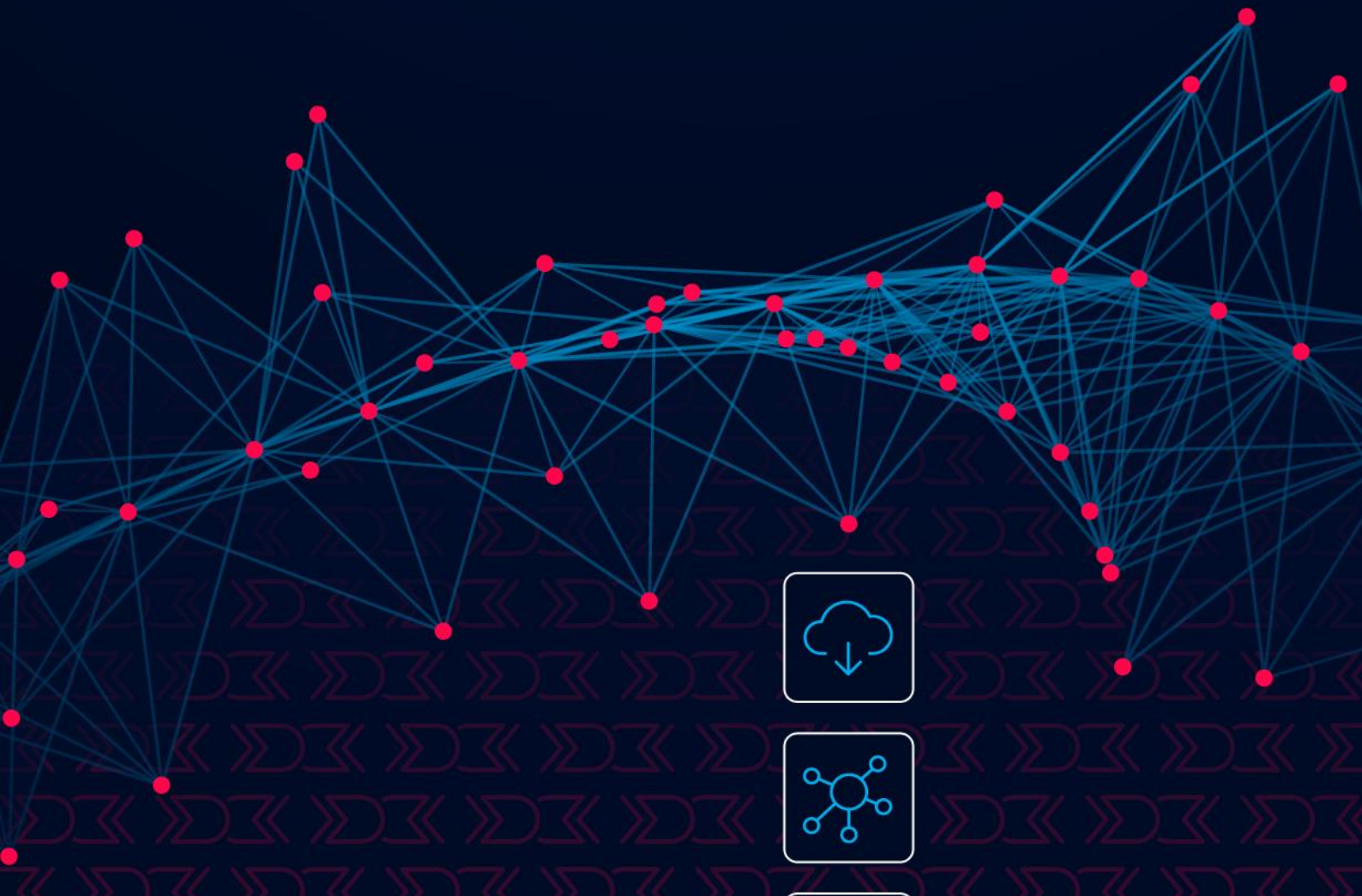




SOLVING
TODAY AND
TOMORROW'S
CHALLENGES

SPONSORSHIP PROPOSAL





EVENT INTRODUCTION

DevConf is a new community driven, professional developer focused, one-day conference hosted annually in Johannesburg. The aim of the conference is to provide local software developers a buffet of tools, practices and principles applicable to tackling current challenges in the South African software development environment. It's an event where attendees can learn, network and be inspired regardless of their specific technology stack and programming language of choice.

Event Details

Date: 8 March 2016

Time: 9h00 – 18h00

Venue: Riversands Incubation Hub

Attendee Profile

The event targets professional software developers which work in mid to large sized organisations and who develop systems of all sizes for enterprise companies. The event aims to attract 300 to 400 attendees across industries such as financial services, media houses, telco's etc.

Event Purpose

DevConf serves to inspire software developers with a range of topics applicable to software development. From keeping up to date with the latest technologies and trends to tackling the challenges of working in large enterprise systems – it's a buffet of experiences, ideas and pragmatic advice as well as an opportunity to connect with peers across the industry.



Event Agenda

DevConf will be a multiple track event with up to 5 tracks running simultaneously. Listed below are the suggested tracks to be covered:

| ## Track 1 - Crafting Code ## | | | |
|--|---|-----------|---|
| Topics: | Code related, can be language specific but will span across languages | Keywords: | Object Oriented Design Principles Functional & Lambdas Legacy Code Legacy Systems Refactoring Software Craftsmanship |
| ## Track 2 - Databases & Infrastructure ## | | | |
| Topics: | DB related Multiple database paradigms from Relational Databases to Graph & Object Databases | Keywords: | SQL, Mongo Neo4J Rest Architectures Security SQL Server Oracle |
| ## Track 3 - DevOps & Automation ## | | | |
| Topics: | DevOps and automation of deployment related Include specific automation approaches provided, what worked, what was a challenge | Keywords: | Chef Puppet Ansible Octopus Deploy Test Driven Infrastructure Docker Slack TFS TeamCity Jenkins Go CI Rational |
| ## Track 4 - Tools & Experiences ## | | | |
| Topics: | Topics related to experiences in teams, or tools that practitioner's find useful | Keywords: | Mentoring Working in Teams Git Visual Studio Tips & Techniques Vim Eclipse NetBeans Dealing with Diversity |
| ## Track 5 - Sponsor Track ## | | | |
| Topics: | Dedicated track for Platinum & Gold Sponsor speakers. | | |



SPONSORSHIP PACKAGES

Four main sponsorship packages are available:

| Package Name | PLATINUM |
|-----------------------|--|
| Limit | Limited to 4 Platinum sponsors |
| Pre Event Benefits | Logo on Registration Site |
| | Logo on HTML invitation |
| | OFT Invitation mailer unique to sponsor for their customers |
| Onsite Event Benefits | Logo on podium in main auditorium |
| | Logo on printed agenda |
| | Logo & sponsorship acknowledgement in keynote |
| | Expo stand 3 x 3m |
| | Mobile & reusable banner wall (Sponsor gets to keep post event) |
| | Plasma screen & power supply |
| | Option to include up to 4 x A4 brochures in delegate bag |
| | Branding on delegate bag |
| | Branding on delegate t-shirts (one position on sleeve) |
| | Option to provide 5 pull up banners to be erected as follows: 1 at registration 2 in conference room 2 in networking area |
| | 30 mins Speaker slot in the sponsor track *Subject to content approval |
| | 5 x Delegate Passes |
| Post Event Benefits | Access to delegate database based on delegate op-it on event evaluation |
| Fee (excl. VAT) | R85 000 |



| Package Name | GOLD |
|-----------------------|---|
| Limit | Limited to 4 Gold sponsors |
| Pre Event Benefits | Logo on Registration Site |
| | Logo on HTML invitation |
| | OFT Invitation mailer unique to sponsor for their customers |
| Onsite Event Benefits | Logo on podium in main auditorium |
| | Logo on printed agenda |
| | Logo & sponsorship acknowledgement in keynote |
| | Expo stand 3 x 3m Mobile & reusable banner wall (Sponsor gets to keep post event) Plasma screen & power supply |
| | Option to include up to 3 x A4 brochures in delegate bag |
| | Option to include promotional item in delegate bag |
| | Branding on delegate registration lanyard |
| | Option to provide 3 pull up banners to be erected as follows: 3 in networking area |
| | 30 mins Speaker slot in the sponsor track *Subject to content approval |
| | 4 x Delegate passes |
| Fee (excl. VAT) | R 70 000 |

| Package Name | SILVER |
|-----------------------|---|
| Pre Event Benefits | Logo on Registration Site |
| | Logo on HTML invitation |
| | OFT Invitation mailer unique to sponsor for their customers |
| Onsite Event Benefits | Logo on podium in main auditorium |
| | Logo on printed agenda |
| | Logo & sponsorship acknowledgement in keynote |
| | Expo stand 3 x 3m Mobile & reusable banner wall (Sponsor gets to keep post event) Plasma screen & power supply |
| | Option to include 2 x A4 brochure in delegate bag |
| | Option to include promotional item in delegate bag |
| | Option to provide 2 pull up banners to be erected as follows: 2 in networking area |
| | 2 x Delegate passes |
| | |
| | |
| Fee (excl. VAT) | R 55 000 |



| Package Name | BRONZE |
|-----------------------|---|
| Pre Event Benefits | Logo on Registration Site |
| | Logo on HTML invitation |
| | OFT Invitation mailer unique to sponsor for their customers |
| Onsite Event Benefits | Logo on podium in main auditorium |
| | Logo on printed agenda |
| | Logo & sponsorship acknowledgement in keynote |
| | Expo stand 3 x 3m Mobile & reusable banner wall (Sponsor gets to keep post event) Plasma screen & power supply |
| | Option to include 1 x A4 brochure in delegate bag |
| | Option to include promotional item in delegate bag |
| | Option to provide 1 pull up banners to be erected as follows: 1 in networking area |
| | 1 x Delegate passes |
| Fee (excl. VAT) | R 45 000 |

Other promotional opportunities upon request:

- Promotional inserts into delegate bags

CONTACT DETAILS

Should you wish to confirm a sponsorship package please reach out to one of the below contact people:

- Mark Pearl, Terence Kruger & Robert MacLean – Info@DevConf.co.za
- Michelle Beckmann michelle@fizzmarketing.co.za

Document Date: 9 December 2015