ScalaMatsuri 2017
Sponsorship Opportunities

We are excited to announce ScalaMatsuri 2017 and the conference sponsorship opportunities described below.
ScalaMatsuri is the largest international Scala conference in Asia, and is a great opportunity for brand marketing and recruiting Scala engineers. Thank you for supporting the Scala community!

Event Summary

Web site	http://2017.scalamatsuri.org/index_en.html
Date	Feb. 25th (Sat) and Feb. 26th (Sun), 2016
Venue	Tokyo International Exchange Center
	Capacity (Hall A: 400, Hall B: 100, Hall C: 100)
Attendance (Planned)	Approx. 550 - 600 attendees

Sponsorship Plans

		Shogun	Daimyo	Hatamoto	Samurai	Ninja
Price		15,000 USD	3,000 USD	1,500 USD	500 USD	250 USD
Invitation tickets to the conference		12	6	3	2	1
Registration bag Inserts		Up to 3 items	Up to 2 items	Up to 1 items	-	-
Logo displayed on ...	Web	◎ ※1	○	○	○	○
	Hall A podium banner	○	-	-	-	-
	Interior decorations	○	-	-	-	-
	Our swag items	○	○	-	-	-
Web (job) pages		○	○	○	○	-
Commercials in between the sessions		60 seconds	30 seconds	15 seconds	-	-
Booth		○	※2	※2	※2	※2

※1 More prominent space on the website.
※2 For non-Shogun plans, booth spaces are sold separately. We will provide 2 extra invitation tickets upon purchase of the separately sold booth space for the booth staff.

Booth space

Price	2,500 USD
Upper limit	11 spaces (4 shogun spaces + 7 spaces sold separately)

Opportunity Details

Registration bag Inserts
- We will insert your promotional items into the registration tote bag (Thin, A4 size). Please be sure to keep all items under the size limit as follows.
- For our bagging operations, please send your items to our address by a submission deadline, which is planned for the begining of February 2017. If you miss the deadline, you might not be able to distribute. We do not refund money back to you in that case.
- Web plan to distribute up to 600 items. If a number of your items is less than 600, some participants will not receive your items.
- If you wish to distribute larger items, please consider purchasing a booth space, and distributing it there.

1. Leaflet type
   a. Includes: leaflets, stickers, clear folders, thin pamphlets, etc.
   b. Size: Up to 210mm x 297mm x 3mm (A4)
2. PostIt type
   a. Includes: PostIts, yoyos, etc
   b. Size: Up to 75mm x 75mm x 30mm
3. Pen type
   a. Includes: Pens and markers
   b. Size: Up to 150mm x 40mm x 15mm
   c. A single pen will count as 1 promotional item. A packaged pen set, however, will count as 1 promotional item as long as it is under the size limit.
4. Others
   a. Allowed if the item meets one of the size limits above.

Logo display
- Web：Your logo will be displayed on the top page and the first view part of our website in random order every access.
  Note：The top page of ScalaMatsuri 2016

- Hall A podium banner: Your logo will be displayed on the podium where the talks are given.
  Note：Hall A in 2016

- Interior decorations：Your logo will be displayed on the lanterns and decorations in the venue. These decorations are located in a prominent place. You can display either logo or company name. We will ask your preferences later. A number and variety of colors on the lanterns are limited, so we might not be able to reproduce your logo perfectly if its shape is complicated or it has many colors. In that case, we will suggest you to use similar colors or display your company name instead of logo.

- Our swag item：Your logo will be displayed on total two places including one of the swag items created by the conference organizer, and the event guide (time table, venue map).
  Note：For ScalaMatsuri2016, The logos were printed on notebooks.

Web (job) pages
- A section on our web site will be given to your company for putting job advertisement and other information.
- Note : The job pages from 2016 (Here is Japanese version. You can submit it in English and we can translate it into Japanese.) - http://2016.scalamatsuri.org/jobs/

Commercials between the sessions
- We will show your commercial video on scrreens of the Hall A, B, and C before opening and during the break time on Day 1. Please note that depending on the scheduling and technical difficulties some of the recess time may not play the commercials.
- The conference on Day 2 is an unconference, organized by the attendees themselves. We do plan to play the commercials on Day 2 as well, but the given the nature of the unconference, it will be less frequent.
- The length of the commercial video is up to 1 minute for Shogun sponsors, 30 seconds for Daimyo sponsors, and 15 seconds for Hatamoto sponsors. These commercials will be played multiple times throughout the day.
- The video must be in 1280x1024 or 1280x720 resolution and compressed as MP4 or any video formats playable on OSX. The commercials will be automatically played using Keynote. The planned submission deadline for the commercial video is February 18th (Sat), 2017.
- To verify the compliance to our Code of Conduct, we ask you to submit a storyboard, or a presentation equivalent of a storyboard that we can verify the ideas and staging of the commercial. The submission deadline for the storyboard is January 8th (Sat), 2017. If you miss the deadline, your submission will be verified after you make the commercial video. In that case, you might not be able to have enough time to make modifications if your video is considered as a violation of our Code of Conduct
- Please understand that we do not refund a money back to you if you miss the deadline and can not display your commercial.
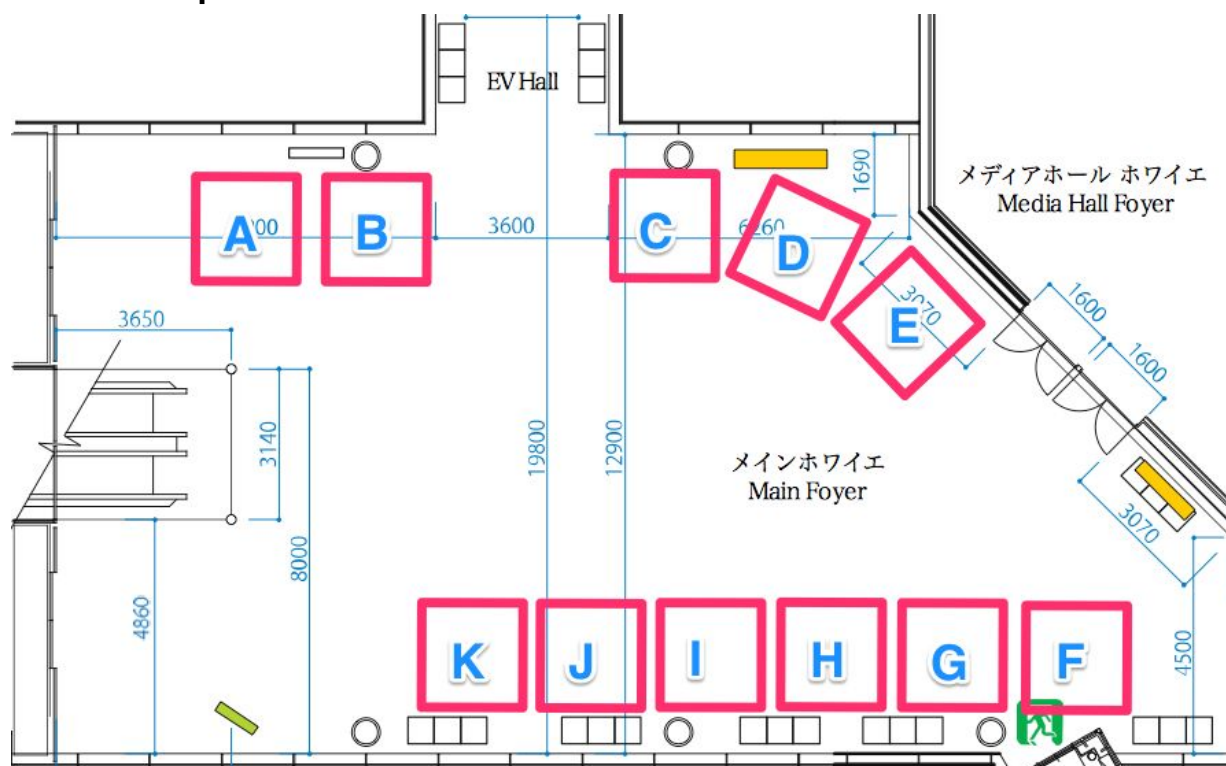
About the booth spaces
- We will provide sponsor booth spaces that can be used for advertisement.
- The booths will be set up in the area used for lunch, after party, and recess; and is also along the hallway connecting two main halls.
- This is a visible areas where all attendees will pass by, which should help to attract people to your booth.
- Please see the following section about the booth spaces.

Sponsor Booths

Map of the venue
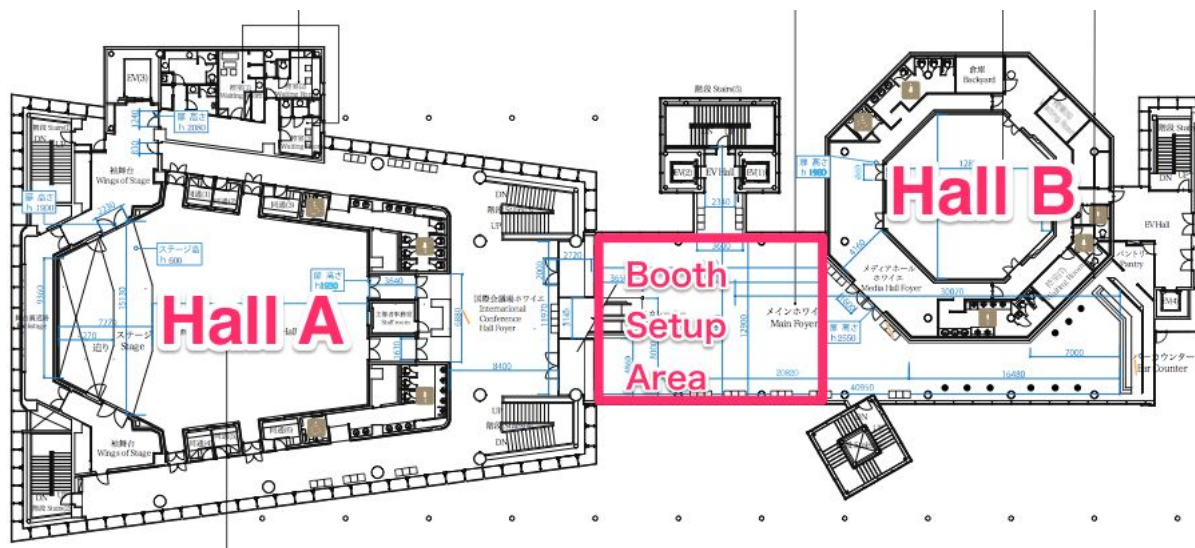
Booth set up area

Booth spec

- The spec of the booth is as follows
    - Width: 2400mm
    - Depth: 2000mm
    - Table: (W1800mm × D600mm × H700mm)
    - Chairs: Up to 6
- 1 space per company. Total 11 spaces are available.
- Wireless LAN will be available.
- Some details on the booth spec is subject to change.
- Given the facility of the venue, you can bring 1 extension cord per booth.
- We will clear some chairs on the aisle in order to get a space during the social gathering.

Booth image

Loading schedule

- You can carry in your items to your booth during February 24th (Fri), 3pm to 7pm.
- All items must be carried out by February 26th (Sun) 7pm.
- You can use the shared moving dolly which is available at the Exchange Center.

- Please contact us for the details on what can be carried in.

Use cases of the booth space

- Distribution of leaflets and swags.
- Interviews and other recruiting activities.
- Distribution of food and beverages (including soft drinks and alcohol)
- Advertisement by banners on a table, posters, demos.

Notes

Any use of audio items including speakers and microphones are forbidden. Videos are allowed as long as there's no sound or music. However it must comply to the Code of Conduct. Specifically the following act at the booth is considered harassment, and is strictly forbidden:
Use of sexualized clothing/uniforms/costumes by the booth staff or volunteers, or otherwise creating sexualized environment in the booth or the displayed material.

Code of Conduct

If a participant engages in harassing behavior, the ScalaMatsuri organizers may take any action they deem appropriate, including warning the offender or expulsion from the conference with no refund. All participants, including guests, exhibitors, sponsors, booth staff, must comply to the order by the conference organizers immediately without condition.

Please see the following web page for the details:

http://scalamatsuri.org/en/codeofconduct/

About the exclusion of antisocial forces

The following are the requirements for all individuals of the sponsor:
1. The corporation is not a member or an associate of an Crime Syndicate, an Racketeer Influenced and Corrupt Organization, or Coorporate Blackmailers (henceforth "antisocial forces").
2. Its employees (personel, directors, and C-level executives) are not antisocial forces.
3. The application is not on behalf of the antisocial forces.
4. The following activities are forbidden either directly or using proxy:
    a. Use of duress or force.
    b. Disrupting the conference or the attendees through fraudulent means, force, or an injury to their reputation.

Sponsor application will be cancelled without prior notice given any of the following conditions:
- The application is in violation of the above the first rule or the second rule.
- The application is in violation of the above the third rule.
- There was an act in violation of the fourth rule

The applicant cannot request ScalaMatsuri for repayment for any damages caused by the cancellation of the application due to the above rules.

About our participants

The following is the result from the ScalaMatsuri 2016 questionnaire on Scala expericence, industories and occupations.
- 56% of the general participants use Scala at work.
- 42% of the general participants have 1+ year experience of using Scala.
- Industory breakdown: 1. Web services 41%, 2. System Integrators 22%, 3. Software Vendors 9%
- Occupation breakdown: 1. Programmer 54%, 2. Software engineer 10%, 3. Server enginner 7%

Scala Experience	Do you use Scala at work?		
	Yes	No	Total
None	1	15	16
less than 3 months	5	48	53
3 months or less	24	18	42
6 month or less	15	8	23
1 year or less	23	11	34
2 years or less	33	11	44
3 years or less	22	5	27
more than 3 years	37	12	49
total	160	128	288

Industory	Occupations					
	Programmer	Systems Engineer	Server engineer	CXO	Others	Total
Web services	74	12	12	0	11	109
System integrators	21	19	4	3	11	58
Software vendors	16	2	1	2	3	24
Others	35	5	2	6	30	78
Total	146	38	19	11	55	269

Application

Please contact sponsor2017@scalamatsuri.org to apply. We will contact you with the details later.

Application deadline	February 10th (Fri) 2017
Payment deadline	The end of the successive month from the application.

- Sponsorship and booth spaces will be given at first come first served basis.
- Bank fees for wiring payments must be paid by the sender.
- The bank account information will be contacted later.
- The details on where to send the promotion item will be announced later.
- Under the extraordinary event such as natural disaster at which we must cancel the event, we may not be able to refund the sponsorship fees.

Contact

Please contact sponsor2017@scalamatsuri.org if you have any questions.