

ScalaMatsuri 2016

Sponsorship Opportunities

We are excited to announce ScalaMatsuri 2016 and the conference sponsorship opportunities described below.

ScalaMatsuri is the largest international Scala conference in Asia, and is a great opportunity for your company for brand marketing and recruiting Scala engineers. We thank you for supporting the Scala community!

Event Summary

Web site	http://scalamatsuri.org/index_en.html
Date	January 30th (Sat), 2016 and January 31st (Sun), 2016
Venue	Tokyo International Exchange Center Capacity (Hall A: 400, Hall B: 100, Hall C: 100)
Attendance (Planned)	Approx. 500 attendees

Sponsorship Plans

		Shogun (Sold out)	Daimyo	Hatamoto	Samurai	Ninja
		\$8000 USD	\$2000 USD	\$1200 USD	\$400 USD	\$200 USD
Invitation tickets to the conference		10	5	3	2	1
Registration Bag Insert		Up to 3 items	Up to 2 items	Up to 1 item	-	-
Logo displayed on ...	Web	◎ ※1	○	○	○	○
	Our swag item	○	○	-	-	-
	Hall A podium banner	○	-	-	-	-
Web (job) pages		○	○	○	○	-
Commercials in between the sessions		60s	30s	15s	-	-
Lightning Talk		5 minutes	-	-	-	-
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

	\$2000 USD
Upper limit	10 spaces (4 Shogun spaces + 6 spaces sold separately)

Opportunity Details

Registration Bag Insert

- We will insert your promotional item into the registration the tote bag (Thin, A4 size). Please be sure to keep all items under the size limit as follows.
 - 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, yo-yos, 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 our website.
- Hall A podium banner: Your logo will be displayed on the podium where the talks are given.
- Our swag item: Your logo will be displayed on one of the swag items created by the conference organizer.

※ Note: For 2014, we made custom fans.



Web (job) pages

- A section on our web site will be given to your company for putting job and other information.
- The job pages from 2014: <http://2014.scalamatsuri.org/ja/jobs/>

Commercials in between the sessions

- Your company's commercial will be aired before the opening, and during the recess time in between the session at Hall A, B, and C on Day 1. Please note that depending on the scheduling and technical difficulties some of the recess time may not air the commercials. We thank you for your understanding.
- On Day 2 the conference is conducted as an unconference, organized by the attendees themselves. We do plan to air the commercials on Day 2 as well, but the given the nature of the unconference, it will be less frequent. We thank you for your understanding.
- The length of the commercial video will be 1 minute for Shogun sponsors, 30 seconds for Daimyo sponsors, and 15 seconds for Hatamoto sponsors. These commercials will be aired multiple times throughout the day.
- We ask you to submit the commercial video in FullHD resolution and compressed (we recommend mp4, or any file formats playable on Mac). The commercials will be automatically played using Keynote. The planned submission deadline for the commercial video is January 23rd (Sat), 2016.
- 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 December 5th (Sat), 2015.
- Note: Examples of commercial storyboard
<http://matome.naver.jp/odai/2129584057853809201>

About the lightning talks

- This gives you an opportunity to give a 5 minute presentation at Hall A during one of the recess time.
- The schedule for the lightning talks are to be announced later.

About the booth spaces

- We will provide sponsor booth spaces that can be use 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.

ScalaMatsuri 2016

- 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.

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 10 spaces are available.
- Wireless LAN will be available for the networking.
- Some details on the booth spec is subject to change.
- Given the facility of the venue, please limit the extension cord to 1 per booth.

Booth image



Unloading schedule

- Unloading is available between January 29th (Fri), 5pm to 9pm.
- All items must be removed by January 31st (Sun) 9pm.
- Please share the moving dolly available at the Exchange Center.
- Please contact us for the details on what can be carried in.

Uses of the booth space

- Distribution of leaflets and swags.
- Interviews and other recruiting activities.
- Distribution of food and beverages (including soft drinks and alcohol).

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/code-of-conduct/>

About our participants

The following is the result from the ScalaMatsuri 2014 questionnaire. The total attendee was 407 people.

- 56% of the general participants use Scala at work.
- 42% of the general participants have 1+ year experience of using Scala.
- Occupation breakdown: 1. Web services 36%, 2. System Integrators 22%, 3. Software Vendors 15%

Scala experience	Do you use Scala at work?		
	No	Yes	Total
None	24	2	26
3 months or less	38	21	59
6 months or less	8	14	22
1 year or less	15	27	42
2 years or less	13	35	48
3 years or less	9	32	41
More than 3 years	6	11	17
Total	113	142	255

Occupation	Count
Web services	70
System integrators	43
Software vendor	28
Game	13
Web media	6
Others	53
Total (Multiple choice)	213

Application

Please use the following form to apply for the sponsorship:

[Sponsor application form](#)

Application deadline	January 23rd (Sat), 2016
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. Thank you for your understanding.

Contact

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