

20 - 21 JUNE 2020

PYCON THAILAND, BANGKOK

SPONSORSHIP PROSPECTUS

3RD EDITION



PYCON THAILAND 2020

OUR PYTHON . OUR FUTURE

As the IT industry continues to evolve in Thailand, we believe that nurturing and supporting young programmers is the key to a sustainable Python community.

PyCon Thailand adopts "Our Python. Our Future" as the theme for 2020 to steer towards the younger Thai generation. We believe it's essential to create an accessible learning pathway for discovering new Python uses across industries.

Additional outreach programmes will stretch across different provinces in North, South, East and Northeast Thailand, where the four most prestigious provincial universities -- Chiang Mai, Khon Kaen, Songkla and Burapha reside.

DATE & VENUE

PyCon Thailand will take place on 20 & 21 June 2020 at Windsor Suites Hotel in Sukhumvit Soi 20 in Bangkok.

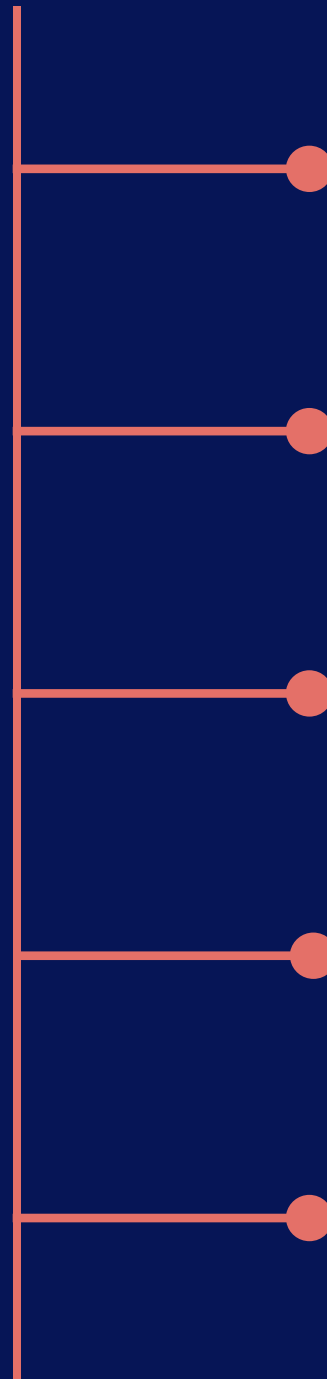
Conveniently located in the heart of Bangkok, the venue is accessible easily by BTS, MRT, taxis, buses and tuk-tuks. The venue has recently been renovated in 2019 with modern technology and facilities in their conference rooms and updated guest rooms.

Main keynote talks will be held in PETCH-PAILIN room in level 11 where it could take up to 1200 people in theatre seatings.

During breakout sessions, there will be a door separator splitting Petch-Pailin room into two separate tracks whereby each room can have up to a capacity of 600 people each.



ABOUT PYTHON



Python is an open source programming language.

#1 learning language in USA universities

The most popular developer language in the world in 2019
Based on Stackoverflow and Google trends

Used by organisations such as Google, Wikipedia,
CERN, NASA, Facebook, Instagram and Spotify.

Popularly used for Web Development, Artificial Intelligence,
DevOps, Scientific Research and Data Analytics.





ABOUT PYCON

- One of the top developer conferences
- Established in 2003 Official conference of the Python community.
- More than 50 regular PyCon events run globally.
- Hosted in 45 different countries.
- Supported and attended by the world's top technology organisations.
- Key topics include Data Analytics, Machine Learning, Science, Robotics, Web Development, DevOps, Internet of Things, Gaming and Databases.

PYCON AROUND THE WORLD

ASIA

- APAC
- China
- Korea
- Hong Kong
- India
- Indonesia
- Iran
- Isreal
- Japan
- Malaysia
- Philippines
- Singapore
- Taiwan
- Thailand

AFRICA

- Cameroon
- Kenya
- Namibia
- South Africa

EUROPE

- Belarus
- Czech Republic
- Denmark
- Germany
- Finland
- France
- Spain
- Ireland

EUROPE

- Italy
- Lithuania
- Poland
- Russia
- Serbia
- Sweden
- Slovakia
- Switzerland
- Ukraine
- Europe

NORTH AMERICA

- Canada
- United States
-

SOUTH AMERICA

- Argentina
- Brazil
- Uruguay
- Venezuela

AUSTRALIA & OCEANIA

- Australia
- New Zealand
-



PYCON THAILAND

The largest annual international conference for the community using and developing the open-source Python programming language in Thailand.

Attended by Python enthusiasts, from novice programmers to leading experts gather around at the same venue to share their knowledge, embrace diversity and support networks around Python programming.

Driven by the members of the Python Community in Bangkok on a non-profit basis dedicated to advancing and promoting Python.

Your sponsorship helps keep PyCon affordable and accessible to the widest possible audience.





400
PROJECTED

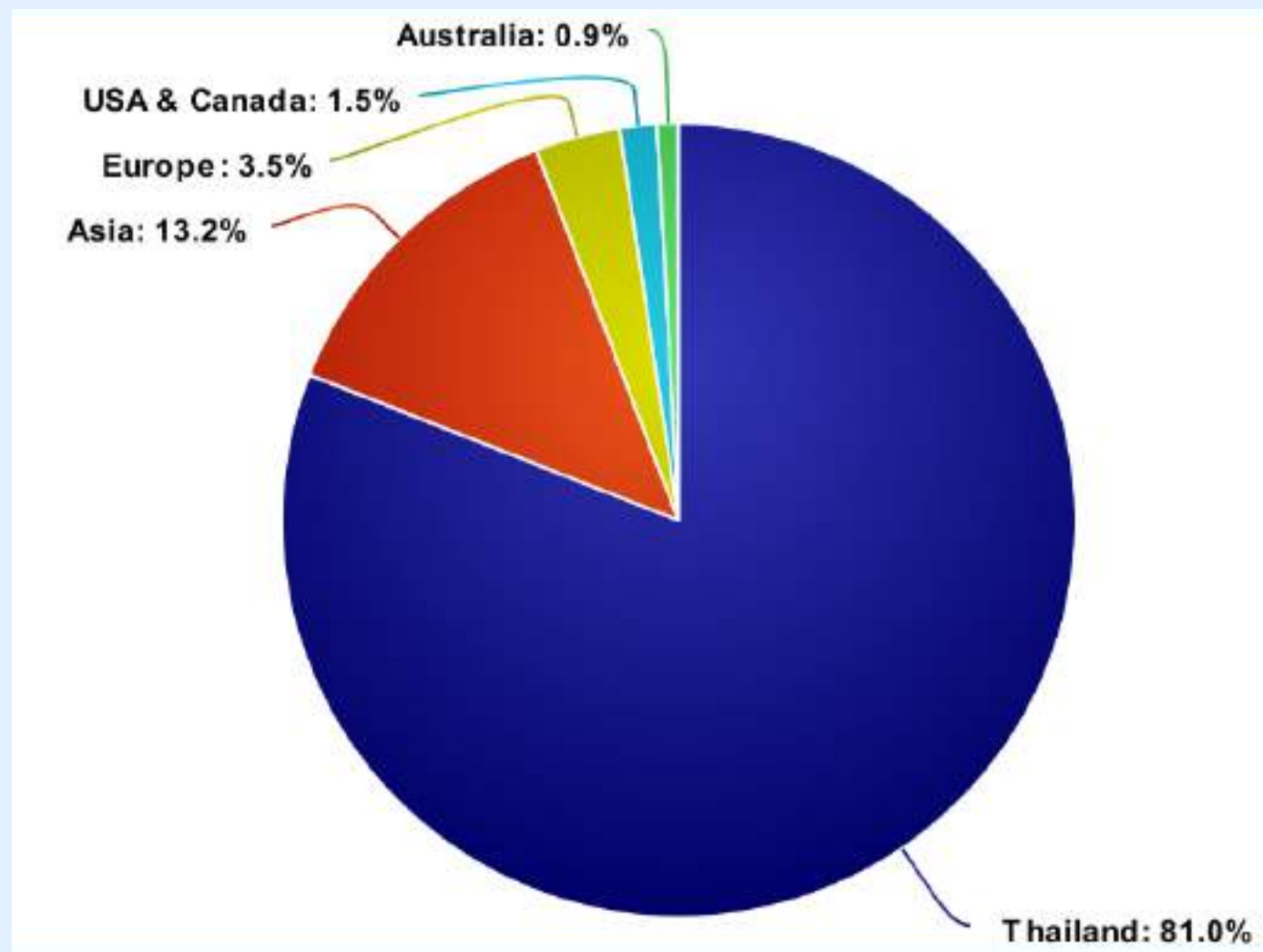
QUICK STATS 2019

457
ACTUAL
CHECKED IN

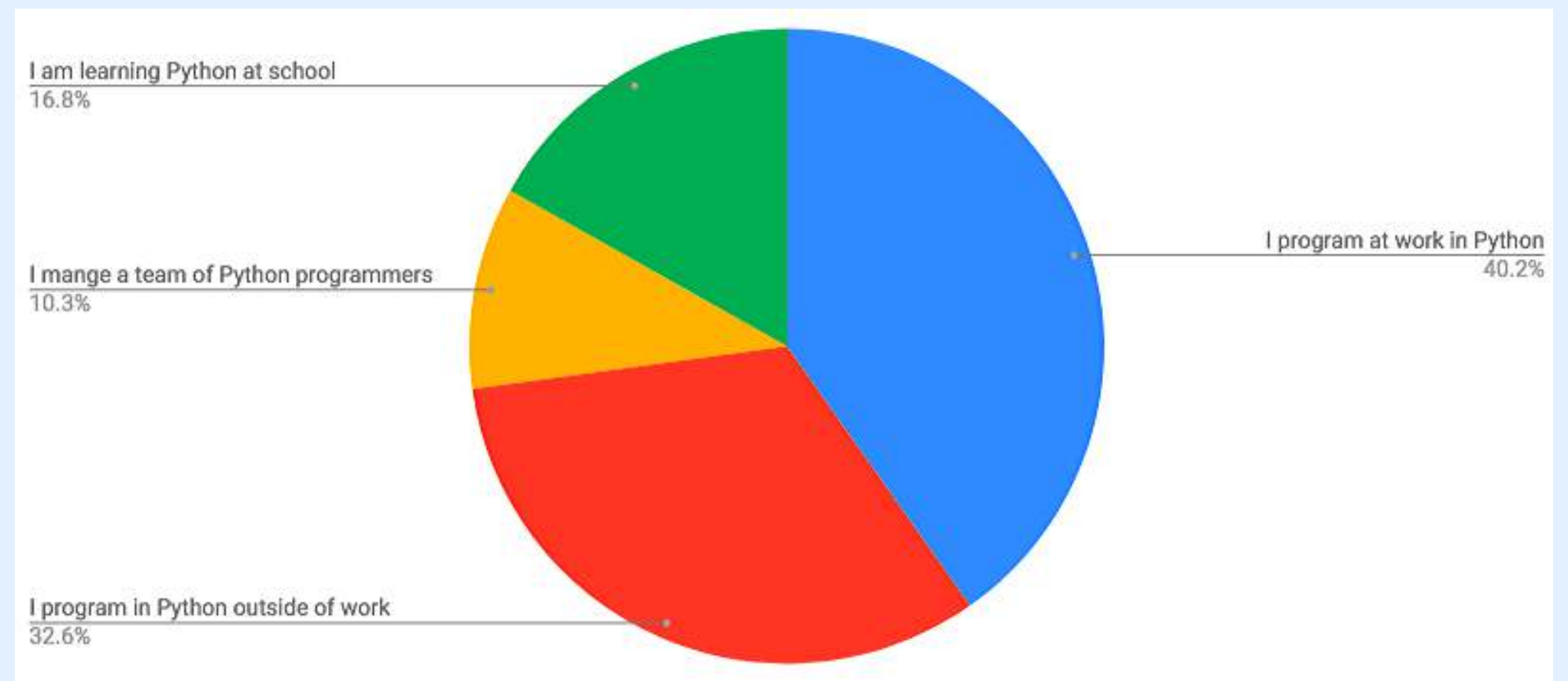
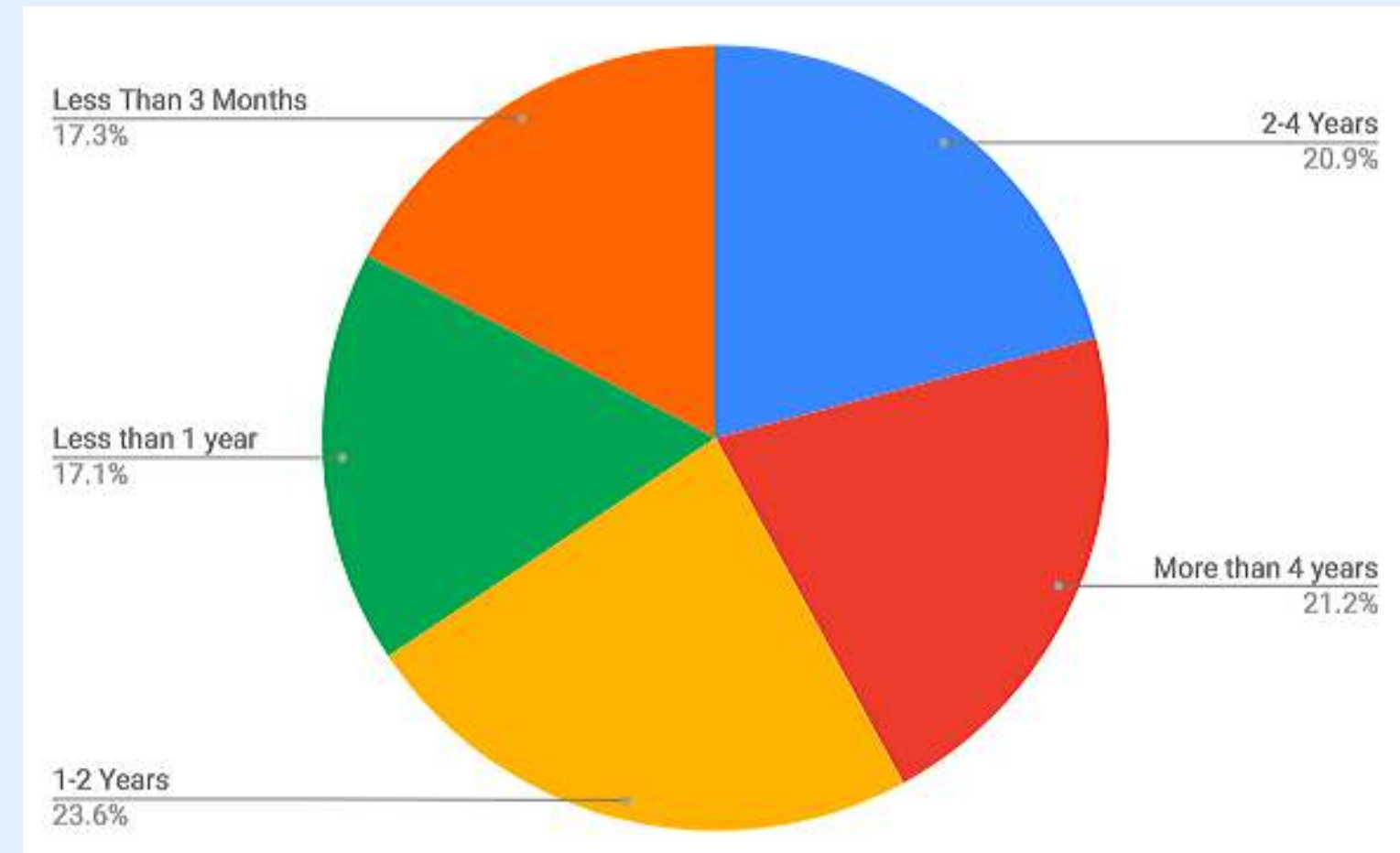


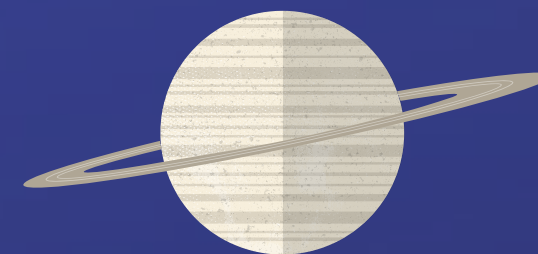
QUICK STATS 2019

Countries



Experience in Python





THE FORMAT



Workshops

1-2 day pre-conference workshops
For those who wish to improve their skills.

*Additional day 18 June to be added if we receive more proposals for workshops



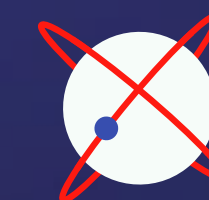
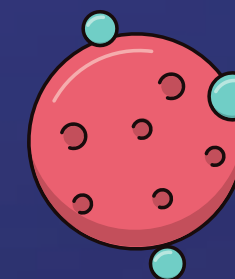
Talks

2- day top notch 3 tracks conference (Saturday & Sunday, 20 & 21 June 2020) with curated, quality talks, 4 top-class keynote speakers and intensive lightning talks.



Sprints

2 days post-conference sprints (Monday & Tuesday, 22 & 23 June 2020) for Python developers to get together to make intensive progress on a project they are interested to contribute.

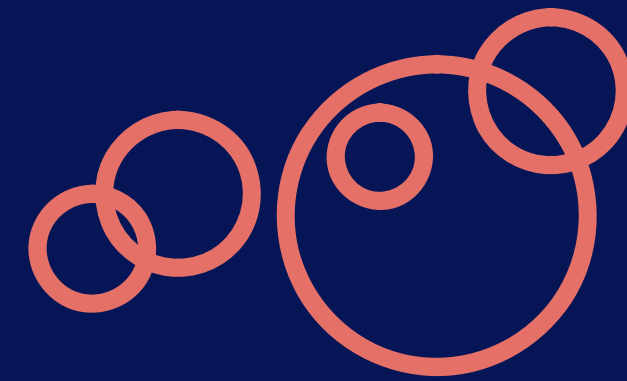


THE FORMAT

The most important thing about PyCon is the people. It's the opportunity to meet, talk and learn from one another and to find inspiration and motivation. This is supported by the format of alternating 30-45 minute talks with 5 breaks per day. The attendees have plenty of time for discussion with the speakers and other attendees after each presentation.

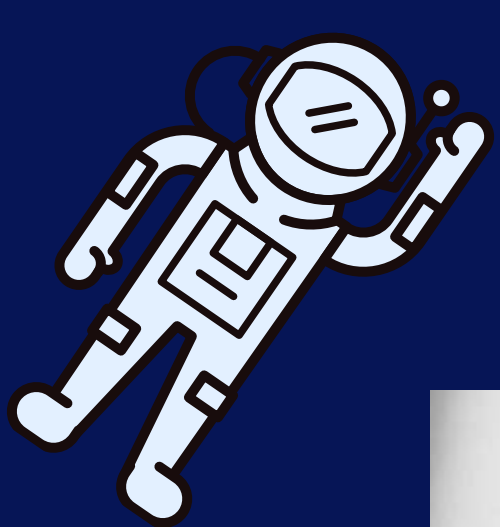
The conference is 3 tracks with more than 40 talks and lightning talks spread over 2 days.





THE PEOPLE

PyCon attracts people from all over the world. In Pycon 2019, 82% attendees are from Thailand and 18% of the international attendees are well represented by South-east Asian countries. Many people traveled from the USA and all over Europe to attend too. Thailand is well-known for it's good food, culture and climate. Attendees are entrepreneurs, developers, educators, engineers and young aspiring Python users.



KEYNOTE SPEAKERS

4 keynote speakers will be invited by the organisers. We plan to have 2 keynote talks per day.

We have one confirmed keynote speaker from the USA.

CONFIRMED KEYNOTE SPEAKER

LORENA MESA

- Director @ Python Software Foundation
- Data Engineer @Github's Intelligence Systems team
- Co-organiser PyLadies Chicago
- Keynote speaker in PyCon Columbia 2018, PyOhio 2018, PyCon España 2018, PyCon Sweden 2018, PyCon LayAm 2019, Python Brasil 2019

OUTREACH PROGRAMME


After seeing great success from PyCon Thailand 2019, the Python community continues to grow in Thailand.

Motivation from the event has inspired new communities like CUPy (Chulalongkorn University Python) and a new BKK PyLadies chapter to emerge.

To continue the spirit of open source Python education, our outreach program in 2020 will extend to provinces in Chiang Mai, Song Kla, Khon Kaen and Burapha.

Financial aid will be set aside for students and young adults in need from different provinces in order to allow them to attend the event.





SPONSORSHIP PACKAGES

SPONSOR PACKAGES AT A GLANCE

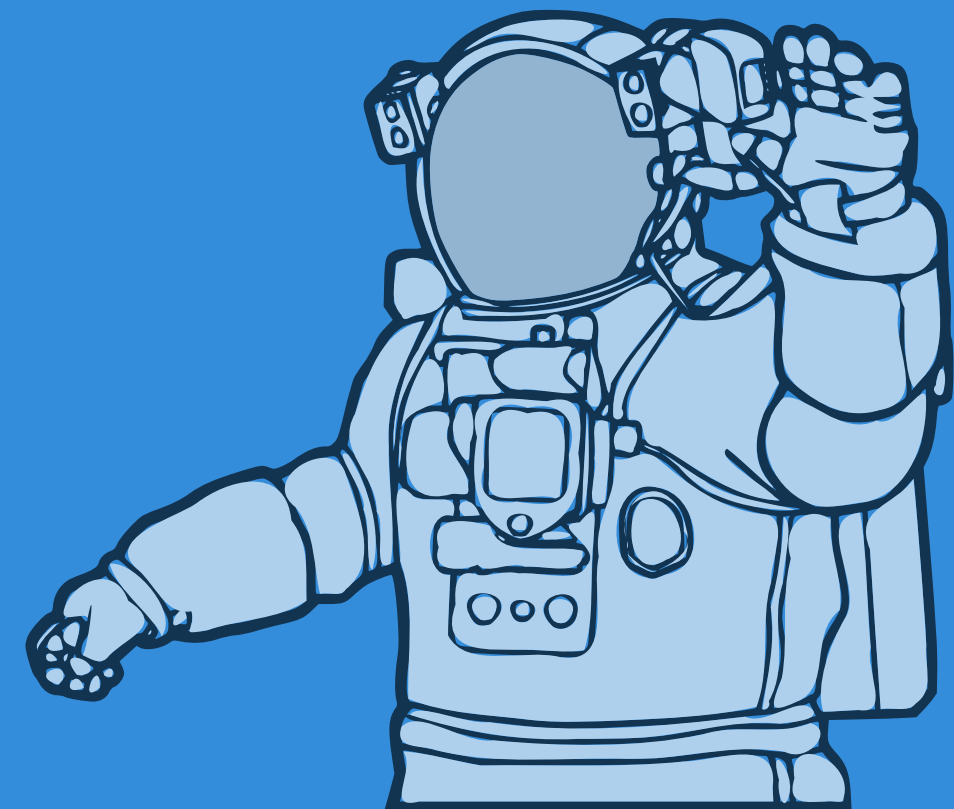
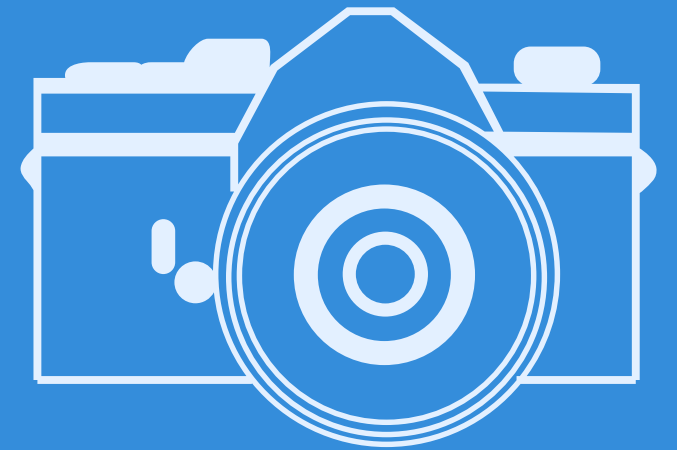
	HEADLINE	PLATINUM	GOLD	SILVER	PATRON	SWAG	PARTY
Price in THB	300,000	180,000	90,000	40,000	10,000	50,000	120,000
No. of slots available	1	3	8	12	-	2	1
Booth type	XL	L	M	S			XL *
Complimentary VIP Passes	12	8	4	2	1	2	5
Supplementary % off passes	25%	20%	15%	10%	10%	15%	20%
Ad on screens between talks	✓	✓					
Logo on Conference videos	✓	✓	✓				
Logo on T-shirt	✓	✓	✓				✓
Logo on swags						✓	
Logo at party venue							✓
Logo on website	✓	✓	✓	✓	✓	✓	✓
Logo on banners	✓	✓	✓				
Complimentary Workshop passes	4	2					
Social media mentions	✓	✓	✓	✓	✓	✓	✓
Tote bag inserts	✓	✓	✓	✓	✓	✓	✓
Recuitment ad on websites	✓	✓	✓	✓	✓	✓	✓

1 SLOT

300,000THB (Approx. 10,000USD)*

** Rates subject to adjustment according to the invoice date.*

- Centrally-located booth in conference reception area
- Prominent signage displayed in venue and dining/coffee break room (provided by sponsor)
- Prominent placement of logo and link on the website (all year round)
- Logo on poster, promotional materials, at the venue within the conference area
- Logo on official T-shirt
- Social media promotion including Twitter, Facebook, etc.
- 1 Full-color ad to be used in rotation in general session & all breakout rooms in between talks (not more than 30 sec)
- Display of logo on the stage during the conference opening/closing ceremony
- Logo on conference video talks and promotional videos.
- Onsite Mention: Verbal thank-you from the main stage
- Job listing(s) on the website
- Tote bag inserts (provided by sponsors)
- 12 conference passes (VIP access)
- 25% off additional passes
- 4 free workshop passes
- Private access to speakers' green room



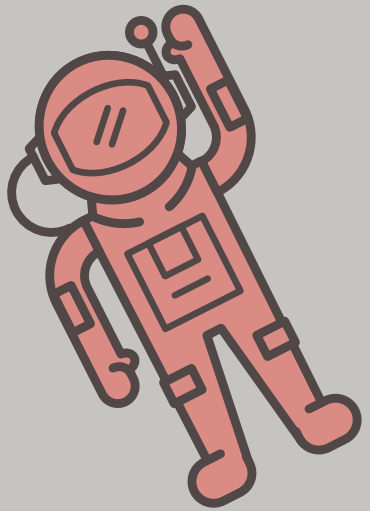
PLATINUM

3 SLOTS

180,000THB (Approx. 6,000USD)*

** Rates subject to adjustment according to the invoice date.*

- Size L booth in conference reception area
- Prominent signage displayed in venue (provided by sponsor)
- Prominent placement of logo and link on the website (all year round)
- Logo on poster, promotional materials, at the venue within the conference area
- Logo on official T-shirt
- Social media promotion including Twitter, Facebook, etc.
- 1 Full-color ad to be used in rotation in general session & all breakout rooms in between talks (not more than 15 sec)
- Display of logo on the stage during the conference opening/closing ceremony
- Logo on conference video talks and promotional videos.
- Onsite Mention: Verbal thank-you from the main stage
- Job listing(s) on the website
- Tote bag inserts (provided by sponsors)
- 8 conference passes (VIP access)
- 20% off additional passes
- 2 free workshop passes
- VIP passes allow private access to speakers' green room



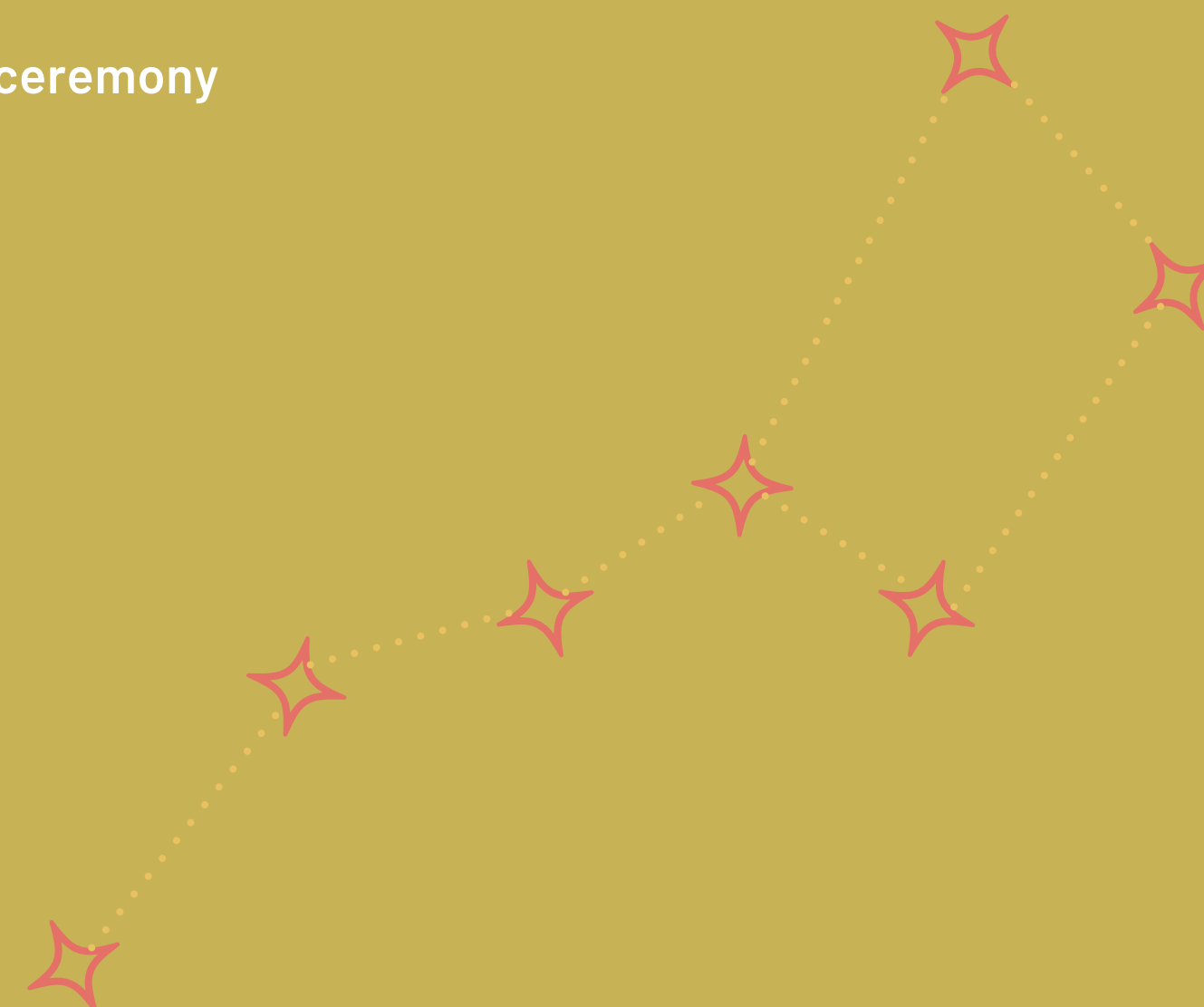
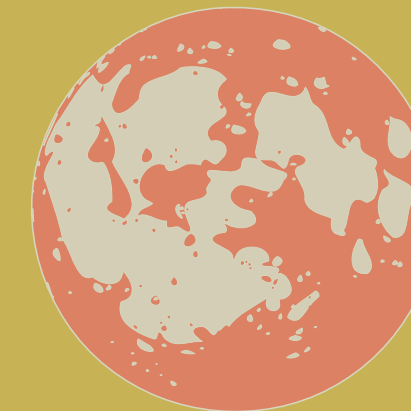
GOLD

8 SLOTS

90,000THB (Approx. 3,000USD)*

** Rates subject to adjustment according to the invoice date.*

- Size M booth in conference reception area
- Prominent placement of logo and link on the website (all year round)
- Logo on poster, promotional materials, at the venue within the conference area
- Logo on official T-shirt
- Social media promotion including Twitter, Facebook, etc.
- Display of logo on the stage during the conference opening/closing ceremony
- Logo on conference video talks and promotional videos.
- Onsite Mention: Verbal thank-you from the main stage
- Job listing(s) on the website
- Tote bag inserts (provided by sponsors)
- 4 conference passes (VIP access)
- 15% off additional passes
- VIP passes allow private access to speakers' green room



SILVER

12 SLOTS

40,000THB (Approx. 1,300USD)*

** Rates subject to adjustment according to the invoice date.*

- Size M booth in conference reception area
- Placement of logo and link on the website (all year round)
- Social media promotion including Twitter, Facebook, etc.
- Display of logo on the stage during the conference opening/closing ceremony
- Onsite Mention: Verbal thank-you from the main stage
- Job listing(s) on the website
- Tote bag inserts (provided by sponsors)
- 2 conference passes (VIP access)
- 10% off additional passes
- VIP passes allow private access to speakers' green room

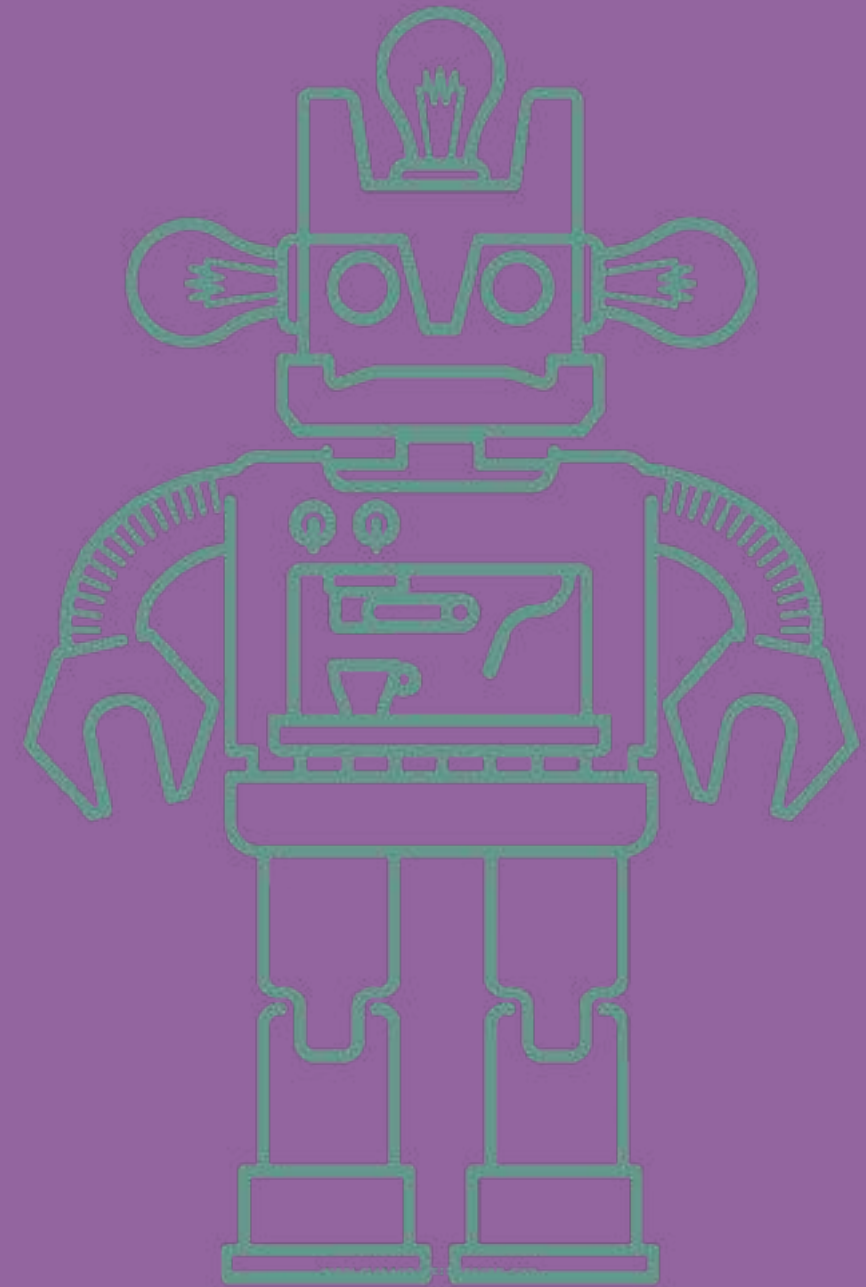
PATRON

UNLIMITED

10,000THB (Approx. 330USD)*

** Rates subject to adjustment according to the invoice date.*

- Placement of logo and link on the website (all year round)
- Social media promotion including Twitter, Facebook, etc.
- Display of logo on the stage during the conference opening/closing ceremony
- Onsite Mention: Verbal thank-you from the main stage
- Job listing(s) on the website
- Tote bag inserts (provided by sponsors)
- 1 conference passes (VIP access)
- 10% off additional passes
- VIP passes allow private access to speakers' green room



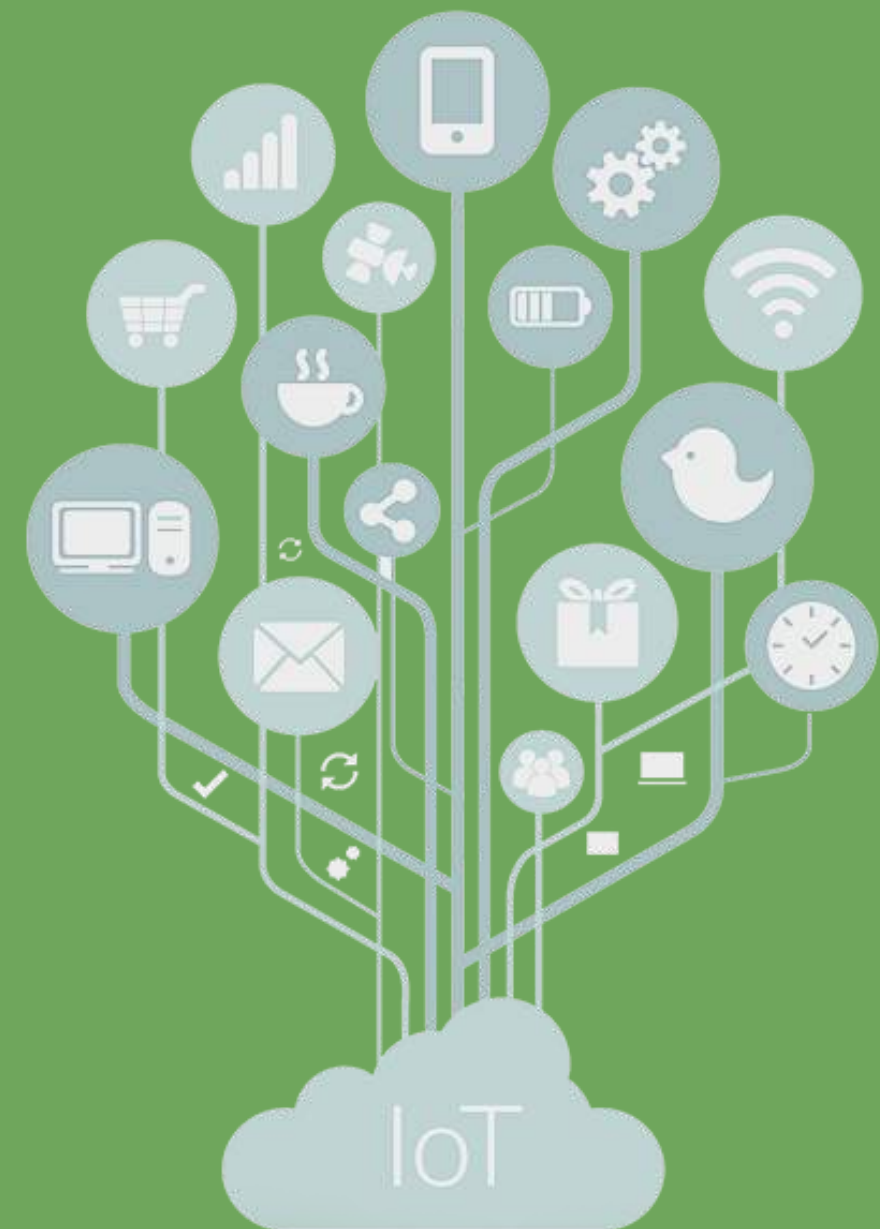
SWAG - LANYARD OR BAG

2 SLOTS

50,000THB (Approx. 1,700USD)*

** Rates subject to adjustment according to the invoice date.*

- Main logo on either bag or lanyard.
- Placement of logo and link on the website (all year round)
- Social media promotion including Twitter, Facebook, etc.
- Display of logo on the stage during the conference opening/closing ceremony
- Logo on conference video talks and promotional videos.
- Onsite Mention: Verbal thank-you from the main stage
- Job listing(s) on the website
- Tote bag inserts (provided by sponsors)
- 2 conference passes (VIP access)
- 15% off additional passes
- VIP passes allow private access to speakers' green room

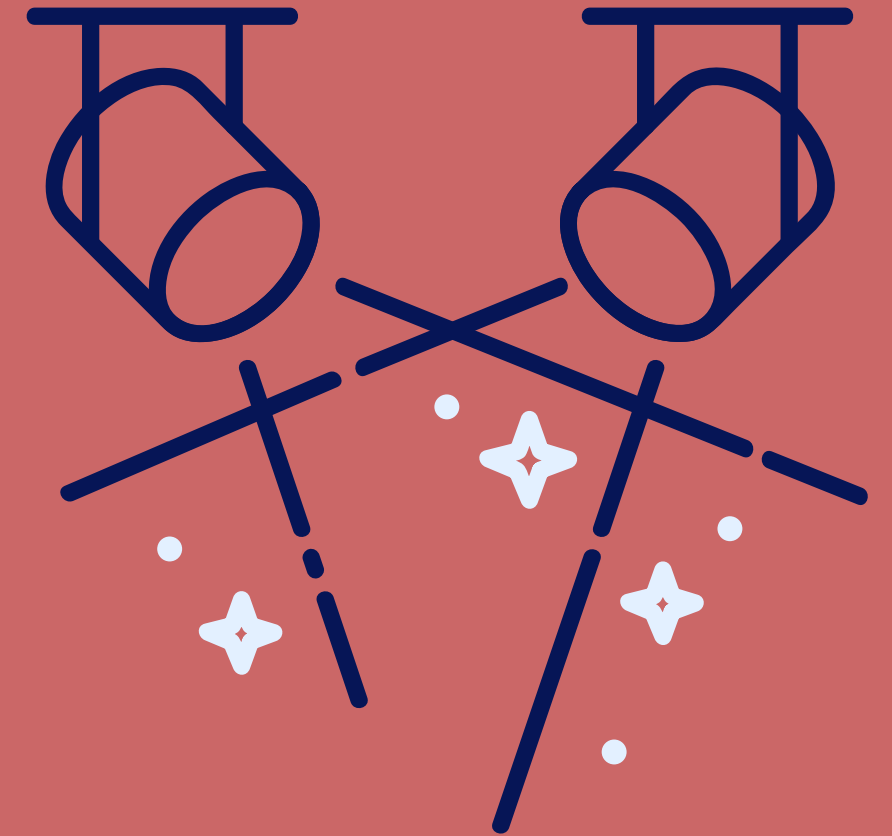


1 SLOT

120,000THB (Approx. 3,990USD)*

** Rates subject to adjustment according to the invoice date.*

- Size XL booth at party venue
- Prominent signage displayed in party venue (provided by sponsor)
- Placement of logo and link on the website (all year round)
- Logo on official T-shirt
- Social media promotion including Twitter, Facebook, etc.
- Display of logo on the stage during the conference opening/closing ceremony
- Onsite Mention: Verbal thank-you from the main stage
- Job listing(s) on the website
- Tote bag inserts (provided by sponsors)
- 5 conference passes (VIP access)
- 20 % off additional passes
- VIP passes allow private access to speakers' green room



OTHER OPTIONS

COMMUNITY BUILDING SPONSOR - (4 SLOTS)

20,000THB (Approx. 660USD)*

** Rates subject to adjustment according to the invoice date.*

The community building support will assist us to fund the travel expenses and facilitates the participation of the community members to the outreach programme to 4 of the most prestigious universities namely Chiang Mai University (Northern), Songkla University (South), Khon Kaen University (Northeast) and Burapha University (East). During each visit, there will be a full day talks and workshops prepared for each province. The fund will also help support the community and ambassador of each province. We can also help also provide some additional publicity for sponsors as an extra on top during each regional visit. Sponsor gets to pick which region they would like to support on first come first serve basis.

- **Prominent signage displayed in the regional venue the sponsor has chosen. (provided by sponsor)**
- **Social media promotion including Twitter, Facebook, etc.**
- **Placement of logo and link as community building sponsor on the website (all year round)**
- **15 mins sponsor talk at the chosen regional venue.**
- **Onsite Mention: Verbal thank-you from the main stage of the conference and venue from the chosen region**
- **Job listing(s) on the website**
- **Regional ambassador naming rights for the chosen region.**
- **Logo on badges of supported attendees coming from the chosen region.**

OTHER OPTIONS

PYLADIES BKK BREAKFAST (1 SLOT)

20,000THB (Approx. 660USD)*

** Rates subject to adjustment according to the invoice date.*

- Logo with self-standing signs placed at the Breakfast venue.
- Sponsor sign on each table with sponsor's swag (provided by sponsor)
- Placement of logo and link as Breakfast sponsor on the website (all year round)
- Social media promotion including Twitter, Facebook, etc.
- Onsite Mention: Verbal thank-you from the main stage
- 2 conference passes (VIP access)
- 10% off additional passes
- VIP passes allow private access to speakers' green room

We are also happy to customize a sponsorship package to give you the freedom to choose what you think works best in order to meet your event participation goals. Contact us for more information!

SPONSORSHIP@PYCONTHAILAND.ORG

INTERESTED NOW?
TALK TO US!

SPONSORSHIP@PYCONTHAILAND.ORG