



— 15-16 JUNE 2019 —

2ND EDITION

# PYCON THAILAND

BANGKOK

*Sponsorship Prospectus*

# ABOUT PYTHON

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- Python is an open source programming language.
- #1 learning language in USA universities\*
- #3 most popular developer language in the world\*\*
- 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

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- 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

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## ASIA

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

## AFRICA

- Cameroon
- Kenya
- Namibia
- South Africa

## EUROPE

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

## EUROPE

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

## NORTH AMERICA

- Canada
- United States
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## SOUTH AMERICA

- Argentina
- Brazil
- Uruguay
- Venezuela

## AUSTRALIA & OCEANIA

- Australia
- New Zealand
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# PYCON THAILAND

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Pycon is a two day conference about the programming language Python. In it's second year, Pycon is an international annual event driven by the members of the Python Community in Bangkok on a nonprofit basis dedicated to advancing and promoting Python.

PyCons are gatherings for the community using and developing the open-source Python programming language. Its mission is to grow the international community of Python programmers in Thailand , Asia and around the world.





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# WHY SPONSOR PYCON?

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# THE PEOPLE

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Pycon attracts people from all over the world. Pycon is one of the largest open source language developer conference in Thailand. In Pycon 2018, 83% attendees are from Thailand and 17% 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. This is because Thailand is also a well-known for it's good food, culture and climate. Attendees are entrepreneurs, developers, educators, engineers and young aspiring Python users. What they all have in common is a passion for the programming language, Python. They come to discover, meet people, learn stuff, have fun, and be inspired.

PyCon Thailand 2018 is being organised through the Thai Programmers Association, a registered charity (No. 0-9930-00353-42-1)





# THE FORMAT

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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.

As a sponsor you will have lots of opportunities to interact with the attendees. Find passionate individuals to hire. Talk to curious developers about your technology or service. Find out what creative entrepreneurs are working on. The conference is 3 tracks with more than 40 talks, workshops and lightning talks spread over 2 days.

# VENUE

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Spanning over 20,000m<sup>2</sup>, True Digital Park is set to be Thailand's and Southeast Asia's largest startup destination and the place to be for urbanites in the digital era.

Located in the heart of Bangkok's emerging innovation District on Sukhumvit Road, it is easily accessible for all commuters via BTS sky train at Punnawithi BTS station.

It is also home to cutting-edge Tech Labs, Open Labs, Makerspace, Experience Centers, Training Centers, Business Center and Academies

Pycon 2019 is proud to be one of the pioneering events hosted here.



# PYCON IN 2018

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## TICKETS SOLD OUT!!

Early birds tickets sold out in less than one week!

All tickets sold out 15 days before event.

## MORE THAN 250 ATTENDEES!

Attendees from over 18 different countries attended Pycon in 2018.

83% from Thailand and 17% from Asia, US, Europe, and other continents.

## GLOBAL AND LOCAL SPEAKERS

Pycon 2018 had Wes McKinney, author of Python for Data Analysis and Tiwa York, Head Coach of Kaidee as keynote speakers.

We received an overwhelming number of talk submissions from both local and global speakers.



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# PYCON 2019

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# ABOUT PYCON 2019

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## MORE ATTENDEES

After the overwhelming response to Pycon 2018, we are growing the conference so more people can attend.

## MORE MINGLING SPACE

The conference will be held at the largest (20,000m<sup>2</sup>) and best-equipped digital campus in Thailand - True Digital Park.

## MORE CONTENTS

Many activities will precede the actual event such as Codewars and meetups, building the anticipation. Opportunities to share your job vacancies will be available at the event itself including a job listing newsletter inside the tote bags given out to attendees



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# SPONSORSHIP OPPORTUNITIES

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# PLATINUM

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**180 000 B - approx. 5,600 USD ( 2 slots )**

- Booth space with private lounge
- Centrally-located booth in conference reception area
- Prominent signage at venue during event (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.
- Digital Signage - 2 Video Walls
- Display of logo on the stage during the conference opening/closing ceremony (auditorium)
- Logo on conference video talks and promotional videos.
- Onsite Mention: Verbal thank-you from the main stage
- Job listing(s) on the Jobs newsletter inserts in tote bag
- Tote bag inserts (provided by sponsors)
- 8 conference passes (VIP access)
- 20% off additional passes



# GOLD

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**90 000 B - approx. 2,800 USD ( 10 slots )**

- Booth space (M-size)
- Prominent signage at venue during event (provided by sponsor)
- 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 (auditorium)
- Logo on conference video talks and promotional videos.
- Onsite Mention: Verbal thank-you from the main stage
- Job listing(s) on the Jobs newsletter inserts in tote bag
- Tote bag inserts (provided by sponsors)
- 3 conference passes (VIP access)
- 15% off additional passes



# SILVER

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40 000 B - approx. 1,300 USD

- Booth space ( S-size )
- 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 (auditorium)
- Onsite Mention: Verbal thank-you from the main stage
- Job listing(s) on the Jobs newsletter inserts in tote bag
- 2 conference passes (VIP access)
- 10% off additional passes



# INDIVIDUAL/STARTUPS

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**15 000 B (approx.480 USD)**

- Placement of logo on the website (all year round)
- Social media promotion including Twitter, Facebook,etc.
- Onsite Mention: Verbal thank-you from the main stage
- Free t-shirt given in advance
- 1 conference passes (VIP access)
- 10% off additional passes



# SPONSOR PACKAGE

	INDIVIDUAL - 15 000 B	SILVER - 40 000 B	GOLD - 90 000 B	PLATINUM - 180 000 B
Digital Signage				
Listed on website				
Rolled up banner on site				
Logo on printed materials				
Logo on stage		Small	Medium	Large
Social media mentions				
Logo on T-shirt			Medium	Large
Sponsor booth		S-size		Centralized
VIP Passes	1	2	4	8
Discount off additional passes	10%	10%	15%	20%



# OTHER OPTIONS

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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!



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INTERESTED NOW?  
TALK TO US!

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**SPONSORSHIP@PYCONTHAILAND.ORG**