

20 – 21 November 2021

PYCON APAC, THAILAND

A HYBRID PYCON APAC MAKING IT ACCESSIBLE TO ALL

SPONSORSHIP PROSPECTUS

3RD EDITION



OUR PYTHON . OUR FUTURE

We believe that nurturing and supporting young programmers is the key to a sustainable Python community.

PyCon Thailand is proud to be hosting PyCon APAC in 2021! We adopt "Our Python. Our Future" as the theme for 2021 steering towards education for the younger generation. We believe it's essential to create an accessible learning pathway for discovering new Python uses across industries.

With COVID-19 restrictions and limited travel abilities, PyCon APAC will be going hybrid to provide both local and global attendees an opportunity to meet and interact among the Python community in Asia-Pacific.

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

DATE & VENUE

PyCon APAC will take place on 20 & 21 November 2021, Workshops 19 November and Sprints 22 & 23 November.

PyCon APAC will deliver the conference in hybrid format (in-person for the locals and online for global attendees.) Should the COVID situation worsen, a full online format will be applicable.

The online event will be held on a virtual event platform with virtual booths provided for sponsors and partners. Offline venue will only be confirmed in August 2021.





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 APAC

PyCon APAC is the Python conference for countries in the Asia Pacific and Australasia region, including countries that do not organize their own PyCon conference. Unlike PyCon US and EuroPython where the number of participants are more stable, the number of participants at PyCon APAC varies depending on the hosting country. The following is an estimate of past PyCon APAC's:

- 200+ participants in PyCon APAC (Singapore)
- 500+ participants in PyCon APAC (Tokyo, Japan)
- 700+ participants in PyCon APAC (Taipei, Taiwan)

The main medium of communication in PyCon APAC is also dependent on the hosting country.

PyCon Thailand is proud to be the host in 2021.



A MORE APAC ORIENTED PYCON

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

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

Hosting PyCon APAC will mean a larger and broader audience. With social distancing put into place around the world, many organisers around Asia has cancelled their conferences or postponed them including PyCon TH in 2020. We have invited several PyCon organisers this year to contribute and invite speakers from their country to participate in hopes to create a more APAC content PyCon this year. Putting all these in place will take a tremendous amount of time and budget to make it happen

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





400
PROJECTED

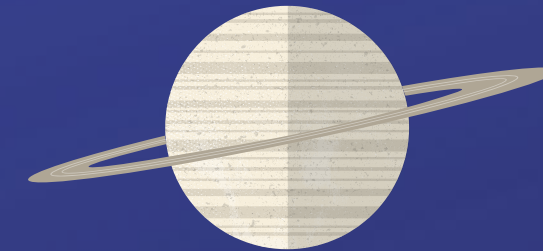
QUICK STATS 2019

457
ACTUAL
CHECKED IN





BENEFITS OF SPONSORSHIP



WHETHER ONLINE OR HYBRID, BENEFITS ARE:



Socialise

Lots of opportunities to interact with the attendees. The top innovators and the young inspired programmers. Find out what creative entrepreneurs are working on. Be part of the most influential Python conference in the Thailand.



Targeted Audience

Reach out to a targeted market with those who could potentially become clients or employees. Find passionate individuals to hire.



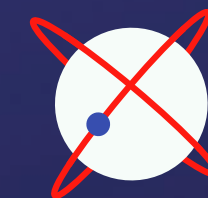
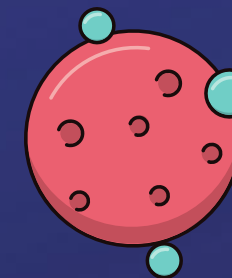
Branding

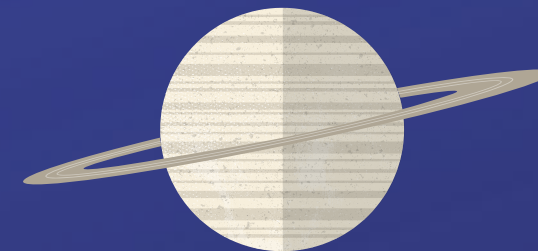
Increasing your brand exposure and elevating your corporate identity within the community.



Community Contribution

Contribute and keep the open source Python community sustainable.





THE FORMAT

HYBRID OR 100% ONLINE (TO BE CONFIRMED 4 MONTHS BEFORE EVENT)



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



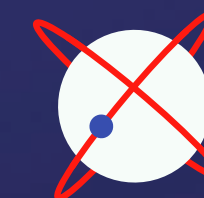
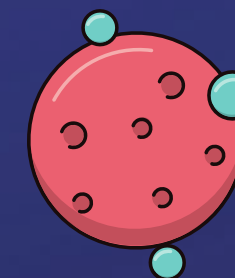
Talks

2- day top notch 3 tracks conference (Saturday & Sunday, 20 & 21 November 2021) with curated, quality talks, 4 top-class keynote speakers and intensive lightning talks.



Sprints

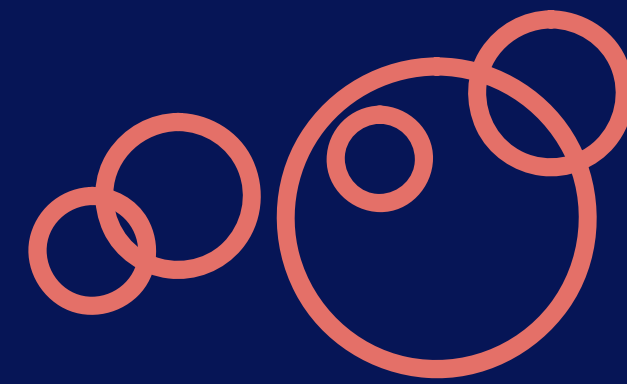
2 days post-conference sprints (Monday & Tuesday, 22 & 23 November 2021) for Python developers to get together to make intensive progress on a project they are interested to contribute.



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. To allow attendees enjoy the event at their own convenience, all talks will be released at the same time each day while Q&A will be broadcast live after attendees had ample time to watch the talks. Attendees will have plenty of time for discussion with the speakers, sponsors, partners and other attendees in the lounge and rooms. The conference will have several tracks sorted according to theme with more than 50 talks and lightning talks spread over 2 days.



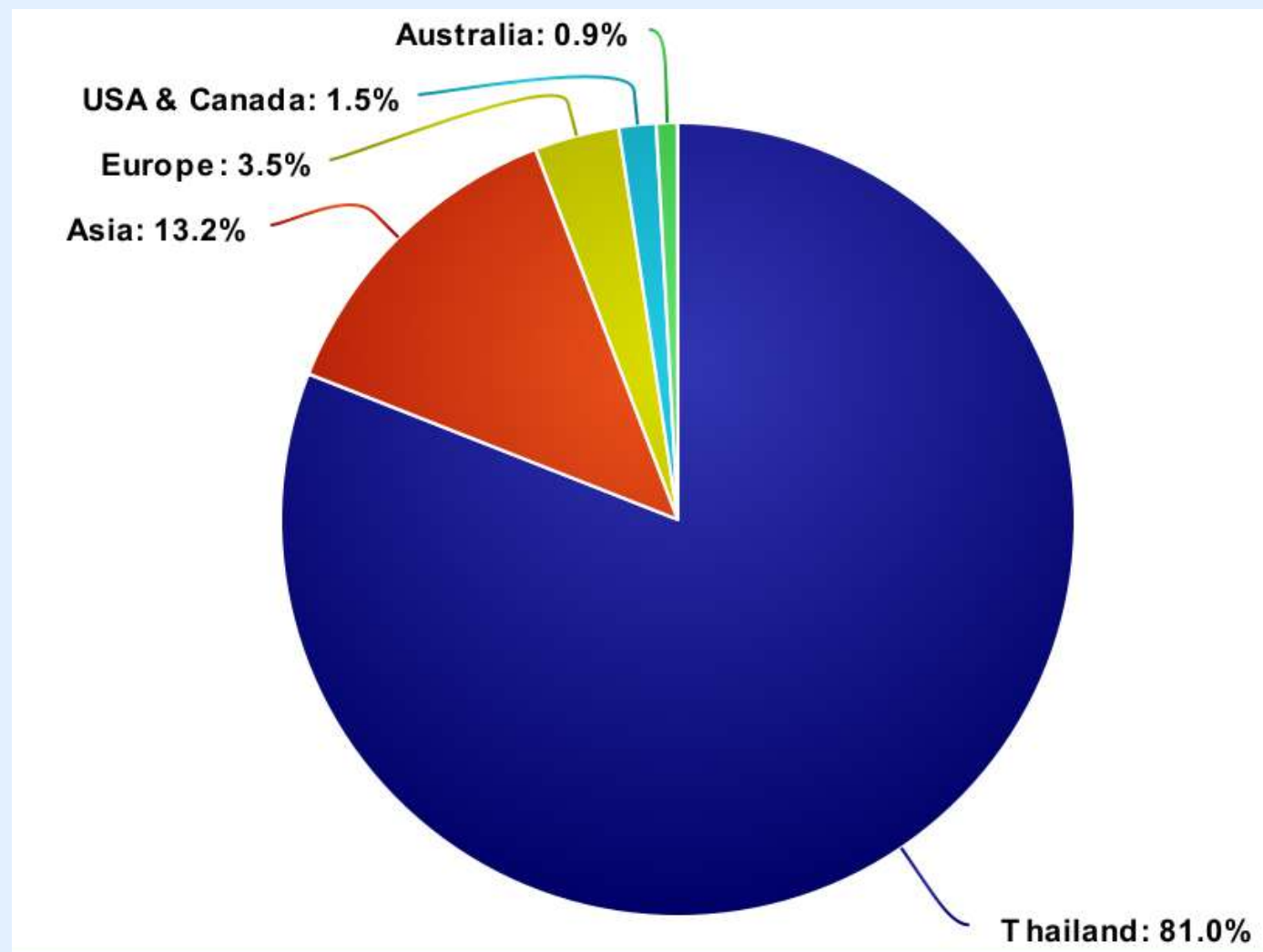


THE PEOPLE

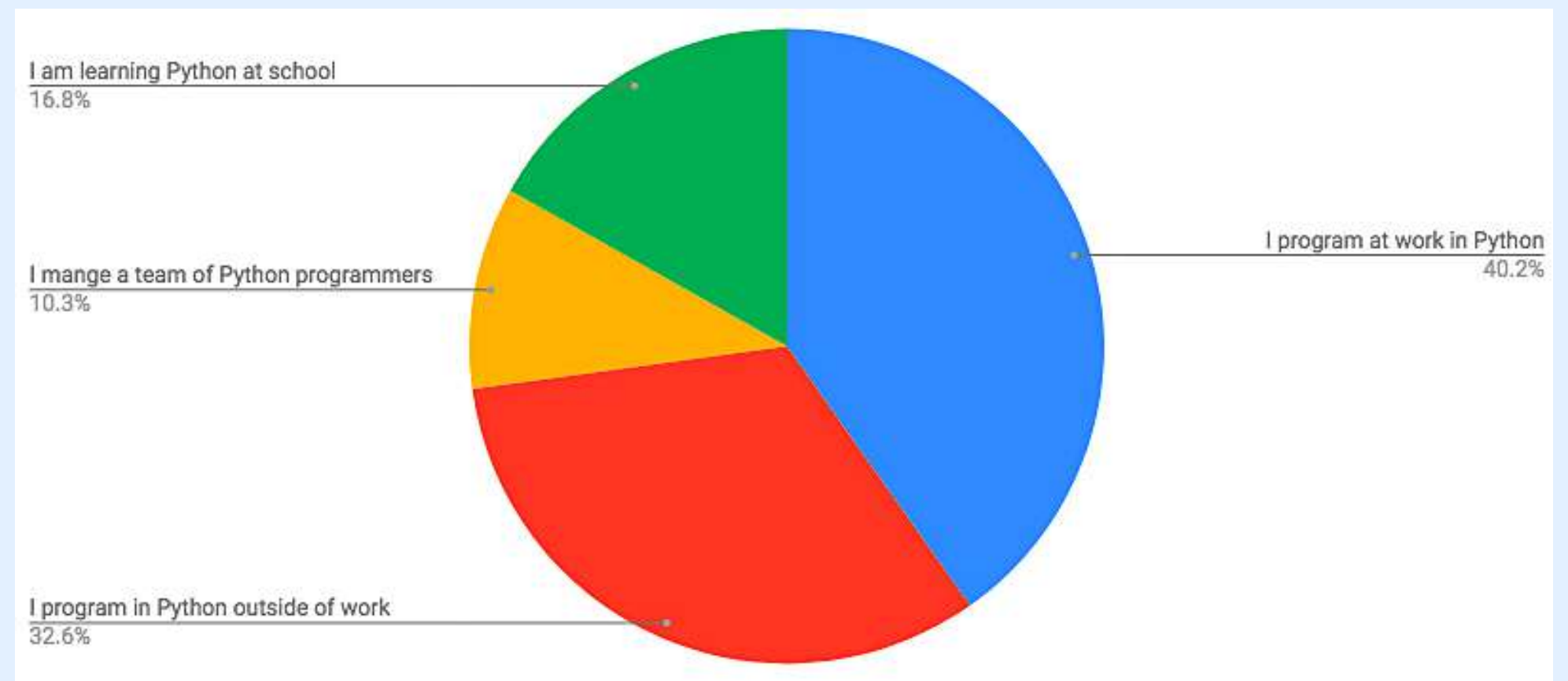
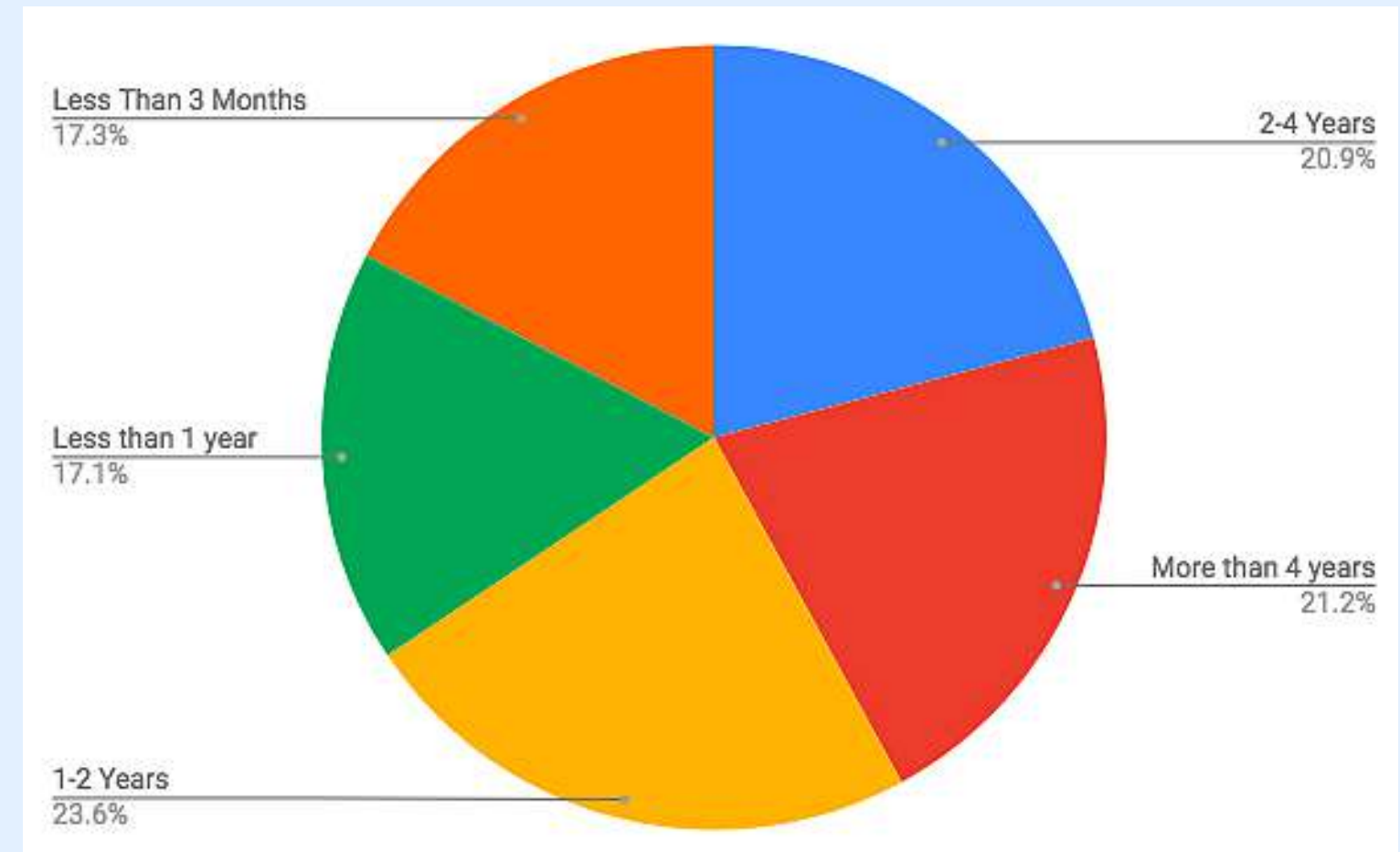
With the hybrid format, PyCon APAC will attract people from all over the world. This is an excellent opportunity to visit and experience interactions with attendees who share the same passion and similar knowledge in Python. In 2019 PyCon TH, 82% of the attendees are from Thailand and 18% of the international attendees are well represented by South-east Asian countries. We have a good representation of attendees from the US and Europe too. With the hybrid format and it being PyCon APAC, it is expected to attract 150+ in-person attendees and 1000+ online attendees. Attendees are entrepreneurs, developers, educators, engineers and young aspiring Python users.

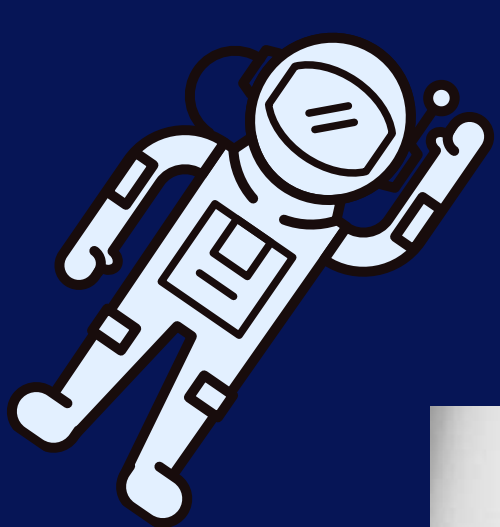
QUICK STATS 2019

Countries



Experience in Python





KEYNOTE SPEAKERS

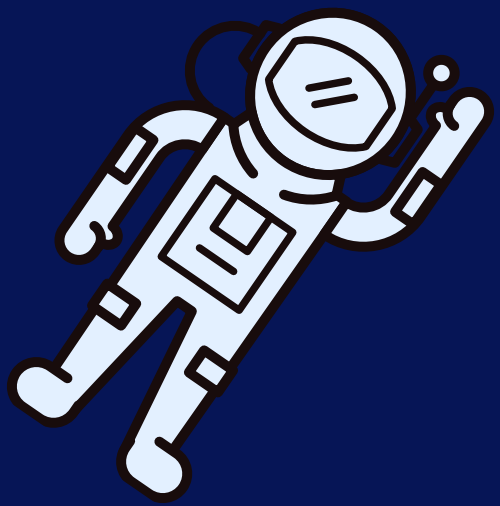
We are proud to announce our 4 keynote speakers from diversified background.

CONFIRMED KEYNOTE SPEAKERS

LORENA MESA (SHE/HER)

- 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





CONFIRMED KEYNOTE SPEAKERS

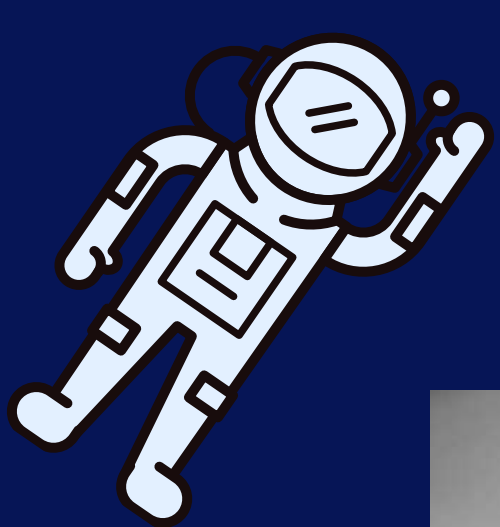
ERIC SNOW (HE/HIM)

- Core Python developer since 2012
- works remotely at Microsoft on open-source Python extension for Visual Studio Code
- Close working knowledge of NAND flash technology, PCIe, and solid state drives.

MARIATTA WIJAYA (SHE/HER)

- Staff Software Engineer at Uplight.
- Maintainer of Core Python's GitHub bots
- Co-organizer of Vancouver PyLadies and the PyCascades conference.
- Originally from Indonesia, lives in Vancouver, Canada
- Received the Python Software Foundation (PSF) community service award.

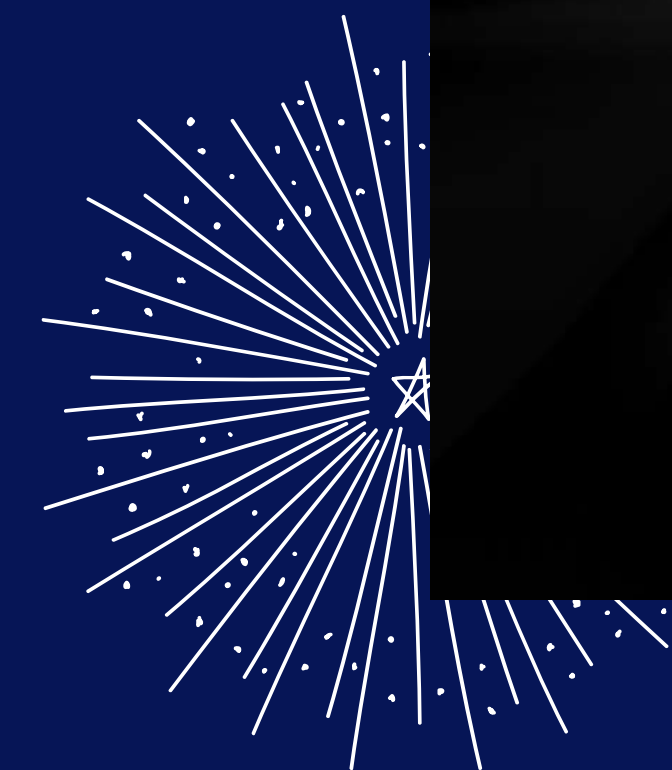




CONFIRMED KEYNOTE SPEAKERS

AUDREY TANG (SHE/ THEY)

- Digital Minister of Taiwan
- Taiwanese free software programmer and minister without portfolio
- community leader of Haskell and Perl and the core member of GOv.
- played a central role in Taiwan's response to COVID-19 situation by introducing collective intelligence.



VIRTUAL BOOTHS

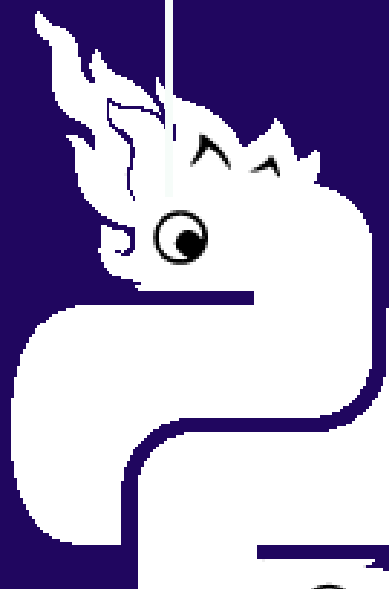
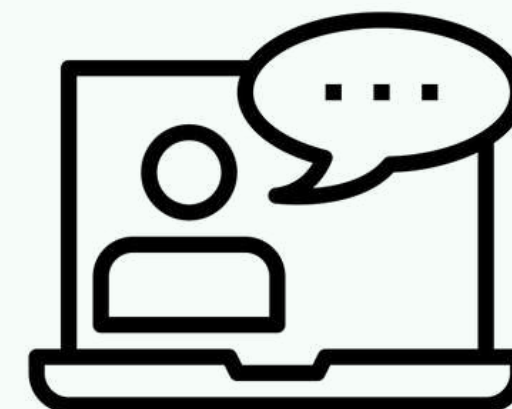
All sponsors will have a virtual booth and size differs according to the sponsorship tier. Here are some interesting features included in your virtual booths:

Demos & Networking

You can have one or many company representatives present at your booth. Make them freely accessible via chats and meeting options. Allow them to schedule demo meetings with booth visitors. Bottomline: booths that are architected for facilitating commerce.

Branded page

You will be able to spotlight your booth with either a poster banner or a video in the profile page, add contact, social links, documentation to your product and create a custom CTA(call to action) button.



Booth Analytics

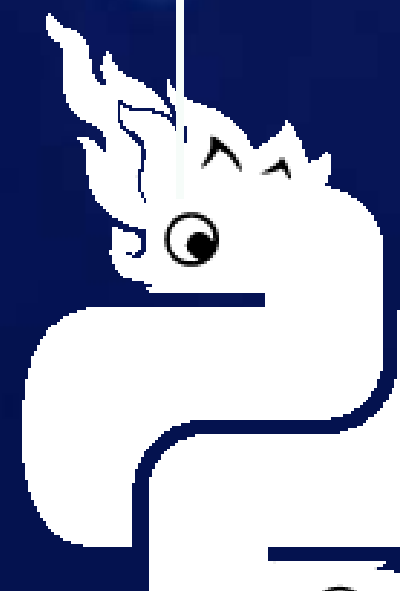
Sponsors get access to the most in-depth analytics in the category. Each and every booth visitor activity is logged and scored for an overall engagement score per lead.


Job Fair

To gather interested job seekers all at the right moment, there will be a live job fair with virtual booth tables given to each sponsor. Many companies will find good prospects during this event. Interested applicants will be able to upload their resumes. The job fair is open to all attendees and will be reminded through banners and event feed. Job fairs will be held on 20 & 21 November at 10-12am and 7-9pm (Indochina Time - GMT +7).

ON-SITE BOOTHS

Should situation in Thailand allows on-site events to carry on, a small scale "watch party-like" will be held catered to mainly locals. On-site booths will be provided with similar size formats as the virtual booth (see individual tier package for more details). Confirmation on setting up onsite will be announced in August.





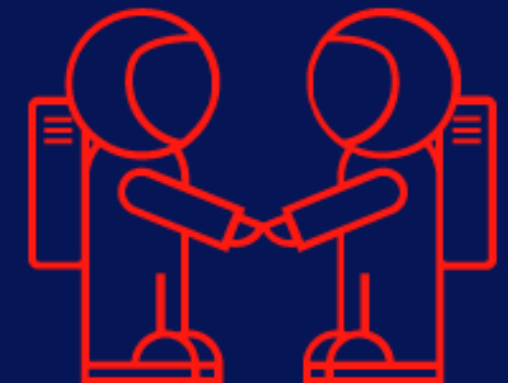
SPONSORSHIP PACKAGES

SPONSOR PACKAGES AT A GLANCE

	HEADLINE	PLATINUM	GOLD	SILVER	PATRON
Price in THB	300,000	200,000	100,000	50,000	10,000
No. of slots available	1	4	10	20	-
Virtual Booth	Frontline L	L	M	S	
Complimentary Passes	12	8	4	2	1
Supplementary % off passes	25%	20%	15%	10%	10%
Ad on screens between talks	✓	✓			
Logo on Conference videos	✓	✓	✓		
Allocated Talk Session	✓	✓			
Sponsored ad banner space	✓				
Job fair tables online	5	4	3	2	1
Logo on website	✓	✓	✓	✓	✓
Logo on T-shirt	✓	✓	✓		
Social media mentions	✓	✓	✓	✓	✓
Logo on promo materials *	✓	✓	✓	✓	✓
Tote bag inserts *	✓	✓	✓	✓	✓
Onsite booths *	✓	✓	✓	✓	

**Confirmation to be announced in August 2021 if onsite events will be held. Subject to changes.*

>>> print("Our Python. Our Future")
PYCONAPAC
 THAILAND 2021



- Booth at the party venue.

HEADLINE

1 SLOT

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

** Rates subject to adjustment based on exchange rate of invoice date.*

- Prominent placement of logo and link on the website (all year round)
- Social media promotion including Twitter, Facebook, etc.
- Open and closing ceremony mentions: Verbal thank-you from the main stage
- 12 conference passes
- 25% off additional passes

VIRTUAL EVENT PLATFORM

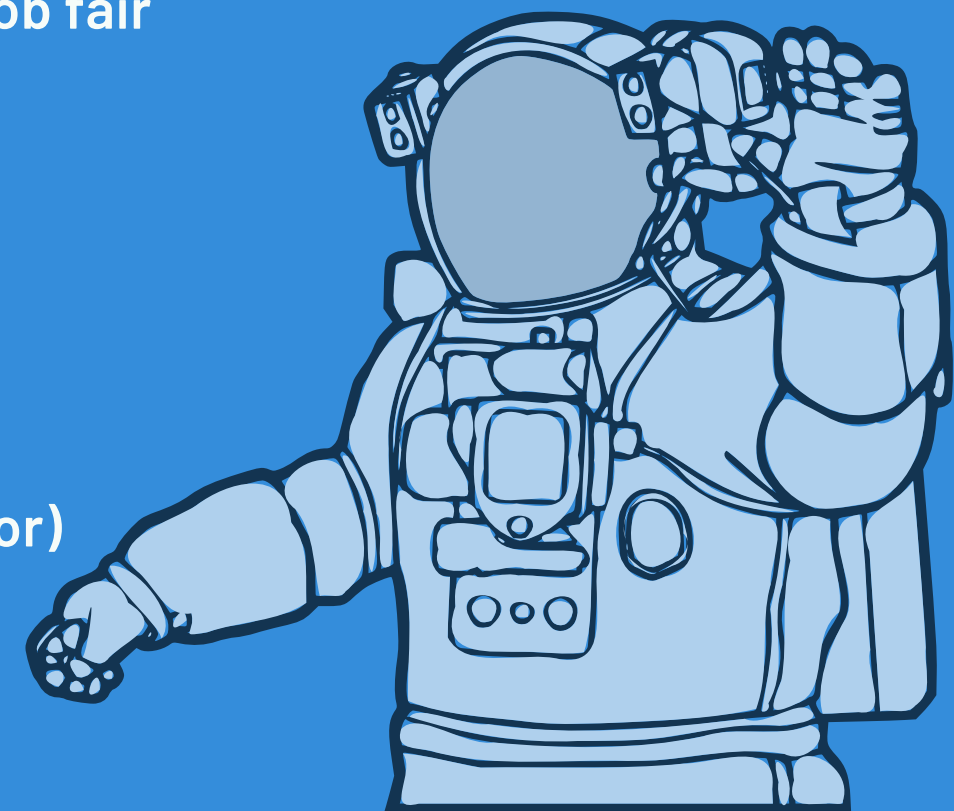
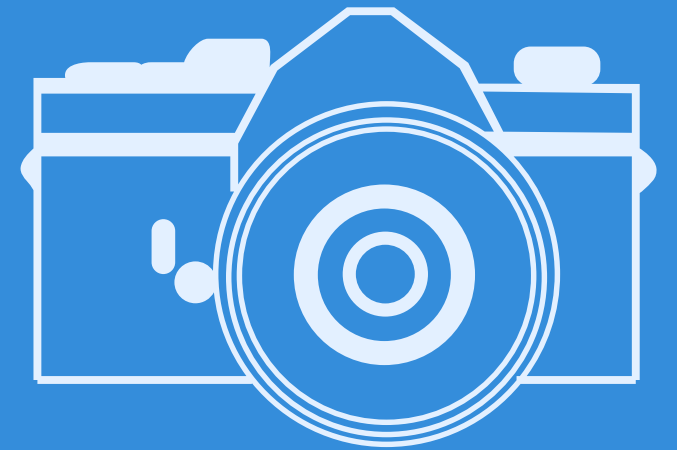
- Size L virtual booth with landing page presence
- Allocated talk session
- sponsored ad banner space on agenda page
- Display of logo in the conference opening/closing ceremony
- 1 tables with capacity of 10 persons each customisable with company logo at the online job fair
- 2 tables with capacity of 4 persons each customisable with company logo at the online job fair
- 2 tables with capacity of 2 persons each customisable with company logo at the online job fair
- Logo on conference video talks and promotional videos.

SWAGS

- Logo on official T-shirt

ON-SITE (SUBJECT TO FEASIBILITY)

- Tote bag inserts (provided by sponsors)
- Prominent signage displayed in venue and dining/coffee break room (provided by sponsor)
- Logo on poster and promotional materials at the venue within the conference area



PLATINUM

4 SLOTS

200,000THB (Approx. 6,500USD)*

** Rates subject to adjustment based on exchange rate of invoice date.*

- Prominent placement of logo and link on the website (all year round)
- Social media promotion including Twitter, Facebook, etc.
- Open and closing ceremony mentions: Verbal thank-you from the main stage
- 8 free conference passes
- 20% off additional passes

VIRTUAL EVENT PLATFORM

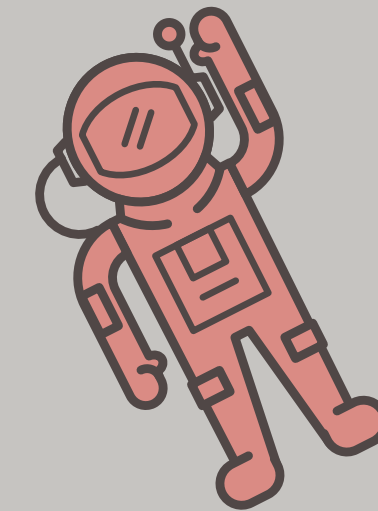
- Size L virtual booth with landing page booth
- Allocated talk session
- Display of logo in the conference opening/closing ceremony
- 2 tables with capacity of 4 persons with customisable with company logo at the online job fair
- 2 tables with capacity of 2 persons with customisable with company logo at the online job fair
- Logo on conference video talks and promotional videos.

SWAGS

- Logo on official T-shirt

ON-SITE (SUBJECT TO FEASIBILITY)

- Tote bag inserts (provided by sponsors)
- Prominent signage displayed in venue and dining/coffee break room (provided by sponsor)
- Logo on poster and promotional materials at the venue within the conference area



10 SLOTS

100,000THB (Approx. 3,400USD)*

** Rates subject to adjustment based on exchange rate of invoice date.*

- Prominent placement of logo and link on the website (all year round)
- Social media promotion including Twitter, Facebook, etc.
- Open and closing ceremony mentions: Verbal thank-you from the main stage
- 4 free conference passes
- 15% off additional passes

VIRTUAL EVENT PLATFORM

- Size M virtual booth
- Display of logo in the conference opening/closing ceremony
- 1 tables with capacity of 4 persons with customisable with company logo at the online job fair
- 2 tables with capacity of 2 persons with customisable with company logo at the online job fair

SWAGS

- Logo on official T-shirt

ON-SITE (SUBJECT TO FEASIBILITY)

- Tote bag inserts (provided by sponsors)
- Prominent signage displayed in venue and dining/coffee break room (provided by sponsor)
- Logo on poster and promotional materials at the venue within the conference area



SILVER

20 SLOTS

50,000THB (Approx. 1,800USD)*

** Rates subject to adjustment based on exchange rate of invoice date.*

- Prominent placement of logo and link on the website (all year round)
- Social media promotion including Twitter, Facebook, etc.
- Open and closing ceremony mentions: Verbal thank-you from the main stage
- 2 free conference passes
- 10% off additional passes

VIRTUAL EVENT PLATFORM

- Size S virtual booth
- Display of logo in the conference opening/closing ceremony
- 2 tables with capacity of 2 persons with customisable with company logo at the online job fair

ON-SITE (SUBJECT TO FEASIBILITY)

- Tote bag inserts (provided by sponsors)
- Logo on poster and promotional materials at the venue within the conference area

PATRON

UNLIMITED

10,000THB (Approx. 330USD)*

** Rates subject to adjustment based on exchange rate of invoice date.*

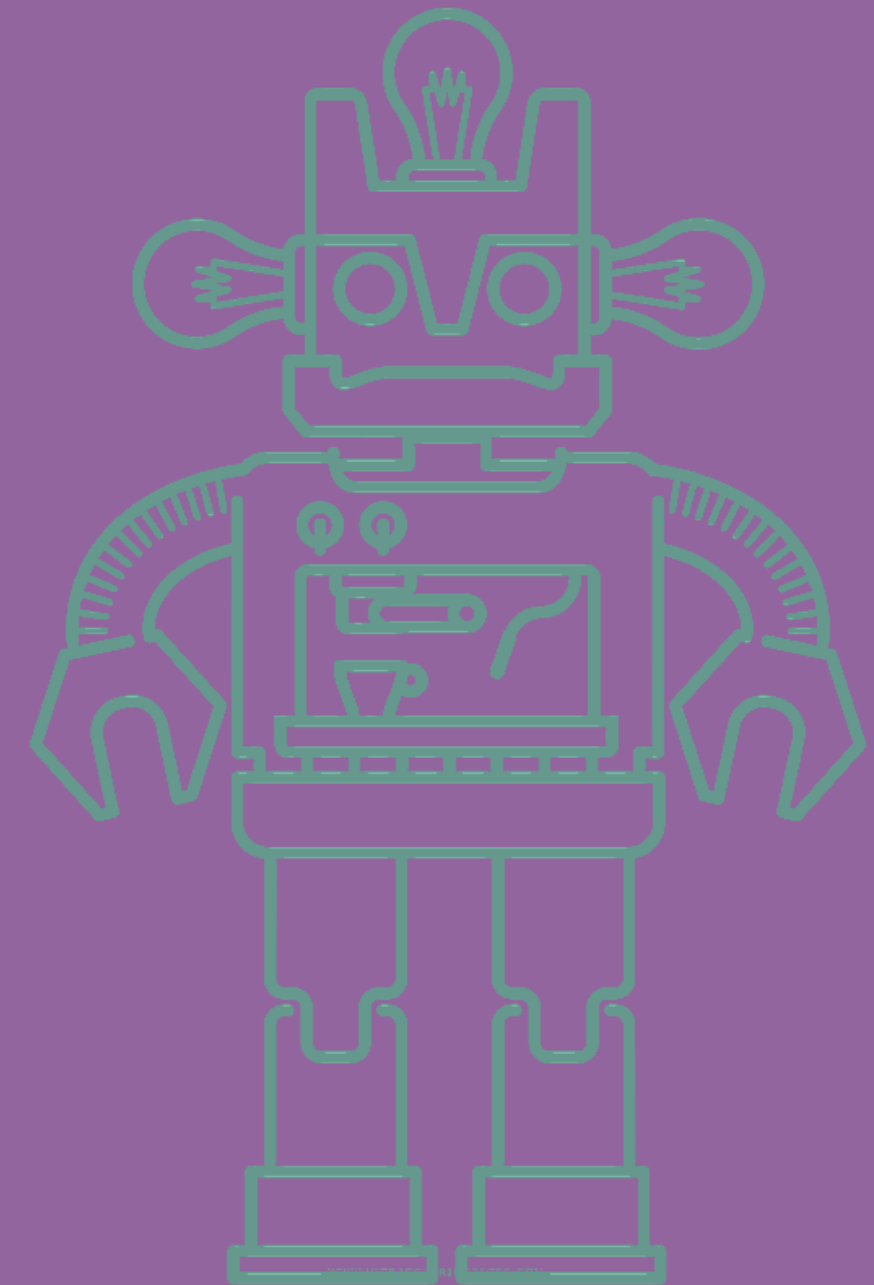
- Prominent placement of logo and link on the website (all year round)
- Social media promotion including Twitter, Facebook, etc.
- Open and closing ceremony mentions: Verbal thank-you from the main stage
- 1 free conference passes
- 10% off additional passes

VIRTUAL EVENT PLATFORM

- Size S virtual booth
- Display of logo in the conference opening/closing ceremony
- 1 tables with capacity of 2 persons, customisable with company logo at the online job fair

ON-SITE (SUBJECT TO FEASIBILITY)

- Tote bag inserts (provided by sponsors)
- Logo on poster and promotional materials at the venue within the conference area



OTHER OPTIONS

COMMUNITY BUILDING SPONSOR

30,000THB (Approx. 1000USD)*

** Rates subject to adjustment based on exchange rate of invoice date.*

The community building support sponsors will help us fund the health track providing talks and activities related to developers' physical, mental and emotional health. Specialists and experts will be invited to lead these sessions.

Programming can be a stressful job because of its tight deadlines, often unrealistic client expectations, and because programmers feel pressure to continuously upgrade their skills. This all generates anxiety, which can ultimately lead to burnout especially during this period where many people are experiencing lockdown stress. We believe that supporting the community means not only providing knowledge on Python related topics but also mental and physical health knowledge.

- Prominent placement of logo and link on the website (all year round)
- Social media promotion including Twitter, Facebook, etc.
- Open and closing ceremony mentions: Verbal thank-you from the main stage
- 2 free conference passes
- 10% off additional passes

VIRTUAL EVENT PLATFORM

- Size S virtual booth
- Display of logo in the conference opening/closing ceremony
- Logo presence on health tracks
- 2 tables with capacity of 2 persons, customisable with company logo at the job fair

ON-SITE (SUBJECT TO FEASIBILITY)

- Tote bag inserts (provided by sponsors)
- Logo on poster and promotional materials at the venue within the conference area

OTHER OPTIONS

PYLADIES.BKK BREAKFAST MEETUP ONLINE/ONSITE (2 SLOTS)

20,000THB (Approx. 660USD)*

**Rates subject to adjustment based on exchange rate of invoice date.*

- Logos on PyLadies community banners
- 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)
- Size S online booth
- Social media promotion including Twitter, Facebook, etc.
- Onsite Mention: Verbal thank-you from the main stage
- 2 conference passes
- 10% off additional passes

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!**

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