droidcon

BANGALORE 18-19 NOV 2011

India's first international Android conference,
for developers by developers

Sponsor Kit (Draft)

Overview

A booming Android market

888.88% sales increase year on year in 2010.

A recognized and growing event

Built on a series of worldwide Droidcon events, Droidcon India will bring together 500 developers and those with strong interests in the Android ecosystem, from India and beyond.

For and by the developer community

A multi-track 2 day event, providing a rich variety of content for delegates, attracting the best speakers in the Android community, with strong hints from the Bangalore Android User Group, the world's largest Android user group.

In a relaxed and innovative format

Droidcon talks are upvoted by the community and presented in an informal environment that gives everyone a chance to be heard. The format provides a unique opportunity for sponsors to engage and build valuable relationships with developers across all segments.

Android is a hotbed of exciting service design and business models

Learn directly from people leading the charge in all aspects of Android.

Key Facts

Location:	MLR Convention Centre, Whitefield, Bangalore
Dates:	November 18 and 19, 2011
Agenda:	Two conference days and closing party Keynote presentations and talks Three tracks with interactive sessions on a variety of Android topics Informal social and code hacking sessions
Setup:	800-seater auditorium 500-seater hall 100-seater conference room 100-seater breakout room Exhibition and lunch areas
Audience:	Mobile software developers and designers Web developers and designers Advertising and media professionals
Entrance:	Rs 900 super early geek (limited) Rs 1400 early geek Rs 1800 regular registration Rs 2200 final week and at venue

Content Agenda

The conference seeks proposals on twelve themes, to be grouped into three tracks per day:

- Workshop: Android developer 101
- Workshop: Advanced patterns in Android dev
- Handling device diversity with test automation and other strategies
- Mobile web and cross-platform apps
- UI and Design: the art and science of making Android apps appealing
- Using Fragments in Honeycomb to make UI modular and reusable
- Hacking Android, porting to new platforms, and custom firmware
- Interfacing with external devices via Bluetooth, NFC, Arduino and ADK
- Performance optimization to make apps faster and lighter on battery consumption
- Enterprise app development tools and strategies
- Marketing apps
- Monetizing apps via app stores and advertising

About HasGeek

- HasGeek is India's first and only professional, community-focused technology event organizer.

- We create high quality, focused discussion spaces around technology that is new today and will be mainstream tomorrow.

- We measure, learn and optimize from every event. For example, we observed that participants ignore sponsor logos, so we pioneered landing pages for sponsors. 13% of website traffic last event was to sponsor pages.

- Our events are for self-motivated individuals. We run events on weekends and price tickets for individual affordability. Our sponsorship options are startup friendly since we'd like to get them more visibility for their work.

- Droidcon India is organized by HasGeek in association with Mobile Seasons GmbH, owners of Droidcon.

Previous Sponsors

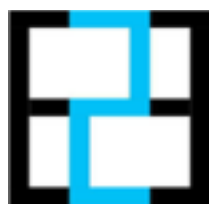Sponsors of HasGeek events in the past year

Previous Sponsors

Sponsors of Droidcon worldwide

Why Sponsor?

- Droidcon will help **position you as a leader** in the Android space.

- **Valuable engagement** of the Android community in Bangalore and across India, whether you are looking for developers, designers, applications or partners.

- **Opportunities for you to demonstrate** products, APIs, SDKs, and get involved with developers in a relevant format and environment.

- **Visibility and association** with the Android ecosystem and the wider mobile industry, through the event, the attendees and the multiple media partners.

- **Inspiration** from the people driving the leading edge of mobile applications and services.

  Tell us what your objectives are and we will tailor our packages for you.

Sponsorship Opportunities

A range of packages and opportunities to support individual elements of the event. We have some innovative ideas to help companies achieve maximum value. Please get in touch to open the dialogue.

Platinum Package: Availability 1

As lead sponsor you'll have a host of unique benefits and co-branding opportunities.

Gold Package: Availability 4

Gold sponsors benefit from a generous and furnished hospitality area to connect with delegates, plus a chance to address delegates from stage.

Silver Package: Availability 6

Plenty of space to build a stand to draw attention to your products and services.

Community Package

We welcome companies, organizations and startups to support Droidcon. We will help promote your business, product or cause via the event.

Other Opportunities: customize your sponsorship package to get special visibility. Lanyards, notebooks or anything else we can devise. Get kudos by sponsoring competition prizes and the post-event party. Please contact us to discuss this.

Community Package

We would like to talk to any company or startup interested in participating in Droidcon.

- Linked logo on the Droidcon website, with a write-up to introduce your company.

- Logo in reception area at the conference and thank you slides.

- Four tickets for your team to attend the event.

- Blog post about your company on the Droidcon India blog.

- Promotion of app or product in the Droidcon directory.

Different companies will have entirely different objectives. We are happy to talk to you about how to make a lasting impact as a conference partner.

Just tell us what you'd like to do.

Cost: from Rs 30,000

Silver Package

- Linked corporate logo on website and registration area at the event.

- Company description and thanks in blog post on confirmation of sponsorship.

- Company name listed in event press releases and other press and blogger opportunities.

- Company name listed in pre- and post-event emails.

- Ten full conference tickets.

- Space for company stand (4 ft by 3 ft) *[dimensions to be confirmed]*.

- Pre-conference interview to be published on the Droidcon India blog.

Companies interested in the Silver package are welcome to discuss any other activity they feel would be beneficial to their brand at the event. Please contact us to open a dialogue.

Cost: Rs 70,000

Gold Package

- Space for company booth (6 ft by 6 ft) *[dimensions to be confirmed]*.

- Two hours time for booth setup on Thursday evening.

- Dedicated session for presenting hardware/APIs/SDKs (by arrangement with the program committee).

- Pre-event publicity for API & SDK interactivity to enable downloads and installation pre-session.

- Full event logo pack. Corporate logo on all delegate collateral.

- Twenty five full conference tickets.

We will work with you to create your ideal sponsorship package. Just call us to talk about your goals and the results you'd like from the event.

Cost: Rs 2,00,000

Platinum Package

- Unique co-branding of the event's Android app and on all the Droidcon signage throughout the venue.

- Preferential placement of banners and other branding throughout the venue.

- Join the Droidcon program committee, to help set the agenda for this event.

- Make a keynote presentation to all delegates on the first day of the event.

- Dedicated room at your disposal to organize trainings or special discussions.

- Sixty full conference tickets to use or give away as promotions.

This is the perfect opportunity for a strong player in the Android space to create a strong and lasting impression with the Android community. The platform needs OEMs and MNOs to help drive the evolution of services and experience for Android consumers.

We will work with you and tune the package to reflect your deep involvement in Droidcon India, dedicating our multi-talented events team to best support you.

There is only one opportunity available, please get in touch to see how we can make this right for your company.
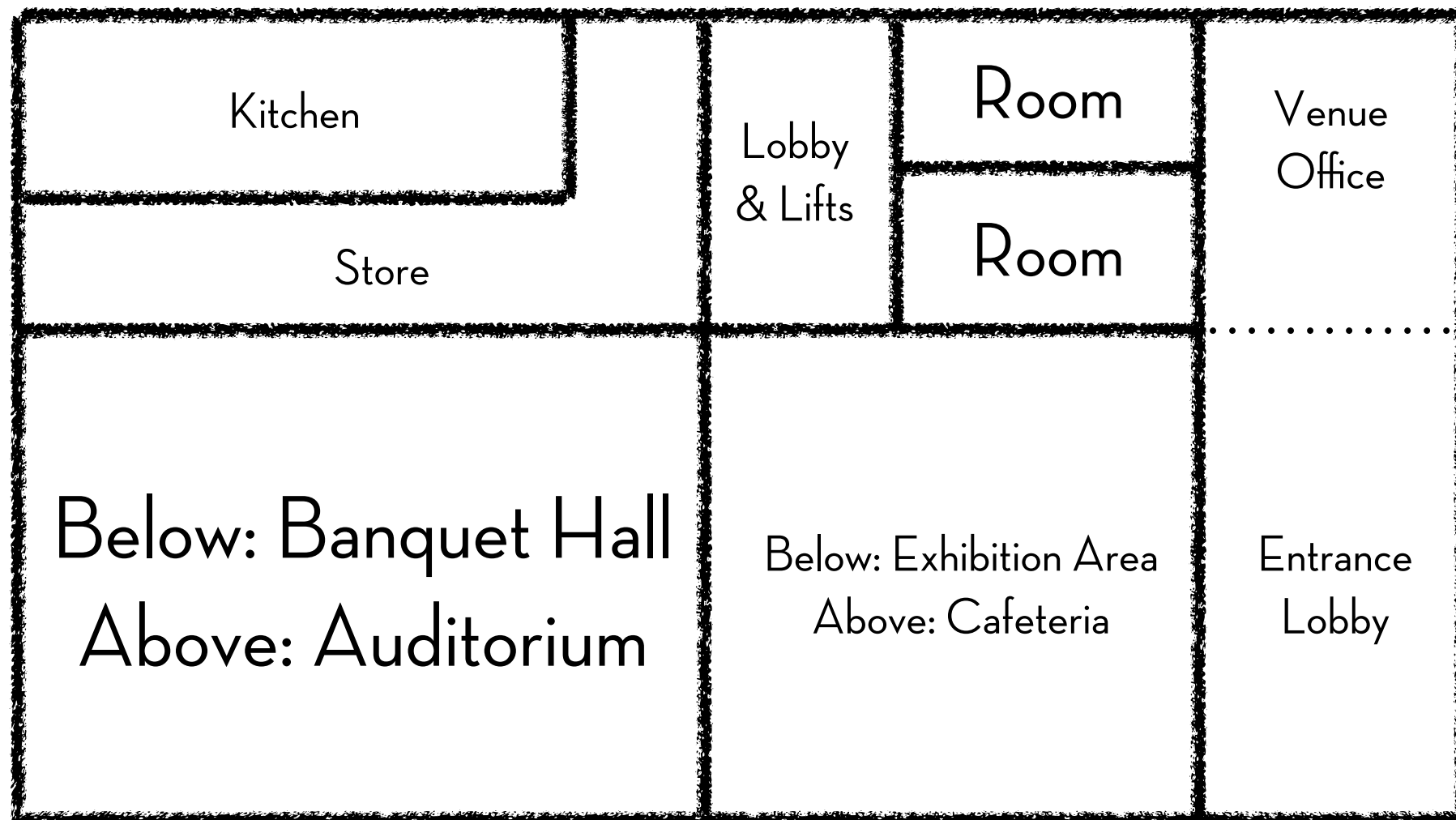
Cost: Rs 6,00,000

Comparison Chart

	Platinum	Gold	Silver	Community
Price	6,00,000	2,00,000	70,000	30,000
Program committee participation				
Dedicated room for breakout sessions				
Unique co-branding opportunity in exhibition room				
Keynote opportunity				
Tell us what you need and we'll make it happen				
Branding throughout the conference corridors				
Presentation opportunity				
Dedicated emailing to participants opting-in (no contact db)				
PR opportunities with media partners				
Mentions in online ads, tweets and emails				
Organize give-aways or competitions				
Dedicated blog postings on the Droidcon India blog	2	1	1	
Logo on website (linking to write-up and website)	Large	Medium	Small	Tiny
Logo presence at the event, projected during breaks				
Physical presence	Booth+Room	Booth	Table	Banner
Free tickets for the event	60	25	10	4

Privacy Policy

- We care for the quality of engagement more than footfalls or eyeballs.

- We value the trust participants place in us and have a strict privacy policy.

- Participant details will not be shared without the participant's permission.

- You may offer participants goodies in exchange for contact information and we will facilitate this from the event website and in one email newsletter. Do talk to us about any offers you'd like to make.

Floor Plan

The MLR Convention Centre, Whitefield
by the Brigade Group
http://www.mlr.in

Kitchen

Store

Lobby & Lifts

Room

Room

Venue Office

Below: Banquet Hall
Above: Auditorium

Below: Exhibition Area
Above: Cafeteria

Entrance Lobby

Droidcon Worldwide

Bucharest
28 September 2011

London
6 & 7 October 2011

Bangalore
18 & 19 November 2011

Amsterdam
22 & 23 November 2011

Berlin
13 & 14 March 2012

Contact Information

- **Kiran Jonnalagadda**
  kiran@hasgeek.in, +91 99452 35123

- Purchase orders and payments to: **HasGeek Media LLP**

- **Event office for meetings and correspondence:**
  c/o The Centre for Internet and Society
  No 194, 2nd 'C' cross, Domlur 2nd stage
  Bangalore – 560 071, India