

# **Sponsoring the world leading Microservice conference.**



**Microxchg is one of the first conferences world wide dedicated  
to all things microservices since 2015.**

# What is microXchg ?

Microxchg is about inspiring people, driving mindset and exchange knowledge with those who are on the forefront of microservices. We like to share best practices and learn from those who know the best. We believe there is a lot to gain in bringing in like minded people together and have a chance to discuss the future of our industry and trade.



# General Information

The previous MicroXchg conferences were featuring speakers like Adrian Cockcroft (built original Netflix Architecture), James Lewis (Thoughtworks), Chad Fowler (Wunderlist), Stefan Tilkov (innoQ), Sam Newman (Thoughtworks) and Fred George and had over 240 attendees. The conference with its 24 talks in two tracks was sold out weeks ahead. Slides and talks are still available at our website <http://microxchg.io/2015> and <http://microxchg.io/2016>. Most of the attendees are developers or architects.



# The Venue

MicroXchg Berlin 2017 will be held at Kalkscheune (Johannisstraße 2, 10117 Berlin), literally in the middle of one of Berlin's numerous cultural hubs. The legendary Brandenburger Tor is within walking distance and it's well connected with public transport.





# Previous Speakers



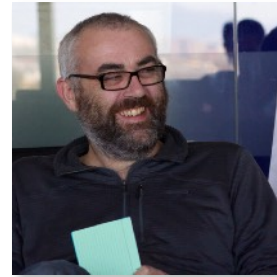
Adrian Cockcroft  
Battery Ventures



Chris Richardson  
Chris Richardson Consulting



Fred George



James Lewis  
Thoughtworks



Russ Miles



Sam Newman  
Thoughtworks



Stefan Tilkov  
innoQ



Uwe Friedrichsen  
codecentric



Chad Fowler  
Wunderlist



Oliver Gierke  
Pivotal

... and many more.

# Gold Sponsor

Gold sponsors packages receive booth space at the event. This is the perfect spot for your engineers to meet other tech geeks. Your booth space will have a booth table and chair. You can decorate your table as you like, e.g. you can use it to display signage, products, materials or swag giveaways. We encourage sponsors to send engineers to interact with attendees during session breaks, and to avoid large displays and heavy marketing materials.

## **Benefits.**

Logo on microxchg.io website

Logo on all email communication

50 word description on the website

2 included tickets

Own table



# Lanyard Sponsor

You sponsor the lanyard for all attendees. We will use any lanyard you provide. We need around 400 lanyards (for attendees, sponsors, staff) from you to make sure everybody gets one.

## **Benefits.**

Logo on microxchg.io website

Logo on all email communication

2 included tickets

Swag on shared table

Every attendee will get a lanyard with your name/logo.





# Coffee Sponsor

We hire one of the best coffee shops in Berlin to provide coffee for all attendees. You can provide your own cups which will be distributed with every coffee. In the last years we had the baristas from 'The Barn Berlin' to take care of that. People loved the coffee in the conference feedback.

## Benefits.

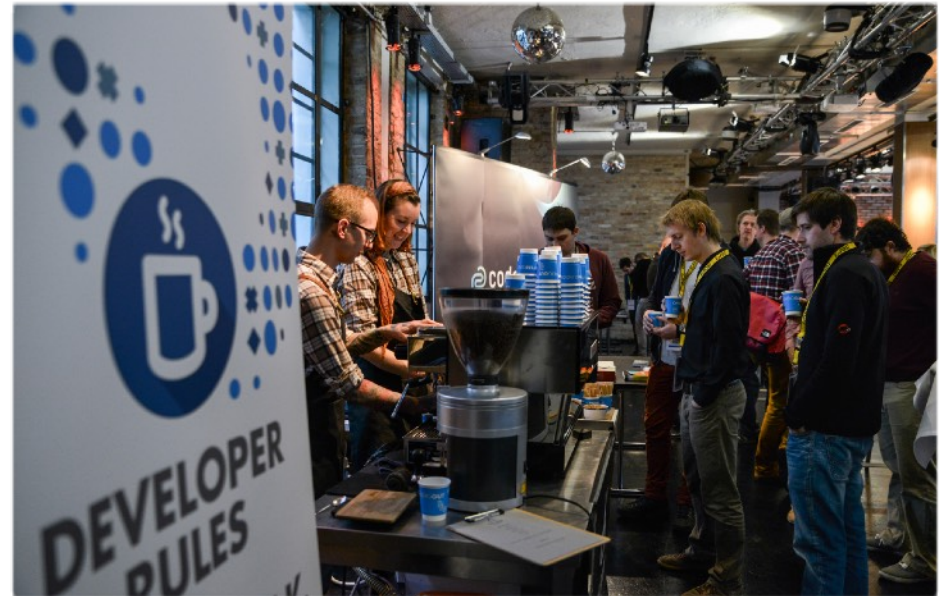
Logo on microxchg.io website

Logo on all email communication

2 included tickets

Swag on shared table

Signage behind/next to the coffee bar





# Evening Sponsor

We will have an evening event for all attendees, speakers and sponsors. You will be thanked in the opening of the conference for providing the food and you can show signage at the event itself.

## **Benefits.**

Logo on microxchg.io website

Logo on all email communication

3 included ticket

Swag on shared table

Signage at the evening event

You will be named as Sponsor of the evening event



# Video Sponsor

We will record all talks of the event. They will be published on our YouTube channel at <https://www.youtube.com/c/microxchg> within few hours after each talk. The videos from the previous years have about 35.000 views. We will show your logo at the beginning of every video.

## Benefits.

Logo on microxchg.io website

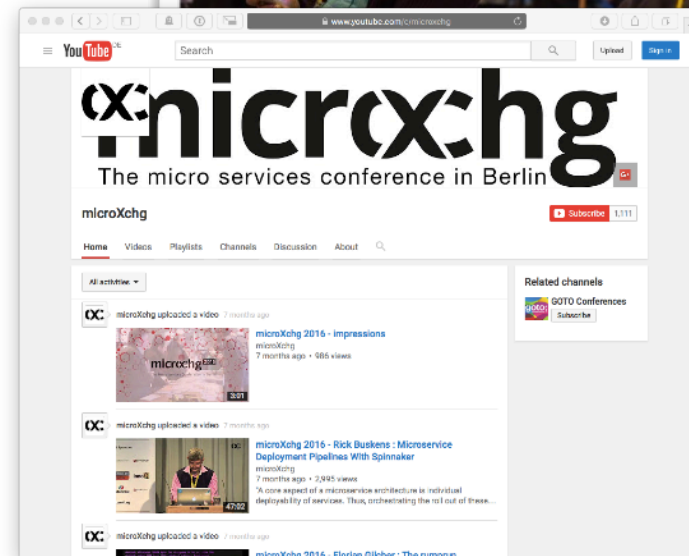
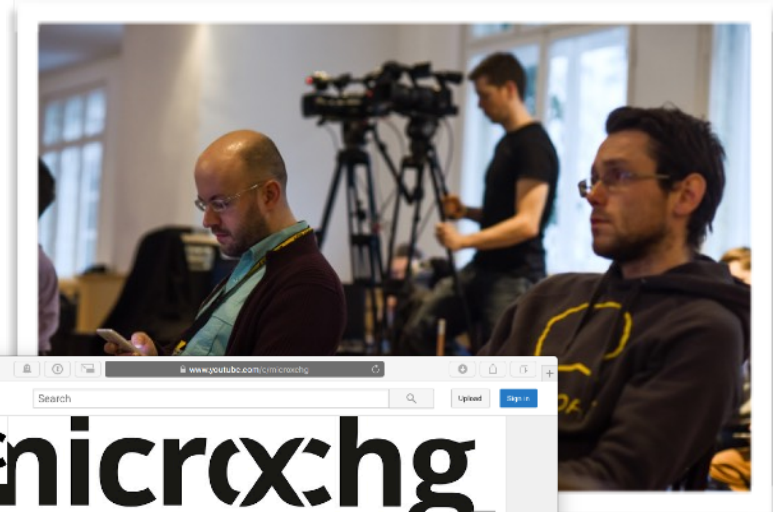
Logo on all email communication

3 included tickets

Swag on shared table

Your logo at the beginning of every video.

You will be named as Video Sponsor



# Diversity Sponsor

We aim to help underrepresented groups in tech to attend and lowering the barriers for them. This includes but isn't limited to: women, people of color, LGBTQIA+ people, and disabled people. We would like to give them a chance.

To help them, we provide a limited number of free, Diversity Sponsored tickets.

## **Benefits.**

Logo on microxchg.io website as Diversity Sponsor

Logo on all email communication

2 included tickets

Swag on shared table

You will be named as Diversity Sponsor



# Silver Sponsor

Silver sponsors share a swag table where they can lay out printed materials, stickers or other swag. Since this is a shared table, please be a good neighbour and don't use up too much of the table.

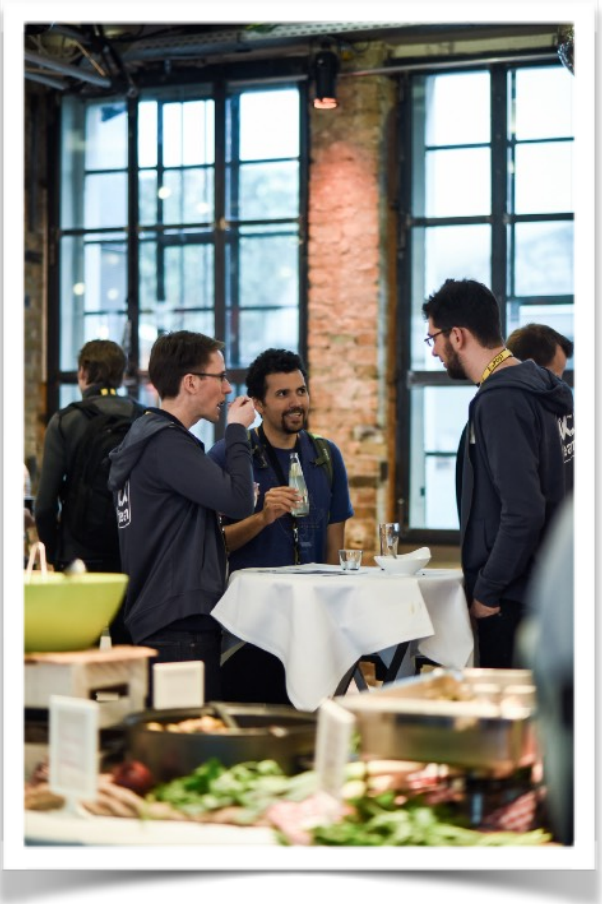
**Benefits.**

Logo on microxchg.io website

Logo on all email communication

1 included ticket

Swag on shared table





# Sponsor Packages

Package	Silver	Gold	Lanyard	Diversity	Evening / Coffee	Video
Price in € (excl. VAT)	€1000	€2000	€2000	€2000	€3000	€3000
Logo on microxchg.io website	✓	✓	✓	✓	✓	✓
Logo on all email communication	✓	✓	✓	✓	✓	✓
50 words description on website	-	✓	✓	✓	✓	✓
Included Tickets	1	2	2	2	2	2
Flyer/swag on shared table	✓	-	✓	✓	✓	✓
Space for own table/booth at conference	-	✓	-	€1000	€1000	€1000

# Sponsor FAQ

## 1. Can you send me a floor plan?

You can find the floor plan and directions to the venue here: <http://www.kalkscheune.de/de/download>.

## 2. How big is our booth space?

For Gold Sponsors, you will receive a table (140x70cm) and two chairs that you can decorate as you like.

Silver sponsors share a swag table where they can lay out printed materials, stickers or other swag. Since this is a shared table, please be a good neighbour and don't use up too much of the table.

## 3. When can we pick our booth spot?

Booths are not selectable. Our team will assign your table. Assignments will be made two weeks before the conference date. You can enter the venue Thursday morning 8:30 am to setup your table, Friday 9:00 am.

## 4. How many scanners (and which type) do we get?

None. The booth is a place to talk to people during breaks and this conference is not a typical conference or convention. We have seen that sponsors benefit the most when they bring engineers to the conference and interact with the attendees during the sessions. You are responsible to collect any information you want in person if you want to do giveaways.

## 5. Can we bring a 1m roll-up as our back wall?

Whatever you bring must fit behind or on your table.

## 6. Will there be a company sign at our booth?

You must bring your own signage and all signage must either fit on or behind the table.

# Sponsor FAQ

## **8. Do we get an ad in the program? When do you need the graphics?**

We will use the logos that are on the web site. Furthermore we need a very high resolution logo (Best in .eps format or minimum 300 dpi) for the rollups we are going to print.

## **9. Do we get a dedicated email blast?**

No, even better. We will give you a twitter shout out.

## **10. Who should I send?**

Not marketing folks, send your techie geeks that can interact with attendees during the sessions and the breaks.

## **11. Can we get a Platinum sponsorship package?**

There is no platinum sponsorship package. If you have however an awesome idea to support the attendees and us: [Please let us know!](#)

## **12. How do I pay the sponsorship package?**

Invoices will be handled by our conference partner, innoQ (who is also one of our sponsors). You will receive an invoice including VAT, if applicable.

## **13. How do we register our sponsor tickets?**

Once payment is done, we will send you an email requesting registration details of the attendees that will use the tickets associated with your sponsorship level.

# Sponsor FAQ

**14. How many people do you expect?**

We are planning for 250 attendees.

**15. What kind of attendees will come to the conference?**

We are focusing on people which are architecting and building distributed applications or doing migration projects away from monolithic software (or not). This will typically include Architects and Lead Developers.

**16. Any questions?**

Please do not hesitate to contact us in case you have any questions. Send an email to [sponsor@microxchg.io](mailto:sponsor@microxchg.io) or tweet to @microxchg.



# Previous Sponsors

 codecentric

 leanovate  
beyond product

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KNOW  
LEDGE

 **E-POST**

 IMMOBILIEN  
SCOUT 24

 OpsWorks

 HYPOPORT

 NEWSTORE

 ThoughtWorks®

 **idealo**

 MeteoGroup

**MONOQI**

 innoQ

 SapientNitro™

 **optivo** Ein Unternehmen von  
Deutsche Post DHL

 **zweitag**

 zalando

 **OTTO**

 **InfoQ**  
Enterprise Software Development Community

 **cassini**  
GUIDING AHEAD

 **SOUNDCLOUD**

 **Wooga**

 **Pivotal**

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## Sponsorship Agreement Form

In order to confirm your sponsorship, please complete this form and send it by email to:  
Martina.klassen@innoq.com.

Contact person:

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Contact person email:

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Company name:

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Company address:

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Company VAT number:

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Sponsorship package type:

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On behalf of the organizer, innoQ Deutschland GmbH, Krischerstr. 100, 40789 Monheim, for microXchg 2017:

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Signature

Name: Stefan Tilkov

Date:

On behalf of Sponsor

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Signature

Name:

Date:

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