PYCON INDIA
Bengaluru 2024

Sponsorship Prospectus

Sept 20 - 23, 2024

NIMHANS, Bengaluru

Introduction

PyCon India is the largest gathering of Pythonistas in India. This premier conference on using and developing the Python programming language will be held in Bengaluru this year.

PyCon India is the annual conference of the Python community in India, which brings together developers, experts, academics, scientists and enthusiasts from all over India and abroad. It is one of the largest Python conferences in Asia.

Your sponsorship helps to spread the word about our wonderful Python language among people in India.

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PyCon India 2024

15th Year of PyCon India

Conference

21st September (Saturday) & **22nd October** (Sunday)
NIMHANS, Bengaluru

Workshop

20th September (Friday)
NIMHANS, Bengaluru

Devsprint

23rd September (Friday)
TBD

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Community

Active Communities in various cities across India

10500+
On Twitter

50000+
On Local User Groups

6600+
On Facebook

1500+
Estimated Participation

1500+
Last Year Participation

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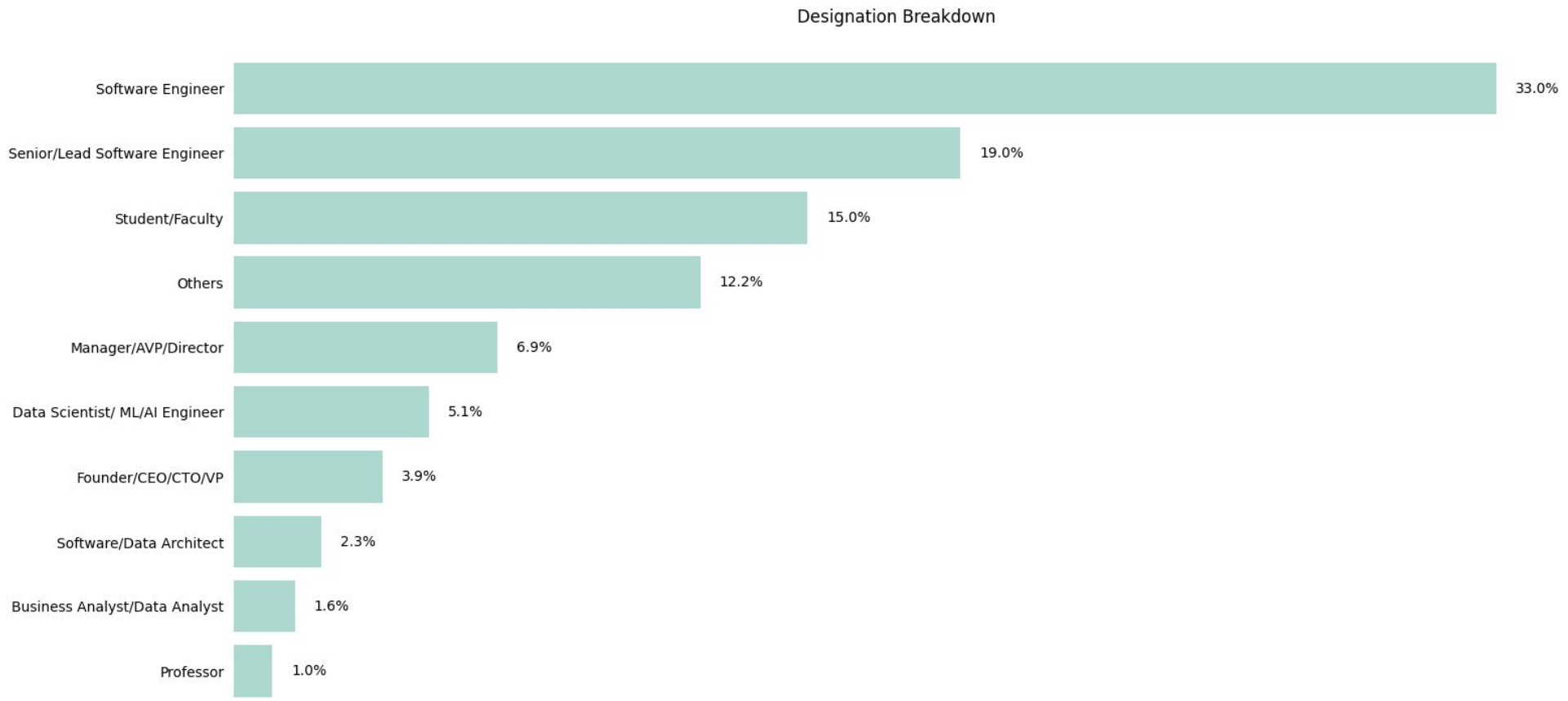
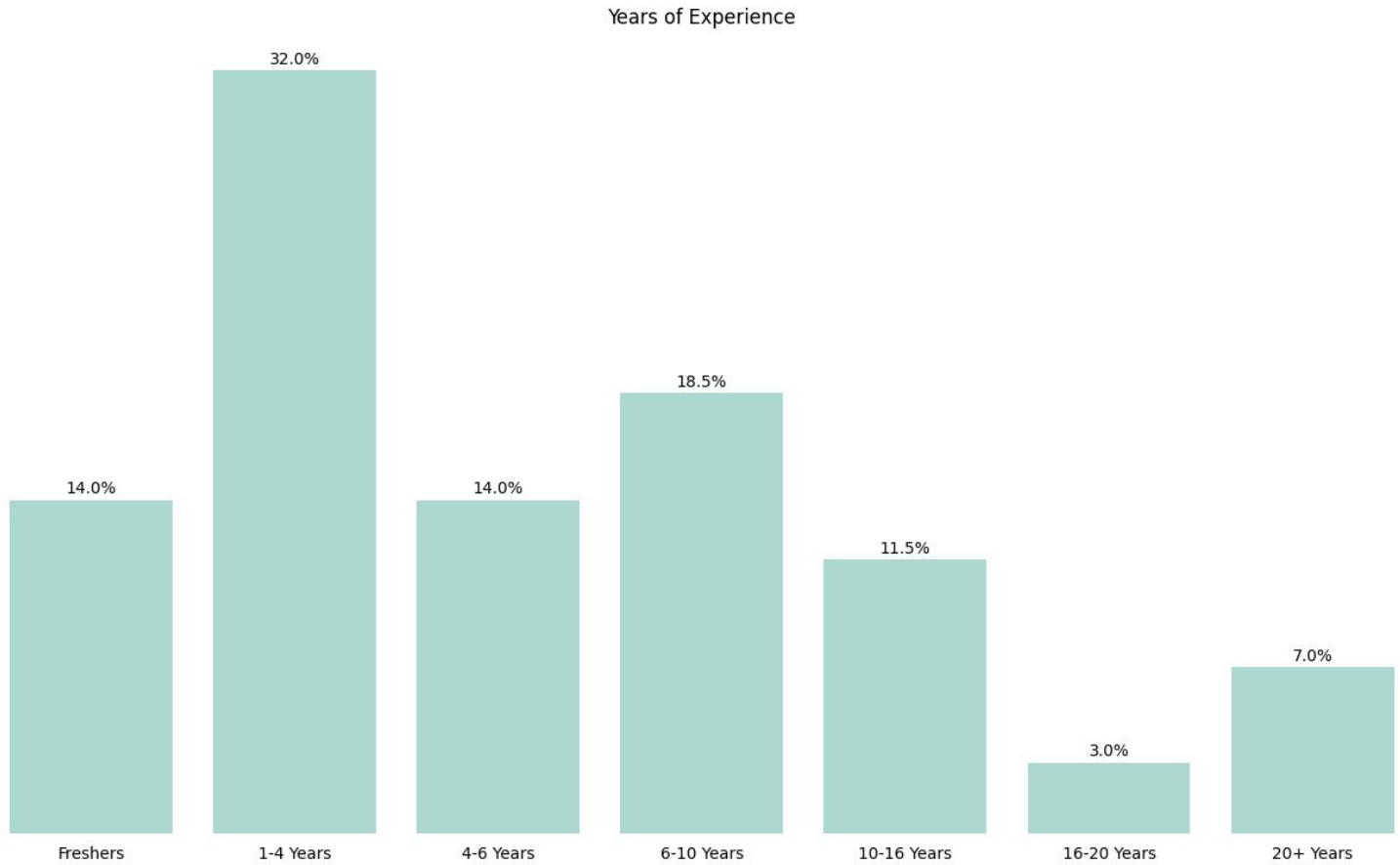
Demographics – PyCon India 2023



- A total of **1503** participants attended the event, reflecting a broad spectrum of the tech industry.
- **33%** were Software Engineers and **15%** were Students or Faculty, with the remaining **52%** spanning roles from Senior Engineers to VPs/CTOs.

Demographics – PyCon India 2023



- **54%** of the attendees with work experience have more than **4 years.**
- **10%** have more than **16 years** of experience.

Why should you Sponsor?

Put your Business in the Spotlight

Stand out among the attendees by prominently displaying your products and marketing material.

Recruitment Opportunities

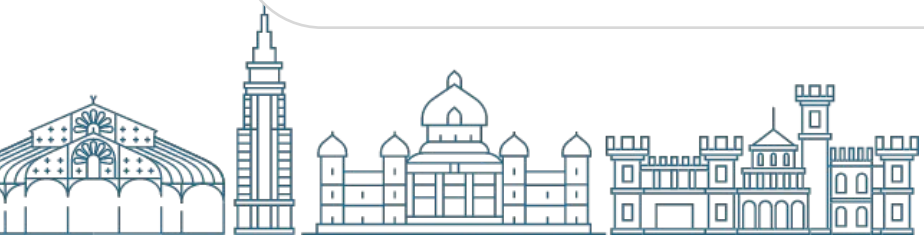
The conference has a history of attracting smart folks from various backgrounds and of making matches between them and potential employers.

Low-Cost Marketing

Instead of spending a fortune on traditional advertisements, take a look at our reasonably priced sponsorship slabs and pick one - letting you be discovered and known to the cream of the community at maybe half (or even less!) of your marketing budget

Give Back to the Community

Establish your goodwill and show the community that you're a reliable partner, willing to support the ecosystem. Sponsorship is a way of giving back to the community and thanking them for their support. Your sponsorship helps PyCon India remain affordable and accessible to the widest



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Some of our Previous Sponsors

aws	Microsoft	vmware	happyfox	neo4j
innovaccer	IBM	epam	rezoomex	CORTEVA agriscience
Fulfil	GitHub	indeed	Packt	
TOYOTA connected	zeomega	LlamaIndex	ERICSSON	D E Shaw &
visible alpha	gojek	PRAMATI	SOROCO	Viprush Technologies ... Let us Make in India
Frappe	deepsource	AQR	ZAUBA CLOUD	Auth0

Some of our Previous Sponsors

hypertrack	TensorFlow	ThoughtWorks	Google Cloud	ManageEngine Site24x7 Crafted at ZOHO Corp.
Adobe	fossee better education	Red Hat	Bloomberg Engineering	DBS
DigitalOcean	ERPNext	AirAsia	ATONARP	LinkedIn
LOYALTY JUGGERNAUT — REIMAGINE LOYALTY —	GUVI tech deserves you	epi EPISOURCE	appviewX	LTI Let's Solve
DCKAP	MavenHive	ZILOGIC SYSTEMS	MERIT part of Dods Group	instazen
SENECAGLOBAL	AVOMA	reckonsys	KLA	Real Python

Sponsorship Tier

Sponsorship Tier	Price	
	INR	USD
Platinum	₹8,00,000	$9593
Gold	₹6,00,000	$7195
Silver	₹3,00,000	$3598
Associate	₹1,00,000	$2000

**USD rates as of 29th Apr 2024

The above-mentioned sponsorship amount is exclusive of 18% GST

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Sponsorship Benefits

Benefits	Platinum	Gold	Silver	Associate
Visibility				
Website Acknowledgement (Logo, Write-up, Link)	✓	✓	✓	✓
Screen Advertising (Logo) during breaks	✓	✓	✓	✗
Keynote room Banner visibility	✓	✓	✗	✗
Logo on Goodie Bag	✓	✓	✗	✗
Logo on Notebook	✓	✓	✗	✗
Logo on Badge	✓	✗	✗	✗
Company’s brochure in welcome kit	✓	✗	✗	✗

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Sponsorship Benefits

Benefits	Platinum	Gold	Silver	Associate
Direct Marketing				
Sponsored talk (30mins)	✓	✗	✗	✗
Lightning Talk (5 mins)	✗	✓	✗	✗
Tutorial in open spaces	✗	✗	✓	✗
Poster Presentation	✗	✗	✗	✓
Communication				
Blog on Website	✓	✓	✓	✗
Social Media Posts	✓	✓	✓	✓
Email Endorsement/Promotion	✓	✓	✓	✓

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Other Sponsors

This sponsorships can help to reduce the cost of running a conference. You can help us by being one and in turn provide valuable benefits to attendees. *Benefits include Website Acknowledgement (Logo, Write-up, Link), Mentions in Social Media Posts as well as Email Endorsement/Promotion.*

Sponsorship Items	Sponsorship Price (INR)	Sponsorship Price (USD)
Internet	₹50000	$601
Video Coverage	₹135000	$1619
Lanyards	₹120000	$1439
T-Shirts	₹500000	$5996
Coffee + Energiser	₹50000	$601
Scholarship	₹50000	$601

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Startup Support

To make PyCon India affordable to small businesses and startups, we provide a 50% discount for **Associate sponsorship** slab.

Note: In order to avail this discount,

1. Your organization must have been established not more than three years ago,
2. You have fewer than 15 current employees (Full Time Equivalents)

Flexibility

Have something specific in mind? Please don't hesitate to ask! We are more than happy to work with you and tailor the sponsorship benefits to suit your needs.

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Website

Code of Conduct Privacy Policy

Privacy Policy

We respect the privacy of our conference attendees. We will not share any personal information with third parties without the explicit permission of the individual.

Attendees may choose to share their contact information with you at your booth. You can use this information to contact them about future events and to provide them with information about your products and services.

We take the security of personal information very seriously. We use industry_x0002_standard security measures to protect participant information from unauthorized access, use, or disclosure.

Website

Code of Conduct Privacy Policy

Contact

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