

# indonesia developer summit



CONFERENCE · EXPO · HACKATHON

BANDUNG · 21 - 23 NOV 2017

Organized by



CODEPOLITAN

Supported by



# ABOUT INDONESIA DEVELOPER SUMMIT

## CONTENT

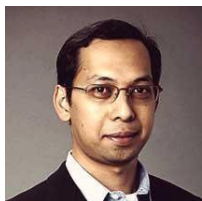
Indonesia Developer Summit is a 3 days community and product conference dedicated to the connections that push technology forward.

Indonesia Developer Summit 2017 will highlight 3 main topics. The first day is about AI : how Artificial intelligence will have a significant and lasting impact on the ways we live and work. The second day we will follow the discussion on how Blockchain technology could possibly revolutionize fintech. And for the last day, we'll get the insight from community leaders that building the future of software.

The full program consists of executive keynotes, featured speakers from prominent community and industry leaders, and also governance representative (Bekraf and Kominfo) across three full days of content. In addition, there are two series of Hackaton, and an afterparty you won't want to miss.

## NOTABLE SPEAKERS

Among 6 international keynote speakers that we scheduled to attend the conference, there are two notable speakers - that have strong international magnitude - we would like to highlight bellow.



**Ariya Hidayat**

*Ariya Hidayat is an engineer/technical lead/FOSS fan/blogger/speaker. He is the author of Esprima and PhantomJS. These days, his activities are mostly in software craftsmanship around HTML5, JavaScript, and other web technologies.*

## AUDIENCE

We're looking at 3000-4000 onsite attendees/day (\*)

JOB TYPE	
Engineer / Product	60%
Technical Lead	10%
Student / Community	25%
Business Executive	5%

LOCATION	
Indonesia	90%
International	10%

\*) Estimated, based by venue capacity and past similar events that organized by Codepolitan.



**Alexander Makarov**

*Alexander Makarov is one of the core maintainers of Yii PHP framework for more than 7 years, its representative in PHP-FIG, active conference speaker and participant of various other OpenSource projects.*

## VENUE AND VISUAL CONCEPT

Located in the heart of Bandung, **Sasana Budaya Ganesha (Sabuga)** offers a spacious conference hall, in a creative and soothing atmosphere. Bandung is also one of the country's most favoured cities for a weekend getaway.



Entrance Gate (front view)



Entrance Gate (side view)



Registration and Booth Area



Networking Area (Sabuga's roof garden)



Conference Hall (audience view)



Conference Hall (main stage)

# ACTIVATION LEVELS

## BRING YOUR BRAND TO LIFE WITH EXHIBITORS ACTIVATION

You won't find typical exhibition like traditional tradeshow booths and paper flyers at Indonesia Developer Summit. We deliver exhibition that create memorable and meaningful interactions with attendees, and that add value to the attendee experience.

We fully utilize technology for this event, from full-fledged DevSummit mobile app (Android/iOS) to beacons technology utilization that will provides contextual-based information during the event. From fun-hi-tech-gamification to delightful giveaways, we work closely with you to create something that **expresses your brand values** while helping to meet your goals **to attract talents** and quality **engagement**.

## SELECT AN EXHIBITOR LEVEL THAT FITS YOUR GOALS

- **ENTERPRISE** : Maximize attendee interaction with the most prominent on-site presence and a private demo station - complete with speed dating (tech talent hiring) setup.
- **FAST-GROWTH** : Bring your brand to life with memorable additions to the attendee experience.
- **STARTUP** : Boost brand awareness on a budget.

	ENTERPRISE	FAST-GROWTH	STARTUP
Complimentary conference badge	8	5	3
Additional badges at a discount	50%	50%	40%
Logo on website with link	✓	✓	✓
Exhibitor information in the event's app	✓	✓	✓
1 time advertorial in Codepolitan.com	✓	✓	
Product demo	Private	Shared	
Tech talent speed dating	✓		

# ENTERPRISE

## THE MOST 1:1 TIME WITH ATTENDEES

**Enterprise** exhibitors are for companies that seek a high level of personal interaction with developers, both onsite and online (via our full-fledged mobile app).

Featuring private demo stations and 1:1 speed dating for hiring, these opportunities are the perfect way to connect with attendees in a meaningful way.

Exhibitors at the **Enterprise** level have a unique opportunity to collect attendee information (either phone or email or both), based on opt-in responses.

Included in these opportunities:

- 8 conference passes + 8 additional badges at 50% discount
- Logo and link on event website and mobile app
- 1 times advertorial in Codepolitan.com
- Private Demo Desk
- Attendee email/phone of those who opt-in to be contacted

## SPEED DATING | IDR 15m

Maximize attendee interaction with the most prominent both on-site and online presence.



Attract tech talent into your company and engage with attendees in the speed dating.



Boost your brand through our **custom feed** that streamlined within our full-fledged mobile app.

10 SLOTS AVAILABLE

# FAST-GROWTH

## YOUR BRAND IN EVERYONE'S HANDS

**Fast-Growth** exhibitors offer a balance of brand awareness and attendee engagement. We work closely with you to bring your brand values to life through memorable additions to showcase exhibitor branding.

**Fast-Growth** exhibitors have the highest opportunity for brand recognition.

Included in these opportunities:

- **5 conference passes + 5 additional badges at 50% discount**
- **Logo and link on event website and mobile app**
- **1 times advertorial in Codepolitan.com**
- **Shared Demo Desk**

## GIVEAWAY | IDR 10m

Bring your brand to life with memorable additions.



Engage with attendees through fully customized **giveaway**.



Boost your brand product via our **custom feed** that streamlined within our full-fledged mobile app.

15 SLOTS AVAILABLE



# STARTUP

## GET EVERYONE KNOW YOUR COMPANY

**Startup** exhibitors provide attendees with those thoughtful extras about your company. Inspire them with your innovative product/services.

Please note these exhibitors do not include a dedicated space for your team to congregate or demo.

Included in these opportunities:

- **3 conference passes + 3 additional badges at 40% discount**
- **Logo and link on event website and mobile app**

## INTRODUCE | IDR 5m

Boost brand awareness on a budget.



Bring your brand alive with contextual-based information using beacon technology.



Boost your brand product via our **custom feed** that streamlined within our full-fledged mobile app.

20 SLOTS AVAILABLE



## DEDICATED APP FOR ATTENDEE

As we want to provide a meaningful and memorable experience to the attendees, we develop a mobile app that will covers all aspects of the events. From conference schedule, speaker materials, to the tickets management - its all covered by our full-fledged mobile app. Given this circumstances, we have unique opportunity to also deliver meaningful content - and to provide friction-less channel for your brand to connect directly with the audience.

