

"Decentralized 2018" Sponsorship WP

" Sponsorship of the Decentralized 2018 conference & representation"

Decentralized 2018 BitShares Sponsorship Worker Proposal	
Name/bfid	2018-10-decentralized-sponsorship
Worker handler	Alex Megalokononimos (clockwork)
Total	Up to \$25,000 (Estimated Budget. See below)
Duration	2018/10/18 - 2018/10/27 (9 days)
Daily Pay	42,000 BTS (includes overhead to cover potential BTS price volatility – ALL excess funds will be returned to the reserve pool)

Introduction

This year's "Decentralized" conference will be held at my hometown of Athens, Greece between the 14th and 16th of November. I was planning to go as a simple attendee but after conversations with other community members and considering the need for as much exposure for BitShares as possible at such events, I decided to create this worker.

The purpose of this worker is to cover the cost of a Sponsorship Package for BitShares and associated expenses.

I have already negotiated a special deal on a sponsorship package with the organizers which includes:

- Logo on website
- Logo on conference materials (banners, videos, etc.)
- Thank you during opening and closing
- Free exhibition space
- Special marker on booth
- Free registrations: 4
- 20% off on additional passes
- A speaker slot (business or technology track)
- A panelist slot

The package costs 15,000€ (approx.. \$17,400) and the associated expenses are:

- Travel costs for another 3 BitShares "representatives" (TBD)
- Design/Creation & printing costs of a BitShares "introductory" leaflet + Vinyl stickers to be handed out at the BitShares booth.
- Full page ad on conference brochure

More information about Decentralized and the speakers/agenda this year can be found here:
<https://www.decentralized.com/>

Worker Intent

The goals of this worker are as follows:

- Increase awareness of the BitShares platform and its capabilities via speaker slot, panelist slot and promotional material
 - Showcase BitShares DEX & blockchain via booth demo sessions
 - Take advantage of networking opportunities by taking part as a group.
 - Increase exposure of the BitShares brand via sponsorship exposure
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Suggested Representation

The team to attend the conference via the 4 passes included in the sponsorship package should be varied in terms of focus. With that in mind I am proposing to invite the BitShares Spokesperson Mrs. Annemieke Dirkes to attend the conference along with a 3-person team that is in the process of being finalized. I can already confirm the following and still in talks for the 3rd slot. However due to time constraints I had to put up the worker ASAP.

- Myself: Alex Megalokonomos (clockwork) – Committee member/Witness/Beet project
- Ryan R. Fox – Core Team coordinator
- TBD

The worker is also meant to cover the travel expenses of the 3 people outside myself.

However, the sponsorship includes 20% discount on any additional passes. This will be available to any interested community members that want to attend.

Budget

Due to a hard deadline for sponsorship applications by the 29th of October, I am bringing this worker on-chain for voting on an ASAP basis with some details (such as the exact members of the team taking part) still TBD.

For the same reason, the worker has a short duration with higher daily pay to ensure required funds are acquired in time.

Invoices will be presented for all and excess funds will be returned to the reserve pool.

Cost breakdown is as follows:

Item	Pay (USD)
Sponsorship package	~\$17,400 (15,000 Euros)
Travel expenses (flights & 3 night accommodation) Up to \$1,800 pp * 3 people	Up to \$5,400
“Introductory” leaflet + Vinyl Stickers Design & Printing (1,500x)	Up to \$500
Full-page ad on conference brochure	~\$1,150 (1,000 Euros)
Other unexpected expenses (full Invoices will be presented if incurred)	Up to \$550
Total	Up to \$25,000