CloudConf 2016 - sponsorship opportunities

Thanks to the success of 2013, 2014 & 2015 editions, all sold-out, the CloudConf became one of the most important events on Cloud Computing in Europe. This is an exclusive preview of sponsorship opportunities for the 2016 edition, dedicated to a restricted set of possible customers.

2016 edition summary:

Event: international conference on Cloud Computing, fourth edition

Target: developers, devOps, startups, IT managers, CTOs

Audience: 450 attendees

Location: Turin, Italy

When: march/april 2016 (1 conference day + 1 workshop day)

Web site & Social: http://www.cloudconf.it - Twitter - Facebook

Contacts: cloudconf@corley.it – (+39) 392 308 17 14 (G. Mittica) – (+39) 333 370 37 62 (W. Dal Mut)

The event (history and 2016 details)

CloudConf

The CloudConf started in 2013 with a simple goal: offer to developers, devOps and IT companies a day rich of high-level talks and technical sessions about cloud computing and scalability, coding and application deploy, agile and mobile development.

All the three editions were sold out and registered a notable growth of public. Along the three editions important corporates were involved, such as *Amazon Web Services, Zend Technologies, Redhat, Google, DigitalOcean, OVH, MongoDB, Redis, Pivotal, Pusher, Spotify, ElasticSearch, Twilio, MailChimp, SquareSpace, Arduino*… The union of affirmed speakers, important companies and an impeccable organization have led to great achievements and to offer a high level of sponsorship service.

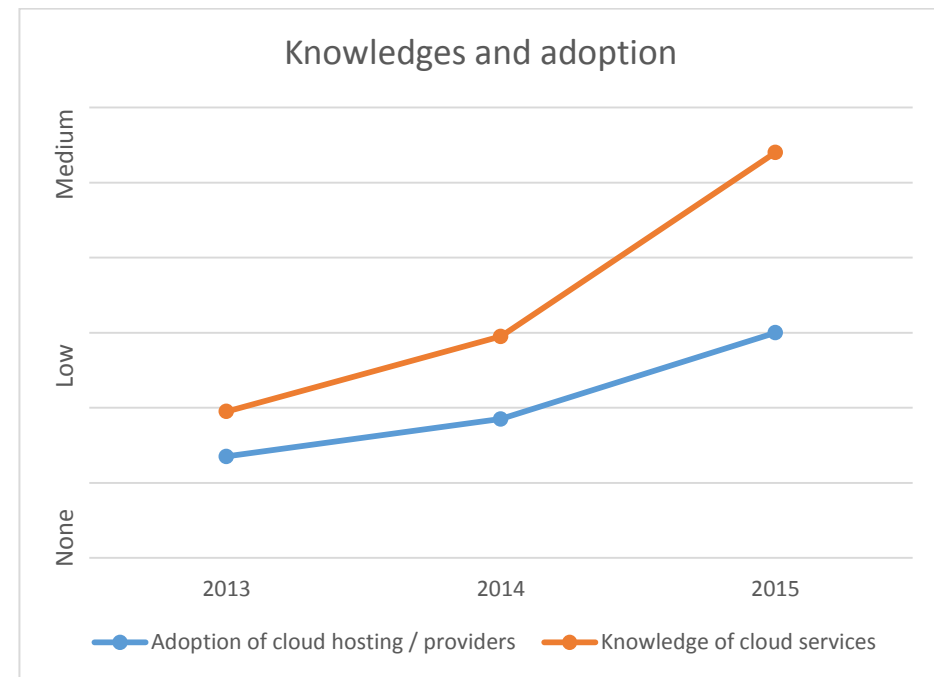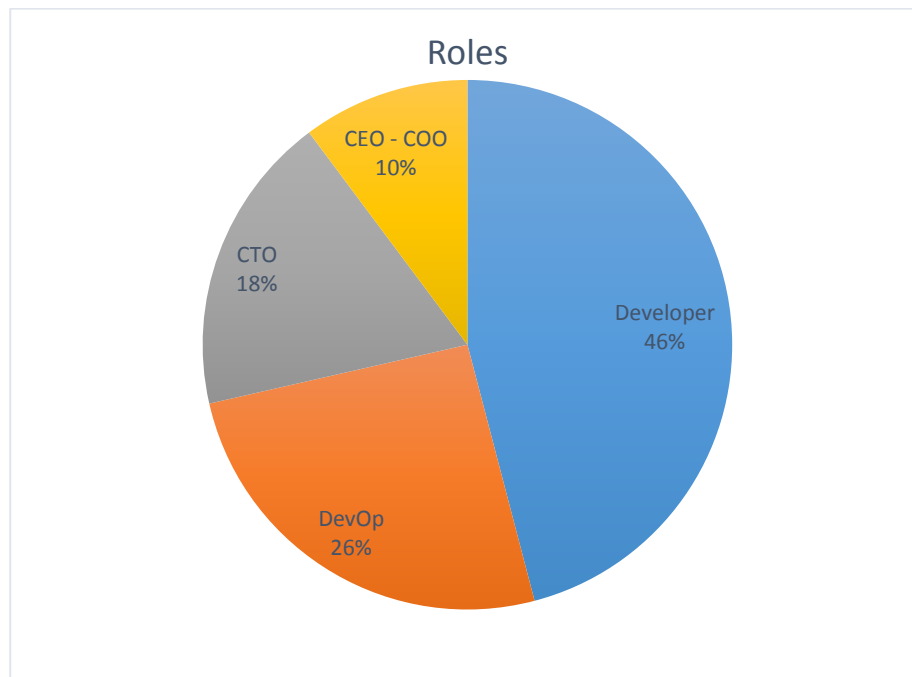|	*2013*	*2014*	*2015*	*2016*
attendees	125	210	300	**450**
language	italian	italian	english, fully international	**english, fully international**
tracks	1	2	3	**3**
sessions	9	12	20	**20+**
days	1	1 conf + 1 workshop day	1 conf + 1 workshop day	**1 conf + 1 workshop day**
workshop tracks	0	3	4	**4**

The location

Turin (wiki) is one of the most important cultural and business centers in Italy. A place rich of history and innovation. The region hosts important companies (FIAT, Arduino, Lavazza, Martini&Rossi, Ferrero…) and famous schools (Politecnico di Torino). Close to Milan, Turin is a city with an active IT industry, and it's connected to the most important cities (Paris, Lyon, Milan, Rome, Florence, Bologna, Naples) by high speed train service.
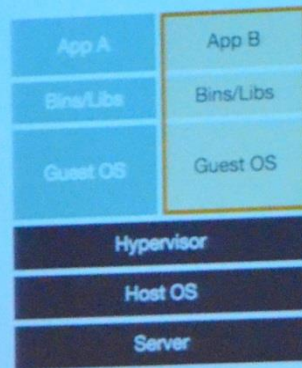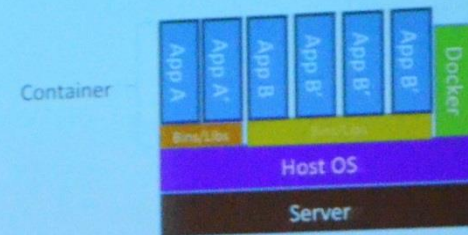
The audience

The CloudConf attendees have mostly a **technical background** covering different roles (freelancers, developers, devOps, CTOs). There are also a lot of IT managers, **CEOs and COOs** really interested in cloud services and new opportunities for their companies.

Following some infographics (from the polls and questionnaires that we shared with the attendees):

Roles

- Developer 46%
- DevOp 26%
- CTO 18%
- CEO - COO 10%

Knowledges and adoption

- Adoption of cloud hosting / providers
- Knowledge of cloud services

(2013, 2014, 2015 — None / Low / Medium)

2016 Sponsorship

In order to prevent any difference between sponsors, we set only one sponsorship tier with several services associated.

The value of the sponsorship:

- o **Large audience (450)** strongly focused on cloud services
- o An intensive pre and post social coverage via Facebook, Twitter, Newsletter and over 10 media partners with millions of monthly pageviews (such as Tom's Hardware and HTML.it)
- o An high level meeting centre that can enhance the experience and pleasure of attendees
- o An high level reception service that includes gadgets, coffee breaks, lunch and welcome bag for all attendees
- o The presence of important relators and companies
- o Sponsors very close to networking areas, coffee & lunch points in order to **enhance the contact** with the audience

What's included in the sponsorship:

- ✓ **Dedicated desk** branded with the logo of the, WiFi connection and power supply
- ✓ Roll-up with sponsor logo and event logo (is it possible bring own roll-up)
- ✓ 3 tickets for sponsor's staff + 3 full access tickets for the event
- ✓ At least 5 tweets and 2 Facebook posts on official event channels
- ✓ Presence with logo and description in at least 2 newsletters (over 3,000 contacts)
- ✓ Logo on roll-ups and papers at the event, on the website home page and sponsor page, on slides in the opening speech
- ✓ After the event, **the list of attendees** (name, company and email address) that accepted to be reached by sponsors

Pricing
The price is only 2,500.00 euros + VAT. Payment required before the event.

Additional services

Dedicated newsletter

DEM sent to over 3,000 contacts (IT companies, freelance, CTOs, CEOs...) with layout and contents provided by the sponsor.

Price: 500.00 euro + VAT   Slots available: 6

Branded "welcome bag"

Each attendee receives a white bag with gadget, papers and programme. The bag, badge lanyards and notepad inside are printed with the logo of the sponsor. Brochures/flyers of the sponsor can be added to the bag.

Price: 1,000.00 euro + VAT   Slots available: 1

Sponsored speech

Slot dedicated in one of the tracks. 30 minutes speech (the argument must be technical and shared with the organization).

Price: 1,500.00 euro + VAT   Slots available: 2

Please contact us (cloudconf@corley.it) for any request