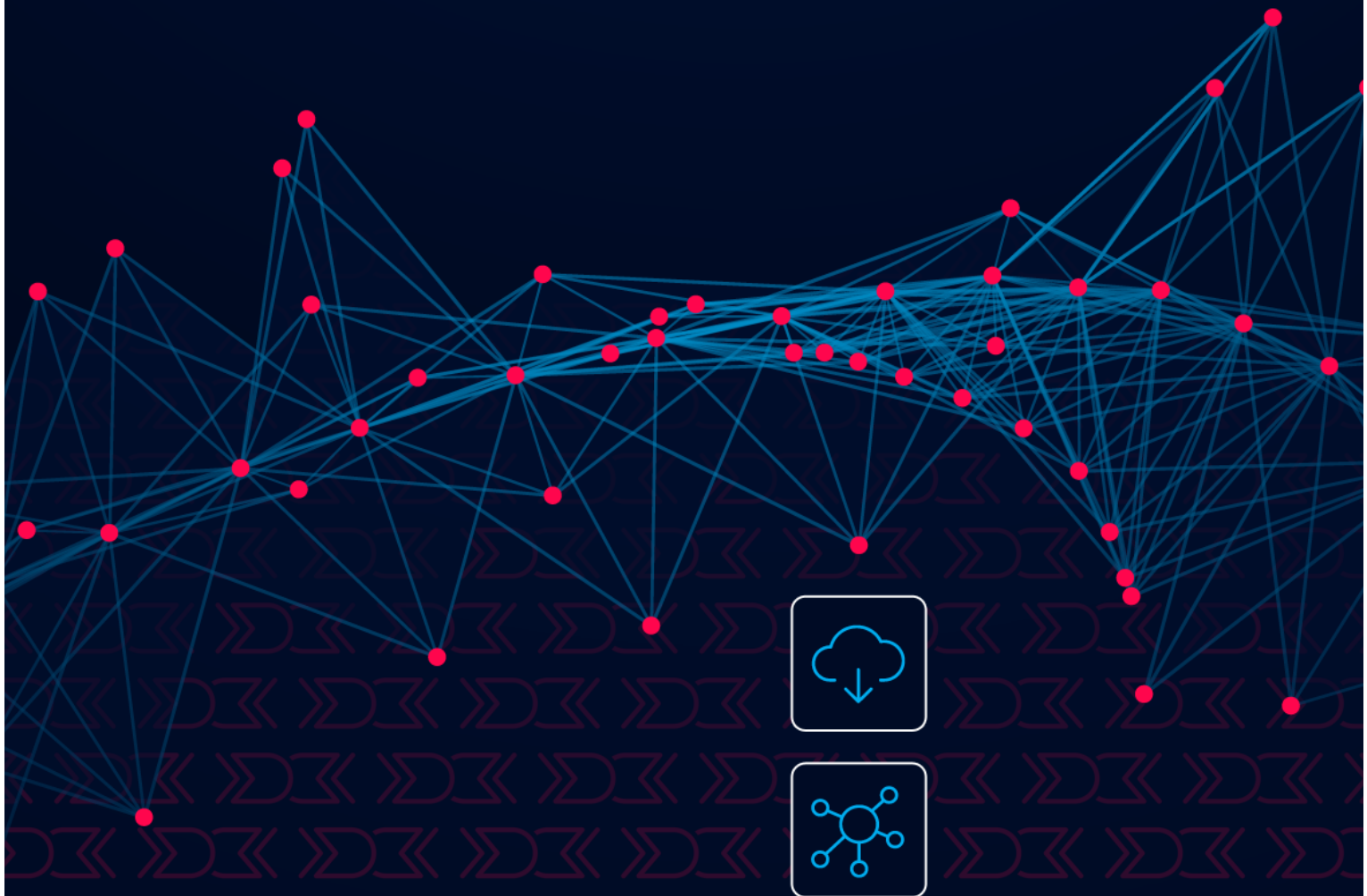# devconf;

SOLVING TODAY AND TOMORROW'S CHALLENGES

SPONSORSHIP PROPOSAL

EVENT INTRODUCTION

We are pleased to announce that DevConf 2018 dates have been confirmed. Indeed – you read correctly; dates! We are excited to announce that for the first time, DevConf will take place in two cities!

As per the last two years, the Johannesburg event will be a 1 day, 5 track event. The conference will be extended to include a 1 day, 2 track event in Cape Town.

Make sure you are part of this event where attendees can learn, network and be inspired regardless of their specific technology stacks and programming languages of choice!

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Event Details

Johannesburg

Date: 27 March 2018

Time: 08h00 – 19h00

Venue: Birchwood Hotel & OR Tambo Conference Centre

14 View Point Road, Bartlett AH, Boksburg

Cape Town

Date: 29 March 2018

Time: The River Club

Liesbeek Parkway, Observatory

Attendee Profile

The event targets professional software developers who work in mid to large sized organisations and who develop systems of all sizes for enterprise companies. The event aims to attract attendees across industries such as financial services, media houses, telco's etc.

The Johannesburg event aims to attract approximately **600** attendees and the Cape Town event aims to attract **250** attendees.

Event Purpose

DevConf serves to inspire software developers with a range of topics applicable to software development. The aim of the conference is to provide local software developers a buffet of tools, practices and principles applicable to tackling current challenges in the South African software development environment. From keeping up to date with the latest technologies and trends to tackling the challenges of working in large enterprise systems – it's a buffet of experiences, ideas and pragmatic advice as well as an opportunity to connect with peers across the industry.

SOLVING TODAY AND TOMORROW'S CHALLENGES

Event Agenda

DevConf will be a multiple track event with 7 speakers in each track and a keynote. Johannesburg will have 5 concurrent tracks and Cape Town will have 2 tracks. Listed below are the suggested themes which will to be covered:

Crafting Code	Talks related to designing or refactoring code (can be language specific or spanning multiple languages).
Database	Talks relating to database paradigms from Relational Databases to Graph & Object Databases, techniques for working with data, etc.
DevOps & Automation	Talks related to DevOps and automation of deployment, including specific automation approaches, experiences and lessons learned.
Tools	Talks related to the use of developer tools, languages, frameworks and platforms.
Teams, People & Methodologies	Talks related to culture and experiences in teams, new ways of working, or tools that practitioner's find useful.
Security	Talks related to security or hacking.
IoT	Talks related to Internet of Thing devices, platforms and writing software for IoT.
Machine Learning & AI	Talks related to data science, and how to use AI and machine learning
Mobile	Talks related to mobile development and mobile platforms.

The exact agenda is based on the speaker submissions which will be open from the 4th of September 2017 until the 1st October 2017 & final agenda will be published in late October.

SPONSORSHIP PACKAGES

Sponsorship packages are offered in both cities and are not dependent on each other.

A **10% discount** will be offered should you wish to take sponsorship packages for both cities.

Eight main sponsorship packages are available for the Johannesburg event:

Package Name	COCKTAIL SPONSOR
Limit	Limited to 1 sponsors
Pre Event Benefits	Logo on website
	Logo on HTML invitation
Onsite Event Benefits	Logo on podium in main auditorium
	Logo on branding in main auditorium
	Logo on printed agenda
	Logo & sponsorship acknowledgement in keynote
	Expo area 3 x 3m Carpeted floor space Mobile & reusable banner wall (Sponsor gets to keep post event) Plasma screen & power supply 1 x Trestle table and 2 x chairs with a branded table cloth (Sponsor gets to keep table cloth post event)
	Option to include up to 4 x A4 brochures/promotional item in delegate bag
	Branding on delegate bag
	Branding on delegate t-shirts
	Option to provide 4 x pull up banners
	45 mins Speaker slot *Subject to content approval * Single presenter only
	Option to make a 2-3 minute speech at the cocktail function (audio only – no presentation)
	Vinyl branding on the cocktail tables in networking area
	3 x Delegate passes 2 x Marketing Passes (no access to sessions)
Post Event Benefits	Access to delegate database based on delegate op-it on event evaluation
Fee (excl. VAT)	R 120 000

Package Name	PLATINUM
Limit	Limited to 3 Platinum sponsors
Pre Event Benefits	Logo on website
	Logo on HTML invitation
Onsite Event Benefits	Logo on podium in main auditorium
	Logo on branding in main auditorium
	Logo on printed agenda
	Logo & sponsorship acknowledgement in keynote
	Expo area 3 x 3m Carpeted floor space Mobile & reusable banner wall (Sponsor gets to keep post event) Plasma screen & power supply 1 x Trestle table and 2 x chairs with a branded table cloth (Sponsor gets to keep table cloth post event)
	Option to include up to 4 x A4 brochures/promotional item in delegate bag
	Branding on delegate bag
	Branding on delegate t-shirts
	Option to provide 4 pull up banners to be erected at event
	45 mins Speaker slot *Subject to content approval * Single presenter only
	3 x Delegate Passes 2 x Marketing Passes (no access to sessions)
Post Event Benefits	Access to delegate database based on delegate op-it on event evaluation
Fee (excl. VAT)	R85 000

Package Name	GOLD
Limit	Limited to 2 Gold sponsors
Pre Event Benefits	Logo on website
	Logo on HTML invitation
Onsite Event Benefits	Logo on podium in main auditorium
	Logo on branding in main auditorium
	Logo on printed agenda
	Logo & sponsorship acknowledgement in keynote
	Expo area 3 x 3m Carpeted floor space Mobile & reusable banner wall (Sponsor gets to keep post event) Plasma screen & power supply 1 x Trestle table and 2 x chairs with a branded table cloth (Sponsor gets to keep table cloth post event)
	Option to include up to 3 x A4 brochures/promotional item in delegate bag
	Branding on delegate registration lanyard
	Option to provide 3 pull up banners
	45 mins Speaker slot *Subject to content approval * Single presenter only
	2 x Delegate passes 2 x Marketing Passes (no access to sessions)
Fee (excl. VAT)	**R 75 000**

Package Name	SILVER
Limit	Limited to 4 Silver sponsors
Pre Event Benefits	Logo on website
	Logo on HTML invitation
Onsite Event Benefits	Logo on podium in main auditorium
	Logo on printed agenda
	Logo & sponsorship acknowledgement in keynote
	Expo area 3 x 3m Carpeted floor space Mobile & reusable banner wall (Sponsor gets to keep post event) Plasma screen & power supply 1 x Trestle table and 2 x chairs with a branded table cloth (Sponsor gets to keep table cloth post event)
	Option to include 2 x A4 brochure/promotional item in delegate bag
	Option to provide 2 pull up banners
	2 x Delegate passes 2 x Marketing Passes (no access to sessions)
Fee (excl. VAT)	**R 60 000**

Package Name	BRONZE
Limit	Limited to 5 Bronze sponsors
Pre Event Benefits	Logo on website
	Logo on HTML invitation
Onsite Event Benefits	Logo on printed agenda
	Logo & sponsorship acknowledgement in keynote
	Expo area 3 x 3m Carpeted floor space Mobile & reusable banner wall (Sponsor gets to keep post event) Plasma screen & power supply 1 x Trestle table and 2 x chairs with a branded table cloth (Sponsor gets to keep table cloth post event)
	Option to include 1 x A4 brochure/promotional item in delegate bag
	1 x Delegate passes 2 x Marketing Passes (no access to sessions)
Fee (excl. VAT)	R 50 000

Package Name	VIDEO SPONSOR
All 5 tracks in Johannesburg will be recorded and made available to delegates post the event.	
Limit	Limited to 1 sponsors
Pre Event Benefits	Logo on website
	Logo on HTML invitation
Onsite Benefits	Logo on printed agenda
	Logo & sponsorship acknowledgement in keynote
	Option to include up to 1 x A4 brochures/promotional item in delegate bag
	Option to provide 1 pull up banners at DevConf
	1 x Delegate passes to attend DevConf
Post Event Benefit	Logo on footer of edited footage
Fee (excl. VAT)	R 50 000

Package Name	COFFEE SPONSOR
Limit	Limited to 1 sponsors
Pre Event Benefits	Logo on website
	Logo on HTML invitation
Onsite Benefits	Logo on printed agenda
	Logo & sponsorship acknowledgement in keynote
	Option to include up to 1 x A4 brochures/promotional item in delegate bag
	Branded coffee bar
	Branded cup sleeves
	Option to provide 2 pull up banners at DevConf
	1 x Delegate passes to attend DevConf
Fee (excl. VAT)	R 40 000

Package Name	SPEAKER'S DINNER SPONSOR
Speaker's dinner to take place on 26 March. All speakers and organising committee members will be invited to attend the dinner – approx. 50 guests in total.	
Limit	Limited to 1 sponsors
Pre Event Benefits	Logo on website
	Logo on HTML invitation
	Logo on printed dinner menu
Onsite Events	Logo on printed agenda
	Logo & sponsorship acknowledgement in keynote
	Option to include up to 1 x A4 brochures/promotional item in delegate bag
	Option to provide 1 pull up banners at DevConf Option to provide 1 pull up banner at the speaker's dinner
	1 x Delegate passes to attend DevConf 3 x Passes to attend the speaker's dinner
Fee (excl. VAT)	R 30 000

Six main sponsorship packages are available for the Cape Town event:

Package Name	COCKTAIL SPONSOR
Limit	Limited to 1 sponsors
Pre Event Benefits	Logo on website
	Logo on HTML invitation
Onsite Event Benefits	Logo on podium in main auditorium
	Logo on branding in main auditorium
	Logo on printed agenda
	Logo & sponsorship acknowledgement in keynote
	Expo area 3 x 3m Carpeted floor space Mobile & reusable banner wall (Sponsor gets to keep post event) Plasma screen & power supply 1 x Trestle table and 2 x chairs with a branded table cloth (Sponsor gets to keep table cloth post event)
	Option to include up to 4 x A4 brochures/promotional item in delegate bag
	Branding on delegate bag
	Branding on delegate t-shirts
	Option to provide 4 x pull up banners
	45 mins Speaker slot *Subject to content approval * Single presenter only
	Option to make a 2-3 minute speech at the cocktail function (audio only – no presentation)
	Vinyl branding on the cocktail tables in networking area
	3 x Delegate passes 2 x Marketing Passes (no access to sessions)
Post Event Benefits	Access to delegate database based on delegate op-it on event evaluation
Fee (excl. VAT)	**R 80 000**

Package Name	PLATINUM
Limit	Limited to 3 Platinum sponsors
Pre Event Benefits	Logo on website
	Logo on HTML invitation
Onsite Event Benefits	Logo on podium in main auditorium
	Logo on branding in main auditorium
	Logo on printed agenda
	Logo & sponsorship acknowledgement in keynote
	Expo area 3 x 3m Carpeted floor space Mobile & reusable banner wall (Sponsor gets to keep post event) Plasma screen & power supply 1 x Trestle table and 2 x chairs with a branded table cloth (Sponsor gets to keep table cloth post event)
	Option to include up to 4 x A4 brochures/promotional item in delegate bag
	Branding on delegate bag
	Branding on delegate t-shirts
	Option to provide 4 pull up banners to be erected at event
	45 mins Speaker slot *Subject to content approval * Single presenter only
	3 x Delegate Passes 2 x Marketing Passes (no access to sessions)
Post Event Benefits	Access to delegate database based on delegate op-it on event evaluation
Fee (excl. VAT)	R55 000

Package Name	GOLD
Limit	Limited to 3 Gold sponsors
Pre Event Benefits	Logo on website
	Logo on HTML invitation
Onsite Event Benefits	Logo on podium in main auditorium
	Logo on branding in main auditorium
	Logo on printed agenda
	Logo & sponsorship acknowledgement in keynote
	Expo area 3 x 3m Carpeted floor space Mobile & reusable banner wall (Sponsor gets to keep post event) Plasma screen & power supply 1 x Trestle table and 2 x chairs with a branded table cloth (Sponsor gets to keep table cloth post event) 15 mins Lightning Talk Speaker slot *Subject to content approval * Single presenter only * T&E for speaker is not included
	Option to include up to 3 x A4 brochures/promotional item in delegate bag
	Branding on delegate registration lanyard
	Option to provide 3 pull up banners 2 x Delegate passes 2 x Marketing Passes (no access to sessions)
Fee (excl. VAT)	R 45 000

Package Name	SILVER
Limit	Limited to 8 Silver sponsors
Pre Event Benefits	Logo on website
	Logo on HTML invitation
Onsite Event Benefits	Logo on podium in main auditorium
	Logo on printed agenda
	Logo & sponsorship acknowledgement in keynote
	Expo area 3 x 3m Carpeted floor space Mobile & reusable banner wall (Sponsor gets to keep post event) Plasma screen & power supply 1 x Trestle table and 2 x chairs with a branded table cloth (Sponsor gets to keep table cloth post event)
	Option to include 2 x A4 brochure/promotional item in delegate bag
	Option to provide 2 pull up banners 2 x Delegate passes 2 x Marketing Passes (no access to sessions)
Fee (excl. VAT)	R 35 000

Package Name	COFFEE SPONSOR
Limit	Limited to 1 sponsors
Pre Event Benefits	Logo on website
	Logo on HTML invitation
	Logo on printed agenda
	Logo & sponsorship acknowledgement in keynote
	Option to include up to 1 x A4 brochures/promotional item in delegate bag
	Branded coffee bar
	Branded cup sleeves
	Option to provide 2 pull up banners at DevConf
	1 x Delegate passes to attend DevConf
Onsite Benefits	
Fee (excl. VAT)	R 35 000

Package Name	SPEAKER'S DINNER SPONSOR
Speaker's dinner to take place on 26 March. All speakers and organising committee members will be invited to attend the dinner – approx. 30 guests in total.	
Limit	Limited to 1 sponsors
Pre Event Benefits	Logo on website
	Logo on HTML invitation
	Logo on printed dinner menu
	Logo on printed agenda
	Logo & sponsorship acknowledgement in keynote
	Option to include up to 1 x A4 brochures/promotional item in delegate bag
	Option to provide 1 pull up banners at DevConf Option to provide 1 pull up banner at the speaker's dinner
	1 x Delegate passes to attend DevConf 3 x Passes to attend the speaker's dinner
Onsite Events	
Fee (excl. VAT)	R 15 000

Sponsorship benefits are dependent on the time at which the sponsorship agreement is signed and production lead times.

All sponsorship opportunities to be finalised by 23 February 2018.

Other promotional opportunities upon request:

- Promotional inserts into delegate bags. Cost R4 000 (ex VAT)

CONTACT DETAILS

Should you wish to confirm a sponsorship package please reach out to one of the below contact people:

- Candice Mesk & Robert MacLean   Info@DevConf.co.za

- Michelle Beckmann: michelle@fizzmarketing.co.za

Document Date: 4 September 2017