



SOLVING  
TODAY AND  
TOMORROW'S  
CHALLENGES

# SPONSORSHIP PROPOSAL





## EVENT INTRODUCTION

After the huge success of DevConf 2016, the demand for the next DevConf has been overwhelming. As a result, the planning for DevConf 2017 is well under way.

Just like last year, the event is a community driven, professional developer focused, one-day conference hosted annually in Johannesburg. It's an event where attendees can learn, network and be inspired regardless of their specific technology stack and programming language of choice.

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## Event Details

**Date:** 9 March 2017

**Time:** 08h00 – 18h00

**Venue:** Vodacom World Events

082 Vodacom Boulevard

Midrand

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## Attendee Profile

The event targets professional software developers which work in mid to large sized organisations and who develop systems of all sizes for enterprise companies. The event aims to attract **600 to 700** attendees across industries such as financial services, media houses, telco's etc.

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## 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.

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## Event Agenda

DevConf will be a multiple track event with up to **5 tracks** running simultaneously. Listed below are the suggested tracks to be covered:

## Track 1 - Crafting Code ##			
Topics:	Code related, can be language specific but will span across languages	Keywords:	Object Oriented Design, Principles, Functional & Lambdas, Legacy Code, Legacy Systems, Refactoring, Software Craftsmanship
## Track 2 – Persistence & Data ##			
Topics:	DB related Multiple database paradigms from Relational Databases to Graph & Object Databases	Keywords:	SQL, Mongo, Neo4J, Rest Architectures, Security, SQL Server, Oracle
## Track 3 - DevOps & Automation ##			
Topics:	DevOps and automation of deployment related Include specific automation approaches provided, what worked, what was a challenge	Keywords:	Chef, Puppet, Ansible, Octopus Deploy, Test Driven Infrastructure, Docker, Slack, TFS, TeamCity, Jenkins, Go CI, Rational
## Track 4 - Tools & Frameworks ##			
Topics:	Tools related to programming languages, frameworks and platforms	Keywords:	Git, Visual Studio Tips & Techniques, Vim, Eclipse, NetBeans,
## Track 5 – Teams & People ##			
Topics:	Topics related to experiences in teams, or tools that practitioner's find useful	Keywords:	Mentoring, Working in Teams, Dealing with Diversity



## SPONSORSHIP PACKAGES

Six main sponsorship packages are available:

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 hanging banners in main auditorium Logo on printed agenda Logo & sponsorship acknowledgement in keynote Logo exposure on all plasma screens located in the venue Expo area 3 x 2m floor space Mobile & reusable banner wall (Sponsor gets to keep post event) Plasma screen & power supply 1 x Cocktail table and 2 x chairs 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 25 mins Speaker slot *Subject to content approval 4 x Delegate Passes 2 x Marketing Passes (no access to sessions)
Post Event Benefits	Access to delegate database based on delegate op-it in 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 hanging banners in main auditorium
	Logo on printed agenda
	Logo & sponsorship acknowledgement in keynote
	Logo exposure on all plasma screens located in the venue
	Expo area 3 x 2m floor space Mobile & reusable banner wall (Sponsor gets to keep post event) Plasma screen & power supply 1 x Cocktail table and 2 x chairs
	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
	25 mins Speaker slot
	2 x Delegate passes
	2 x Marketing Passes (no access to sessions)
Fee (excl. VAT)	R 75 000

Package Name	SILVER
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
	Logo exposure on all plasma screens located in the venue
	Expo area 3 x 2m floor space Mobile & reusable banner wall (Sponsor gets to keep post event) Plasma screen & power supply 1 x Cocktail table and 2 x chairs
	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 55 000



Package Name	BRONZE
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
	Logo exposure on all plasma screens located in the venue
	Expo area 3 x 2m floor space Mobile & reusable banner wall (Sponsor gets to keep post event) Plasma screen & power supply 1 x Cocktail table and 2 x chairs
	Option to include 1 x A4 brochure/promotional item in delegate bag
	Option to provide 1 pull up banners
	1 x Delegate passes 2 x Marketing Passes (no access to sessions)
Fee (excl. VAT)	<b>R 45 000</b>

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 hanging banners in main auditorium
	Logo on printed agenda
	Logo & sponsorship acknowledgement in keynote
	Logo exposure on all plasma screens located in the venue
	Expo area 3 x 2m floor space Mobile & reusable banner wall (Sponsor gets to keep post event) Plasma screen & power supply 1 x Cocktail table and 2 x chairs
	Option to include up to 2 x A4 brochures/promotional item in delegate bag
	Option to provide 2 pull up banners
	30 mins Speaker slot
	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
	2 x Delegate passes 2 x Marketing Passes (no access to sessions)
Fee (excl. VAT)	<b>R 100 000</b>



Package Name	COFFEE 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 printed agenda
	Logo & sponsorship acknowledgement in keynote
	Logo exposure on all plasma screens located in the venue
	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 38 000

Package Name	SPEAKER'S DINNER SPONSOR
Speaker's dinner to take place on 8 March at a restaurant still to be confirmed closer to the time. 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
Onsite Event Benefits	Logo on podium in main auditorium
	Logo on printed agenda
	Logo & sponsorship acknowledgement in keynote
	Logo exposure on all plasma screens located in the venue
	Option to include up to 1 x A4 brochures/promotional item in delegate bag
	Option to provide 2 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 25 000

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 10 February 2017.

Other promotional opportunities upon request:

- Promotional inserts into delegate bags



## CONTACT DETAILS

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

- Candice Mesk and Robert MacLean: [Info@DevConf.co.za](mailto:Info@DevConf.co.za)
- Michelle Beckmann: [michelle@fizzmarketing.co.za](mailto:michelle@fizzmarketing.co.za)

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