



SOLVING  
TODAY AND  
TOMORROW'S  
CHALLENGES

# SPONSORSHIP PROPOSAL



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## INVITATION TO SPONSOR

Dear Potential Sponsor,

DevConf, the conference for South African developers, is now in its 8<sup>th</sup> year of planning, following the record-breaking 2023 and we are extremely excited to announce that DevConf 2024 will happen in May with in-person events in Cape Town at the wonderful Century City Convention Centre, and in Johannesburg at the beautiful Emperors Palace Convention Centre. These world-class venues give us new opportunities to make DevConf 2024 the best software development event to sponsor in South Africa.

DevConf 2023 feedback achieved the highest satisfaction and attendance numbers we've ever seen for DevConf and validated our hypothesis that in-person events are still the premier experience for software developers. We expect this trend will continue to grow and improve with the 2024 event.

Both locations allow us to increase the number of attendees from 500 in 2023 to 700 in 2024, with the opportunity to expand further if there is ticket demand, so your brand will be able to reach a minimum of over 1400 developers across the two days. The venues also offer significant space improvements and opportunities to create exciting new networking experiences. In 2024 we will launch new eco-friendly eye-catching stands (have a look at the renders below) that will make your brand stand out to the audience, and we're happy to share that those stands are yours to take with you too! We are also expanding the excitement at stands with activations included in sponsorships and bolt-ons which will increase engagement in-person and online. **There has never been a DevConf with this much opportunity to make your brand stand out!**

In this tough financial time, we have also worked to make DevConf 2024 more affordable than ever! We have kept ticket prices below inflation, we have increased discounts to their largest ever on tickets, we have included new bronze sponsorship levels to offer stands and exposure at DevConf within tighter budgets, and we have adjusted existing sponsorships to be as cost-effective as possible, even decreasing costs where possible by seeking more competitive pricing from different suppliers without compromising on the quality you expect.

DevConf wouldn't be possible without the invaluable contribution provided by sponsors. By providing tailored sponsorship platforms, we endeavour to collaborate with every sponsor to provide attendees with ample event benefits, such as brand awareness, product demonstrations, networking, and career discussions.

We view DevConf as a partnership with sponsors, and we welcome questions, ideas or suggestions that are not explicit in this sponsorship proposal. We would love to join you on a call and work together to make your goals a reality at the event!

We are privileged to have collaborated with many returning sponsors over the years and hope that this will be the case again in 2024. We also welcome any first-time sponsors and look forward to journeying with you as you make DevConf a banner event for your company.

Candice Mesk and Robert MacLean  
Directors | Developer User Group



## DEVCONF EXECUTIVE SUMMARY

### PURPOSE

DevConf is a conference aimed at inspiring software developers in South Africa. It offers a wide range of topics related to software development, with a specific focus on addressing the challenges unique to South Africa. The conference started in 2016 and has since become the largest community-run event for software developers in Southern Africa. Attendees can expect to gain valuable experiences, ideas, and practical advice, as well as the opportunity to connect with their peers from across the industry.

Regardless of their level of experience, participants can choose from a variety of options to expand their knowledge at DevConf. This includes staying up to date with the latest technologies and trends, as well as addressing the challenges of working in startups, and organisations of all sizes.

DevConf is an impartial event that provides attendees with a sense of confidence in knowing that they will receive unbiased and relevant information tailored to their needs. As a sponsor, you can benefit from this confidence and trust as it assures you that your product, career opportunities, and networking will be showcased in the best possible light to the largest gathering of South African software developers.

### OUR MISSION



Host a world-class professional software developers' event



Highlight the brands and goals of our sponsors while ensuring value for money



Bring together top industry speakers and the South African audience



Ensure quality content that is most sought after by professional software developers



## ATTENDEE PROFILE



DevConf targets professional software developers, from all kinds of organisations, from independent developers to anyone who works in mid-to-large-sized organisations and enterprises.

DevConf has a record of accomplishment of being the event for senior software developers with 65% of attendees being of a senior or higher level in 2023 and an average working experience of 12 years (increasing from 2022).

DevConf also brings the people who make the decisions with Decision Makers accounting for 16% of attendees and influencers accounting for 46% of attendees.

The event does attract a broad range of people beyond developers with Tech Leads (15% in 2023), DevOps (2% in 2023), executives (7% in 2023), managers (11% in 2023) and QAs (4% in 2023) being in attendance.

All this highlights that DevConf is where the most influential and knowledgeable people in Software Development will be in attendance.

## DATES AND VENUES

### JOHANNESBURG

### CAPE TOWN

#### DATE

7<sup>th</sup> May 2024

#### MINIMUM TICKETS

700

#### VENUE

Emperors Palace

#### EVENT STRUCTURE

Full-day event with 5 tracks, 3 master classes and sponsor networking area

#### DATE

9<sup>th</sup> May 2024

#### MINIMUM TICKETS

700

#### VENUE

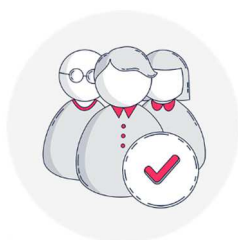
Century City Conference Centre

#### EVENT STRUCTURE

Full-day event with 5 tracks, 3 master classes and sponsor networking area



## 2023 REFLECTION



1212 attendees

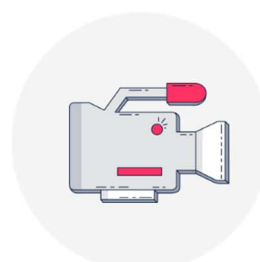
56% increase from 2022



36 speakers



25 sponsors



24 Hours, 18 Minutes, 18  
seconds of recorded content

Watch it online at

DevConf 2023 saw sold-out ticket sales leading to record-breaking numbers of attendees in person and the longest waiting lists for any tickets to become free. Pretoria had over 250 people on the waiting list before we stopped accepting entries to the waiting list. The appetite for expert-led, relevant content has never been higher!

DevConf also has truly broken out of being a South Africa only event, with attendees from as far afield as Germany coming to the event and feedback from the international speakers that the event organization, culture, and content are at a world-class level.

The attendees' day was kicked off by a powerful keynote from the world-famous CEO of Thinkst, Haroon Meer, and then moved into the familiar structure of DevConf but with a few new twists, the highlight of which being the workshops which left standing room only in Cape Town!

Sponsors at DevConf 2023 have reported significant success thanks directly to DevConf with one sponsor reporting over 7000% growth in their social media channels, while another excitedly shared that they gained 3 major new clients!

When the event was completed and the feedback collected, attendees' satisfaction scores of 92% and 97% confirmed that they would return in 2024! The DevConf YouTube channel has also seen growth with it breaking 1000 subscribers, and the 2024 content being the fastest growing content in the history of the channel.



## DEVCONF 2024 CONTENT

DevConf 2024 will be a one-day event, in each city, with two different, yet complementary sets of content available for attendees with both traditional presentations and sponsor-led master classes.

### Presentations

DevConf's trademark multi-track presentation format offers attendees something unique, insightful, and entertaining throughout the day – leading to no empty sessions or attendees leaving early. The content covers a range of topics and prospective speakers submitting for DevConf 2024 have classified their talks into these categories:

- AI
- Architecture and Design
- Blockchain and Cryptocurrencies
- Cloud
- Data
- DevOps and CI/CD
- Experience
- Fun
- Programming Languages
- Mental Health
- InfoSec
- Team Culture
- Tools
- UX and UI

The exact agenda will be determined following the review of talk submissions by an independent and diverse panel. The final agenda is composed at the discretion of the organisers and will be published once finalised, with placeholders for forthcoming sponsored speaker slots.

### Master Classes

In 2023 DevConf launched the *workshops* sponsorship packages for the first time, and in 2024 we are taking the lessons from those to provide a unique opportunity for you to speak to the DevConf audience directly. Increasing from 2 *workshops* per event in 2023, we will offer 3 Master Classes per event in 2024 with better alignment to the agenda, better locations in the venue which allow for up to 72 attendees (up from 30), and more awareness of the Master Classes for attendees.

Master Classes allow you to have a 90-minute presentation to an exclusive group of attendees where you can run traditional presentations or hands-on labs. You are welcome to use the 90 minutes as you see fit, so a combination of presentation and lab or just using it as 2 presentation slots or having multiple facilitators in the Master Class; It is up to you, and we work with you to make it a success!

Master Classes come out from the demand of attendees to dive deeper into the content, and so this uniquely positions sponsors to meet and engage with the most enthusiastic and interested attendees on topics relevant to the sponsor.





## SPONSORSHIP PACKAGES OVERVIEW

All packages come standard with:

- Full delegate tickets to the event, including DevConf famous swag and access to all sessions and master classes.
- Logo on all scheduled emails.
- Logo on the event website.
- Logo and sponsorship acknowledgement in the keynote.
- Logo on the printed agenda.
- Option to include brochures and/or promotional items in the delegate bag.
- Discount on any additional delegate tickets purchased.
- Sponsor consulting from Candice and Robert on how to best use your package to achieve your goals.
- Early access to sponsorship packages of DevConf 2025, ahead of the public offering, giving you the best chance to get the packages you want!

Note: All prices displayed are excluding VAT.

### BOLT-ONS

In 2023 we launched bolt-ons, which are a set of extras available to sponsors to light up their stand and improve engagement with attendees for a low additional cost. The sponsors in 2023 who took this saw increased activity at their stands, more buzz on social media and easier ways to start vital networking conversations with attendees. We are excited to bring them back again for the 2024 event!

Some bolt-on options may be associated with a specific package (for example, the stand option, which is part of the registration package) and are advertised with the package itself; however, there are a set of wonderful bolt-ons which can be added to any package. These are listed last in this proposal document, so please continue to read to the end!

### YOU OWN YOUR ECO-FRIENDLY STAND

As part of packages which include a stand<sup>1</sup>, we are excited to announce a brand-new stand supplier for DevConf 2024. These stands are eco-friendly and offer increased opportunities for branding over anything we have ever had before; these stands will absolutely WOW the audience at the event. Even better at the end of DevConf, the stand will be taken down and you will be able to take it to use at any event in future or leave it and it will be responsibly recycled.

### Need extras for your stand?

More chairs to make networking more comfortable? A screen to show your amazing demos? We can help! Let us know how we can collaborate with you to meet your needs and make your stand unique.

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<sup>1</sup> Diamond, Platinum, Gold, Silver, Bronze, Registration (Bolt-On), Coffee (Bolt-On), Bag (Bolt-On), Bronze (Bolt-On)





## DEVCONF 2024 DISCOUNTS

To say thank you to our amazing sponsors, we are excited to offer the following discounts:

### ADDITIONAL TICKET DISCOUNT

Every sponsorship package comes with full delegate tickets for the event, but we know that the more people who attend the event DevConf from a sponsor, the stronger the brand awareness becomes (especially when everyone is wearing your amazing, branded tops). DevConf tickets also provide a wonderful way to thank and develop your team members!

To help enable all your goals, we include discounts on any additional tickets you may want to purchase. On the Bag, Registration, Bronze, Silver, Gold, Platinum, and Diamond packages we offer a 12.5% discount on any additional tickets purchased by the sponsor. **This is the largest discount we have ever offered sponsors!**

On the Speaker's Dinner, Cocktail, Video Sponsor, Master class, and Coffee packages we offer a 10% discount on any additional tickets purchased by the sponsor, which is more than we offered in 2023!

### JOIN US IN BOTH CITIES AND GET A DISCOUNT!

From years of running DevConf, we have found sponsors who have a presence at both events see huge increases in brand awareness and goal achievements. This is due to several factors, including increased opportunities from DevConf around marketing, increased social media and news media exposure, and the network effect of attendees, whose networks are not geographically restricted.

To make it possible for sponsors to take even more advantage of these effects, we are for the first time offering a R10 000 discount on the total sponsorship cost to sponsors signing up for a package in both cities.

The packages do not need to be the same, so a sponsor could sign up for Diamond in Cape Town and Bronze in Johannesburg to unlock this discount.



## DEVCONF 2024 PACKAGE AVAILABILITY

DevConf has a history of selling out of sponsorship packages and 2024 looks to be no different.

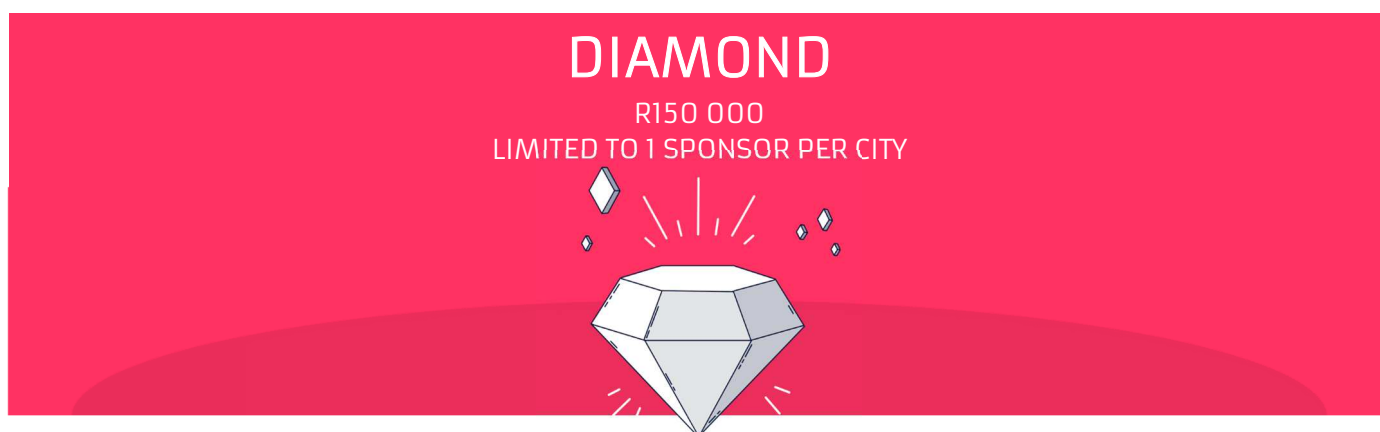
If you would like to take a reserved package, let us know so that we can confirm if the potential sponsor will be taking it.

To aid in your planning this is the current state of package availability:

Package	Johannesburg	Cape Town
Diamond	Sold out	Available
Platinum	2 x Available	1 x Available
Gold	All Reserved	All Reserved
Silver	3 x Available	2 x Available
Bronze	1 x Available	1 x Available
Bag	Available	Available
Registration	Available	Available
Coffee	Available	Available
Video	Available	
Cocktail	Available	Available
Master Class	2 x Available	2 x Available
Speakers Dinner	Available	Available

## BOLT-ONS AVAILABILITY

Package	Johannesburg	Cape Town
Lockers	Available	Available
Racing Simulator	Sold out	Available
Soccer Penalty Shootout	Sold out	
Mosaic Wall	Available	Available
360 Video Booth	Available	Available
Charging Stations	Available	Available



## BRAND EXPOSURE

- Logo on all scheduled emails to the database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on print
- Logo on the podium in the keynote room
- Logo on laptop sticker which will be placed in delegate bags
- Option to include brochures and/or promotional items in the delegate bags
- Logo size on all material: 150%

## EXHIBITION SPACE AND NETWORKING AREA

- 4x4m eco-friendly island stand with corner counter with lockable cupboard, 4 x cocktail chairs and 2 plug points<sup>1</sup>
- Option to display 4 pull-up banners in the networking area

## CONFERENCE BENEFITS

- Access to delegate database, based on opt-in, after the event completes.
- 1x 40-minute speaker slot<sup>2</sup>
- 4 x Delegate passes with full access to the event and included swag.
- Maximum discount of 12.5% on delegate tickets<sup>3</sup>

## EXCLUSIVE DIAMOND ONLY BENEFIT

- Exclusive logo branding on delegate garment

<sup>1</sup> Sponsor to complete the provided template with art design for the stand and counter.

<sup>2</sup> Subject to content approval. Single presenter only. The speaker will get all speaker benefits, including their own access to the event and invites to the speaker dinner. Speaker T&E is not included.

<sup>3</sup> We will collaborate with you to get you the best discount, so if early bird tickets are available then we will use that discount as it is 15%; if no early bird tickets are left, we will use your sponsor discount. Discounts cannot be stacked.



## EXAMPLE OF DIAMOND PACKAGE STAND





# PLATINUM

R120 000  
LIMITED TO 2 SPONSORS PER CITY



## BRAND EXPOSURE

- Logo on all scheduled emails to the database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda
- Logo on the podium in the keynote room
- Logo on laptop sticker which will be placed in delegate bags
- Option to include brochures and/or promotional items in the delegate bags
- Logo size on all material: 135%

## EXHIBITION SPACE AND NETWORK AREA

- 3x3m eco-friendly corner stand with counter with lockable cupboard, 4 x cocktail chairs and 2 plug points<sup>1</sup>
- Option to display 4 pull-up banners in the networking area

## CONFERENCE BENEFITS

- Access to delegate database (based on opt-in)
- 1 x 40-minute speaker slot<sup>2</sup>
- 4 x Delegate passes with full access to the event.
- Maximum discount of 12.5% on delegate tickets<sup>3</sup>

## EXCLUSIVE PLATINUM ONLY BENEFIT

- Exclusive logo branding on water bottles

<sup>1</sup> Sponsor to complete the provided template with art design for the stand and counter.

<sup>2</sup> Subject to content approval. Single presenter only. The speaker will get all speaker benefits, including their own access to the event and invites to the speaker dinner. Speaker T&E is not included.

<sup>3</sup> We will collaborate with you to get you the best discount, so if early bird tickets are available then we will use that discount as it is 15%; if no early bird tickets are left, we will use your sponsor discount. Discounts cannot be stacked.



## EXAMPLE OF PLATINUM PACKAGE STAND

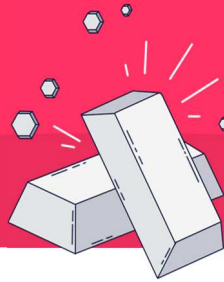




## GOLD

R100 000

LIMITED TO 3 SPONSORS PER CITY



### BRAND EXPOSURE

- Logo on all scheduled emails to the database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda
- Logo on the podium in the keynote room
- Option to include brochures and/or promotional items in the delegate bags
- Logo size on all material: 120%

### EXHIBITION SPACE AND NETWORK AREA

- 3x3m ecofriendly inline stand counter with lockable cupboard, 3 x cocktail chairs and 2 plug points<sup>1</sup>
- Option to display 3 pull-up banners in the networking area

### CONFERENCE BENEFITS

- 1 x 40-minute speaker slot<sup>2</sup>
- 3 x Delegate passes with full access to the event.
- Maximum discount of 12.5% on delegate tickets<sup>3</sup>

### EXCLUSIVE GOLD ONLY BENEFIT

- Exclusive logo branding on delegate eco-friendly notebooks

<sup>1</sup> Sponsor to complete provided template with art design for the stand and counter

<sup>2</sup> Subject to content approval. Single presenter only. Speaker will get all speaker benefits, including their own access to the event and invites to the speaker dinner. Speaker T&E is not included.

<sup>3</sup> We will collaborate with you to get you the best discount, so if early bird tickets are available then we will use that discount as it is 15%; if no early bird tickets are left, we will use your sponsor discount. Discounts cannot be stacked.





## EXAMPLE OF GOLD PACKAGE STAND





## SILVER

R85 000

LIMITED TO 4 SPONSORS PER CITY



### BRAND EXPOSURE

- Logo on all scheduled emails to the database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda
- Option to include brochures and/or promotional items in the delegate bags
- Logo size on all material: 120%

### EXHIBITION SPACE AND NETWORKING AREA

- 3x3m eco-friendly inline stand counter with lockable cupboard, 3 x cocktail chairs and 2 plug points<sup>1</sup>
- Option to display 2 pull-up banners in the networking area.
- Option of selecting one of the following activations for the stand<sup>2</sup>:
  - Caricature artist<sup>3</sup>
  - Popcorn machine<sup>4</sup>
  - Virtual Reality Express Massage Therapists<sup>5</sup>
  - Pinball machine

### CONFERENCE BENEFITS

- 3 x Delegate passes with full access to the event.
- Maximum discount of 12.5% on delegate tickets<sup>6</sup>

<sup>1</sup> Sponsor to complete the provided template with art design for the stand and counter.

<sup>2</sup> Activations are on a first-come, first-served basis and unique to each event. i.e., if you take the popcorn machine, you will be the only sponsor with it.

<sup>3</sup> Limited to 5 hours

<sup>4</sup> Limited to 700 servings or 9 hours – whichever happens first.

<sup>5</sup> Limited to 2 hours and includes 2 massage therapists and VR equipment.

<sup>6</sup> We will collaborate with you to get you the best discount, so if early bird tickets are available then we will use that discount as it is 15%; if no early bird tickets are left, we will use your sponsor discount. Discounts cannot be stacked.



## EXAMPLE OF SILVER PACKAGE STAND





# BRONZE

R75 000

LIMITED TO 4 SPONSORS PER CITY



## BRAND EXPOSURE

- Logo on all scheduled emails to the database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda
- Option to include brochures and/or promotional items in the delegate bags
- Logo size on all material: 110%

## EXHIBITION SPACE AND NETWORKING AREA

- 2x2m ecofriendly inline stand counter with lockable cupboard, 2 x cocktail chairs and 2 plug points<sup>1</sup>
- Option to display 2 pull-up banners in the networking area.

## CONFERENCE BENEFITS

- 2 x Delegate passes with full access to the event.
- Maximum discount of 12.5% on delegate tickets<sup>2</sup>

<sup>1</sup> Sponsor to complete provided template with art design for the stand and counter

<sup>2</sup> We will collaborate with you to get you the best discount, so if early bird tickets are available then we will use that discount as it is 15%; if no early bird tickets are left, we will use your sponsor discount. Discounts cannot be stacked.



## EXAMPLE OF BRONZE PACKAGE STAND





# BAG

R82 500

LIMITED TO 1 SPONSOR PER CITY



## BRAND EXPOSURE

- Logo on all scheduled emails to the database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda
- Option to include brochures and/or promotional items in the delegate bags
- Logo size on all material: 100%

## CONFERENCE BENEFITS

- 2 x Delegate passes with full access to the event.
- Maximum discount of 12.5% on delegate tickets<sup>1</sup>

## EXCLUSIVE BAG ONLY BENEFIT

- Exclusive logo on eco-friendly delegate bag

## OPTIONAL PACKAGE EXCLUSIVE BOLT-ON

- Add a 2x2m bronze stand design, plus two delegate passes for an additional R43 000<sup>2</sup>

<sup>1</sup> We will collaborate with you to get you the best discount, so if early bird tickets are available then we will use that discount as it is 15%; if no early bird tickets are left, we will use your sponsor discount. Discounts cannot be stacked.

<sup>2</sup> Sponsor to complete the provided template with art design for the stand and counter. Limited to space availability in the venue.



# REGISTRATION

R75 000  
LIMITED TO 1 SPONSOR PER CITY



## BRAND EXPOSURE

- Logo on all scheduled emails to the database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda
- Option to include brochures and/or promotional items in the delegate bags
- Logo size on all material: 100%

## CONFERENCE BENEFITS

- Access to delegate database (based on opt-in)
- 2 x Delegate passes with full access to the event.
- Maximum discount of 12.5% on delegate tickets<sup>1</sup>

## EXCLUSIVE REGISTRATION ONLY BENEFIT

- Exclusive sponsor logo branding on lanyards
- Exclusive sponsor logo branding on name badges
- Exclusive sponsor logo branding on branded registration counters
- Option to display 4 pull-up banners in the registration area.

## OPTIONAL PACKAGE EXCLUSIVE BOLT-ON

- Add a 2x2m bronze stand design, plus two delegate passes for an additional R43 000<sup>2</sup>

<sup>1</sup> We will collaborate with you to get you the best discount, so if early bird tickets are available then we will use that discount as it is 15%; if no early bird tickets are left, we will use your sponsor discount. Discounts cannot be stacked.

<sup>2</sup> Sponsor to complete the provided template with art design for the stand and counter. Limited to space availability in the venue.





## COFFEE

R50 000  
LIMITED TO 1 SPONSOR PER CITY



### BRAND EXPOSURE

- Logo on all scheduled emails to the database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda
- Option to include brochures and/or promotional items in the delegate bags
- Logo size on all material: 100%

### EXHIBITION SPACE AND NETWORKING AREA

- Option to display 2 pull-up banners in the networking area.

#### CONFERENCE BENEFITS

- 2 x Delegate passes with full access to the event.
- Maximum discount of 10% on delegate tickets<sup>1</sup>

#### EXCLUSIVE REFRESHMENTS ONLY BENEFIT

- Exclusive logo on refreshment bar
- Branded cup sleeves
- Branded serviettes

### OPTIONAL PACKAGE EXCLUSIVE BOLT-ON

- Add a 2x2m bronze stand design, plus two delegate passes for an additional R43 000<sup>2</sup>

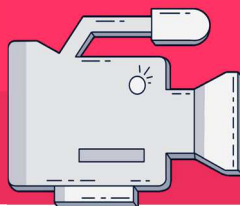
<sup>1</sup> We will collaborate with you to get you the best discount, so if early bird tickets are available then we will use that discount as it is 15%; if no early bird tickets are left, we will use your sponsor discount. Discounts cannot be stacked.

<sup>2</sup> Sponsor to complete the provided template with art design for the stand and counter. Limited to space availability in the venue.



## VIDEO

R55 000  
LIMITED TO 1 SPONSOR



### BRAND EXPOSURE

- Logo on all scheduled emails to the database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda
- Option to include brochures and/or promotional items in the delegate bags
- Logo size on all material: 100%

### CONFERENCE BENEFITS

- 1 x Delegate passes with full access to the event.
- Maximum discount of 10% on delegate tickets<sup>1</sup>

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<sup>1</sup> We will collaborate with you to get you the best discount, so if early bird tickets are available then we will use that discount as it is 15%; if no early bird tickets are left, we will use your sponsor discount. Discounts cannot be stacked.



# COCKTAIL

R50 000  
LIMITED TO 1 SPONSOR PER CITY



## BRAND EXPOSURE

- Logo on all scheduled emails to the database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda
- Option to include brochures and/or promotional items in the delegate bags
- Logo size on all material: 100%
- Option to display 4 pull-up banners in the networking area

## CONFERENCE BENEFITS

- 2 x Delegate passes with full access to the event.
- Maximum discount of 10% on delegate tickets<sup>1</sup>

## EXCLUSIVE COCKTAIL ONLY BENEFIT

- Naming rights of the cocktail function
- Branded napkins
- Branded bar

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<sup>1</sup> We will collaborate with you to get you the best discount, so if early bird tickets are available then we will use that discount as it is 15%; if no early bird tickets are left, we will use your sponsor discount. Discounts cannot be stacked.



# MASTER CLASS

R45 000  
LIMITED TO 3 SPONSORS PER CITY



## BRAND EXPOSURE

- Logo on all scheduled emails to the database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda
- Option to include brochures and/or promotional items in the delegate bags
- Logo size on all material: 100%
- Dedicated Master Class emails to attendees ahead of the event

## EXHIBITION SPACE AND NETWORKING AREA

- Option to display 2 pull banners in the networking area

### CONFERENCE BENEFITS

- 2 x Delegate passes with full access to the event<sup>1</sup>
- Maximum discount of 10% on delegate tickets<sup>2</sup>

### EXCLUSIVE WORKSHOP ONLY BENEFIT

- Access to run a master class for 90 minutes<sup>3</sup> in a minimum dedicated 72-person space.

## OPTIONAL PACKAGE EXCLUSIVE BOLT-ON

- Add a 2x2m bronze stand, plus two delegate passes for an additional R43 000 per city<sup>4</sup>

<sup>1</sup> Facilitators of the master class need to use either one of the included tickets or purchase an additional ticket. Facilitators do not get a speaker ticket or free access.

<sup>2</sup> We will collaborate with you to get you the best discount, so if early bird tickets are available then we will use that discount as it is 15%; if no early bird tickets are left, we will use your sponsor discount. Discounts cannot be stacked.

<sup>3</sup> The 90 minutes aligns with the event schedule, so it covers 2 x 40-minute sessions and a 10min movement break.

<sup>4</sup> Sponsor to complete the provided template with art design for the stand and counter. Limited to space availability in the venue.



# SPEAKERS' DINNER

R20 000

LIMITED TO 1 SPONSOR PER CITY



## BRAND EXPOSURE

- Logo on all scheduled emails to the database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda
- Option to include brochures and/or promotional items in the delegate bags
- Logo size on all material: 100%

## CONFERENCE BENEFITS

- 2 x Delegate passes with full access to the event.
- Maximum discount of 10% on delegate tickets<sup>1</sup>.

## EXCLUSIVE SPEAKERS' DINNER ONLY BENEFIT

- Three seats at the speakers' dinner<sup>2</sup>
- Exclusive logo on the speaker dinner menu
- Access to speaker database, based on opt-in, after the event

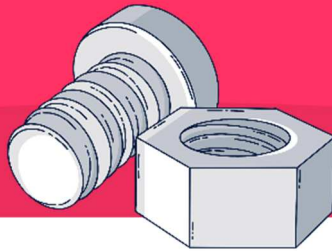
<sup>1</sup> We will collaborate with you to get you the best discount, so if early bird tickets are available then we will use that discount as it is 15%; if no early bird tickets are left, we will use your sponsor discount. Discounts cannot be stacked.

<sup>2</sup> DevConf is responsible for arrangements including restaurant, menu, and hotel transfers (where applicable).



## BOLT-ONS

Additional options to highlight your brand and excite the audience which can be added when taken with any above sponsorship package.



## LOCKERS

Providing a place where attendees can stow their bags, swag, helmets, or any items safely gives you as a sponsor a unique opportunity to be right in the face of attendees and build goodwill as attendees see you as making their day that much easier.

### CAPE TOWN OR JOBURG

**R40 000**

- 30 x Lockers for attendees to use for storage
- Branding on lockers
- Branded banner wall





## RACING SIMULATOR

The racing simulator is eye-catching, brings a crowd and encourages attendees to challenge each other to the fun experience of driving a racing car. The sponsor can use the digital leaderboard as part of their activations to give out prizes, making their stand a must-attend at the event.

### CAPE TOWN

**R 28 000**

- GT Pro Racing VR Simulator
- Oculus VR Headset & Headgear
- Display Screens (For Spectators to see)
- Advanced Force Feedback Wheels, VR Systems and Titles
- Logo on digital leader board



### JOBURG

**R 28 000**

- Dual Pro GT Simulators – triple screen
- Complete Setup incl. 40" Screens, Consoles
- Advanced Force Feedback Wheels, Racing Seats and Title
- Logo on leaderboard



## SOCCER PENALTY SHOOTOUT

Having a fun and quick game to bring attendees to your stand is a truly distinct way to optionally collect attendees' details and use the scoring to drive prizes and increase excitement around your sponsorship.

### JOBURG ONLY

**R 20 000**

- Logo on Penalty Shootout banner wall
- Logo on branded counter







## MOSIAC WALL

The mosaic wall is a one-of-a-kind experience where attendees can come and build their logo in real-time by taking a selfie. Pair that with giveaways, random draws and optionally collecting attendees' details – this wow experience not only lights up your stand but gives you something to show your connection to all the attendees.

### CAPE TOWN AND JOBURG

#### R 39 000 PER CITY

- Attendees take a selfie, print it, and add it to the mosaic board, creating the final image of the sponsor logo/hashtag/call to action.
- 1m x 2m mosaic board which uses up to 800 photos to make a final image.
- Sponsor gets to keep the Mosaic Wall



Watch a video of how this works:

## 360 VIDEO BOOTH

The 360 Video Booth is like nothing you have seen before, creating an exciting buzz at the stand but even more a wonderful memento that attendees will show to friends and co-workers... all with your branding on it.

### CAPE TOWN AND JOBURG

#### R 25 000 PER CITY

- 360° Spin videos and boomerang GIFs with sponsors' branding
- Custom video template/overlay design of sponsor logo
- SMS and email sharing
- Custom Microsite for your event
- Friendly Selfie Box attendant to set up and assist.
- Download the link to all videos.
- Branded banner wall – sponsor to keep



Watch a video of how it works:

Watch a sample of the output:



## CHARGING STATIONS

We know everyone is busy on their devices and needs to recharge during the day of the event – so the charging station gives attendees a great reason to visit your stand and hang out or come back when they need to recharge. This opens unprecedented opportunities for networking while attendees visit your stand.

### CAPE TOWN

**R 28 000**

- 1 x 10 bay locker
- 4 x cocktail tables (8 ports each)
- Branding on all the units



### JOBURG

**R 28 000**

- 1 x 20 bay locker
- 3 x cocktail tables (8 ports each)
- Branding on all the units



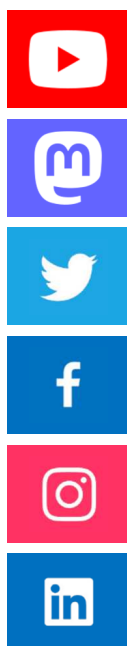


## CONTACT US

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

- Michelle Beckmann 082 457 8018
- Robert MacLean 073 142 5422
- Candice Mesk 082 882 7457

## SOCIAL MEDIA



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Document Date: 16 November 2023