devconf;

SOLVING TODAY AND TOMORROW'S CHALLENGES

SPONSORSHIP PROPOSAL

DEVCONF 2023 OVERVIEW

INVITATION TO SPONSOR

Dear Potential Sponsor,

DevConf, the conference for South African developers, is now in its seventh year of planning. Following the successful 2022 DevConf which saw a return to in-person conferences, a first in our industry since 2020, we are extremely excited to announce that DevConf 2023 will happen in May with in-person events in Cape Town at the world famous CTICC, and for the first time ever, on the outskirts of Pretoria at the beautiful CSIR. These world class venues give us new opportunities to make DevConf 2023 the best software development event to sponsor in South Africa.

Both locations allow us to double the number of attendees from 250 in 2022 to 500 in 2023, so your brand will be able to reach over 1000 developers across the two days. The venues also give us significant space improvements, so we will be expanding the lovely 1m by 1m stands we had in 2022 to massive stands accommodating up to 4m by 4m with distinct profiles, storage space and seating designed so that you can meet and network with the attendees. The venues also offer us new opportunities for custom branding, workshops, and live experiences (Robert is extremely excited about the F1 simulators) that will highlight your company and its products while giving attendees more reasons than before to meet in that space.

DevConf simply wouldn't be possible without the partnership with our valued sponsors, and by providing the right sponsorship platforms, we endeavour to collaborate with our sponsors in providing attendees further event benefits such as networking, career discussions and opportunities.

We are privileged to have worked with many returning sponsors over the years and hope that this will be the case again in 2023. We also welcome any first-time sponsors and look forward to journeying with you as you to make DevConf a banner event for your company.

Candice Mesk & Robert MacLean
Directors | Developer User Group

DATES AND VENUES

CAPE TOWN

DATE

23rd May 2023

MINIMUM TICKETS

500

VENUE

Cape Town International Convention Centre 2

EVENT STRUCTURE

Full-day event with 5 tracks and sponsor networking area

PRETORIA

DATE

25th May 2023

MINIMUM TICKETS

500

VENUE

CSIR International Conference Centre

EVENT STRUCTURE

Full-day event with 5 tracks and sponsor networking area

DEVCONF EXECUTIVE SUMMARY

PURPOSE

DevConf serves to inspire software developers with a range of topics applicable to software development, particularly in the South African context. The conference aims to provide local software developers with a buffet of options for expanding their knowledge.

From keeping up to date with the latest technologies and trends to tackling the challenges of working in large enterprises, attendees will have no shortage of experiences, ideas, and pragmatic advice as well as be afforded the opportunity to connect with peers across the industry.

OUR MISSION

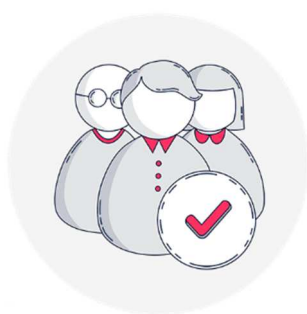| 1	2	3	4
Host a world-class professional software developers' event	Highlight the brands and goals of our sponsors while ensuring value for money	Bring together top industry speakers & the South African audience	Ensure quality content that is most sought after by professional software developers

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 who develop solutions of all sizes for enterprise companies.

DevConf has a record of accomplishment of being the event for senior software developers with 63% of attendees being of a senior or higher level in 2022 and an average working experience of 11 years.

The event does attract a broad range of people beyond developers with DevOps (6% in 2022), executives (5% in 2022), managers (11% in 2022) and QAs (3% in 2022) being in attendance.

AGENDA

DevConf will be a single-day, 5-track event. Prospective speakers submitting for DevConf 2023 are asked to categorise their talks using the following list:

|	
Experience	Learn directly from the worlds experts as they share their own experience related to software development.
Languages & Technology	Find out about the next powerful technology and revolutionary language that will power your business and learn how to use what you have today better.
Diversity & Inclusion	Superpower your teams to new levels of performance by learning how to increase diversity and inclusion in your teams, and your products.
Mental Health in Tech	Exploring the effects and sharing solutions related to COVID, burnout, imposter syndrome, and other mental health aspects to make for healthier, safer teams.
Security	If you want to learn how to defend your solutions from design, development and to production and beyond from bad actors inside and outside your organisation, this is the content for you
Methodology	From waterfall to Agile, and everything in between and beyond; find ways for your teams to respond to change faster and lower risk by understanding the ever-changing world of software
DevOps	Everything from the practicality of DevOps like k8s, Docker and CI tooling to the understanding of culture and how to make powerful teams.
Fun & Infotainment	Not everything at DevConf is serious, we keen a session or two for fun. From building Wi-Fi cannons, putting Doom on a Mars rover or building a tattoo robot, these will recharge and inspire you.
Architecture & Domain Design	The journey of software development starts with a plan and in these talks, you will learn how to build that plan and adapt it to match and exceed your needs.
Cloud	The future is cloud! Or is it? Maybe it is on-prem, maybe hybrid, maybe you need containers, maybe you need serverless... Cloud is where you will find the answers.
UX/UI	How a product feels, flows, and works comes from customer obsession and building an engaging user experience. The UX/UI talks will help you build what you have only imagined.

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.

Call for speakers is open until 17th January 2023, and we encourage all sponsors to submit talks regardless of sponsoring as it is always powerful to have speakers representing your company and brand: https://sessionize.com/devconf-2023/
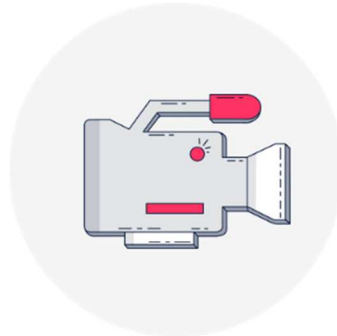
2022 REFLECTION

686 attendees
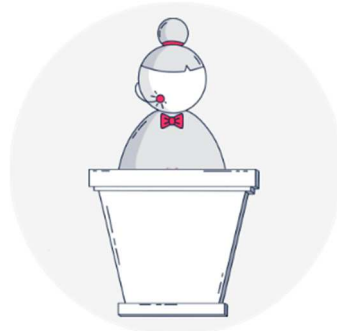
31 speakers

20 sponsors

20 hours, 50 minutes, and 14 seconds of recorded content
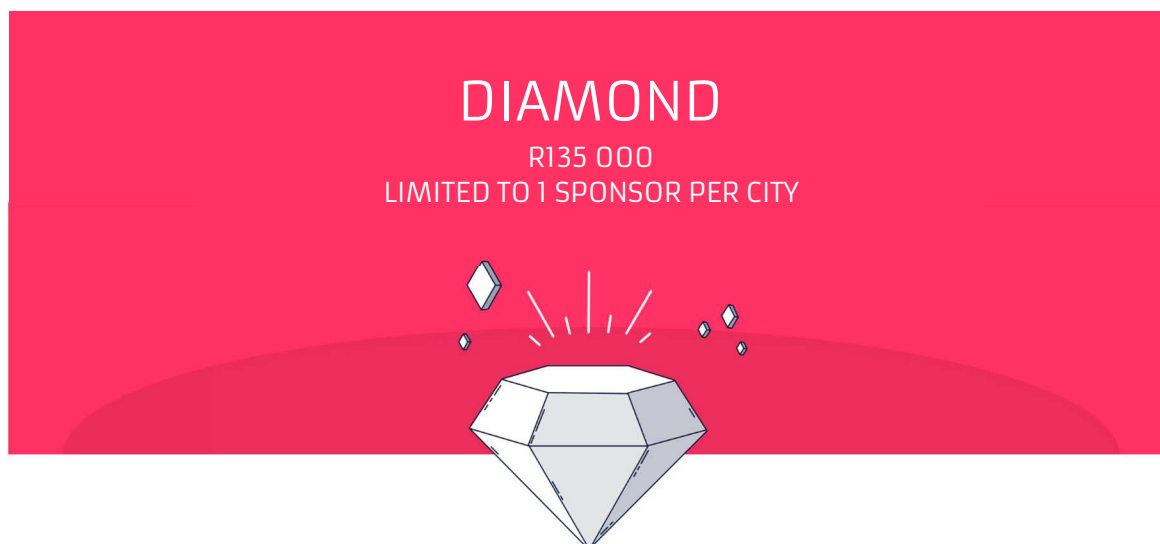
SPONSORSHIP PACKAGES

All packages come standard with:

- Full delegate tickets to the event
- Logo on all scheduled emails
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda
- Option to include a brochure and/or promotional item in delegate bag (subject to approval)
- All prices displayed are excluding VAT

Package Availability

Our limited sponsorship packages always attract quick responses from companies to sponsor! Below is a list of package availability at this point. For packages listed as Reserved, we can put you on a waiting list if it comes free; however, we encourage you to take a different package so you do not miss out and we can always make a change if your first choice becomes free.

- Both Diamond Pretoria and Cape Town are reserved
- 1 x Platinum in Pretoria and 1 x Cape Town are available
- 1 x Gold in Pretoria in Pretoria is available and all gold in Cape Town is reserved
- 1 x workshop in Cape Town is reserved
- All other packages are available

DIAMOND

R135 000
LIMITED TO 1 SPONSOR PER CITY

BRAND EXPOSURE

- Logo on all scheduled emails to 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 a brochure and/or promotional item in delegate bag (subject to refusal)
- Logo size on all material: 150%

EXHIBITION SPACE & NETWORKING AREA

- 4x4m island stand with two double sided branded TFS walls, a counter which can be used for storage space, two tables and eight chairs[1]

- Option to display 4 pull up banners in the networking area

CONFERENCE BENEFITS

- Access to delegate database (based on opt-in)
- 40-minute speaker slot[2]
- 4 x Delegate passes with full access to the event and included swag
- Maximum discount of 9% on delegate tickets[3]

EXCLUSIVE DIAMOND ONLY BENEFIT

- Exclusive logo branding on delegate garment

---

[1] Sponsor to complete provided template with art design for the banner wall/s

[2] 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.

[3] Not applicable on early bird or existing bulk discount prices.

EXAMPLE OF DIAMOND PACKAGE STAND

VISUAL :DIAMOND

PLATINUM
R110 000
LIMITED TO 2 SPONSORS PER CITY

BRAND EXPOSURE

- Logo on all scheduled emails to 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 the brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 135%

EXHIBITION SPACE & NETWORKING AREA

- 3x3m Corner stand with two single sided branded TFS walls, a counter which can be used for storage space, two cocktail tables and four chairs[1]

- Option to display 4 pull up banners in the networking area

CONFERENCE BENEFITS

- Access to delegate database (based on opt-in)
- 40-minute speaker slot[2]
- 4 x Delegate passes with full access to the event
- Maximum discount of 9% on delegate tickets[3]

EXCLUSIVE PLATINUM ONLY BENEFIT

- Exclusive logo branding on water bottles

---

[1] Sponsor to complete provided template with art design for the banner wall/s

[2] 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.

[3] Not applicable on early bird or existing bulk discount prices.

EXAMPLE OF PLATINUM PACKAGE STAND

VISUAL :PLATINUM
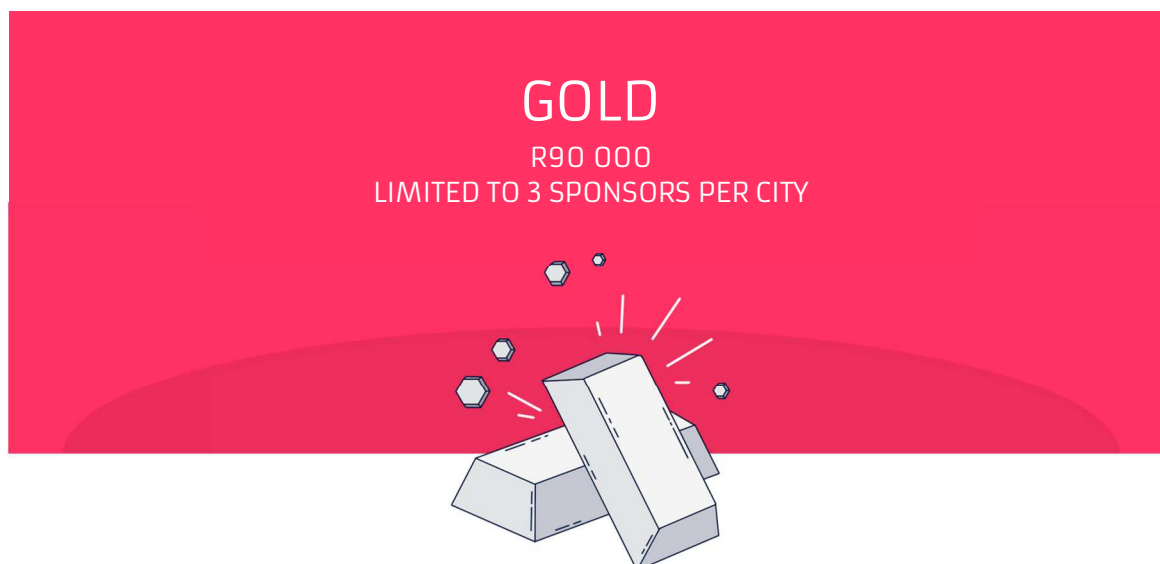
GOLD
R90 000
LIMITED TO 3 SPONSORS PER CITY

BRAND EXPOSURE

- Logo on all scheduled emails to 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 a brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 120%

EXHIBITION SPACE & NETWORKING AREA

- 3x3m Inline stand with a counter which can be used for storage space, table with six chairs
- Branded sock banner - sponsor to keep (2000mm x 2000m)[1]

- Option to display 3 pull up banners in the networking area

CONFERENCE BENEFITS

- 40-minute speaker slot[2]
- 3 x Delegate pass with full access to the event
- Maximum discount of 9% on delegate tickets[3]

EXCLUSIVE GOLD ONLY BENEFIT

- Exclusive logo branding on delegate eco-friendly notebooks

---

[1] Sponsor to complete provided template with art design for the banner wall/s

[2] 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.

[3] Not applicable on early bird or existing bulk discount prices.

EXAMPLE OF GOLD PACKAGE STAND

VISUAL :GOLD

SILVER

R75 000
LIMITED TO 8 SPONSORS PER CITY

BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda

- Option to include a brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 120%

EXHIBITION SPACE & NETWORKING AREA

- 2x2 Inline stand with a counter which can be used for storage space, cocktail table with two chairs
- Branded sock banner wall - sponsor to keep (2000mm x 850mm)[1]

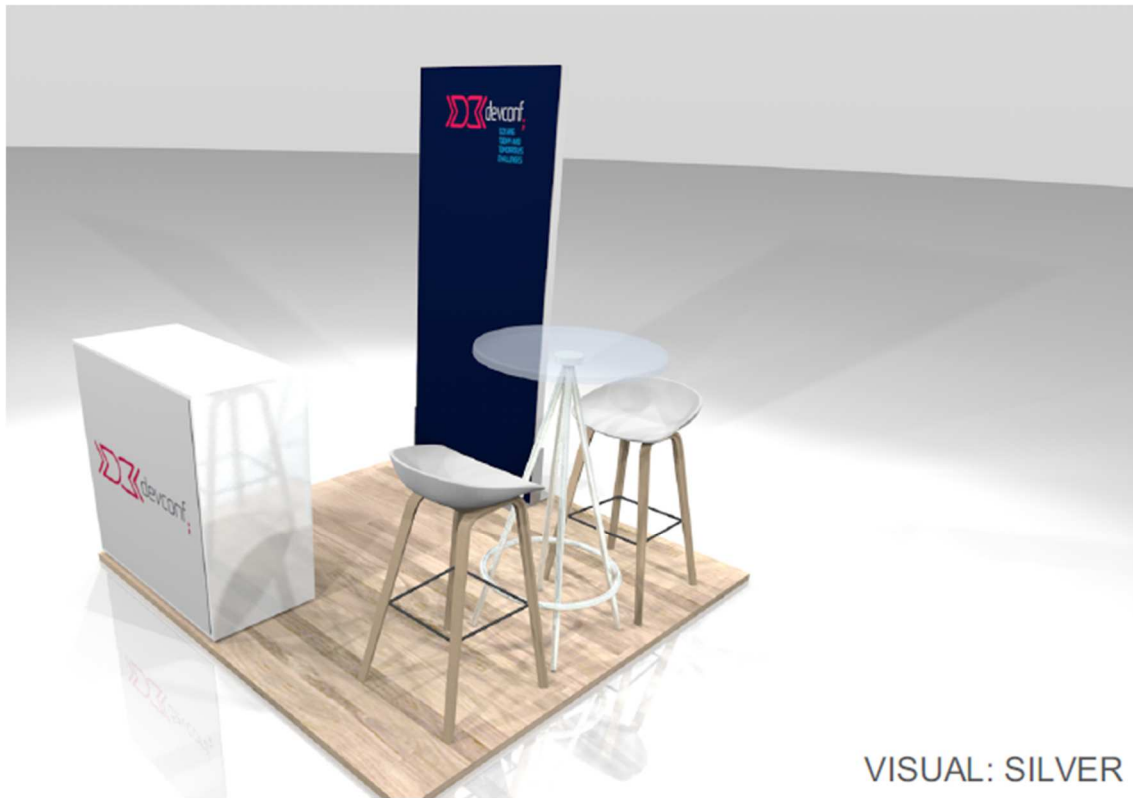- Option to display 2 pull up banners in the networking area

CONFERENCE BENEFITS

- 3 x Delegate pass with full access to the event
- Maximum discount of 9% on delegate tickets[2]

---

[1] Sponsor to complete provided template with art design for the banner wall/s
[2] Not applicable on early bird or existing bulk discount prices.

EXAMPLE OF SILVER PACKAGE STAND

VISUAL: SILVER

REGISTRATION
R70 000
LIMITED TO 1 SPONSOR PER CITY

BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda

- Option to include the brochure and/or promotional item in delegate bag – (subject to refusal)
- 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 9% on delegate tickets[1]

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

BOLT-ON

- Add a 2x2m silver stand design, plus two delegate passes for an additional R40 000[2]

---

[1] Not applicable on early bird or existing bulk discount prices.

[2] Sponsor to complete provided template with art design for the banner wall/s

SPEAKERS' DINNER

R20 000
LIMITED TO 1 SPONSOR PER CITY

BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda

- Option to include a brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 100%

CONFERENCE BENEFITS

- 2 x Delegate passes with full access to the event

EXCLUSIVE SPEAKERS' DINNER ONLY BENEFIT

- Three seats at the speakers' dinner[1]
- Exclusive logo on the speaker dinner menu
- Access to speaker database (based on opt-in)

---

[1] DevConf is responsible for arrangements including restaurant, menu, and hotel transfers (where applicable).

REFRESHMENTS
R80 000
LIMITED TO 1 SPONSOR PER CITY
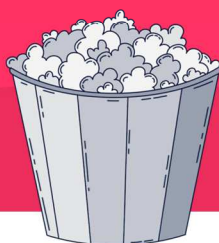
BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda

- Option to include the brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 100%

EXHIBITION SPACE & 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 9% on delegate tickets[1]

EXCLUSIVE REFRESHMENTS ONLY BENEFIT

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

BOLT-ON

- Add a 2x2m silver stand design, plus two delegate passes for an additional R40 000[2]

---

[1] Not applicable on early bird or existing bulk discount prices.
[2] Sponsor to complete provided template with art design for the banner wall/s

BAG
R75 000
LIMITED TO 1 SPONSOR PER CITY

BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda

- Option to include a brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 100%

CONFERENCE BENEFITS

- 2 x Delegate passes with full access to the event
- Maximum discount of 9% on delegate tickets[1]

EXCLUSIVE BAG ONLY BENEFIT

- Exclusive logo on eco-friendly delegate bag

BOLT-ON

- Add a 2x2m silver stand design, plus two delegate passes for an additional R40 000[2]

---

[1] Not applicable on early bird or existing bulk discount prices.
[2] Sponsor to complete provided template with art design for the banner wall/s

ATTENDEE WIFI

R25 000
LIMITED TO 1 SPONSOR PER CITY

BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda

- Option to include the brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 100%

EXHIBITION SPACE & NETWORKING AREA

- Option to display 1 pull up banner in the networking area

CONFERENCE BENEFITS

- 1 x Delegate pass with full access to the event
- Maximum discount of 9% on delegate tickets[1]

EXCLUSIVE WIFI ONLY BENEFIT

- Exclusive logo on printed WIFI ticket for each delegate
- Exclusive logo on WIFI signage in each track room

---

[1] Not applicable on early bird or existing bulk discount prices.

WORKSHOP

R25 000
LIMITED TO 2 SPONSORS PER CITY

BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda

- Option to include the brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 100%

EXHIBITION SPACE & NETWORKING AREA

- Option to display 2 pull up banner in the networking area

CONFERENCE BENEFITS

- 2 x Delegate passes with full access to the event
- Maximum discount of 9% on delegate tickets[1]

EXCLUSIVE WORKSHOP ONLY BENEFIT

- Access to run workshops for 3 hours in a dedicated 30-person space
- In Pretoria, the space is a dedicated room with projector and PA system
- In Cape Town, the space is a dedicated area in the networking space, with screen and 30 wireless headphones for attendees
- Option to put up 2 pull up banner in the workspace during the sponsors time block
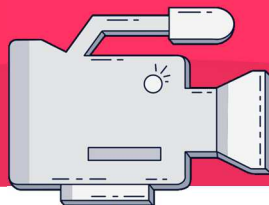
BOLT-ON

- Add a 2x2m stand, plus two delegate passes for an additional R40 000 per city[2]

---

[1] Not applicable on early bird or existing bulk discount prices.

[2] Sponsor to complete provided template with art design for the banner wall/s

VIDEO SPONSOR

R50 000
LIMITED TO 1

BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on the event website
- Logo and sponsorship acknowledgement in the keynote
- Logo on printed agenda

- Option to include the brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 100%

CONFERENCE BENEFITS

- 2 x Delegate passes with full access to the event
- Maximum discount of 9% on delegate tickets[1]

EXCLUSIVE VIDEO SPONSOR ONLY BENEFIT

- Logo on all videos recorded at the Cape Town Event when published to YouTube
- Link in YouTube description to the sponsor

---

[1] Not applicable on early bird or existing bulk discount prices.

BOLT-ONS

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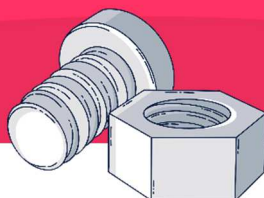
RACING SIMULATOR

CAPE TOWN

R 25 000

- 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

PRETORIA

R 25 000

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

SOCCER PENTALTY SHOOTOUT

PRETORIA ONLY

R 18 000

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

MOSIAC WALL

CAPE TOWN AND PRETORIA

R 35 000 PER CITY

- Attendees take a selfie, print their selfie and add it to the mosaic board which creates 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:
https://youtu.be/Qx6yBgOrS2M

VIDEO BOOTH

CAPE TOWN AND PRETORIA

R 20 000 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 link to all videos
- Branded banner wall — sponsor to keep

Watch a video of how it works:
https://youtu.be/L4wTTzcG4Nw

Watch a sample of the output:
https://youtube.com/shorts/DkMv45O7Ofk

CHARGING STATIONS

CAPE TOWN

R 25 000

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

PRETORIA

R 25 000

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

SHUTTLE SPONSORSHIP

PRETORIA

R 20 000

1. Magnetic logo signage on return shuttle from Montecasino to CSIR
2. Mention of sponsor on all communication related to shuttle service
3. Logo on branded waters on the shuttle
4. Option to place printed collateral in the shuttle

Note

- All images in bolt-ons are for reference only

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   michelle@fizzmarketing.co.za
- Robert MacLean   073 142 5422   Info@DevConf.co.za
- Candice Mesk   082 882 7457   Info@DevConf.co.za

SOCIAL MEDIA

https://twitter.com/devconfza

https://www.facebook.com/devconfza

https://www.instagram.com/devconfza/

https://www.linkedin.com/company/devconf

Document Date: 16 January 2023