



SOLVING
TODAY AND
TOMORROW'S
CHALLENGES

SPONSORSHIP PROPOSAL





DEVCONF 2020 OVERVIEW

INVITATION TO SPONSOR

Dear Potential Sponsor,

DevConf, the conference for South African developers, is now in its fifth year of planning, aiming to bring together the entire local software developer community for a full day of in-depth discussion in two cities. Our Cape Town instance has grown considerably since its 2-track debut in 2017, and we are particularly proud to announce that both Johannesburg and Cape Town will be 5-track events in 2020. Our goal is to reach 1250 developers.

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

We have been privileged to have worked with many returning sponsors over the years and hope that this will be the case again in 2020. We also welcome any first-time sponsors and look forward to working with you as you make your contribution.

Candice Herodotou & Robert MacLean
Directors | Developer User Group

DATES AND VENUES

Cape Town

DATE

31 March 2020

MINIMUM ATTENDEES

450

VENUE

Century City Conference Centre

EVENT STRUCTURE

Full-day event with 5 tracks, pre and post-conference events, and sponsor networking area

Johannesburg

DATE

2 April 2020

MINIMUM ATTENDEES

800

VENUE

Gallagher Convention Centre

EVENT STRUCTURE

Full-day event with 5 tracks, pre and post-conference events, and sponsor networking area



DEVCONF EXECUTIVE SUMMARY

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.

OUR MISSION



Host a world-class professional software engineer event



Bring together top industry speakers & the South African audience



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



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

ATTENDEE PROFILE



The event targets professional software engineers. These people include anyone from solo developers to anyone who works in mid- to large-sized organisations 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, retail, etc...

Attendees range in experience from junior to senior developer, including managers from SDM up to CIO, as well as a smaller audience comprising DevOps/operability engineers, software testers, UX/UI designers and agile practitioners.

Key 2019 Headline Statistics

- 49% of attendees identified as a senior level, 35% at intermediate and 12% at a junior level.
- 75% of attendees are developers, and 11% are managers.
- [View our Twitter Thread on this for more info](#)



AGENDA

DevConf will be a single-day, 5- track event. Sometimes tracks are themed, but most often talks are distributed so that there is attractive content in every time slot to suit all attendees. Prospective speakers submitting for DevConf 2020 were asked to categorise their talks using the following list:

Theme

Relates to...

Experience

How the speaker solved real world problems

Languages & Technology

The tools and frameworks that developers use... or will use!

Diversity and Inclusion

Building powerful teams with everyone

Mental health in tech

Burnout, resilience, building trust and surviving in tech

Security

Defending systems, securing code... or how to break in!

Methodology

How people and teams work together

DevOps

Culture of working together and the technology that makes it happen

Fun & Infotainment

Using tech in fun and cool ways

Architecture and domain design

How to put these pieces together

Cloud

On-prem, hybrid, migrations, serverless...

UX/UI

How to make the experience work with the tech

Other

Talks that don't fit into any of the defined tracks

The exact agenda will be determined based on talk submissions which are reviewed by an independent and diverse panel. The final agenda is composed at the discretion of the organisers, and will be published in late October (with placeholders for sponsored speaker slots that are still to be determined).



2019 REFLECTION



1,081 attendees



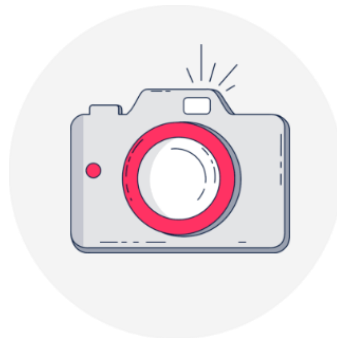
2,500 coffees consumed



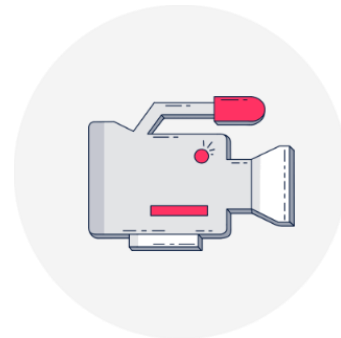
37 speakers



21 sponsors



1,542 photos taken



35 videos recorded

Our 2019 PR campaign yielded the following results which included online coverage as well as print:



24 published articles



R544,168 advertising value equivalent

DevConf is always supported by a strong PR campaign, not only to drive sponsorship and ticket sales, but also to give as much value as possible to our valued sponsors. We aim to include awareness, quotes and highlight our sponsors in our PR campaign where possible.



SPONSORSHIP PACKAGES

By providing the right sponsorship platforms, we aim to work with our sponsors in providing delegates with further event benefits such as networking, career discussions and opportunities.




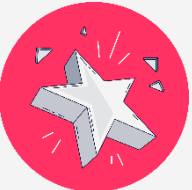
All packages come standard with:

- Full delegate tickets to the event (number dependent on package chosen)
- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Option to include brochure and/or promotional item in delegate bag – (subject to refusal)

SUMMARY

Please continue to page 9 for more details about Cape Town sponsorship opportunities, and page 19 for Johannesburg.

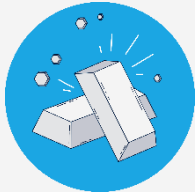

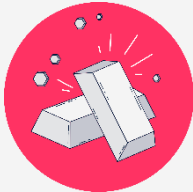





Cape Town

Cape Town		Johannesburg	
Diamond	Platinum	Diamond	Platinum
R150 000	R95 000	R160 000	R100 000
Limited to 1	Limited to 2	Limited to 1	Limited to 2
			
Exhibition & networking space 6x3m	Exhibition & networking space 3x3m	Exhibition & networking space 6x3m	Exhibition & networking space 3x3m
Speaker slot 50-minute	Speaker slot 50-minute	Speaker slot 50-minute	Speaker slot 50-minute



Cape Town

Johannesburg



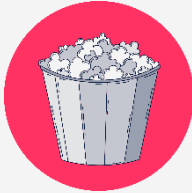
<p>Gold</p> <p>R80 000</p> <p>Limited to 4</p>  <p>Exhibition & networking space 3x3m</p> <p>Speaker slot 50-minute</p>	<p>Silver</p> <p>R70 000</p> <p>Limited to 4</p>  <p>Exhibition & networking space 3x2m</p>	<p>Gold</p> <p>R85 000</p> <p>Limited to 4</p>  <p>Exhibition & networking space 3x3m</p> <p>Speaker Slot 50-minute</p>	<p>Silver</p> <p>R70 000</p> <p>Limited to 4</p>  <p>Exhibition & networking space 3x2m</p>
<p>Bronze</p> <p>R50 000</p>  <p>Exhibition & networking space 3x2m</p>	<p>Registration</p> <p>R70 000</p> <p>Limited to 1</p> 	<p>Bronze</p> <p>R60 000</p>  <p>Exhibition & networking space 3x2m</p>	<p>Registration</p> <p>R85 000</p> <p>Limited to 1</p> 





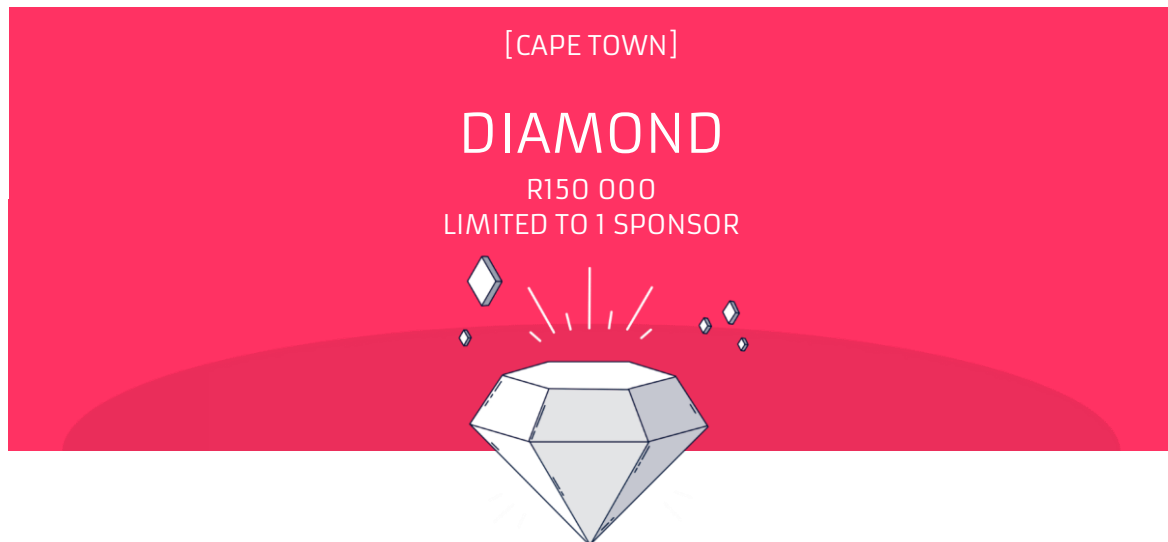
Cape Town

Johannesburg

<p>Speakers' Dinner</p> <p>R25 000</p> <p>Limited to 1</p> 	<p>Refreshments</p> <p>R65 000</p> <p>Limited to 1</p> 	<p>Speakers Dinner</p> <p>R25 000</p> <p>Limited to 1</p> 	<p>Refreshments</p> <p>R80 000</p> <p>Limited to 1</p> 
<p>Bag</p> <p>R60 000</p> <p>Limited to 1</p> 	<p>WiFi</p> <p>R25 000</p> <p>Limited to 1</p> 	<p>Bag</p> <p>R80 000</p> <p>Limited to 1</p> 	<p>Wifi</p> <p>R35 000</p> <p>Limited to 1</p> 
		<p>Video</p> <p>R80 000</p> <p>Limited to 1</p> 	

- Terms and conditions apply
- All prices are excluding VAT of 15%





BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Logo on podium in keynote room
- Logo on hanging banners in keynote room
- Logo on laptop sticker which will be placed in delegate bags
- Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 150%

EXHIBITION SPACE & NETWORKING AREA

- 6x3m tension fabric stand¹ with raised carpeting flooring, branded counter which can be used for storage space, mounted plasma screen, plug point for screen and laptop
- Standard with the larger conversation table with 5 chairs²
- Water cooler at stand to bring attendees to the stand
- Option to display 4 pull up banners in networking area

CONFERENCE BENEFITS

- Access to delegate database (based on opt in)
- 50-minute speaker slot³
- 5 x Delegate passes with full access to event
- Maximum discount of 12,5% on delegate tickets⁴

EXCLUSIVE DIAMOND ONLY BENEFIT

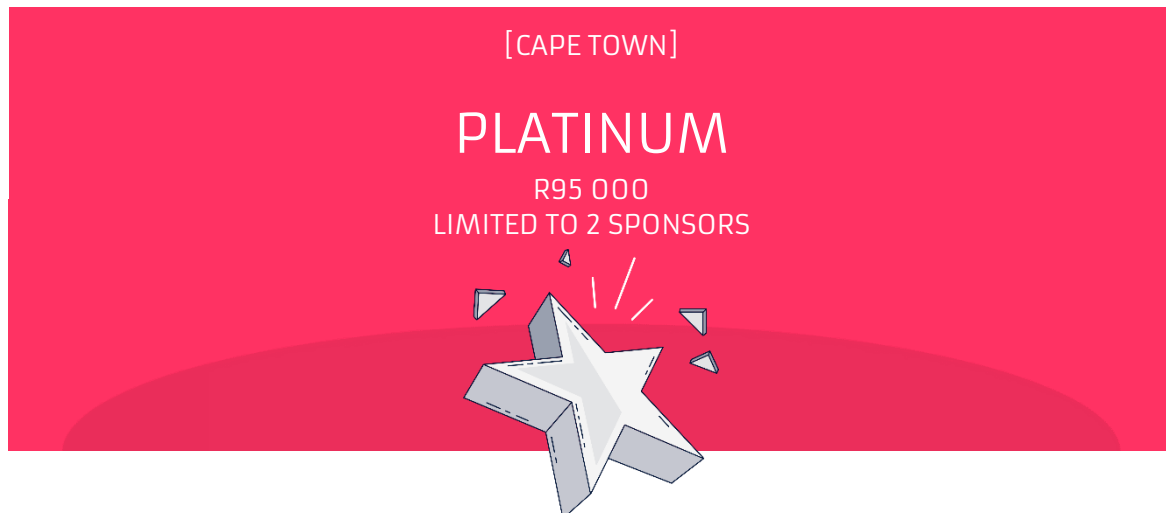
- Exclusive logo branding on delegate hoodies
- Exclusive brand exposure at post event function

¹ Visit https://www.devconf.co.za/cpt_sponsor_packages/diamond.html to see the amazing new 2020 stand design unique to the Cape Town Diamond package. Branding will be tailored to your company.

² Additional furniture options are available at an extra cost.

³ Subject to content approval. Single presenter only.

⁴ Not applicable on early bird or existing bulk discount prices.



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Logo on podium in keynote room
- Logo on hanging banners in keynote room
- Logo on laptop sticker which will be placed in delegate bags
- Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 135%

EXHIBITION SPACE & NETWORKING AREA

- 3x3m corner tension fabric stand¹ with raised carpeting flooring, branded counter which can be used for storage space, mounted plasma screen, plug point for screen and laptop
- Standard with cocktail table and two chairs²
- Water cooler at stand to bring attendees to the stand
- Option to display 4 pull up banners in networking area

CONFERENCE BENEFITS

- Access to delegate database (based on opt in)
- 50-minute speaker slot³
- 4 x Delegate passes with full access to event
- Maximum discount of 12,5% on delegate tickets⁴

EXCLUSIVE PLATINUM ONLY BENEFIT

- Exclusive logo branding on water bottles

¹ Visit https://www.devconf.co.za/cpt_sponsor_packages/platinum.html to see the amazing new 2020 stand design unique to the Cape Town Platinum package. Branding will be tailored to your company.

² Additional furniture options are available at an extra cost.

³ Subject to content approval. Single presenter only.

⁴ Not applicable on early bird or existing bulk discount prices.



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Logo on podium in keynote room
- Logo on hanging banners in keynote room
- Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 120%

EXHIBITION SPACE & NETWORKING AREA

- 3x3m corner tension fabric stand¹ with raised carpeting flooring, branded counter which can be used for storage space, mounted plasma screen, plug point for screen and laptop
- Standard with cocktail table and two chairs²
- Option to display 3 pull up banners in networking area

CONFERENCE BENEFITS

- 50-minute speaker slot³
- 3 x Delegate passes with full access to event
- Maximum discount of 12,5% on delegate tickets⁴

EXCLUSIVE GOLD ONLY BENEFIT

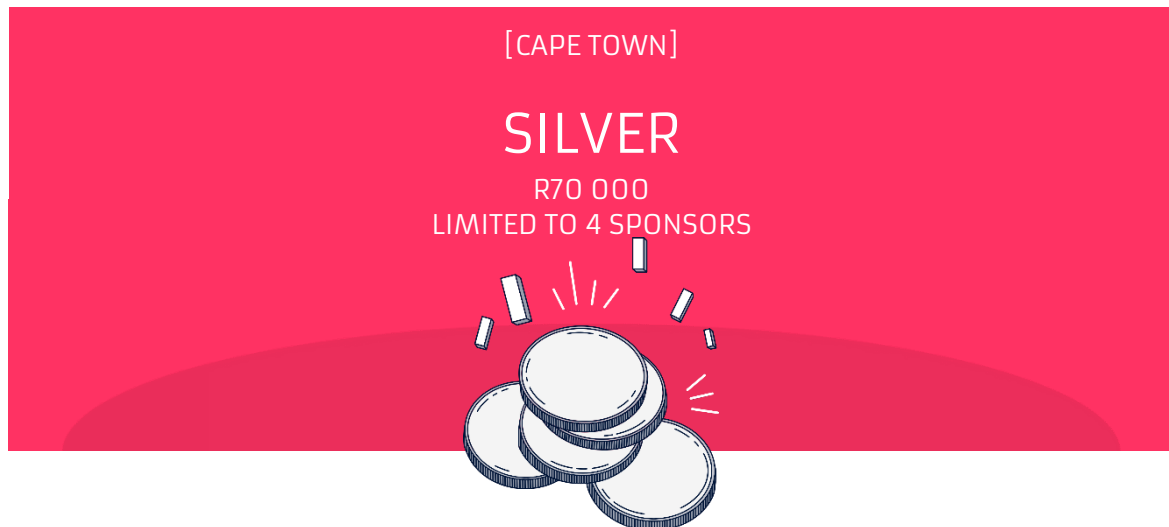
- Exclusive logo branding on delegate eco-friendly notebooks

¹ Visit https://www.devconf.co.za/cpt_sponsor_packages/gold.html to see the amazing new 2020 stand design unique to the Cape Town Gold package. Branding will be tailored to your company.

² Additional furniture options are available at an extra cost.

³ Subject to content approval. Single presenter only.

⁴ Not applicable on early bird or existing bulk discount prices.



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 110%

EXHIBITION SPACE & NETWORKING AREA

- 3x2m backwall tension fabric stand¹ with raised carpeting flooring, branded counter which can be used for storage space, mounted plasma screen, plug point for screen and laptop
- Standard with cocktail table and two chairs²
- Option to display 2 pull up banners in networking area

CONFERENCE BENEFITS

- 2 x Delegate passes with full access to event
- Maximum discount of 12,5% on delegate tickets³

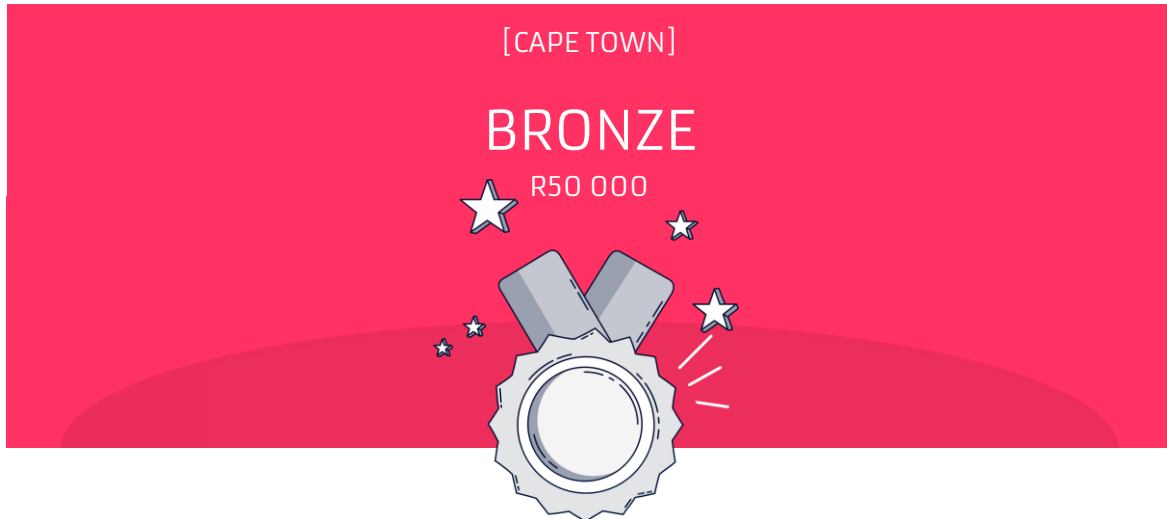
EXCLUSIVE SILVER ONLY BENEFIT

- Exclusive logo on delegate snack during afternoon break

¹ Visit https://www.devconf.co.za/cpt_sponsor_packages/silver.html to see the amazing new 2020 stand design unique to the Cape Town Silver package. Branding will be tailored to your company.

² Additional furniture options are available at an extra cost.

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



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 100%

EXHIBITION SPACE & NETWORKING AREA

- 3x2m backwall tension fabric stand¹ with raised carpeting flooring, branded counter which can be used for storage space, mounted plasma screen, plug point for screen and laptop
- Standard with cocktail table and two chairs²
- Option to display 1 pull up banner in networking area

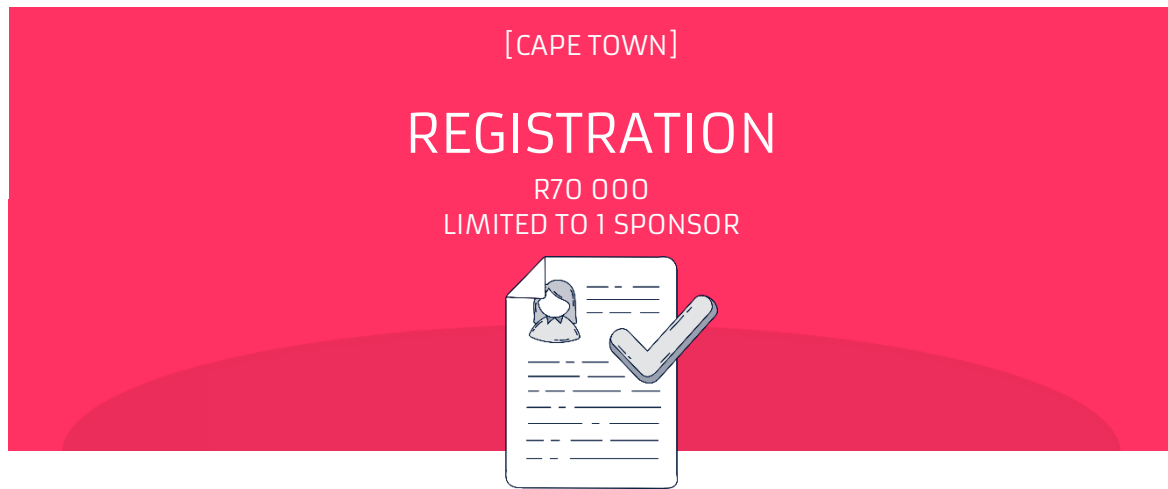
CONFERENCE BENEFITS

- 2 x Delegate passes with full access to event
- Maximum discount of 12,5% on delegate tickets³

¹ Visit https://www.devconf.co.za/cpt_sponsor_packages/bronze.html to see the amazing new 2020 stand design unique to the Cape Town Bronze package. Branding will be tailored to your company.

² Additional furniture options are available at an extra cost.

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



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 100%

EXHIBITION SPACE & NETWORKING AREA

- 15% discount on the Bronze package if you would like a stand in the expo area as well¹

CONFERENCE BENEFITS

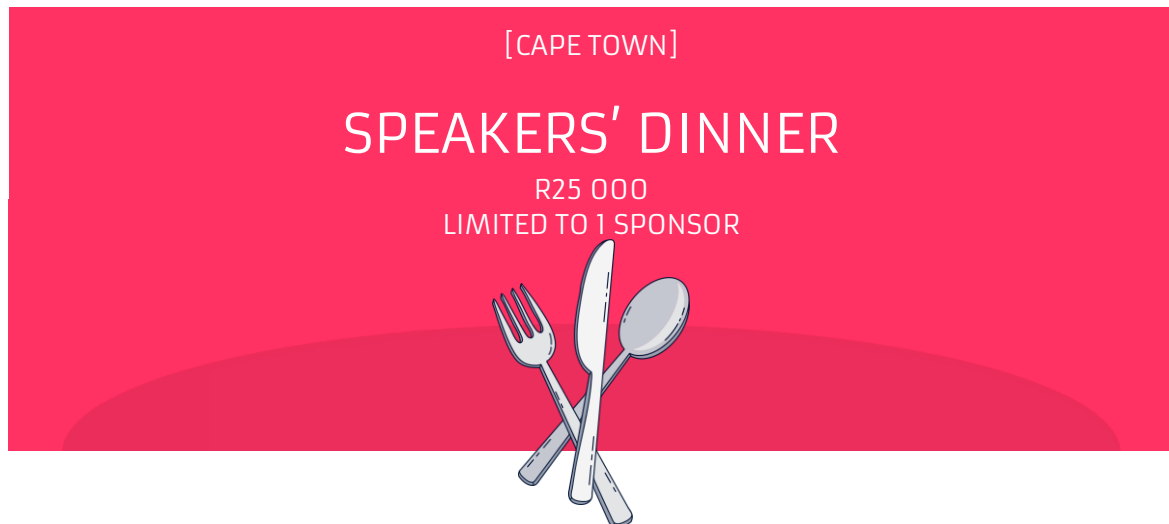
- Access to delegate database (based on opt in)
- 1 x Delegate passes with full access to event
- Maximum discount of 12,5% on delegate tickets²

EXCLUSIVE REGISTRATION ONLY BENEFIT

- Exclusive logo branding on registration counters
- Exclusive logo branding on lanyards
- Exclusive logo branding on name badges

¹ Registration area is separate to expo area. Access to expo area is granted to delegates on successful registration.

² Not applicable on early bird or existing bulk discount prices.



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 100%

CONFERENCE BENEFITS

- 1 x Delegate passes with full access to event

EXCLUSIVE SPEAKERS' DINNER ONLY BENEFIT

- Three seats at the speakers' dinner¹
- Exclusive logo on 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).



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Option to include 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 networking area

CONFERENCE BENEFITS

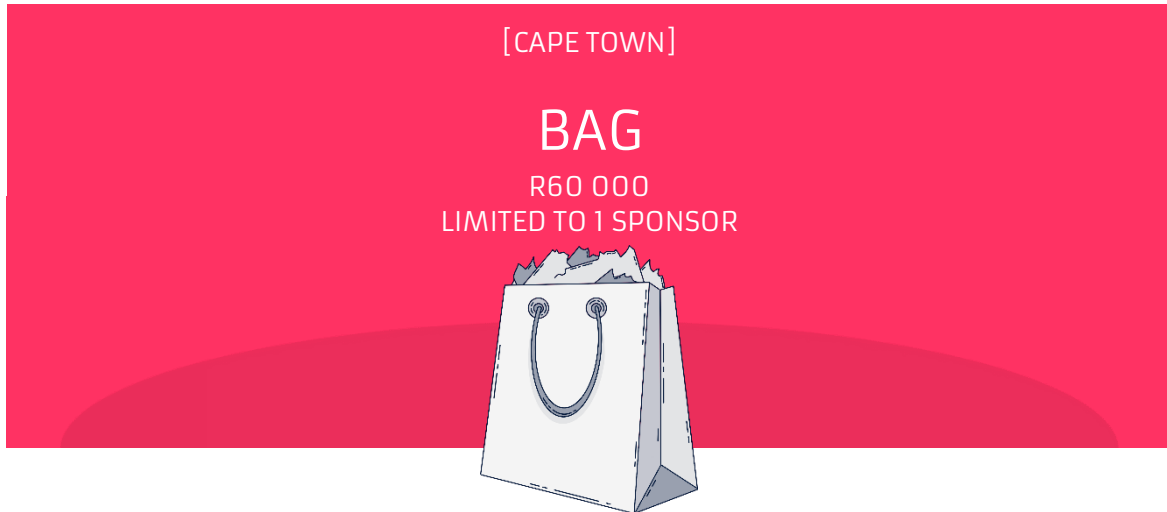
- 1 x Delegate passes with full access to event
- Maximum discount of 12,5% on delegate tickets¹

EXCLUSIVE REFRESHMENTS ONLY BENEFIT

- Exclusive logo on 2 x refreshment bars, branded cup sleeves for 900 servings of specialty coffee and 400 fruit crushes (or similar)
- Exclusive branding on serviettes
- Exclusive branding at catering stations
- Option to add a branded re-usable coffee cup to be added to delegate bag²

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

² Price available on request.



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 100%

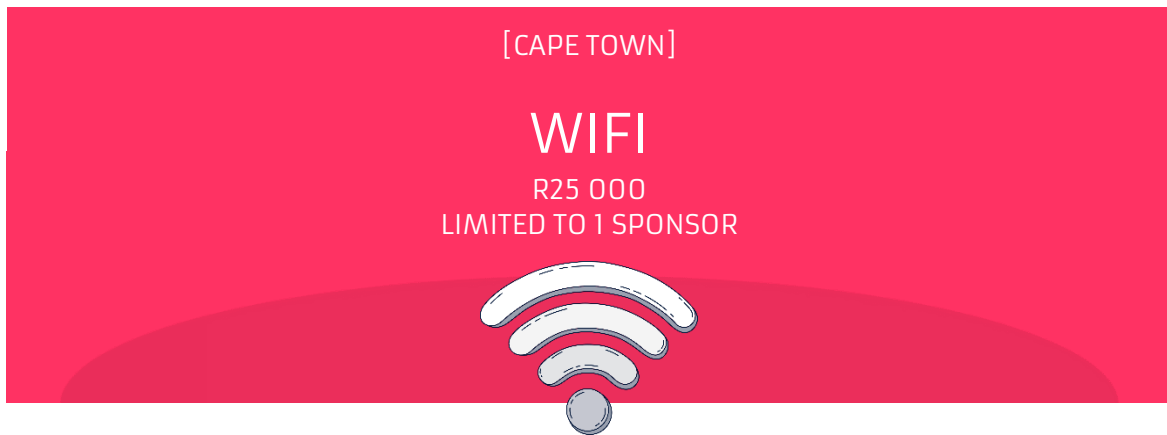
CONFERENCE BENEFITS

- 1 x Delegate passes with full access to event
- Maximum discount of 12,5% on delegate tickets¹

EXCLUSIVE BAG ONLY BENEFIT

- Exclusive branding on delegate bag redemption voucher
- Exclusive logo on eco-friendly delegate bag

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



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Option to include 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 networking area

CONFERENCE BENEFITS

- 1 x Delegate passes with full access to event

EXCLUSIVE WIFI ONLY BENEFIT

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



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Logo on podium in keynote room
- Logo on hanging banners in keynote room
- Logo on laptop sticker which will be placed in delegate bags
- Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 150%

EXHIBITION SPACE & NETWORKING AREA

- 6x3m tension fabric stand¹ with raised carpeting flooring, branded counter which can be used for storage space, mounted plasma screen, plug point for screen and laptop
- Standard with the larger conversation table with 5 chairs²
- Water cooler at stand to bring attendees to the stand
- Option to display 4 pull up banners in networking area

CONFERENCE BENEFITS

- Access to delegate database (based on opt in)
- 50-minute speaker slot³
- 5 x Delegate passes with full access to event
- Maximum discount of 12,5% on delegate tickets⁴

EXCLUSIVE DIAMOND ONLY BENEFIT

- Exclusive logo branding on delegate hoodies
- Exclusive brand exposure at post event function

¹ Visit https://www.devconf.co.za/jhb_sponsor_packages/diamond.html to see the amazing new 2020 stand design unique to the Johannesburg Diamond package. Branding will be tailored to your company.

² Additional furniture options are available at an extra cost.

³ Subject to content approval. Single presenter only.

⁴ Not applicable on early bird or existing bulk discount prices.



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Logo on podium in keynote room
- Logo on hanging banners in keynote room
- Logo on laptop sticker which will be placed in delegate bags
- Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 135%

EXHIBITION SPACE & NETWORKING AREA

- 3x3m corner tension fabric stand¹ with raised carpeting flooring, branded counter which can be used for storage space, mounted plasma screen, plug point for screen and laptop
- Standard with cocktail table and two chairs²
- Water cooler at stand to bring attendees to the stand
- Option to display 4 pull up banners in networking area

CONFERENCE BENEFITS

- Access to delegate database (based on opt in)
- 50-minute speaker slot³
- 4 x Delegate passes with full access to event
- Maximum discount of 12,5% on delegate tickets⁴

EXCLUSIVE PLATINUM ONLY BENEFIT

- Exclusive logo branding on water bottles

¹ Visit https://www.devconf.co.za/jhb_sponsor_packages/platinum.html to see the amazing new 2020 stand design unique to the Johannesburg Platinum package. Branding will be tailored to your company.

² Additional furniture options are available at an extra cost.

³ Subject to content approval. Single presenter only.

⁴ Not applicable on early bird or existing bulk discount prices.



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Logo on podium in keynote room
- Logo on hanging banners in keynote room
- Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 120%

EXHIBITION SPACE & NETWORKING AREA

- 3x3m corner tension fabric stand¹ with raised carpeting flooring, branded counter which can be used for storage space, mounted plasma screen, plug point for screen and laptop
- Standard with cocktail table and two chairs²
- Option to display 3 pull up banners in networking area

CONFERENCE BENEFITS

- 50-minute speaker slot³
- 3 x Delegate passes with full access to event
- Maximum discount of 12,5% on delegate tickets⁴

EXCLUSIVE GOLD ONLY BENEFIT

- Exclusive logo branding on delegate eco-friendly notebooks

¹ Visit https://www.devconf.co.za/jhb_sponsor_packages/gold.html to see the amazing new 2020 stand design unique to the Johannesburg Gold package. Branding will be tailored to your company.

² Additional furniture options are available at an extra cost.

³ Subject to content approval. Single presenter only.

⁴ Not applicable on early bird or existing bulk discount prices.



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 110%

EXHIBITION SPACE & NETWORKING AREA

- 3x2m backwall tension fabric stand¹ with raised carpeting flooring, branded counter which can be used for storage space, mounted plasma screen, plug point for screen and laptop
- Standard with cocktail table and two chairs²
- Option to display 2 pull up banners in networking area

CONFERENCE BENEFITS

- 2 x Delegate passes with full access to event
- Maximum discount of 12,5% on delegate tickets³

EXCLUSIVE SILVER ONLY BENEFIT

- Exclusive logo on delegate snack during afternoon break

¹ Visit https://www.devconf.co.za/jhb_sponsor_packages/silver.html to see the amazing new 2020 stand design unique to the Johannesburg Silver package. Branding will be tailored to your company.

² Additional furniture options are available at an extra cost.

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



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 100%

EXHIBITION SPACE & NETWORKING AREA

- 3x2m inline tension fabric stand¹ with raised carpeting flooring, branded counter which can be used for storage space, mounted plasma screen, plug point for screen and laptop
- Standard with cocktail table and two chairs²
- Option to display 1 pull up banner in networking area

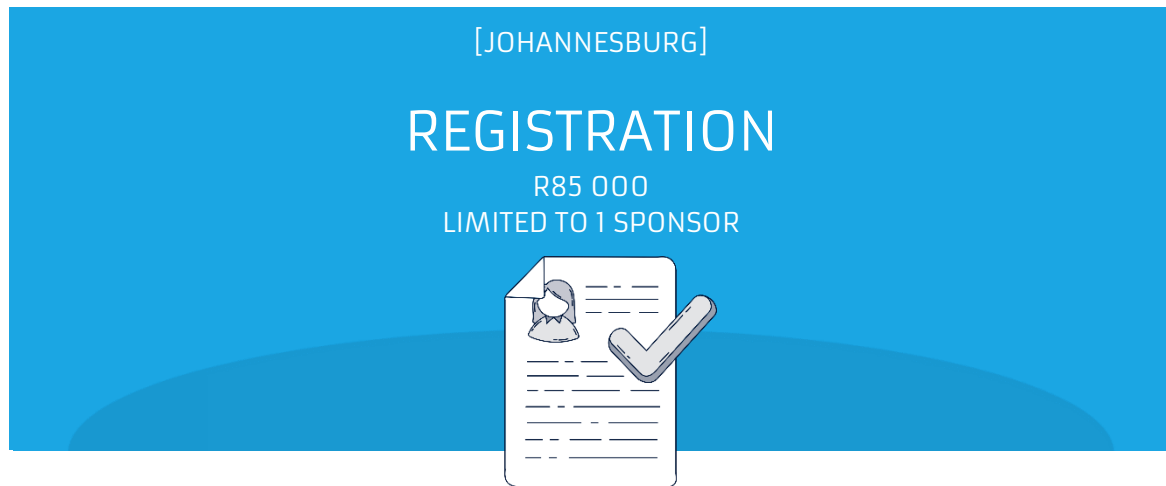
CONFERENCE BENEFITS

- 2 x Delegate passes with full access to event
- Maximum discount of 12,5% on delegate tickets³

¹ Visit https://www.devconf.co.za/jhb_sponsor_packages/bronze.html to see the amazing new 2020 stand design unique to the Johannesburg Bronze package. Branding will be tailored to your company.

² Additional furniture options are available at an extra cost.

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



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 100%

EXHIBITION SPACE & NETWORKING AREA

- 15% discount on the Bronze package if you would like a stand in the expo area as well¹

CONFERENCE BENEFITS

- Access to delegate database (based on opt in)
- 1 x Delegate passes with full access to event
- Maximum discount of 12,5% on delegate tickets²

EXCLUSIVE REGISTRATION ONLY BENEFIT

- Exclusive logo branding on registration counters
- Exclusive logo branding on lanyards
- Exclusive logo branding on name badges

¹ Registration area is separate to expo area. Access to expo area is granted to delegates on successful registration.

² Not applicable on early bird or existing bulk discount prices.



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 100%

CONFERENCE BENEFITS

- 1 x Delegate passes with full access to event

EXCLUSIVE SPEAKERS' DINNER ONLY BENEFIT

- Three seats at the speakers' dinner¹
- Exclusive logo on 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).



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Option to include 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 networking area

CONFERENCE BENEFITS

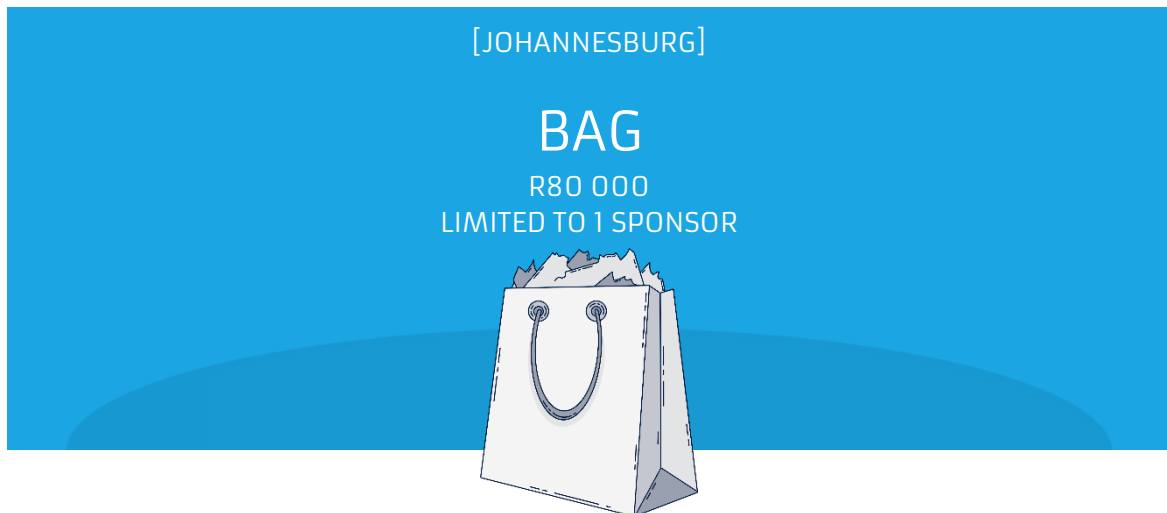
- 1 x Delegate passes with full access to event
- Maximum discount of 12,5% on delegate tickets¹

EXCLUSIVE REFRESHMENTS ONLY BENEFIT

- Exclusive logo on 2 x refreshment bars, branded cup sleeves for 1600 servings of specialty coffee and 1000 fruit crushes (or similar)
- Exclusive branding on serviettes
- Exclusive branding at catering stations
- Option to add a branded re-usable coffee cup to be added to delegate bag²

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

² Price available on request.



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- Logo size on all material: 100%

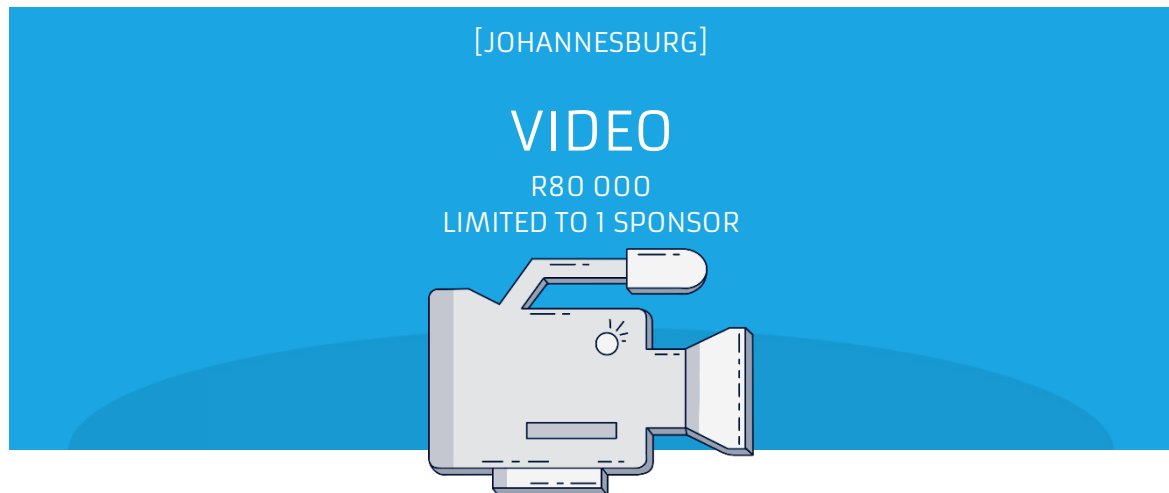
CONFERENCE BENEFITS

- 1 x Delegate passes with full access to event
- Maximum discount of 12,5% on delegate tickets¹

EXCLUSIVE BAG ONLY BENEFIT

- Exclusive branding on delegate bag redemption voucher
- Exclusive logo on eco-friendly delegate bag

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



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Option to include 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 networking area
- Should sponsor wish to add a 3x2m Inline stand, sponsorship package would increase to R90 000 ex VAT

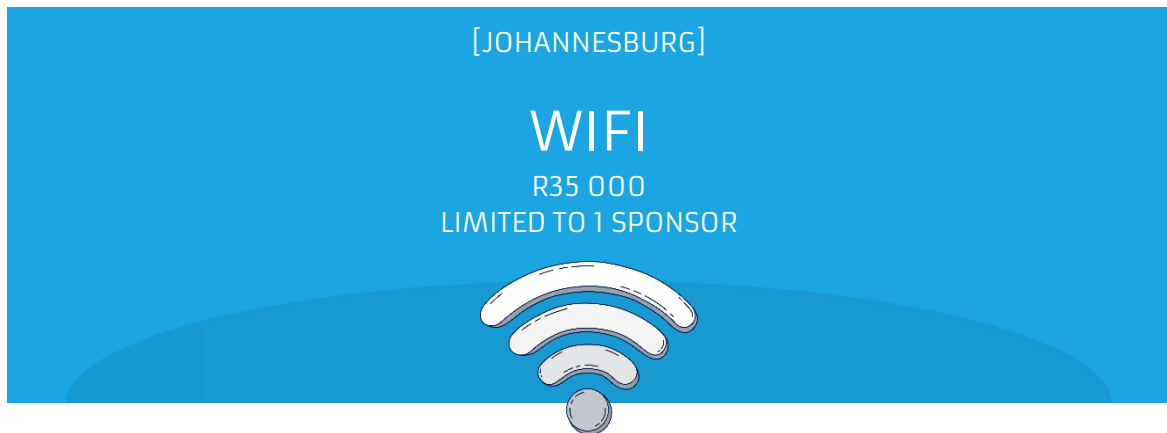
CONFERENCE BENEFITS

- 1 x Delegate passes with full access to event
- Maximum discount of 12,5% on delegate tickets¹

EXCLUSIVE VIDEO ONLY BENEFIT

- Exclusive logo on footer of all recorded sessions which are uploaded to YouTube for the public to consume content post event

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



BRAND EXPOSURE

- Logo on all scheduled emails to database
- Logo on event website
- Logo and sponsorship acknowledgement in keynote
- Logo on printed agenda
- Option to include 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 networking area

CONFERENCE BENEFITS

- 1 x Delegate passes with full access to event

EXCLUSIVE WIFI ONLY BENEFIT

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



SECURE YOUR SPONSORSHIP PACKAGE BY 30 JANUARY 2020

The closing date for finalising sponsorship agreements is 30 January 2020.

CONTACT US

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

- | | | |
|---------------------|--------------|--------------------------------------------------------------------------------|
| • Michelle Beckmann | 011 467 4935 | michelle@fizzmarketing.co.za |
| • Robert MacLean | 073 142 5422 | Info@DevConf.co.za |
| • Candice Herodotou | 082 882 7457 | Info@DevConf.co.za |

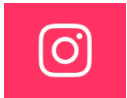
SOCIAL MEDIA



<https://twitter.com/devconfza>



<https://www.facebook.com/devconfza>



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



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

Document Date: 28 September 2019