



SOLVING
TODAY AND
TOMORROW'S
CHALLENGES

SPONSORSHIP PROPOSAL



DEVCONF 2024 OVERVIEW

INVITATION TO SPONSOR

Dear Potential Sponsor,

DevConf, the conference for South African developers, is now in its 8th 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 showed with the highest satisfaction and attendance numbers ever DevConf, and in-person, events are the premier experience for software developers, and we expect that to continue to grow and improve for the 2024 event.

Both locations allow us to grow the number of attendees from 500 in 2023 to 700 in 2023, with the opportunity to expand more 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 give us significant space improvements and opportunities to create exciting new networking experiences. In 2024 will be launching new eco-friendly eye-catching stands (have a look at the renders below) that will absolutely make your brand stand out to the audience and 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 added new bronze sponsorship levels to keep in the opportunity for smaller budgets able to get stands and exposure at DevConf, and existing sponsorships adjusted to keep them as cost-effective as possible, with some even having decreases in cost as we have been able to find new suppliers at lower costs without compromising on the quality you expect.

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 with further event benefits such as brand awareness, product demonstrations, networking, and career discussions.

We view DevConf as a partnership with sponsors, so if you have any questions, ideas or suggestions that are not in this sponsorship proposal, please reach out – We would love to have a call and work with you to make your goals a reality at the event!

We are privileged to have worked 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

DATES AND VENUES

JOHANNESBURG

DATE

7th May 2024

MINIMUM TICKETS

700

VENUE

Emperors Palace

EVENT STRUCTURE

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

CAPE TOWN

DATE

9th 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

DEVCONF EXECUTIVE SUMMARY

PURPOSE

DevConf is a conference that aims to inspire software developers in South Africa by offering a variety of topics related to software development with a focus on South African-specific challenges and needs. DevConf started in 2016 and has grown to the largest community-run event for software developers in Southern Africa! The event provides local developers with many options for expanding their knowledge, from staying up to date with the latest technologies and trends to addressing the challenges of working in large enterprises. Attendees can expect to gain valuable experiences, ideas, and practical advice, as well as the opportunity to connect with peers from across the industry.

DevConf is an unbiased event that instils a sense of assurance in attendees that they are participating in an event tailored to their needs, providing them with the necessary information. As a sponsor, you can benefit from this sense of 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 who develop solutions of all sizes for enterprise companies.

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 (both 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 a place where the most influential and knowledgeable people in Software Development will be in attendance.

AGENDA

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 trademark multi-track presentation offers attendees something unique, insightful, and entertaining throughout the day – leading to no dead spots or attendees leaving early. The content covers a range of topics and prospective speakers submitting for DevConf 2024 are asked to categorise their talks using the following list:

AI

Discover the latest developments and innovations in artificial intelligence at our conference track. Our expert speakers will delve into topics such as machine learning, natural language processing, and computer vision. Gain insights into the future of AI and learn how it can transform your business.

Architecture and Design

Explore the latest trends and best practices in software development architecture and design. Our expert speakers will guide you through topics such as microservices, containerization, and DevOps methodologies. Gain in-depth insights into the tools and techniques that are driving innovation in this space and learn how they can be applied to your organization's development processes.

Blockchain and Cryptocurrencies

Discover the limitless potential of blockchain technology and cryptocurrencies. Immerse yourself in a world of decentralized ledgers, smart contracts, and digital currencies as our expert speakers guide you through the latest developments in this rapidly evolving field.

Cloud

Explore the boundless potential of cloud technology and its transformative impact on businesses of all sizes. Immerse yourself in a world of cloud computing, storage, and security as our expert speakers guide you through the latest developments in this rapidly evolving field.

Data

Unlock the untapped potential of your data. Dive deep into the latest data analytics, visualization, and security developments, and learn how to leverage your data to drive business growth.

DevOps and CI/CD

Explore the future of DevOps and CI/CD. Get hands-on experience with the latest tools and techniques for streamlining software development and deployment and learn how to optimize your processes for maximum efficiency and innovation.

Experience

Gain valuable insights and practical knowledge from experienced software developers focused on sharing best practices and real-world experiences.

Fun

Explore the exciting and innovative side of software development focused on fun topics. From game development to virtual reality, this track is perfect for sponsors seeking to stay ahead of the curve and tap into new markets.

Languages

Immerse yourself in the world of programming languages with content dedicated to the art of coding. From the basics of syntax to the intricacies of machine learning, our expert speakers will guide you through the best practices and latest developments in the field.

Mental Health

We lead events with content dedicated to the mental health of software developers. We will explore the unique challenges and stressors that come with this industry and provide practical tools and resources for self-care and well-being. From managing burnout to building resilience, our expert speakers will share their insights and experiences to help attendees prioritize their mental health and thrive in their careers.

Security

Our content on Infosec is designed to address the ever-increasing challenges and threats faced by modern businesses. From data breaches to cyber-attacks, our expert speakers will provide practical insights and strategies to help attendees protect their organizations and stay ahead of the curve. Covering topics such as risk management, threat intelligence, and incident response, this track is a must-attend for anyone looking to stay informed and secure in today's digital landscape.

Team Culture

Our conference content focuses on building a thriving team culture that fosters collaboration, creativity, and innovation. From exploring the latest trends and best practices to sharing real-world success stories, our content will equip you with the tools and insights you need to take your team to the next level.

Tools

Discover the latest tools and techniques in software development at our upcoming conference. Our dedicated track offers a comprehensive overview of cutting-edge tools and practices that will help your company stay ahead of the competition. From automation to collaboration, our expert speakers will share their insights and experiences to help you optimize your development process.

UX and UI

The UX and UI content at DevConf is dedicated to exploring the latest trends and best practices in software development. Our expert speakers will delve into the intricacies of user experience and interface design, examining how to create intuitive, engaging products that meet the needs of today's discerning consumers. From prototyping and wireframing to usability testing and beyond, this track content offers invaluable insights into how to optimize your software's UX and UI for maximum impact.

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 31st October 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-2024/>

We encourage sponsors to also submit talks, in addition to their sponsorship, as there is no limitation or preference given to any submission. Having presenters on the agenda is one of the best ways to enhance and expand your sponsorship and strengthen your brand.

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.

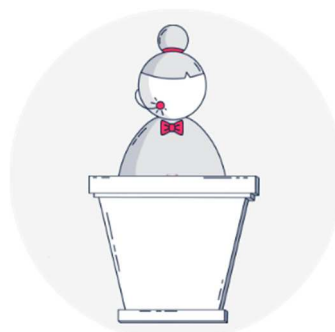
Master Classes allow you to have a 90-minute presentation to an exclusive group of attendees where you can run traditional presentations or hands-on labs. You are welcome to use the 90 minutes as you see fit, so a combination of presentation and lab or just using it as 2 presentation slots or having 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 passionate and interested attendees on topics relevant to the sponsor.

2023 REFLECTION



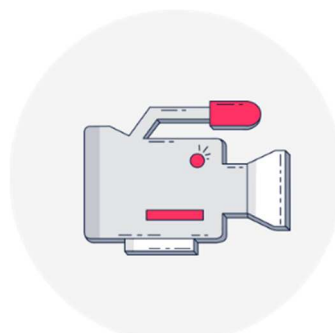
1212 attendees



36 speakers



25 sponsors



24 Hours, 18 Minutes, 18
seconds of recorded
content

Watch it online at
youtube.com/c/devconfza

SPONSORSHIP PACKAGES

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 a brochure 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.

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 with attendees. We are excited to bring them back again for the 2024 event!

Some bolt-ons may be limited to a specific package (for example, the stand option, which is part of the registration package) are listed below, with the package itself; however, there are a set of wonderful bolt-ons that are for all packages listed after the packages.

YOU OWN YOUR ECO-FRIENDLY STAND

As part of packages which include a stand¹, 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 your needs and we can work with you to fulfil all your needs and make the stand unique.

DISCOUNTS

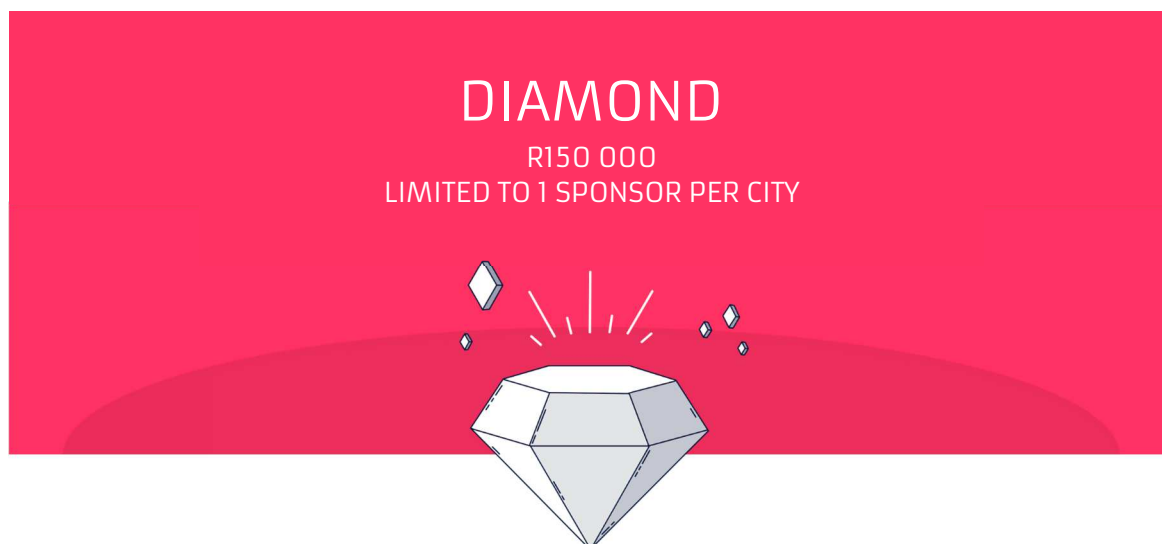
To say thank you to our amazing sponsors, we are excited to offer the following discounts available:

- 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

¹ Diamond, Platinum, Gold, Silver, Bronze, Registration (Bolt-On), Coffee (Bolt-On), Bag (Bolt-On), Bronze (Bolt-On)

discount we have ever offered to sponsors and we hope it encourages sponsors to send more people to the event.

- 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.
- For the first time, if a sponsor takes a package in both cities, then we offer a R10 000 discount on the total cost of sponsorship.



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 a brochure and/or promotional item in the delegate bag.
- 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 points¹
- 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 slot²
- 4 x Delegate passes with full access to the event and included swag.
- Maximum discount of 12.5% on delegate tickets³

EXCLUSIVE DIAMOND ONLY BENEFIT

- Exclusive logo branding on delegate garment

¹ Sponsor to complete the provided template with art design for the stand and counter.

² 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.

³ 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 the brochure and/or promotional item in the delegate bag.
- Logo size on all material: 135%

EXHIBITION SPACE AND NETWORKING AREA

- 3x3m eco-friendly corner stand with counter with lockable cupboard, 4 x cocktail chairs and 2 plug points¹
- 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 slot²
- 4 x Delegate passes with full access to the event.
- Maximum discount of 12.5% on delegate tickets³

EXCLUSIVE PLATINUM ONLY BENEFIT

- Exclusive logo branding on water bottles

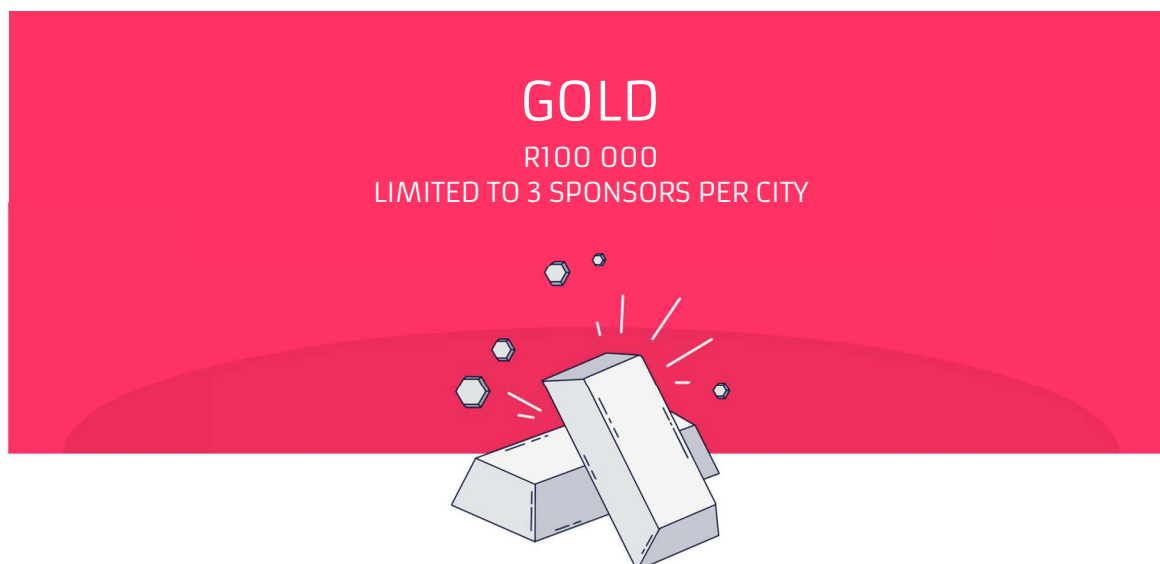
¹ Sponsor to complete the provided template with art design for the stand and counter.

² 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.

³ 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





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

EXHIBITION SPACE AND NETWORKING AREA

- 3x3m ecofriendly inline stand counter with lockable cupboard, 3 x cocktail chairs and 2 plug points¹
- Option to display 3 pull-up banners in the networking area

CONFERENCE BENEFITS

- 1 x 40-minute speaker slot²
- 3 x Delegate passes with full access to the event.
- Maximum discount of 9% on delegate tickets³

EXCLUSIVE GOLD ONLY BENEFIT

- Exclusive logo branding on delegate eco-friendly notebooks

¹ Sponsor to complete provided template with art design for the stand and counter

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 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 a brochure and/or promotional item in delegate bag – (subject to refusal)
- 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 points¹
- Option to display 2 pull-up banners in the networking area.
- Option of selecting one of the following activations for the stand²:
 - Caricature artist³
 - Popcorn machine⁴
 - Virtual Reality Express
 - Massage Therapists⁵
 - Pinball machine

CONFERENCE BENEFITS

- 3 x Delegate passes with full access to the event.
- Maximum discount of 12.5% on delegate tickets⁶

¹ Sponsor to complete the provided template with art design for the stand and counter.

² 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.

³ Limited to 5 hours

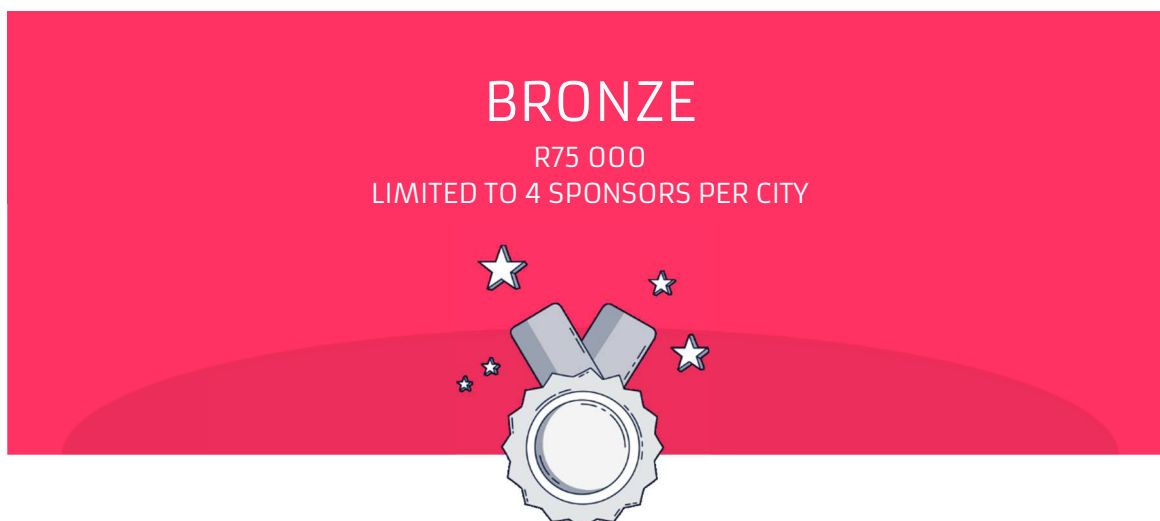
⁴ Limited to 700 servings or 9 hours – whichever happens first.

⁵ Limited to 2 hours and includes 2 massage therapists and VR equipment.

⁶ 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 a brochure and/or promotional item in delegate bag – (subject to refusal)
- 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 points¹
- 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 tickets²

¹ Sponsor to complete provided template with art design for the stand and counter

² 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.



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 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 12.5% on delegate tickets¹

EXCLUSIVE BAG ONLY BENEFIT

- Exclusive logo on eco-friendly delegate bag

BOLT-ON

- Add a 2x2m bronze stand design, plus two delegate passes for an additional R43 000²

¹ 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.

² 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 the brochure and/or promotional item in the 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 12.5% on delegate tickets¹

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 bronze stand design, plus two delegate passes for an additional R43 000²

¹ 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.

² 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 the brochure and/or promotional item in the delegate bag – (subject to refusal)
- 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 tickets¹

EXCLUSIVE REFRESHMENTS ONLY BENEFIT

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

BOLT-ON

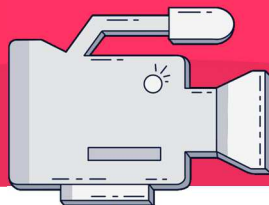
- Add a 2x2m bronze stand design, plus two delegate passes for an additional R43 000²

¹ 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.

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

VIDEO SPONSOR

R55 000
LIMITED TO 1



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

CONFERENCE BENEFITS

- 1 x Delegate passes with full access to the event.
- Maximum discount of 10% on delegate tickets¹

¹ 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 a brochure and/or promotional item in delegate bag – (subject to refusal)
- 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 tickets¹

EXCLUSIVE COCKTAIL ONLY BENEFIT

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

¹ 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 the brochure and/or promotional item in the delegate bag – (subject to refusal)
- 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 event¹
- Maximum discount of 10% on delegate tickets²

EXCLUSIVE WORKSHOP ONLY BENEFIT

- Access to run a master class for 90 minutes³ in a minimum dedicated 72-person space.

BOLT-ON

- Add a 2x2m bronze stand, plus two delegate passes for an additional R43 000 per city⁴

¹ 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.

² 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.

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

⁴ 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 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 10% on delegate tickets¹.

EXCLUSIVE SPEAKERS' DINNER ONLY BENEFIT

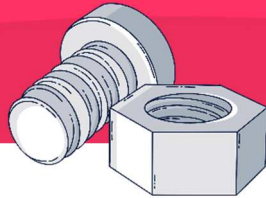
- Three seats at the speakers' dinner²
- Exclusive logo on the speaker dinner menu
- Access to speaker database, based on opt-in, after the event

¹ 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.

² 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 put 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:

<https://youtu.be/Qx6yBgOrS2M>

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:

<https://youtu.be/L4wTTzcG4Nw>

Watch a sample of the output:

<https://youtube.com/shorts/DkMv4507Ofk>

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

SOCIAL MEDIA



<https://www.youtube.com/c/devconfza>



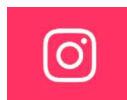
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Document Date: 27 September 2023