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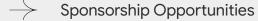
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What and who is GDG Chennai?

GDG Chennai is a volunteer-driven community that supports the technology ecosystem in Chennai. Started in 2010 as GTUG (Google Technologies User Group) Chennai by young professionals who wanted to promote the community culture and make Chennai the next technology hub, we're today one of the oldest GDGs of the world.

Our engagements with the ecosystem ensures that everyone gets the opportunity to learn, build, collaborate and contribute back to the community. GDG Chennai also been the home ground to various other communities and startups.

Link: gdg.community.dev/gdg-chennai









About DevFest Chennai



DevFest is one of the largest and most inclusive community-led technology conferences around the world! Every year, Google Developer Groups host DevFests, where attendees explore developer tools, learn from Google Developer Experts, and connect with other tech enthusiasts from their local community.

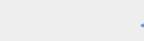
At DevFest Chennai, we are proud to embrace engineers, designers, leaders, entrepreneurs and students across cities with diverse backgrounds. This is the time of the year when our community comes together to learn from each other and also share their wisdom and projects through talks, panel discussions, showcases and more. The conference is a great opportunity for attendees to meet like minded people and collaborate to learn, build and contribute to the wider ecosystem.



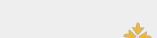


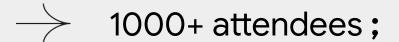






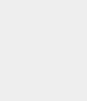








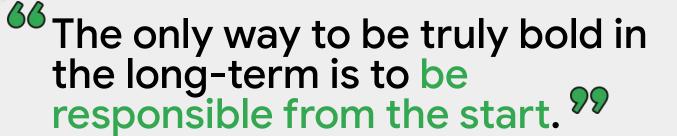












- James Manyika, SVP, Research, Technology & Society

This year's DevFest explores how AI can be responsibly developed or applied to keep its users safe, from business to healthcare to education. We acknowledge AI's potential, while also recognizing the challenges it presents.

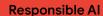












Why discuss responsible AI at DevFest?

Al is being woven into all of the products we use in our day-to-day lives - both professionally and personally. Therefore discussing Al at DevFest is important due to its growing complexity and impact, requiring careful reflection of its development and application.

Safeguarding AI systems from malicious use is equally important, as the potential for misuse raises concerns about security, privacy, and societal well-being.

By also welcoming those new to AI, DevFest provides an accessible learning environment, empowering a broader community to contribute diverse perspectives.







IIT Madras Research Park

IIT Madras Research Park, India's first university-based research park is a Sec. 8 not for profit company promoted by IIT Madras.

IIT Madras Research Park incubates over 200+ startups with the nodal IITM incubator and it represents the commercially successful, scalable and innovative solutions it produces.

Link: respark.iitm.ac.in



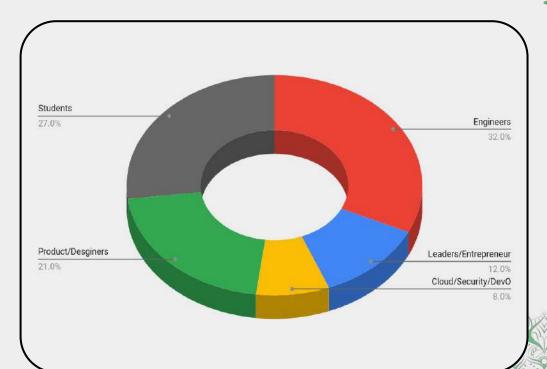




Attendees' profile

A total of 951 participants attended the event last year. Here are some interesting statistics showing how DevFest 2023 was more diverse.

- Working professionals at 73% (23% increase from 2022)
- Leaders/Entrepreneurs at 12% (7% increase from 2022)
- Product/Designers at 21% (20% increase from 2022)







Focus, improvements, goals

Diversity & Inclusion

- Increase the participation of women and other under-represented groups by upto 50%
- Pre-conference workshops and competitions including women exclusive events to encourage participation
- Women participation in core event committees including marketing, CFP, Code of Conduct

Quality

- Improve content moderation to present only relevant & high quality content to audience and reduce common and low quality talks and workshops
- Mentorship for speakers upon request

Opportunities & Collaboration

- Make hiring opportunities accessible by introducing online job boards and hiring lounge
- Engage in pre-conference activities with local communities













A series of six events

There is a lot of content and networking opportunities at DevFest which may not be fulfilled in a day. This is a reason why we are hosting a series of events. All these events are hosted in association with our community partners.

	Date	Event	Hosted by
	Sep 14, 2024	Cloud Native Fest	Cloud Native Chennai
	Sep 14, 2024	Code, Connect, Create	WTM Chennai
	Sep 21, 2024	GenAl Zero to Hero	TFUG Chennai
-	Sep 21, 2024	Ko-Hacks : A diverse Kotlin hackathon	Kotlin User Groups Chennai
	Sep 28, 2024	Cloud Community Days	GDG Cloud Chennai
-	Sep 28, 2024	Namma Flutter Devcon	Namma Flutter

^{*} Pre-conference event dates are subject to changes

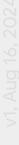




Sponsoring DevFest enables you to **bring your platform, tools and career opportunities** closer **to Chennai's tech community**. DevFest is one event where tech professionals and enthusiasts from diverse fields gather to learn, share and celebrate technology.







Why Sponsor us?





- Brand exposure to 1000+ developers, designers, executives and leaders
- Attract potential users to your platform/products

Hiring

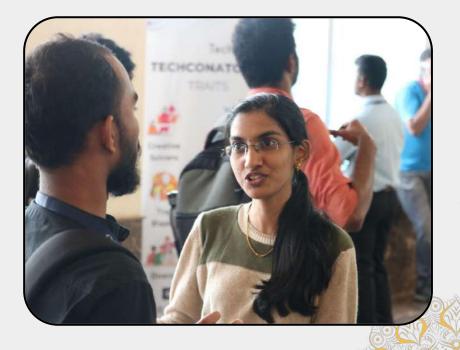
- Meet a diverse audience from Chennai and around
- Engineers, designers, PMs, leadership, you may find the right person here

Networking & Support

- Get help with Google technologies you're learning or integrating with your business/product
- Meet and talk to Googlers or Google Developer **Experts**

Networking & Support

- An opportunity to express your support to the community ecosystem
- Helping us make DevFest and other meetups more affordable and accessible







₹ 350000 *















Visibility

- Logo presence in all the hall & common sponsor banner, GDG decks, event website
- Mention during opening and closing note

Booth/Stall

An octanorm stall of size 18 sq. m (3m x 6m) with a desk, chairs (3 min.), TV

Marketing

- Dedicated social media mentions through posts, stories/reels
- Special mentions in emails/newsletters to community/registered attendees

Talk/Panel

- Options to choose between one non marketing tech talk or panel discussion
- Talk and panel acceptance is based on topic relevance and speaker/panel's expertise

Conference passes

Upto six complimentary passes (working professionals ticket only. Non transferable)

^{*} Amount is exclusive of GST

[#] Backdrop is designed according to GDG design standards. Sponsors may place additional standees

₹ 250000















Visibility

- Logo presence in main hall & common sponsor banner, GDG decks, event website
- Mention during opening and closing note

Booth/Stall

An octanorm stall of size 9 sq. m (3m x 3m) with a desk, chairs (2 min.)

Marketing

- Dedicated social media mentions through posts
- Special mentions in emails/newsletters to community/registered attendees

Talk/Panel

- Invitation to a non marketing tech talk (subject to availability) or panel discussion
- Talk and panel acceptance is based on topic relevance and speaker/panel's expertise

Conference passes

Upto four complimentary passes (working professionals ticket only. Non transferable)

^{*} Amount is exclusive of GST

[#] Backdrop is designed according to GDG design standards. Sponsors may place additional standees





₹ 150000 *













Visibility

- Logo presence in common sponsor banner, GDG decks, event website
- Mention during closing keynote

Marketing

- Social media mention in sponsors announcement posts
- Use networking space for marketing with one desk, two chairs (desk & chairs are subject to availability)

Panel

- Invitation to one panel discussion
- Panel acceptance is based on topic relevance and panel's expertise

Conference passes

Upto three complimentary passes (working professionals ticket only. Non transferable)





₹80000 *

















- Logo presence in common sponsor banner, event website
- Mention during closing keynote

Marketing

Social media mention in sponsors announcement posts

Panel

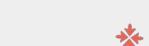
- Invitation to one panel discussion
- Panel acceptance is based on topic relevance and panel's expertise

Conference passes

Upto two complimentary passes (working professionals ticket only. Non transferable)









For startups established after 2022 & with < 20 employees



- Visibility
 - Logo presence in common sponsor banner, event website
 - Mention during closing keynote
- Marketing
 - Social media mention in sponsors announcement posts
- Conference passes
 - Upto **two** complimentary passes (working professionals ticket only. Non transferable)







Reach out to us at hello@gdgchennai.in. We can work together to personalize our partnership for you!









Sponsors of DevFest 2023 Chennai

















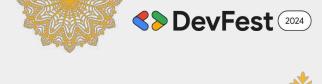












Partners of DevFest 2023 Chennai



















*

- We respect the privacy of our conference attendees. We will not share personal information with third parties without the individual's explicit permission.
- Attendees may choose to share their contact information with you at your booth.
- You may use this information to contact them about future events and to provide them with information about your products and services.



Code of Conduct: developers.google.com/community-guidelines

About GDG: developers.google.com/community/gdg



Got questions? Reach out to us. Together let's make DevFest 2024 Chennai amazing!



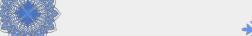
Email us at hello@gdgchennai.in / gdgchennaiteam@gmail.com











View entire team

Follow our social media for updates





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- Join GDG Chennai's Discord server







