



SOFTWARE TECHNOLOGY CONFERENCE
APRIL 22-24, 2014 // BUDAPEST

SPONSORSHIP INFORMATION

SOFTWARE CRAFTSMANSHIP MATTERS



Prezi

ORGANIZED BY
USTREAM



ERICSSON

WWW.CRAFT-CONF.COM

ABOUT CRAFT

CRAFT IS A CONFERENCE ABOUT SOFTWARE CRAFTSMANSHIP, IT'S A COMPASS ON NEW TECHNOLOGIES, TRENDS. WHICH TOOLS, METHODS, PRACTICES SHOULD BE PART OF THE TOOLBOX OF A MODERN DEVELOPER AND COMPANY? YOU CAN LEARN IT AT CRAFT CONFERENCE FROM THE BEST SPEAKERS AND PRACTITIONERS IN OUR COMMUNITY.

THE IMPORTANCE OF SOFTWARE CRAFTSMANSHIP IS INCREASING CONSTANTLY. SOFTWARE DEVELOPMENT MADE RIGHT CAN UNLOCK A LOT OF HIDDEN POTENTIAL IN ORGANIZATIONS, A CONFERENCE LIKE CRAFT COULD HELP COMPANIES TO UNDERSTAND HOW IMPORTANT IT IS TO INVEST IN THE WAY THEY DEVELOP.

NOWDAYS IT IS MORE AND MORE TRUE THAT ONLY THOSE COMPANIES COULD BE SUCCESSFUL AND SURVIVE WHERE CHANGE IS PART OF THE DNA, THOSE THAT CAN LEARN AND REACT FAST, AND WITHOUT FOCUSING AND INVESTING INTO SOFTWARE CRAFTSMANSHIP THIS GOAL CAN'T BE ACHIEVED.

WITH CRAFT, OUR GOAL IS TO CREATE AN EVENT WHERE ANY TYPE OF DEVELOPERS, TEAM LEADERS, AGILE COACHES, ENGINEERING MANAGERS, EXECUTIVES/FOUNDERS, UX AND PRODUCT PEOPLE ETC. COULD LEARN A LOT.

[WWW.CRAFT-CONF.COM](http://www.craft-conf.com)



IN 2014

CRAFT HAD

55+

SPEAKERS

3

TRACKS

900+

PARTICIPANTS

FROM

34 COUNTRIES

CRAFT 2015

CRAFT

1000+ ATTENDEES
60+ SPEAKERS

CRAFT 2015 WILL FEATURE MORE THAN 60 INNOVATIVE, RESOURCEFUL, AND INSPIRATIONAL LEADERS, PROFESSIONALS AND ENTREPRENEURS SHARING THEIR REAL WORLD STORIES ON THEIR SUCCESS AND THEIR FAILURES. THEY WILL TALK ABOUT THE CHALLENGES OF BUILDING SUCCESSFUL SOFTWARES & ORGANIZATIONS.

FEATURED SPEAKERS



BRUCE ECKEL
AUTHOR,
THINKING IN JAVA, THINKING IN C++



DAN NORTH
PRINCIPAL,
DAN NORTH & ASSOCIATES



MITCHELL HASHIMOTO
FOUNDER,
HASHICORP



ERIK MEIJER
FOUNDER,
APPLIED DUALITY, INC.



MICHAEL FEATHERS
FOUNDER,
R7K LLC



MARTY CAGAN
FOUNDER,
THE SILICON VALLEY PRODUCT GROUP



MICHAEL NYGARD
VP,
COGNITECT



SIMON BROWN
INDEPENDENT CONSULTANT,
CODING THE ARCHITECTURE

FROM COMPANIES, LIKE:

LinkedIn

MIT

Google™ GILT
Etsy Pivotal™

TypeSafe Netflix

SEE THE ENTIRE LIST OF SPEAKERS AT CRAFT-CONF.COM/2015

SPONSORSHIP

BY SPONSORING OUR EVENTS

YOU CAN BE PART OF OUR EXCITING MISSION,
EXPOSE YOUR BRAND AWARENESS AND REACH A
UNIQUE AUDIENCE OF INTERNATIONAL TOP-NOTCH
DEVELOPERS, LEADERS OR DESIGNERS THROUGH:

- ❖ ONLINE AND PRINTED MATERIALS
- ❖ OFFSITE APPEREANCE/PRODUCT SHOWCASE
- ❖ SOCIAL MEDIA PRESENCE IN TARGET GROUP
- ❖ USTREAM, WHO WILL LIVE STREAM ALL
EVENTS AND MAKE THE VIDEOS AVAILBALE
AFTER THE CONFERENCE.

CHOOSE YOUR SUITABLE SONORSHIP PACKAGE AND
CONTACT: MEDEA.BACCIFAVA@PREZI.COM



CRAFT

SPONSORSHIP PACKAGES

	DIAMOND \$ 15000	PLATINA \$ 11000	GOLD \$ 6000	SILVER \$ 4000	BRONZE \$ 2000
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A'LA CARTE <small>ONLY AVAILABLE WITH GOLD, PLATINA AND DIAMOND SPONSORSHIP</small>	ONSITE APPEARANCE	YES	YES	YES	YES	YES
	LOGO ON ALL PRINTED MATERIALS	YES	YES	YES	YES	YES
	LOGO IN THE SUMMARY VIDEO	YES	YES	YES	YES	YES
	ADDING (USEFUL) SWAG TO THE ATTENDEE BAG	YES	YES	YES	YES	YES
	VERBAL THANK YOU IN THE OPENING TALK	YES	YES	YES	YES	YES
	CONFERENCE WEBSITE APPEREANCE	DIAMOND PACKAGE	PLATINUM PACKAGE	GOLD PACKAGE	SILVER PACKAGE	BRONZE PACKAGE
COFFEE BREAK SPONSORSHIP <small>(MAX 4)</small>	FREE CONFERENCE PASSES	7	5	3	2	1
BREAKFAST SPONSORSHIP <small>(MAX 2)</small>	OPPORTUNITY TO PLACE A VIDEO ON USTREAM	YES	YES	YES	YES	-
1 PROMO SLIDE IN THE HOUSE-KEEPING SLIDESHOW (MAX 3)	SPONSOR PAVILION PLACE (EQUIPMENTS INCLUDED)	DIAMOND PACKAGE	PLATINUM PACKAGE	GOLD PACKAGE	SILVER PACKAGE	-
LOGO ON THE ATTENDEE BAG <small>(MAX 4)</small>	OPPORTUNITY TO BUY THE HR PACKAGE	YES	YES	YES	-	-
LANYARD SPONSORSHIP <small>(MAX 1)</small>	KEYNOTE FROM THE MAIN STAGE	12 MIN	8 MIN	4 MIN	-	-
LUNCH SPONSORSHIP <small>(MAX 2)</small>	NUMBER OF TWITTER AND FB MESSAGES	3	2	1	-	-
PARTY SPONSORSHIP <small>(MAX 1)</small>	PRE-EVENT MARKETING (EMAIL, PRESS CONTENT...)	YES	YES	-	-	-
HR PACKAGE (MAX 4)	POST-EVENT EMAIL CAMPAIGN TO OPT-IN USERS	YES	YES	-	-	-
	APPEARENCE AT THE END OF VIDEOS ON INFOQ	YES	YES	-	-	-
	SPONSOR PAVILION STAFF PASSES	3	2	1	-	-
	PROMO SLIDES IN THE HOUSEKEEPING SLIDESHOW	2 SLIDES	1 SLIDE	-	-	-
	APPEARENCE NEXT TO THE CANVAS	MAIN ROOM	SECTION ROOM	-	-	-
	COFFEE BREAK SPONSORSHIP	-	YES	-	-	-
	LUNCH SPONSORSHIP	YES	-	-	-	-
	PRE-EVENT EMAIL CAMPAIGN TO OPT-IN USERS	YES	-	-	-	-
	LOGO ON THE ATTENDEE BAG	YES	-	-	-	-

ABOUT OUR NON-PROFIT CONFERENCES

PREZI & USTREAM STARTED TO ORGANISE INTERNATIONAL NON-PROFIT TECH CONFERENCES IN 2013.

OUR GOAL IS TO ATTRACT THE BEST SPEAKERS FROM AROUND THE WORLD IN A BID TO TURN BUDAPEST INTO A EUROPEAN INNOVATION HUB.

ALL OF OUR PREVIOUS CONFERENCES HAVE BEEN A GREAT SUCCESS. CHECK OUT OUR PORTFOLIO AT WWW.CRAFT-CONF.COM.

AND TAKE A TOUR IN OUR VIDEO GALLERY AT VIMEO.COM/CONFERENCES/VIDEOS

HERE YOU'LL FIND A WEALTH OF POSITIVE FEEDBACK FROM BOTH SPEAKERS, SPONSORS AND VISITORS.



2ND EDITION
1000+ ATTENDEES

CRAFT
SOFTWARE TECH CONFERENCE

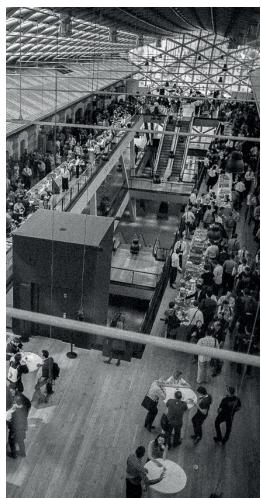
2015 APRIL 22-24

CRAFT is about craftsmanship in software companies, which tools, methods, practices should be part of the toolbox of a modern developer and company.

CRAFT is not just about software development but company culture, we cover topics from continuous delivery to continuous improvement.

You can learn the most important topics from the best speakers and practitioners in our community.

www.craft-conf.com



3RD EDITION
250+ ATTENDEES

MLOC.JS
JAVASCRIPT CONFERENCE

2015 JUNE 18-19

MLOC.JS 2014 Conference is about engineering million lines of code applications on the JavaScript platform.

We see the bright future of generated JavaScript code and the web as a platform. Our conference cover tools and frameworks helping you compile or write maintainable, high performance, beautiful code.

Creating a 3D game in C++ and WebGL for the web, or a complex single page application in Vanilla JS? Let's talk about what will be possible on this platform in the next 10 years.

www.mloc-js.com



1ST EDITION
300+ ATTENDEES

BIG DATA
DATA CONFERENCE

2015 OCTOBER 8-9

We organise a Big Data conference, probably the biggest in the region. More details coming soon in January.

1ST EDITION
300+ ATTENDEES

UX
CONFERENCE

2015 OCTOBER 8-9

We also organise our first UX conference with world class UX professionals. More details coming soon in January.



3RD EDITION
450+ ATTENDEES

STRETCH
LEADERSHIP CONFERENCE

2015 DECEMBER 10-11

STRETCH is a leadership and management conference to learn from the best and stretch yourself.

Join us in Budapest, Hungary this December and get inspired by stories from leaders in great organizations as they talk about the challenges of leadership coming from within the team.

This year we will invite great individual performers and great collaborators to show everyone how to stretch themselves. This will enable you to change your mindset and improve your soft skills to have a great impact on your teams, your communities and on your own life.

www.stretchcon.com



2ND EDITION
300+ ATTENDEES

REDEFINE
DESIGN CONFERENCE

2016 FEBRUARY

The REDEFINE Conference will bring together a diverse collection of design professionals, with the aim to take a small step towards building a more conscious design ethos for our generation.

Design has always been a continuously evolving discipline, resulting in many different definitions.

Today, the Internet and connected technologies are further blurring its boundaries, but opening the door for hybrid experiences that merge digital and tangible facets of design. This rapidly evolving landscape offers great opportunities for the new generation of designers.

www.redefineconf.com



LINE UP 2015

SOME FACTS ABOUT OUR CONFERENCES

7 So far we have delivered successful conferences:



MLOC.JS



RAMP



CRAFT



2X STRETCH



REDEFINE



First MLOC.JS had
40,000 unique online live streams watched

RAMP speaker Jeremy Edberg alone clocked up
51,675 page views when we published his talk on InfoQ

At CRAFT We had
908 attendees from
37 different countries

STRETCH '14 was recommended by TechCrunch as one of the best European events for startups.
27.000 and had and had online viewers

The conferences were covered by TNW, TechCrunch, Highscalability blog, PC World, WeLoveBP, HWSW and many more...

SPEAKERS FROM

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Google

Yammer



DOCLER HOLDING

YAHOO!

Morgan Stanley

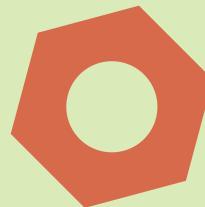


BalaBit IT Security

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LET'S CATCH UP!

WE'RE ALWAYS LOOKING FOR SPONSORS AND PARTNERS WHO HELP US MAKING OUR NON-PROFIT CONFERENCES EVEN BETTER. IF YOU'RE INTERESTED, CONTACT ME AND LET'S TALK ABOUT IT NEXT TO A COFFEE: MEDEA.BACCIFAVA@PREZI.COM



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