



India's first JavaScript conference:  
on building apps in the browser and on the server

<http://jsfoo.in>

1st October 2011, Bangalore

**Sponsor Kit**



# About HasGeek

(and why you should sponsor our events)

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- ❖ HasGeek is India's first and only professional, community-focused technology event organizer
- ❖ We create high quality, focused discussion spaces around technology that is new today and will be mainstream tomorrow
- ❖ We measure, learn and optimize from every event. For example, we observed that participants ignore sponsor logos, so we pioneered landing pages for sponsors. 13% of website traffic last event was to sponsor pages
- ❖ Our events are for self-motivated individuals. We run events on Saturdays and price tickets for individual affordability. Our sponsorship options are startup friendly since we'd like them to get more visibility for their work
- ❖ Do tell us if you think we could do anything better



# About JS Foo

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- ❖ JS Foo is India's first JavaScript conference
- ❖ JavaScript is growing to be the most important programming language, thanks to widespread availability in the web browser and Microsoft's switch to HTML+JS as native development tools in Windows 8
- ❖ JavaScript is increasingly used as the primary language for applications, both client-side within the browser and server-side using V8 and Node.js
- ❖ JS Foo brings together India's finest JavaScript programmers, to share their learnings and help others transition to JavaScript
- ❖ We have a transparent system of public submission and voting on sessions at our events. Participants select the sessions that go on the event's schedule. JS Foo's session proposals: <http://funnel.hasgeek.com/jsfoo/>



# JS Foo Hack Night

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- ❖ The hack night happens a weekend before the main event
- ❖ All participants in the main event are eligible to participate in the hack night, but venue capacity is limited to 20 participants
- ❖ Format: assemble at hack night venue at 4 pm, group into teams, write code up to the next day afternoon and submit to moderators
- ❖ Hack night code submissions are frozen and code is hosted for public demo through the week. Jury selects winners and prizes are awarded at the main event
- ❖ Hack night venue to be announced. Main event's venue is Dharmaram Vidya Kshetram in the Christ University campus at Dairy Circle, Bangalore



# Our Previous Events

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- ❖ **Scaling PHP in the Cloud**, July 9, 2011, Bangalore  
240 attendees, 3 tracks, 19 participant-selected sessions  
18.5k pageviews, 9.7k absolute unique website visitors  
<http://phpcloud.hasgeek.com>
- ❖ **AndroidCamp**, April 1, 2011, Bangalore  
130 attendees, 2 tracks, unconference  
<http://androidcamp.hasgeek.com>
- ❖ **DocType HTML5**, October 2010 – February 2011  
Bangalore, Chennai, Pune, Hyderabad, Ahmedabad  
2000+ developers, single track, five curated sessions  
<http://www.doctypehtml5.in>



# Sponsorship Categories

Standard Category Benefits	Platinum	Gold	Silver	Community
Logo + write-up on event website	✓	✓	✓	✓
Hand out goodies in sessions by your speakers	✓	✓	✓	✓
Your logo on event's official banners	✓	✓	✓	
Logo + link in email updates to participants	✓	✓	✓	
Your goodies given to all participants	✓	✓		
<i>Other benefits: pick choices from the next page</i>	...	...	...	...
Complimentary sponsor passes	32	16	8	4
Discounted tickets (Rs 550* each)	32	16	8	4
Sponsorship positions available	2	4	8	∞
<b>Minimum billing required (INR)*</b>	<b>1,31,072</b>	<b>65,536</b>	<b>32,768</b>	<b>16,384</b>

\*Prices are inclusive of 10.3% service tax



# Sponsorship Options

Our sponsorship categories are modular. Pick what you like and combine options to reach the minimum billing of any category (listed on the previous page)

Options	Available	Price (INR)
Your own standee banner at venue (single; max dimensions 3'x7')	∞	8,192
Your standee banner at hack night prior to event	4	8,192
Prominent track or lunch area branding (limited to one per area)	4	32,768
Banner or promotional video on the event website	4	32,768
Your logo on lanyards for participant badges	1	32,768
Your logo on notepads handed out to all participants	1	32,768
Your stall at the venue	2	65,536
Video sponsorship: 20 second video prefix in official session videos	1	65,536
Reserved slot in event schedule, in the first half of the day	1	65,536
Prize sponsor for hack night winners (inclusive of prizes)	1	65,536



# Discounts

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- ❖ Our approach to discounts: we'll give you extra value if you give us extra value too. Our offer:
  - ❖ HasGeek has a pipeline of upcoming events. Buy the same or higher category in any three events of your choice within the next nine months to get 10% off the total price. Get invoiced now, pay before each event
  - ❖ Pay in advance for three events to get an additional 10% off
  - ❖ Upcoming events are listed at <http://funnel.hasgeek.com>
  - ❖ Got other ideas? Do tell us



# Commitment to Community and Privacy Policy

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- ❖ We care for the quality of conversation more than footfalls or eyeballs
- ❖ We value the trust participants place in us and have a strict privacy policy
- ❖ Participant details will not be shared without the participant's permission
- ❖ You may offer participants goodies in exchange for contact information, and we will facilitate this from our website and in one email newsletter post-event. Do tell us if you have an offer to make



# Important Dates

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- ❖ Event: **October 1, 2011**
- ❖ First draft of schedule from accepted proposals: **September 10**
- ❖ Last date for confirmation of hack night sponsorship: **September 17**
- ❖ Last date for confirmation of main event sponsorship: **September 24**
- ❖ The Community category remains open until the event day



# Contact Information

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**AndroidCamp**

