



devcraft
c o n f e r e n c e



What is DevCraft?

DevCraft is a conference for software developers by software developers. Its aim is to raise the quality of the software craft in Kenya through providing access to a community that champions good software development practices. In this global economy, it is becoming more important for developers to match their standards with international best practices.

DevCraft was born out of the Craftsmanship Series, a series of developer-centric trainings that are aimed towards raising the quality of the software craft in Kenya. After a successful round of trainings we decided to have a conference dedicated specifically to this topic. DevCraft will cater to developers of all skill levels and all languages covering major tracks like software development, professional practices, Dev-Ops, Scrum, APIs, software design, soft skills and emotional intelligence among others.

Though the focus is on improving the quality of software development, our conference is not limited to software developers. Our goal is not just to improve the quality of the individual developers but also to improve the culture of software development in companies and organisations. Our event is open to anyone involved in the software development process i.e. UI/UX designers, Quality Assurance Experts, Project Managers, Product Managers, Business Development Experts and of-course, Software engineers.

The inaugural DevCraft conference will be a 2-day conference held in September of 2016.

Why should your company sponsor DevCraft?

Sponsorship of this conference constitutes a significant relationship-building exercise with numerous innovators, entrepreneurs, developers and bloggers who form the heart of Kenya's ICT community. It will also accord you the opportunity to benefit in the following ways:

- Access to top-notch software developers, designers and UX experts
- Insights into the most recent developments in the local technology ecosystem
- The opportunity to meet your customers in one place
- Access to new contacts and customer segments
- Recognition as a national player in the tech ecosystem
- Recognition of your brand and increasing brand loyalty
- Positioning as a national leader in supporting startups and local innovation
- Recognition as a leader and forward thinker in the technology community

SPONSORSHIPS

Bronze Sponsor - (\$10,000)

6 available, Benefits below shall accrue to Platinum,
Gold, Silver and Bronze sponsors

Benefits

- Visibility on iHub and DevCraft blog. Acknowledgement on the website, all marketing collateral and through special mentions at the conference as a sponsor.
- Recognition in printed program and general session credit roll: Company name listed
- Corporate logo to be included on on-site signage at the conference with visibility proportionate to sponsorship level
- Giveaways distributed to attendees at the conference to include one piece of promotional collateral printed with your logo to brand you as sponsor.
- Conference event guide, tickets and delegate badges printed with your company logo to brand you as event sponsor

Silver sponsor - (\$15,000)

4 available, Additional benefits below shall accrue to Platinum, Gold and Silver sponsors

Benefits

- Title of associate sponsor
- Recognition in printed program and general session credit roll: Logo
- Product placement sessions during workshops held in the conference
- Promotional collateral produced and delivered by the sponsor to be given out at events organized in the build up to the conference
- On-site signage at workshops
- Brochure racks displaying your promotional collateral placed at the conference venue.

Gold Sponsor-(\$30,000)

2 available, Additional benefits below shall accrue to Gold and Platinum sponsors

Benefits

- Co-sponsor
- 15-minute product placement session at the conference.
- Acknowledgement throughout the event
- Acknowledgement on iHub social media platforms
- Giveaways distributed to attendees at the conference to include up to two pieces of promotional collateral printed with your logo to brand you as sponsor.

Platinum Sponsor-(\$50,000)

1 available, Additional benefits below shall accrue to Platinum sponsors

Benefits

- Recognition as the anchor sponsor for the conference.
- Organisation represented in the panel session
- Logo on all conference-related posts on the iHub website
- Branding space at all event spaces
- A session with attendees on how to take advantage of Company's technologies for application optimization and feature integration
- 1 item in the conference pack branded exclusively by the organization
- Logo on official T-shirt

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