



WELCOME TO

# PYCON BALKAN 2018

DISCOVER THE CODE,  
DEVELOP THE POSSIBILITIES.

# WE ARE THE FIRST

Python Belgrade is an organization which is engaged in promoting Python programming language. We organize Meetups where experienced Python programmers talk on various subjects such as data science, gaming, blockchain, software programming and serverless technologies and others. Our goal is gathering a large number of IT experts in order to raise awareness of the potential of Python programming language.

We would like to give attendees the opportunity to learn something new, given that they haven't had the chance to attend an event like this anywhere in Serbia or in the region.

Belgrade, Serbia, even the entire Balkans deserve to be on the map for this kind of event!

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## MISSION

The PyCon Balkan 2018 will deal with a wide range of topics regarding the Python programming language, especially those that have not been discussed in such open forum and in such detail in the Balkans until now.

The working language of the conference will be English. Given its scope, the conference will last 3 days and will consist of talks, discussion panels, tutorials, workshops and other educational and networking activities. The speakers at PyCon Balkan will be leading experts in the Python programming language and the IT industry. Topics covered at the conference will aim to cater to a wide range of attendee profiles with different skills and interest levels.

# SPEAKERS

## KEYNOTE SPEAKERS

HERE ARE SOME OF THE KEYNOTE SPEAKERS THAT WILL  
BE ATTENDING PYCON BALKAN 2018, BELGRADE:



**RUSSELL KEITH-MAGEE**

Senior Data Engineer, Survata

Founder of the BeeWare project, developing GUI tools and libraries to support the development of Python software on desktop and mobile.



**RIDHWANA KAHN**

Zero One Bespoke Software

Co-founder of a bespoke software development company, Zero One Bespoke Software Development.



**DAVID CRAMER**

CEO, Sentry

Founder and CEO of Sentry, an open source service which provides application monitoring.

# CONFERENCE SCHEDULE

## SCHEDULE OF EVENTS

### FRI November 16th

Welcome, talks, workshops, breakout sessions, and networking event.

### SAT November 17th

Talks, workshops, breakout sessions, and social events.

### SUN November 18th

Talks and workshops.

## LEARN ABOUT

- Python language, beginner and advanced skills
- Examples of use cases and case studies
- How Python is used in a variety of industries including robotics, science, startups and the enterprise
- Why Python is used in some of the Web's biggest sites
- How to improve and speed up your Python code
- The growing Python ecosystem and community

# **NETWORKING EVENT AT THE TOP OF THE HUB**

LET'S NETWORK

## **THE PYCON BLKN DINNER PARTY**

**Gathering All Speakers, Developers,  
Executives, Organizers, at one place**

The PyCon BLKN Dinner Party is not only an exclusive dinner but also a place of networking and its scope is to serve as a meeting forum for developers, speakers, executives, start-ups, non-governmental organizations, entrepreneurs, and experts to develop new ideas and share their experiences. During the PyCon BLKN Dinner, you will get a chance to personally meet our speakers as well as our best leaders and sponsors. The dinner will be held in the wonderful city of Belgrade, Friday, November 16th, 2018 at the Top Of The Hub Restaurant.



# SPONSORS

## WHY SPONSOR

Belgrade is a city full of life and rapid modernisation. Along with bright new talents in the programming community, more and more tech companies are turning their eye to Serbia and Belgrade. The hospitality, tempered climate, and a good knowledgeable workforce has made Serbia an ideal country to open up an office or place a new startup. Over the years, the Python community has grown and with this first conference in the region, we are looking to raise more awareness and connect more Python developers from the region and internationally with each other. This is a unique chance to set foot in new territory or make more connections if already there. Look for new talented people and promote the business while contributing to the Python community. The place for this first PyCon Balkan is the Hilton Hotel, located in the heart of Belgrade. This Hotel is anno 2018 and has top modern facilities. Hilton will provide high service, high quality food and accommodation for the attendees who would like to stay the nights.

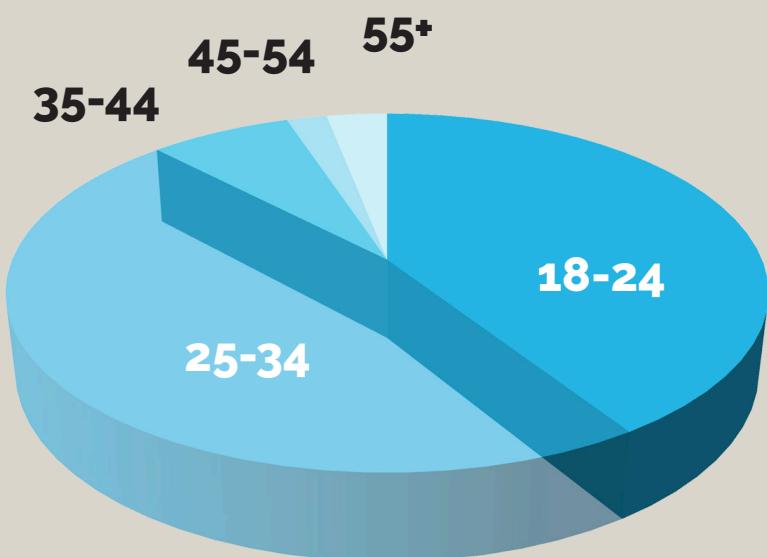
Benefits include: Showing support and contributing to the Python Community Brand and your company and create awareness by showcasing products, services, and technologies, targeted marketing opportunities, seek and create new partnerships, alliances, and customers. We believe that you will add value to this Python conference. We seek help to make these 3 days of conference happen and we will be offering different sponsor packages.

# AUDIENCE PROFILE

## DEMOGRAPHICS

- Developers
- Programmers
- Engineers
- Scientists
- Entrepreneurs
- IT Executives
- CEOs, CTOs, CIOs
- Managers
- Educators
- Students
- Authors
- PyCon BLKN Contributors/Community

## AGE DEMOGRAPHICS



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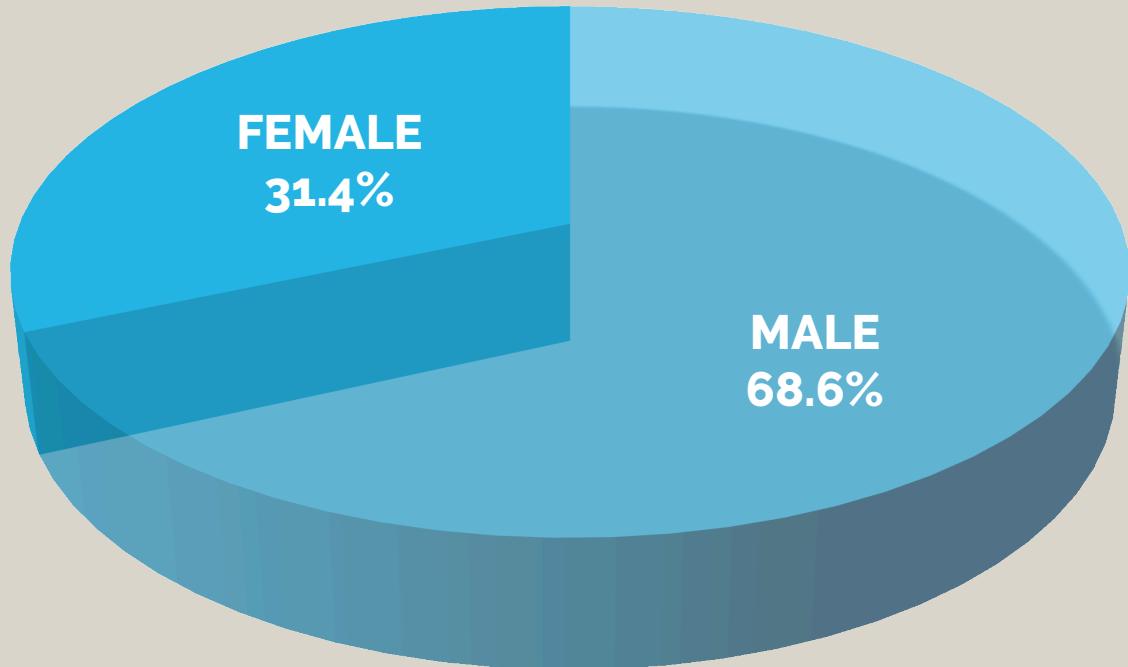
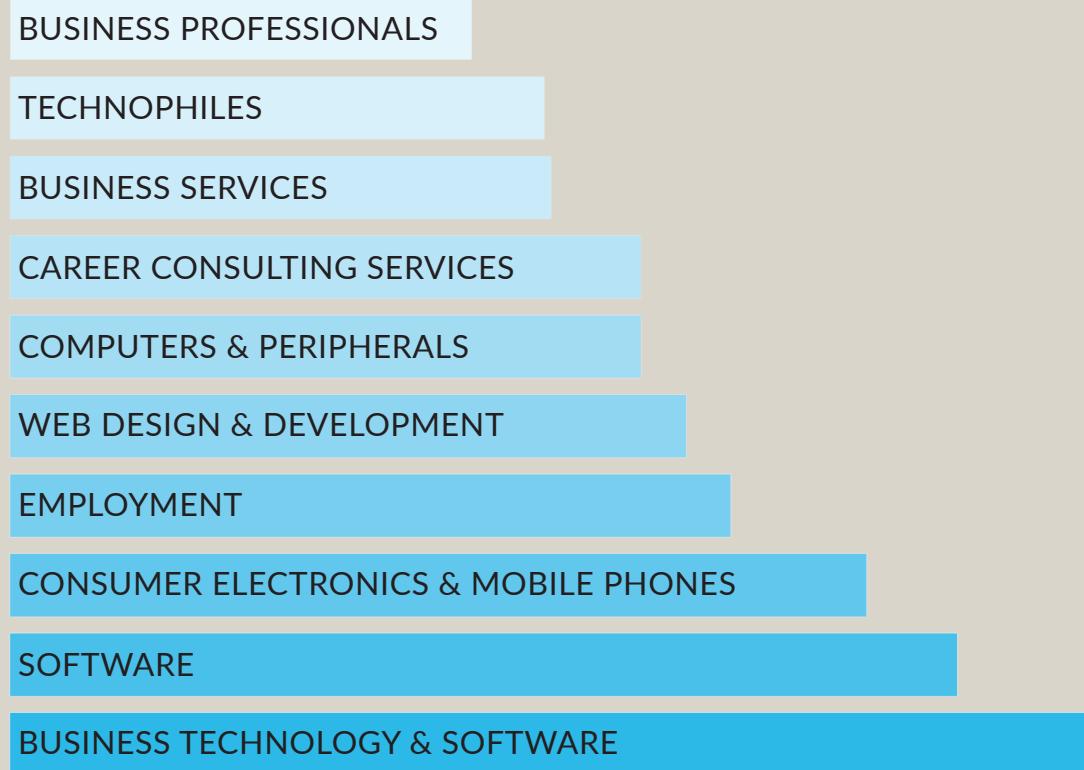
# DEMOGRAPHICS

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PEOPLE FROM ALL OVER THE WORLD ARE  
LOOKING TOWARDS PYCON BALKAN 2018.



## AUDIENCE INTERESTS



# SPONSORSHIP PACKAGES

PRE-CONFERENCE PROMOTION	KEYSTONE	PLATINUM	GOLD	SILVER
Logo on website	X	X	X	X
Announcement on social media	X	X	X	X
News article about sponsor on website	X	X		
Retweets/shares on PCB social media	5	X		
Tweets to followers	3	X		
Retweets to followers	3	X		
Mention in press release	X			
Logo on tickets	X			

ON-SITE PROMOTION	KEYSTONE	PLATINUM	GOLD	SILVER
Logo on slides	X	X	X	X
Logo on banners	X	X	X	X
Rollup in venue	X	X	X	
Logo on marketing materials	X	X		
Logo on T-shirts	X	X		
Logo on speaker desk	X	X		
Promotional table in venue hallway	X	X		
Optional goodie bag inserts	2	1		
Mention in opening speech	X			
Marketing lightning talk (5 min.)	X			

# SPONSORSHIP PACKAGES

<b>POST-CONFERENCE PROMOTION</b>	<b>KEYSTONE</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>
Acknowledgment on website	X	X	X	X
Logo on questionnaire	X	X	X	
Questions on conference feedback form	2	1		
'Special thanks to' on website	X			
Social event named after sponsor	X			

<b>CONFERENCE TICKETS</b>	<b>KEYSTONE</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>
Free tickets to conference	4	3	2	2
Discounted hotel rooms in the Hilton	X	X	X	X
Discount on networking event	FREE	FREE	FREE	50%
Discount on all other tickets	15%	15%	10%	
Access to exclusive boardroom	2			

<b>ADDITIONAL OPTIONS</b>	<b>KEYSTONE</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>
Ability to buy promotional additions	X	X	X	X
Transport to/from airport and hotel	X	X	X	X
Optional lunch at Sky Bar all 3 days	X	X	X	X

## CUSTOM PACKAGES

For any custom packages or modifications of existing ones,  
please contact us, email: [sponsors@pyconbalkan.com](mailto:sponsors@pyconbalkan.com)

# **SPONSORSHIP ADDITIONS**

## **BADGE LANYARD SPONSOR**

Company name on the lanyards for all the participants. These are given out upon registration in the venue.

## **TOILET BASKET SPONSOR**

The sponsor will have the opportunity to fill a basket with promotional material such as pens, leaflets, business cards, etc. There will be 4 toilets on the conference floor to place these baskets.

## **DIGITAL ADVERTISING**

This will be shown on screens around the venue, as well as during breaks in the main conference room and in the workshops.

## **WARDROBE NUMBER SPONSOR**

Company logo will be on the back of the wardrobe numbers during the conference.

## **WIFI CONNECTION SPONSOR**

Choose the name and password for the WiFi connection that will be made for the conference.

## ADDITIONAL ON-SITE BRANDING

Distribute your marketing materials within the official PyCon BLKN Conference bag, which will be handed out at the Materials Handout Desk or at Attendance seats. Drive traffic to your booth, website, or product while promoting your brand's unique value proposition.

This includes one paper insert in each conference bag, and for an additional fee, hard items of your choice, maximum of four items. The items must be preapproved by PyCon BLKN organizers and delivered 3 weeks before the conference. If the item has already been preselected, it will not be available for choosing.

- **USB**
- **USB KEYCHAIN**
- **DRINKWARE**
- **SLIM LINE KEY-LIGHT**
- **BIC STICKY NOTES 3" x 4", 25 SHEETS**
- **ECHO PHONE STAND KEYCHAIN**
- **TAPA 2 PORT USB HUB WITH CARD READER**
- **BENDABLE USB LED LIGHT - FLEXI LIGHT**
- **SLIDING WEBCAM COVER WITH CUSTOM IMPRINT**
- **STOPPI DESKTOP CABLE MANAGER**
- **BLUETOOTH SPEAKER**
- **USB CABLE SET**
- **MICROFIBER CLEANING CLOTH**
- **MICROFIBER MOUSE PAD**
- **ARM BAND PHONE CASE**
- **POWERBANK (30 \* 500) PLUS BRANDING**

## VIRTUAL GIFT BAGS

Bring your branding to a new level by choosing to give all attendees virtual gifts of your choice.

# WELCOME TO BELGRADE

**PROUDLY NAMED THE  
CITY OF CULTURE,  
INSPIRATION, SPORTS,  
AND FESTIVALS.**



With some of the most attractive locations, Belgrade Fortress – the oldest cultural and historical monument, Skadarlija – the bohemian quarter in the city centre, Knez Mihailova street; Old and New Royal Court, Federal Parliament, Temple of St. Sava, Zemun and many others, Belgrade makes the cultural centre of South East Europe.



01

## BOHEMIAN STYLE

Discover the Old with the New.

Skadarlija began to acquire its bohemian character in the last few decades of the 19th century. Skadarlijan inns or kafanas have hosted many celebrities over the decades, such as Alfred Hitchcock, Jimi Hendrix, Josip Broz Tito, King Juan Carlos I of Spain, chess player Anatoly Karpov and many others. The present Skadarlija, a short and curved street, is a remarkable attraction with some of the famous inns Tri šešira (Three Hats), Šešir moj (This old hat of mine), Dva jelena (Two Deer), Zlatni bokal (The Golden Chalice), Ima dana (There will be days), Putujuci glumac (Traveling Actor) and Dva bela goluba (Two White Doves).

02

## BELGRADE FORTRESS

Never changing perspective.

Belgrade Fortress, known as Kalemegdan, is a defensive structure built around 3rd century, and is the core and oldest section of the city. It overlooks the confluence of the Sava and Danube rivers. The spot next to the statue Pobednik (The Victor), done by the famous sculptor, Ivan Meštrović, is probably the most beautiful lookout in Belgrade.

03

## ZEMUN

Once a separate city, Zemun is nowadays known as a romantic and poetic part of Belgrade. In its main street (Glavna ulica), it has a Homeland museum and Madlenianum Opera and Theatre, that underlines the beauty of this street with beautiful sopranos, tenors, baritones and basses of renowned national and international opera singers. The bank of the Danube where Zemun is situated, Zemunski kej, is a kilometres-long promenade with barges-cafés, an amusement park and formerly largest hotel in Belgrade, now Grand Casino.

At night, these barges-cafés are the epicentre of a night life, open until dawn. Gardoš Tower is the most recognizable symbol of Zemun. This neighborhood preserved its old looks, with narrow, mostly cobblestoned streets and individual residential houses. There is a cute café/restaurant near the Gardoš tower that offers a panoramic view of Belgrade and a pleasant rest from the sounds of city traffic.



## GASTRONOMY

Serbian cuisine is a mix of Mediterranean, Hungarian, Turkish and Austrian, accompanied by a large diversity of beverages.

At least one meal with fish is a must, down in one of the restaurants by the rivers on the water. But when in town, use the opportunity to try out something typically Serbian, like ćevapčići (small rolls of mixed minced meat), all kinds of grilled meat, gibanica (pastry leaves mixed with eggs, cheese or spinach, or meat), or karadžorđeva šnicla (meat stake).

The famous local alcohol beverage is rakija – especially šljivovica (plum brandy) and lozovača (grappa). As for the wines, there is a wide range of it from Mediterranean to continental types. Probably the best place to try out the local cuisine is Skadarlija – the bohemian quarter.

TODAY'S SPECIAL	
LAMB IN CAVIAR	120
BEEF STEAK	100
CHICKEN	110
ĆEVAPČIĆI	200
DRAFT BEER	120
RĀKJAVA	150



## AT HILTON HOTEL

Hilton Belgrade is located in the heart of bustling downtown, just steps from businesses, restaurants, shopping and entertainment. Enjoy the Old Town charm, walk to Slavija Square, or explore the Temple of Saint Sava, Kalemeđan, and various museums and galleries.

Enjoying an enviable city center location, this Belgrade hotel delights with upscale accommodation, a rooftop bar & dining plus a modern fitness center and spa.

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# VENUE

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AN INTERNATIONAL VENUE BUILT TO CONNECT PEOPLE



## Networking

The SkyLounge, the rooftop destination bar, boasts stunning Old Town views and Asian-inspired dishes, as well as the ground floor restaurant. Both offer an open kitchen concept and informal dining options of Serbian and international dishes. Generous workspace, WiFi access and LCD TVs make this hotel uniquely equipped with multiple networking options.

## Connections

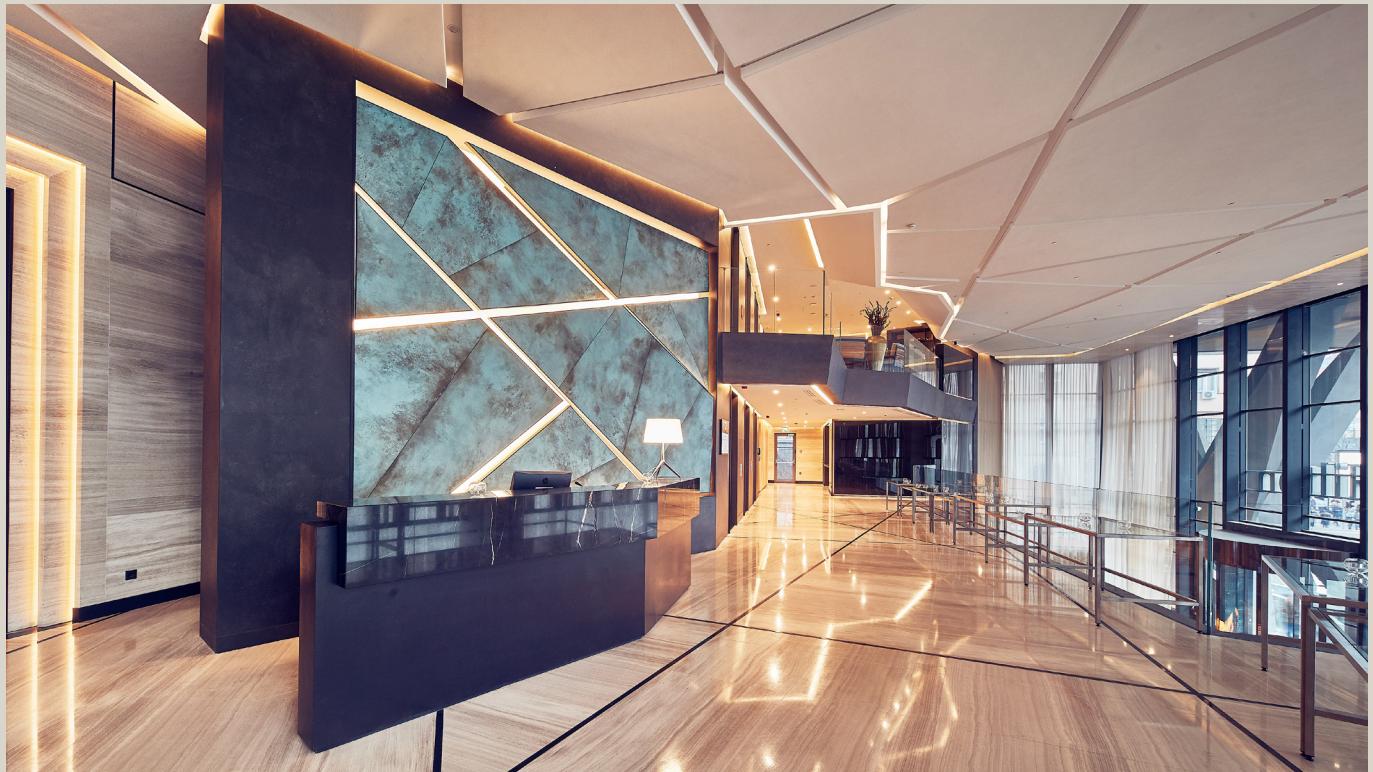
Located in the heart of the bustling downtown, the venue offers extensive meeting facilities: a 407 sq. m. ballroom for up to 530 guests, a 244 sq. m. pre-function area, three multifunction rooms plus a boardroom and Executive Lounge.

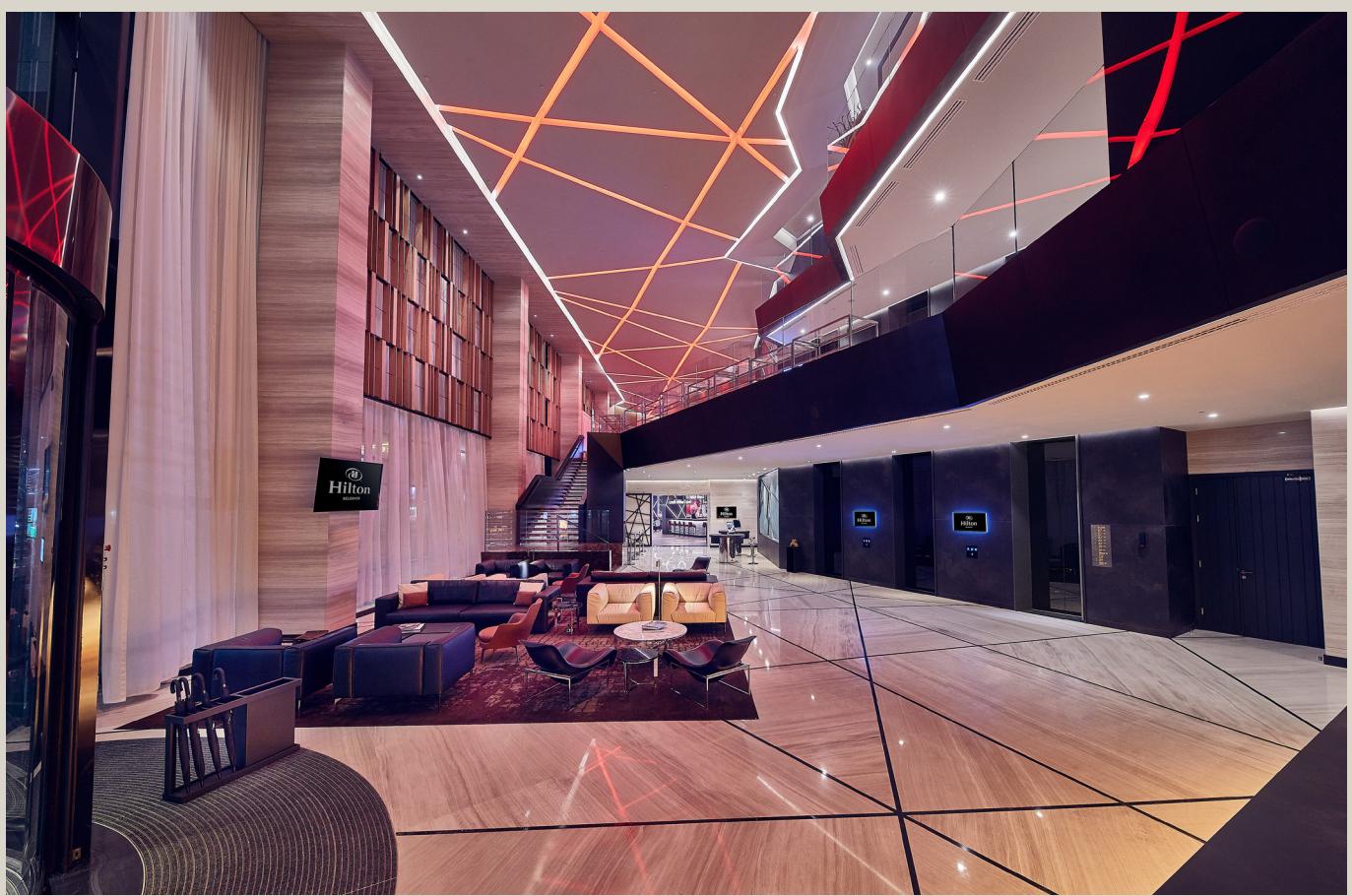
## International

Diversity is at the core of our convention. It enables us to cross-pollinate ideas, share cultures, and expand industries with best-of-breed thinking. We hope to provide creative and innovative experiences that truly connect with the audience.

# ALL OF THIS AND MUCH MORE THIS NOVEMBER

AT HILTON HOTEL



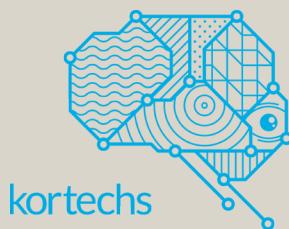




BE A PART OF THE FIRST PYTHON CONFERENCE  
IN THE BALKANS.

PYCON BALKAN 2018 IS HAPPENING ON THE 16TH, 17TH & 18TH  
OF NOVEMBER.

## ORGANIZING PARTNERS



# ORGANIZERS

ABOUT (A FEW OF) US



## BOJAN JOVANOVIC

Hello! My name is Bojan, and I am the organizer of Python Belgrade for the last 3 years and founder of kortechs.io. PyCon was just a natural progression, and I wanted to do something more fun (Python developer and an IT geek at heart).



## IRINA NISAVIC

My name is Irina. I'm from Jagodina, but I moved to Belgrade 5 years ago. I majored in Czech language and literature. I've been working for Kortechs as Office and Operations Manager for more than a year now. I've been helping with the meetups for a long time, so it was natural to do that with PyCon Balkan as well. I can't wait for the conference to happen!



## OD JACOBSEN

Hej, my name is Od. I am from Denmark but I have been living in Belgrade, Serbia for 5 years. I will dedicate my time to organise the PyCon Balkan 2018 until November. When I moved to Serbia I started programming in HTML, CSS, PHP. I am now currently doing Python and Django whenever life allows for some peace and quiet.



# SEE YOU IN BELGRADE!

