



Sponsor Proposition

Development Bootcamp 2015
July 12-18, Amsterdam



Mission

- Teach people to write code who have never done that before.
- Really teach them something: We will keep our participants busy for 7 days, full time.
- The software industry needs a lot more people and with more diverse backgrounds.



Our Team

- Our team consists of professional developers and key people in the local development communities.
- Highly experienced speakers do daily keynotes.
- Skilled developers teach workshops.
- Many volunteers help out to make everything run smoothly.



Audience

- Absolute beginners and people who have been programming for a short while on their own.
- Non-technical founders of proven and startup internet companies.
- People who want to change careers, sometimes between jobs.
- Pre-registration: Age 20 to 45, ~50% male and female, mixed ethnic, social and economic backgrounds.



A Day At The Conf

- Daily keynote by a high profile expert speaker
- Morning workshop sessions in small teams
- Lunch cooked at the venue
- Afternoon workshop sessions in small teams
- Evening sessions (additional tickets for visitors)

Other activities: sports, party, hackathon, contest.



Main Program

- Beginner track: fundamentals of programming and the programming environment.
- Intermediate track: fundamentals of programming for the web.
- Advanced track: more advanced topics of programming for the web.
- Alumni program: access to (sponsored) learning resources, products, and job boards.



Evening Program

- Inspiring talks from other new developers.
- Introductions of valuable tools & products for our students by our sponsors.
- Discussions about the current development population and how to improve that.
- Extra tickets available for walk-ins/visitors.



Certification

- Students receive a certificate after each track.
- This will give them access to the next track and help them with finding a job.
- It will bear the logos of our platinum sponsors.
- It will be directly publishable on LinkedIn as a certificate.



Code of Conduct

- Development Bootcamp is dedicated to a harassment-free conference experience for everyone.
- Our anti-harassment policy can be found at: <http://www.developmentbootcamp.nl/code-of-conduct>



Sponsor Packages

- 2 Platinum packages at € 6,000 each
- Gold packages at € 3,600 each
- Silver packages at €1,000 each
- Special packages for Party, Dinner, and Hackathon

See <http://www.developmentbootcamp.nl/sponsors/plans>