M SCC

DEVELOPERS CONFERENCE

2017

SPONSORSHIP PROPOSAL

30 MARCH - 01 APRIL
VOILA HOTEL & FLYING DODO, BAGATELLE

CONFERENCE.MSCC.MU

Introduction

After the success of previous years the Mauritius Software Craftsmanship Community (MSCC) is organising the third edition of the Developers Conference in partnership with local and international companies.

Just like last year, the event is a free of charge, community-driven, three-days IT tech conference hosted annually in Mauritius. It's an event full of business opportunities, professional networking, and attendees can learn about latest software development technologies and methodologies, as well as cloud features and infrastructure.

The Developers Conference is planned in partnership with other IT user groups in Mauritius.

Details

Date:	30 March – 1 April 2017
Time:	09:00 hrs – ~17:30 hrs daily
Venues:	Voila Hotel
	Flying Dodo Brewing Company
	Mall of Mauritius, Batagelle, Mauritius

Purpose

The aim of the conference is to provide local software developers a buffet of tools, practices and principles applicable to tackling current challenges in the Mauritian software development environment. From keeping up to date with the latest technologies and trends to tackling the challenges of working in large enterprise systems –it's a buffet of experiences, ideas and pragmatic advice as well as an opportunity to connect with peers across the industry.

Although the MSCC was founded back in 2013 it quickly became clear that our tropical island has a certain lack of informational and technical events. During some monthly meetups we spoke about this situation and that it would be very interesting and delightful to organise such an event.

Our monthly MSCC meetings are usually topic-centred and most amazingly we had solid technical information and good presenters - even though none is a professional trainer - during the last couple of month. The Developers Conference is just the consequent development of this process - our thirst for more information in the world of modern IT.

Why sponsor the Developers Conference?

Reach out and engage with a community of IT professionals and students in IT.

Sponsors of the Developers Conference are exposed to highly skilled tech people in Mauritius and in the region. Unlike other events, participants of the Developers Conference are mostly people who craft software using a wide variety of skills that help make the life of people easier.

Attendee Profile

The event targets professional software developers which work in small to large sized organisations and who develop systems of all sizes for enterprise companies. The event aims to attract 500 to 700 attendees across industries such as financial services, web agencies, media houses, telco's etc.

What's in for me?

- Access to influential professionals

- Internal and External networking opportunities in Mauritius and in the region.

- Unique marketing and brand exposure

- Opportunity to make valuable contact to make sales, and

- Opportunity to hire talent from the IT sector

Increase the visibility of Mauritius

Sponsorship revenue can highly increase the exposure of Mauritius by not only encouraging the local community but also helping international speakers come to speak in our Island. This also helps us learn and grow the skills of our local people by interacting with international speakers.

Agenda

The planned schedule of the Developers Conference will provide up to **3-4 tracks** running sessions simultaneously. Following a list of targeted tracks to be covered this year:

Architecture, Design & Methodology	
Topics	High-level principles of common software architecture, build on best practices and hardened production tips & tricks.
Keywords	Agile, Scrum, Object Oriented Design, Functional Programming, Lambdas, Legacy Code, Refactoring, Clean Code, Software Craftsmanship, Software Gardening

Implementation, Cross platform & Testing	
Topics	Modern software application development for desktop, web and mobile platforms. Various programming languages, frameworks and platforms.
Keywords	React, VueJS, Angular, Xamarin, Cordova, Ionic, Meteor, Material, REST API, Authentication, Identity Management, Docker, GitHub, Visual Studio Team Services, PHP, Symfony, Laravel, Ruby on Rails

Backend solutions & Cloud features	
Topics	Database and Cloud related Multiple database paradigms from classic RDBMS over NoSQL to Graph & Object databases Various cloud infrastructure and their services, APIs, and features from different vendors like Microsoft, Google and Amazon
Keywords	SQL Server, MariaDB, MySQL, Mongo, Neo4J, Oracle, Hadoop, Azure, AWS, Cloud Engine, Serverless, Machine Learning, Cognitive Services

Community & User Groups	
Topics	Local user groups have the opportunity to show-case and demo their main activities through-out the year
Keywords	Internet of Things, Ethical Hacking, Linux desktop, openSUSE, FOSS, Debian, Ubuntu, Artificial Intelligence (AI), Robotics, 3D Printing

Sponsorship Packages

Compared to the previous years we decided to extend the portfolio of business and advertisement opportunities for partners and sponsors.

All sponsors will be announced through social media channels of the MSCC before the conference.

Platinum	
Limit	Limited to 2 sponsors
Pre-Event Benefit	Logo on website Logo on HTML invitation Your job listings on conference website (link only)
Onsite Event Benefit	Logo on conference rollup banners Logo on conference programme Logo in conference mobile application Logo & sponsorship acknowledgement in keynote Logo exposure on all plasma screens located in the venue 3 speaking sessions or half-day boot camp in one room of your choice Your own rollup banner in four locations of your choice Stand (table 2m x 1m with power supply and network connectivity) Your own Flyer and/or gadget in folder (provided by you) Your job listings on conference website (link only)
Post-Event Benefit	Access to delegate database based on delegate op-it in event evaluation
Fee (incl. VAT)	Rs. 150,000.-

Gold	
Limit	Limited to 2 sponsors
Pre-Event Benefit	Logo on website Logo on HTML invitation Your job listings on conference website (link only)
Onsite Event Benefit	Logo on conference rollup banners Logo on conference programme Logo in conference mobile application Logo & sponsorship acknowledgement in keynote Logo exposure on all plasma screens located in the venue 1 speaking session in one room of your choice Your own rollup banner in two locations of your choice Stand (table 2m x 1m with power supply and network connectivity) Your own Flyer and/or gadget in folder (provided by you) Your job listings on conference website (link only)
Post-Event Benefit	Access to delegate database based on delegate op-it in event evaluation
Fee (incl. VAT)	Rs. 80,000.-

Silver	
Pre-Event Benefit	Logo on website
	Logo on HTML invitation
	Your job listings on conference website (link only)
Onsite Event Benefit	Logo on conference rollup banners
	Logo on conference programme
	Logo & sponsorship acknowledgement in keynote
	Logo exposure on all plasma screens located in the venue
	Your own rollup banner in one location of your choice
	Your own Flyer and/or gadget in folder (provided by you)
	Your job listings on conference website (link only)
Fee (incl. VAT)	Rs. 45,000.-

Bronze	
Pre-Event Benefit	Logo on website
	Logo on HTML invitation
	Your job listings on conference website (link only)
Onsite Event Benefit	Logo on conference rollup banners
	Logo on conference programme
	Logo & sponsorship acknowledgement in keynote
	Logo exposure on all plasma screens located in the venue
	Your job listings on conference website (link only)
Fee (incl. VAT)	Rs. 20,000.-

Starting this year, next to the regular packages as in previous years and there are new, specialised packages for you to support the Developers Conference.

Speaker Sponsor	
Responsible for the travel expenses and hotel accommodation for one conference speaker. All details are to be discussed and negotiated with the speaker directly.	
Pre-Event Benefit	Logo on website
	Logo on HTML invitation
	Your job listings on conference website (link only)
Onsite Event Benefit	Logo on conference rollup banners
	Logo on conference programme
	Logo & sponsorship acknowledgement in keynote
	Logo exposure on all plasma screens located in the venue
	Your own rollup banner in one location of your choice
	Your own Flyer and/or gadget in folder (provided by you)
	Your job listings on conference website (link only)
Fee (incl. VAT)	Estimated between Rs. 40,000.- and Rs. 80,000.-

Speakers' Dinner Sponsor (Flying Dodo)

Speakers' dinner to take place on 1 April at Flying Dodo after closing the conference. All speakers and organising committee members will be invited to attend the dinner – approx. 60 guests in total.

Limit	Limited to 1 sponsor
Pre-Event Benefit	Logo on website Logo on HTML invitation Your job listings on conference website (link only) Announcement through social media channels of the MSCC
Onsite Event Benefit	Logo on conference rollup banners Logo on conference programme Logo & sponsorship acknowledgement in keynote Logo exposure on all plasma screens located in the venue Your own rollup banner in one location of your choice Your own rollup banner during Speakers' Dinner (Flying Dodo) Your own Flyer and/or gadget in folder (provided by you) Your job listings on conference website (link only)
Fee (incl. VAT)	Estimated Rs. 50,000.-

Attendee Welcome Package Sponsor

Responsible for the acquisition of the attendee welcome package, including conference lanyards, attendee name badges, conference programme/flyer and delegate bags.

Limit	Limited to 1 sponsor
Pre-Event Benefit	Logo on website Logo on HTML invitation Your job listings on conference website (link only) Announcement through social media channels of the MSCC
Onsite Event Benefit	Logo on conference rollup banners Logo on conference programme Logo & sponsorship acknowledgement in keynote Logo exposure on all plasma screens located in the venue Your own rollup banner in one location of your choice Your own Flyer and/or gadget in folder (provided by you) Your job listings on conference website (link only)
Fee (incl. VAT)	Estimated Rs. 40,000.-

Coffee Sponsor (Voila Hotel)

Limit	Limited to 1 sponsor
Pre-Event Benefit	Logo on website Logo on HTML invitation Your job listings on conference website (link only)
Onsite Event Benefit	Logo on conference rollup banners Logo on conference programme Logo & sponsorship acknowledgement in keynote Logo exposure on all plasma screens located in the venue Your job listings on conference website (link only)
Fee (incl. VAT)	Estimated Rs. 20,000.-

Happy Hour Sponsor (Flying Dodo)

Limit	Limited to 2 sponsors (1 per day)
Pre-Event Benefit	Logo on website Logo on HTML invitation Your job listings on conference website (link only)
Onsite Event Benefit	Logo on conference rollup banners Logo on conference programme Logo & sponsorship acknowledgement in keynote Logo exposure on all plasma screens located in the venue Your own rollup banner during Happy Hour (Flying Dodo) Your job listings on conference website (link only)
Fee (incl. VAT)	Estimated Rs. 25,000.-

Sponsorship benefits are dependent on the time at which the sponsorship agreement is signed and production lead times.

All sponsorship opportunities to be finalised by 20 March 2017.

Other promotional opportunities upon request. Please get in touch with us to discuss your requirements.

Contact Details

Should you wish to participate and are interested to discuss details of a certain sponsorship package, please reach out to:

General contact	conference@mscc.mu
Jochen Kirstätter	joki@mscc.mu

References & Further Information

Conference Website	https://conference.mscc.mu/
Website of MSCC	https://www.mscc.mu/
LinkedIn Group	https://www.linkedin.com/groups/5033639
Twitter	@MSCraftsman
Facebook	MauritiusSoftwareCraftsmanshipCommunity
Google+	https://plus.google.com/109537765013108874281