Stachka

IV International IT Conference
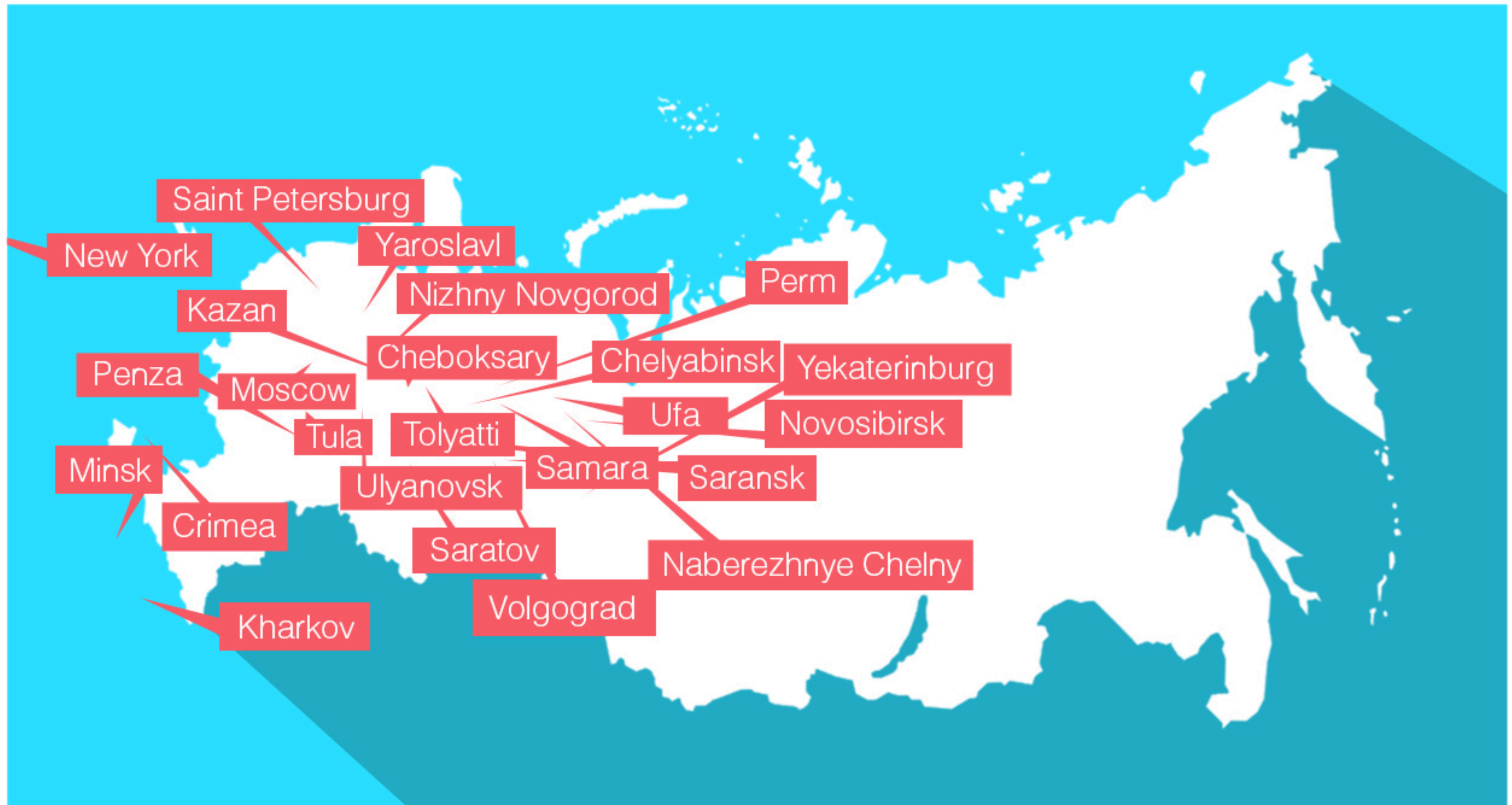
Lenin's Memorial, Ulyanovsk,

10-11 April 2015

Extending boundaries

Participants from over 20 Russian cities attended «Stachka» in 2014.

Participants

year 2012	year 2013	year 2014
1500 participants	3000 participants	3500 participants

We expect 4000 participants in 2015.

Our audience

IT specialists

CIOs

Business community representatives

ITC students

Audience coverage (in 2014)

104 285

Users visited the Conference website during the preparation and the event.

Conference topics

D — Digital communications
Creativity, design, SMM, marketing, SEO, PR, PM, brands.

T — Technical
Methodology, development, highload, programming languages, cloud technologies, clientside, code and project architecture.

M — Management
Founding IT company, management, development methods and approaches.

M — Mobile development
Platforms, technologies, application lifecycle, mobile design, concepts and trends.

I — IT and government
Companies, education and staff, government relation, Societal benefits of IT.

E — E-commerce
Platforms, global trends, successful cases, Russian e-commerce market.

Speakers

year **2012**	year **2013**	year **2014**
speakers **36**	speakers **97**	speakers **112**
43 reports	**106** reports	**118** reports

Reach the maximum output

as a Sponsor

General Sponsor

Platinum Sponsor

Golden Sponsor

Silver Sponsor

*We are always open for innovative ideas and unique cooperation options.

		General	Platinum	Golden	Silver
Announcement	Sponsor information in the post-event press-release	✚	✚	✚	✚
	Sponsor information on the official Conference website	✚	✚	✚	✚
	Sponsor logo in the event communities in social media	✚	✚	✚	─
Promotion opportunities	Placing advertising stand in the lobby	✚	✚	✚	✚
	Placing advertising banners and roll-ups in the Conference hall	7	5	3	2
	Putting Sponsor brochure in participant's bag	✚	✚	✚	─
	Sampling (opportunity of distributing Sponsor souvenir product among the participants)	✚	✚	✚	✚
	Arranging campaigns and contests by Sponsor promotion staff during the Conference and farewell party.	✚	─	─	─
	Giving a speech on behalf of the Sponsor	✚	─	─	─
	Promotion activities by sponsor staff at the Conference	✚	✚	─	─
Branding and logo placement	Placing Sponsor's logo with the stated sponsorship category on the Conference website	✚	✚	✚	✚
	Placing Sponsor's logo with the stated sponsorship category on all the advertising materials of the Conference	✚	✚	✚	✚
	Placing Sponsor's logo on the handouts and the participants badges	✚	─	─	─
	Broadcasting Sponsor videos during the breaks between the reports	✚	✚	✚	✚
Others	Accreditation for Sponsor representatives (including the official part)	5	3	2	2
	Announcing Sponsor company and the sponsorship category during the event	✚	✚	✚	─
	Speech by Sponsor representatives during the event	✚	✚	─	─
	Photo report from Conference administrator	✚	✚	✚	✚
Cost (in USD)		13 500	6 550	5 400	3 100

Promotional options out of Sponsor packages		Cost (in USD)
Announcement	Sponsor information in the post-event press-release	500
	Sponsor information on the official Conference website	2 000
	Sponsor logo in the event communities in social media	2 000
Branding and logo placement	Placing Sponsor's logo with the stated sponsorship category on the Conference website	2 000
	Placing Sponsor's logo with the stated sponsorship category on all the advertising materials of the Conference	2 500
	Placing Sponsor's logo on the handouts and the participants badges	4 000
	Broadcasting Sponsor videos during the breaks between the reports	3 500
Promotion opportunities	Placing the advertising stand 2x2 meters in the lobby	1 500
	Placing the advertising stand 4x2 meters in the lobby	2 000
	Placing advertising banners and roll-ups in the Conference hall	from 750 to 2 500
	Putting Sponsor brochure in participant's bag	2 000
	Sampling (opportunity of distributing Sponsor souvenir product among the participants)	1 000
	Arranging campaigns and contests by Sponsor promotion staff during the Conference and farewell party.	1 000
	Giving a speech on behalf of the Sponsor	2 750
	Work your own promotional staff at the conference	2 750
Section Sponsor	Main hall; placing 2 roll up stands on the stage; speech by Sponsor representatives during the section opening; taking part in setting the section program.	5 000
	Regular hall; placing 2 roll up stands on the stage; speech by Sponsor representatives during the section opening; taking part in setting the section program.	2 500
Afterparty Sponsor	To be discussed personally	negotiable

REGNUM

General Media Partner in 2014.

// Типичный программист

ЛАЙФХАКЕР

нетология

CMS magazine

SaaS.RU
все об облачных технологиях

softline
Cloud Software Hardware Services

Лайкни

Ad Index.ru

TAGLINE

APPS 4 ALL

CoSSA

SEMSOCIAL

INFOSTART.RU

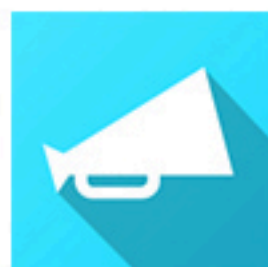hh.ru
HeadHunter

РАБОТА.РФ
RABOTA.RU

Digital Market

«Stachka» was charted on the digital market infrastructure map in 2014.

Contact information

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Conference website

#nastachku
Official tag