



PyCon Australia

Hobart 2012

Conference Sponsorship Packages

PyCon Australia

What is Python?

Python is a popular open source programming language whose design philosophies accomplish the difficult task of achieving remarkable power while retaining an elegant, easy to read syntax.

The development of Python began in the late 1980s, growing exponentially since then; now many millions of users and developers interact with the language on a daily basis.

The Python language is used by companies both large and small with businesses such as Google, IBM and Microsoft making extensive use of its features to power their products and services. Well known websites such as Yahoo! Maps use the power of Python to deliver services to millions of people worldwide everyday.

What is PyCon Australia?

Held since 2010, PyCon Australia is Australia's only conference dedicated exclusively to the topic of the Python programming language. Although other conferences currently support a wide and diverse community, by their nature they are unable to cater to specific topics.

PyCon Australia is different in that it is targeted and focused. PyCon Australia is a comprehensive and specific conference dedicated to one topic, the Python Programming language. This is a multifaceted topic which will be of interest to many different industries and communities.



PyCon Australia

PyCon Australia 2012 Profile

PyCon Australia is the preeminent destination for those that regularly work in Python, as well as those less familiar with the language who are seeking to rapidly expand their knowledge. The conference offers Python professionals and enthusiasts hands-on opportunities to expand their skill set and perfect their craft as well as lecture and classroom style events for a broad learning experience.

The conference will include instruction on various relevant topics including:

- Web application development,
- Multimedia and games programming,
- Systems development and systems administration,
- Business application development,
- and many other topics.

The conference attracts the interest of both national and international speakers, including some of the top people in the Australian Python community. PyCon Australia collates the collective knowledge of many of the top python practitioners from Australia and around the world.

2012 sees PyCon Australia move to Tasmania's capital city of Hobart. Situated on the banks of the Derwent River, with snow-capped Mount Wellington as a backdrop, Hobart is known for its unique blend of natural beauty and colonial history. As well as providing an excellent conference in an extraordinary setting, the 2012 team have planned activities to showcase to delegates the best Tasmania has to offer. PyCon Australia 2012 in Hobart will be a drawcard for some of the best Python programmers from around the World.



PyCon Australia

Audience Profile

PyCon Australia 2012 has an anticipated attendance of up to 250 dedicated and talented people, including Developers, Technologists, Technical Authors and Bloggers, Academics, Scientists, Engineers, Students, Managers and Entrepreneurs from around the country.

The conference aims to attract the highest calibre Python developers in Australia. These include people who develop the language itself as well those that develop frameworks, libraries and applications using the Python language.

As well as professional developers the audience will include budding developers currently studying in related fields such as computer science, engineering, maths and the sciences. This is a unique opportunity for companies to connect with a new generation of talented individuals who will be the future of ICT excellence in this country.

PyCon Australia has an active commitment to increased diversity of delegates, including sponsoring initiatives to improving the gender balance at the conference through a diversity grant scheme, as well as through special social events such as the Women in Python breakfast.

Conference Proceedings

PyCon Australia 2012 is a two day event, run over the length of a weekend. It will be hosted in Hobart, Tasmania during August and feature more than 30 individual stream sessions, as well as two keynotes and a dinner keynote. As well as multiple presentation streams, there will be a dedicated tutorial stream with classroom-style facilities and informal coding spaces available for the duration of the conference.



PyCon Australia

CodeWars, a programming tournament open to both delegates and the general public, will be held on the Friday evening preceding the conference. CodeWars is an excellent opportunity for delegates to meet members of the Tasmanian ICT community, and to meet other delegates in a social setting, before the conference begins.

The conference dinner will be held on the Saturday evening. The dinner is an informal occasion designed to facilitate networking between the conference delegates, as well as between the delegates and the sponsors' representatives.

Following the conference, two days of sprint sessions will allow for developers, usually geographically separate, to collaborate on their project in a valuable face-to-face environment.

Program of Events

Friday Evening		
Registration & CodeWars		
Saturday		
Keynote		
Morning Break		
Stream 1	Stream 2	Tutorials
Lunch		
Stream 1	Stream 2	Tutorials
Afternoon Break		
Stream 1 Afternoon Plenary		Stream 3
Break		
Conference Dinner		
Monday		
Sprint Day 1		
Sunday		
Keynote		
Morning Break		
Stream 1	Stream 2	Tutorials
Lunch		
Stream 1	Stream 2	Tutorials
Afternoon Break		
Afternoon Plenary		
Conference Close		
Tuesday		
Sprint Day 2		



PyCon Australia

Feedback from previous PyCon Australia events

PyCon Australia 2011, held in Sydney, attracted 300 delegates in August 2011. In the post-conference survey, 93% of respondents said they were “satisfied” or “very satisfied” with the program, and 93% indicated they would consider attending the 2012 conference in Hobart.

“Some truly great speakers and topics ... Having some of the core developers of python there was great.”

“I was very impressed with the python community in general and the spirit in which information and resources are shared”

“Excellent conference, lots of great information and a great buzz”

“The community was really great, the networking opportunities were excellent, and the talks in general were also excellent”

“...we decided to entirely switch from our Java based system to Python”

“There was a pretty impressive mix of talented and interesting people to chat with and learn from”

“It was indescribably informative”



PyCon Australia

Organiser Profiles

PyCon Australia is organised by a group of dedicated volunteers with their finger on the pulse of the international Python community. The core organising committee consists of:

Christopher Neugebauer (*Conference Coordinator*):

Christopher is an Open Source enthusiast and software developer with a passion for the Python programming language, which he has been using for over 7 years. As well as organising PyCon Australia, he has organised Application development miniconfs at Linux.conf.au, and has facilitated the popular Tech Talks programme as president of TUCS, The University of Tasmania Computing Society.

Joshua Hesketh (*Conference Coordinator*):

Joshua has experience in running conferences after being involved in the prestigious Linux.conf.au conference in 2009. Since then, he has continued to mentor, liaise and assist LCA organising teams. Joshua currently sits as the Treasurer for Linux Australia, representing Open Source and Linux users within Australia. Joshua has been involved with open source for nearly a decade and has a strong passion for Python and its continued growth within Australia.



PyCon Australia

Matthew J. D'Orazio (*Treasurer*):

Matthew is a recent UTAS Computer Science honours graduate. Matthew has a strong interest in community events: he has been involved with organising the Hobart Rotary Art Show, and currently serves as the treasurer of TUCS. He sees PyCon Australia as a perfect opportunity to mix these diverse interests and help grow the Tasmanian ICT community.

Richard Jones (*Programs Coordinator*):

Richard is an active member of the Python development community. He is a full-time Python programmer and has spear-headed several successful projects such as the Roundup issue tracker and the pyglet multimedia library. Richard also lectures at RMIT and been program chair for PyCon Australia since its inaugural conference in 2010.



(Conference Facilitator)

PyCon Australia is backed by the high profile organisation Linux Australia. Linux Australia is the peak body for Linux User Groups (LUGs) around Australia, and as such represents approximately 5000 Australian Linux users and developers. Linux Australia also facilitates linux.conf.au, Australasia's grassroots open source conference. The experience that Linux Australia has gained from over 10 years of facilitating linux.conf.au will be invaluable in ensuring the continued success of PyCon Australia in 2012.



PyCon Australia

Code of Conduct

PyCon Australia is an inclusive event which invites diverse groups of people in ICT to discuss and learn about all things Python in an environment of mutual respect, tolerance and encouragement. All material will be suitable for people aged 12 and above.

PyCon Australia will not tolerate any intimidation, harassment, and/or any abusive, discriminatory or derogatory behaviour by any delegates, including speakers.

All complaints made to PyCon Australia will remain confidential, be taken seriously and investigated. Where PyCon Australia Organisers consider it appropriate, PyCon Australia may take any or all of the following measures:

- The alleged offender may be told to apologise
- The alleged offender may be told to stop/modify their behaviour appropriately
- The alleged offender may be warned that enforcement action may be taken if the behaviour continues
- The alleged offender may be asked to immediately leave the venue and/or be prohibited from continuing to attend PyCon Australia (without reimbursement)
- The incident may be reported to the Australian Police
- Any other measure the PyCon Australia Organisers see fit



PyCon Australia

Sponsorship

Our sponsorship packages are designed to cater for a wide variety of sponsor's needs. Packages are flexibly designed so that your organisation can maximise the benefit of your involvement with PyCon Australia. The organising committee is committed to sponsor satisfaction and to this end, we are delighted to discuss any specific requests that your organisation may have.

Gold and silver sponsorship packages include:

- Display of your organisation's name and logo on the PyCon Australia website
- Display of your organisation's name and logo in the conference materials
- Your organisation's name mentioned as a valued conference partner at the start of every day
- Display of your organisation's name and logo in the post-conference communications with delegates

Sponsorship beyond the minimum for each package can be used to contribute to specific items of the conference budget, including conference catering or sponsorship of social events. This can be an excellent way to boost your organisation's exposure to conference delegates. Please contact the conference organisers to discuss specific options your organisation may be interested in.



PyCon Australia

Gold Sponsorship

Minimum amount: \$6500, maximum 4 sponsors.

Gold sponsorship is our top level of sponsorship and is limited to 4 major sponsors. Our Gold sponsors will have the opportunity to present to the conference on the first or second day or, alternatively, at the conference dinner. This is the perfect opportunity for your organisation to interact with the pinnacle of the Python community in Australia and some of the brightest minds working in ICT in Australia today (this privilege is reserved for our Gold sponsors only).

As part of this exclusive relationship your business will:

Pre-Conference

Be Identified as a 'Gold Sponsorship' sponsor of the conference and be referred to as such in press releases and during other media opportunities.

Be displayed prominently across all areas of the PyCon Australia website.

Be identified as a 'Gold Sponsorship' sponsor in pre-conference event updates.

During Conference

Receive 5 event passes.

Be provided the opportunity to briefly address the audience on the first or second day of the conference, or at the dinner session.



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Have a space provided in a high traffic area at the conference for a company presence.

Be allowed to display a sponsor banner in a prime exposure general conference area (approx 2.5m x 1.5m free standing banner supplied by you).

Be identified as a 'Gold Sponsorship' sponsor with your Logo and company name on packages given away at the conference

Post-Conference

Be identified as a 'Gold Sponsorship' sponsor in all post-conference communications with delegates for a period of three months past the 2012 conference.



PyCon Australia

Silver Sponsorship

Minimum amount: \$1500, maximum 10 sponsors.

Silver sponsorship is an excellent way for your organisation to be involved with PyCon Australia and interact with the ICT community for only a nominal cost. As part of this fantastic opportunity your business will:

Pre-Conference

Be identified as a 'Silver Sponsorship' sponsor of the conference.

Be displayed prominently on the PyCon Australia website

Be identified as a 'Silver Sponsorship' sponsor in pre-conference event updates.

During Conference

Receive 2 event passes.

Have a space provided in a high traffic area at the conference for a company presence. (Such as a approx 1m x 1m free standing banner supplied by you **or** a small stand able to fit a single person.)

Be identified as a 'Silver Sponsorship' sponsor with your Logo and company name on packages given away at the conference

Post-Conference

Be identified as a 'Silver Sponsorship' sponsor in all post-conference communications with delegates for a period of three months past the 2012 conference.



PyCon Australia

Sprint Sponsorship

\$4500 – Limit of one sponsor only

- or -

\$2500 – Limit of two sponsors

Introduced at PyCon Australia 2011, the post-conference sprints provide a vital opportunity for groups of Python programmers to collaborate on their projects in a face-to-face setting. In 2012, the sprints will take place on the two days following the conference.

During the conference itself, the sprint sponsors will receive all of the advantages of our Silver sponsorship level, but will also be identified as the sole sponsor for the sprints. This is a prestigious position as many developers consider sprints to be one of the highlights of the conference! Your sponsorship of sprints will provide rooms and catering for the duration of the sprints.

Other advantages include:

- You will be given the exclusive opportunity to address the sprint attendees;
- Your logo and information will be displayed in the room, including on-screen while the projector is not in use;
- You will be identified as the sprint sponsor on the PyCon Australia website, in the position between Gold and Silver



PyCon Australia

Exclusive Opportunities

PyCon Australia has several other opportunities for exclusive sponsorship. These allow us to improve the PyCon experience for our delegates, as well as the broader Python Programming Community.

Each of these opportunities include all of the benefits of Silver Sponsorship as well as the exclusive rights in each package. Alternatively, they can be negotiated as a package on top of a Gold Sponsorship package.

- **Video Production and Publication: \$4000.** This package will help fund the production of professionally-produced videos of each plenary session and every talk in tracks 1 and 2 of the conference, to be posted to our YouTube channel. Your organisation's name and logo will appear at the start of every video for at least 5 seconds.
- ~~**CodeWars Sponsorship: \$4000 (exclusive) or \$2500 (two joint sponsors).**~~ This package will see your organisation as the naming rights sponsor for the CodeWars programming tournament on the Friday preceding the conference. This event will see some of the nation's best coders competing against each other for some great prizes as well as bragging rights. Your funds will help keep all attendees to the event fed and watered.
- **Morning and Afternoon Teas: \$3000 for one day.** This package will help keep our delegates fed at the conference. This package includes exclusive advertising rights at the serving space for catering; your organisation will also be mentioned as the catering sponsors at that day's opening plenary.



PyCon Australia

In-Kind Sponsorship

The organising committee of PyCon Australia 2012 is also pleased to offer opportunities for in-kind sponsorship. This can include a substantial donation of material goods or services necessary to effectively run the conference. Please contact us for more details about the opportunities that we can provide.



