



G'DAY AND WELCOME TO

PyCon AU 2024

Melbourne Convention and Exhibition Centre

Narrm
Victoria, Australia

22 - 26 November 2024
sponsor@pycon.org.au

Sponsorship Prospectus - Updated July 2024



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Welcome to PyCon AU 2024

PyCon AU is Australia's national conference for developers using the Python programming language and is a must-attend event for hundreds of technologists worldwide. In 2024, the conference returns to Melbourne, hosted at the premier event space in the city - the Melbourne Convention and Exhibition Centre.

The Python programming language is one of the most popular programming languages in the world due to its versatility and ease-of-use. It is the second most widely used language on GitHub, and usage is growing at a rate of 20% per year globally¹. Python is widely used in AI development, Data Engineering, Web Development and Education.

The PyCon AU community prides itself on being warm, inclusive and welcoming to everyone, at any level of experience. Our speakers range from industry veterans, to first-time speakers. The PyCon AU community has seen strong growth over its 14 year history, and is recognised nationwide for its leadership in creating accessible opportunities for all technologists – especially for under-represented communities.

PyCon AU is a labour of love, run independently by an all-volunteer team. The legal and financial structure is provided by Linux Australia Inc., a not-for-profit body registered under the *Associations Incorporation Act (NSW) 2009*.

¹. [GitHub - Octoverse: The state of open source and rise of AI in 2023](#)

Conference Outline

Specialist Tracks

Curated content from interest groups within the Python community hold their own individual ‘miniconf’ on Friday.

This year’s tracks include:

- Scientific Python
- Education
- DevOps

Main Conference

Invited local and international speakers will open and close each day, with the main conference schedule running in three tracks. Talks cover a wide range of topics, including technical deep-dives, high-level overviews, retrospectives and much more.

Selected talks and conference schedule should be published no later than September 2024.

Sprints & Tutorials

‘Sprints’ are open development spaces where attendees collaborate on open source. Sprints foster collaboration and mentorship between experienced maintainers and new developers across the open source ecosystem.

Sprints follow a free-form schedule self-organised by project maintainers, often sparked by talks & conversations across the PyCon AU long-weekend.

Friday 22nd	Saturday 23rd	Sunday 24th	Monday 25th	Tuesday 26th
Specialist Tracks		Main Conference		Sprints & Tutorials
Sponsor Exhibition				



Community & Inclusion

PyCon AU is an inclusive event which invites diverse groups of people in the Python community to gather in an environment of respect, welcoming, and encouragement.

Outreach initiatives include a wide-ranging financial assistance scheme, and a call for papers process that focuses on providing a rich and diverse speaker list across many fields of interest.

PyCon AU has an enforceable code of conduct, with all complaints treated confidentially and seriously.

Financial Assistance

PyCon AU is attended by a diverse community of delegates, including professionals working with Python, but also enthusiasts and students, attending for their own interest. However, many Python developers cannot afford to attend the conference.

PyCon AU creates access and opportunities by running a generous financial assistance scheme. Costs covered can include registration, accommodation and in some cases travel.

Sponsorship is critical to the Financial Assistance Program. Sponsoring PyCon AU directly contributes to the access & opportunities that can be created and has been a well recognised and valued pillar of the Python community for many years.



The Community Stage

This is a new concept coming to PyCon AU 2024.

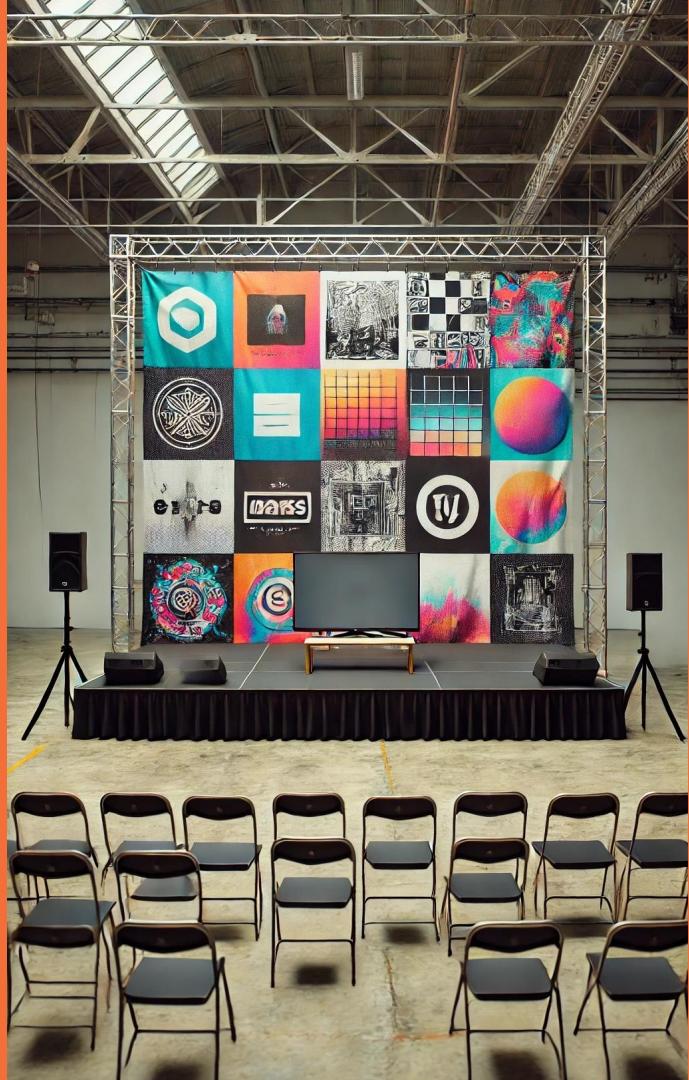
In between scheduled talks, the event exhibition space will feature an ‘in the round’ stage with pop up activities to keep everyone entertained!

We’re still finalising details and would love our sponsors to help shape this to be a meaningful and valuable experience for attendees.

Our vision includes:

- High-quality sponsor demos
- Open Source showcases & summits
- Charity Auctions
- A Mario Kart Tournament?

Perhaps your company would like to sponsor an activity or prize?





Speaking at PyCon AU

PyCon AU is recognised globally for its high-quality program of talks. We maintain this reputation through an independent process², through which all talks are selected.

Our attendees are curious and actively looking for new and better ways to build, maintain and deploy their projects. Attendees expect technical talks that are interesting and educational, above and beyond a product demo.

New in 2024, we'd like to collaborate with sponsors who have high-quality **talks or tutorials** as sponsored sessions.

Sponsored sessions will be part of the published schedule. Talks are recorded and collectively attract **over 270k views every year**.

The organising committee is available to help sponsors³ craft a high-impact session.

2. The public Call for Proposals was open between 1 June – 21 July 2024.

3. We are also happy to extend this offer to your customers and partners.



70+
Speakers

PyCon AU Snapshot

500+
Attendees

22k
Subscribers

Over
43+
Hours of Talks

Sponsor Packages

Sponsoring PyCon AU puts your company front and centre with the Python community in Australia. It's also the best way to access the most enterprising Python programmers in the country.

Companies ➔

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Communities ➔

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Company Sponsorships

Sponsoring the conference is an exclusive opportunity to position your organisation in front of Australia's most innovative technical decision-makers, architects, and developers.

All packages include:

- ✓ Tickets to attend PyCon AU 2024
- ✓ Inclusion on website & social media
- ✓ Highlights at plenary sessions
- ✓ Bring merch & stickers to give away
- ✓ Metrics, reporting & media to support your internal reporting post-conference
- ✓ Attendee lead collection via exhibition

Plus:

Thinking creatively? Do something fun and custom! We're flexible and would love to collaborate on your unique idea!

Packages at a glance:	Startup	Standard	Gold	Platinum
All prices are in AUD and include GST.	\$2,500	\$5,000 ⁵	\$10,000 ⁵	\$15,000 ⁵
Exclusivity (limited #)			5	3
Exhibition Space	Shared	Add-On	2x2m ⁴	3x3m ⁴
Staff Tickets	1		2	3
Complimentary Tickets		1	2	3
Bundled ticket value	\$890	\$890	\$3,560	\$5,340
Stage Banners			Yes	Yes
Hallway Banners	1	1	2	3
Plenary Address				3 mins
PyCon AU Website	180 chars	100 words	200 words	300 words
Add-On Discount		\$500	\$1000	\$1500

4. Includes standard exhibition booth. Custom constructions available, but let's chat about the detail!

5. Discounts are available for academic institutions, not for profits and community led projects wishing to purchase a sponsorship. See page 11 for details.

Add-on Packages

Standard Exhibition Booth	\$2,000
Custom Exhibition Construction	From \$2,000
Coffee Cart	\$10,000
Video Sponsor	\$7,000
Specialist Track / Room Sponsor	From \$2,500
Sprints Sponsor	\$3,000
Tote Bag ⁶	\$4,000
Jobs Board	\$500
Outreach / FinAid	Let's Chat!
Community Stage Sponsor	Let's Chat!
Wifi Sponsor	Let's Chat!
Sponsored Session & Tutorials	Let's Chat!
Something special? We're all ears!	Let's Chat!

11 6. List price is for PyCon AU supplied tote. Discounts available for BYO swag options.



Sample Exhibition Booth

The PyCon AU Exhibition runs Friday, Saturday and Sunday. Sponsor booths include an additional staff ticket.

Standard Exhibition booth includes:

- ✓ Table + Power outlets
- ✓ 65" TV for BYO video or demos
- ✓ Space⁷ for pull up banners

Plus:

- ✓ Complimentary staff tickets⁸
- ✓ Attendee lead scanning available to all staff
- ✓ Participation in the community stage

7. Larger space is allocated to Gold & Platinum sponsors for additional pull up banners or booth activations.

8. We encourage our sponsors to participate in the full PyCon AU experience. We don't restrict exhibition staff from accessing conference sessions but we will ask sponsors to be mindful of room capacity for popular talks. Additional staff tickets are included for Gold & Platinum sponsors - see page 10.





SPECIAL
OFFER

BEFORE 30
SEPTEMBER

The CurlyBoi Bundle

This bundle is a simple ready-made package for your company to attend, exhibit and sponsor. It's perfect for first time sponsors & small businesses.

This bundle combines

- ✓ Standard Sponsorship (\$5,000)
- ✓ Addon: Standard Exhibition Booth (\$2,000)
- ✓ Plus: Exhibition Staff Tickets (complimentary)

You provide

- ✓ Digital marketing assets (logo, copy etc)
- ✓ 2x BYO pull up banners
- ✓ 2x team members to attend Fri - Sun

SPECIAL
OFFER
\$1,000 DISCOUNT

AUD \$6,000

RRP \$7,000

Your Package includes

Before PyCon AU

- ✓ Social media & website recognition

At PyCon AU 2024

- ✓ Exhibition booth (table, TV + BYO banner)
- ✓ Lead scanning during PyCon AU
- ✓ 2x tickets (for 1 staff + 1 attendee)
- ✓ 1x Hallway banner
- ✓ Recognition at plenary addresses
- ✓ *3 days of PyCon AU!*

After PyCon AU

- ✓ Attendee profile data from leads scanned
- ✓ Metrics, reporting & media for your internal reporting

Community Sponsorships

Not-for-profits & Academic Institutions

Academic institutions, not for profits and community led projects can receive a discount on standard (and above) sponsorships.

Reach out at sponsor@pycon.org.au to discuss how best to represent your organisation at PyCon AU 2024.

Community Projects & Contributors

Individuals attending PyCon AU 2024 to represent their project, package or community can purchase a Contributor ticket when registering.

Contributors receive minor sponsor acknowledgements including website and plenary address mentions.





Next Steps

Sponsoring PyCon AU 2024 is **the best way to connect** with the Python software community in Australia.

Reach out to sponsor@pycon.org.au today!

Our sponsorships team will customise a proposal that best showcases your brand, product or service.

Meet your sponsorship advisors:



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We can't wait to work together!



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