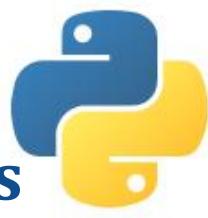


# PyCon APAC 2018

## Sponsorship Prospectus



**31<sup>st</sup> May – 2<sup>nd</sup> June 2018**  
**Singapore**

## Background

The Python Conference Asia Pacific (PyCon APAC) started its tour from Singapore in 2012 and has made its way through Japan, Taiwan, Malaysia and Korea. Coming 2018, it has finally returned to Singapore!

The PyCon APAC conferences are held yearly across the APAC region as a means to engage local Python practitioners, and to increase awareness of current applications and practices being used worldwide. As a nexus of knowledge sharing and networking where experts from various domains get together and share how they apply Python to their roles in industry, we promote the adoption of new best practices and increased productivity in work.

The 2018 conference will be managed by Singapore's local support group Python User Group Singapore (PUGS). PUGS was founded in 2010 by a group of Python enthusiasts that wanted to bring the Python language into Singapore after seeing its potential from their respective backgrounds. The founding members were responsible for introduction of the Python Programming language into our learning syllabus, the setup of PyCon Singapore and PyCon APAC. Till today, PUGS continues to support the local community through regular seminars and meetups.

The topics covered in PyCon APAC typically focuses on subjects at the forefront of Python development, ranging from the core language, to frameworks and specific applications. Our speakers range from our regional community of accomplished Python users and developers as well as invited speakers championing accomplished application libraries/packages.

This year we will be focusing on key tracks of large interest within the Singapore's community such as:

- Analytics
- Web Development
- Python in Education
- Internet-Of-Things

## Sponsoring

PyCon APAC 2018 would like to invite sponsors to support the efforts and financial resources required to run the conference.

By sponsoring PyCon APAC 2018, you will be providing invaluable support to the establishment of an important Free and Open Source Software Community Conference.

In order to ensure a successful conference the community needs to address a wide range of logistical and organisational challenges. PyCon attendees sometimes require assistance with expenses especially student attendees, and sponsorship enables us to support those who would otherwise be unable to attend.

The attendees of PyCon Singapore will include professional developers from large enterprises and smaller firms as well as people from academia. Delegates come to present their latest developments, get feedback from their peers, discuss future directions and actually sit down and work together on improving their software.

With Python already becoming a major enterprise programming language and platform, sponsoring PyCon APAC 2018 is an excellent opportunity to demonstrate industry leadership in this part of the world.

The estimated attendance of PyCon APAC 2018 is expected to be between 250 to 350 delegates.

However, these numbers are just estimates;

As of November 2017, we can approximate 3,000 socially active Python Community members (estimated from Facebook numbers) as compared to 2015 where we had 2,000.

The uptake of Python in our Singapore community as of November 2017 stands at 16,000 as compared to 8,000 in 2015.

The growing adoption of Python in our community are attributed to several factors, including recent graduates who have Python in their syllabus and the rapid advancement of domain-specific functionality by the community (many of which are driven by the open culture of knowledge sharing encouraged by the local support groups). In addition, Python has now become one of the top popular languages in the world (<https://spectrum.ieee.org/computing/software/the-2017-top-programming-languages>)

## Sponsorship Packages

Sponsor Package	Benefits
Platinum sponsor (SGD\$5K)	Large company logo on banner in the conference venue Exposure as Platinum sponsor on the PyCon APAC 2018 website Company name on press releases and pre-event mailings Booth in the reception/exhibition area Large tote bag insert (to be provided by sponsor)* 3 conference passes
Gold sponsor (SGD\$3K)	Medium company logo on banner in the conference venue Exposure as Gold sponsor on the PyCon APAC 2018 website Company name on press releases and pre-event mailings Booth in the reception/exhibition area Small tote bag insert (to be provided by sponsor)* 2 conference passes
Silver Sponsor (SGD\$1K)	Small company logo on banner in the conference venue Exposure as Silver sponsor on the PyCon APAC 2018 website Booth in the reception/exhibition area 1 conference pass
Media Sponsorship (At cost)	Supports video recording and editing for PyCon APAC 2018 Sponsor splash at beginning of every video 2 conference passes

*Other sponsorship opportunities are available, please contact us for details.*

*\* Tote bag with goodies are not guaranteed; As majority of sponsorship is prioritized towards lowering the ticket price.*

## Contact Details

The most efficient way to make enquiries about sponsorship is to send a message to  
[mick1004@hotmail.com](mailto:mick1004@hotmail.com) m:91391321



# PyCon APAC 2018

## Sponsor/Exhibitor Application and Contract

Please write clearly in blue or black ink. Please print your organization name and information exactly as it should appear on all promotional and marketing materials for the event.

### Primary Contact Information

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Mailing Address (if different from below): \_\_\_\_\_

### Company Information

Name: \_\_\_\_\_ Website: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

### Sponsor/Vendor Selection

Sponsor/Vendor Level: \_\_\_\_\_ Amount \$: \_\_\_\_\_

Additional Amount, if any to the society \$: \_\_\_\_\_

### TOTAL AMOUNT DUE:

\$\_\_\_\_\_

### Payment Information

Full payment in SGD funds must accompany this form in order to secure your space as a sponsor or exhibitor.

Cancellation Policy : We will refund 75% of the total sponsor or exhibitor fee for cancellations received in writing 120 days before the first day of the conference. We will refund 50% of the total sponsor or exhibit fee for cancellations received in writing 60 days before the first day of the conference. We will refund 25% of the total sponsor or exhibit fee for cancellations received in writing 30 days before the first day of the conference. After that date, no refunds will be made.

### Payment Type:

Company cheque (Please make cheque payable to the Python User Group (Singapore))  
 Visa       Mastercard       American Express

CC Exp. date : \_\_\_\_\_ CC holder's name: \_\_\_\_\_

Cardholder's signature : \_\_\_\_\_



# PyCon APAC 2018

## Sponsor/Exhibitor Application and Contract

### Other Information

**DEADLINES:** Company logos, descriptions, banners, advertising pages, tote bag inserts and similar must be provided by the applicable deadlines for inclusion in the promotional materials for PyCon. See the PyCon website ([apac.pycon.org](http://apac.pycon.org)) and sponsor mailings for details.

**TOTE BAG INSERTS:** Small tote bag inserts are defined as a card, paper, USB thumb drive or pen. Large tote bag inserts include all of the small tote bag inserts plus books, notebooks, pads of paper and articles of clothing.

**COMPANY LOGO AND INFORMATION:** You will be required to submit a company logo and company/product description as outlined in the sponsorship details above. The Python User Group (Singapore) or PUGS is authorized to make use of this information for the PyCon program, web site, and associated materials. Company descriptions and print and web logos should be submitted via email to [conference@pycon.sg](mailto:conference@pycon.sg) and should comply with the following specifications: 1. Black and white vector image (SVG, EPS, AI) with text converted to outlines (no gradients); 2. Color vector image (SVG, EPS, AI) with text converted to outlines; 3. URL for website link; 4. 72 ppi non-animated web bitmap (.png, .gif or .jpg) 160x80 max size. The web logo will appear on a white background. We emphasize, *all text in vector artwork* must be converted to outlines; PUGS is not responsible for providing fonts for printing sponsor submitted logos.

### Contract Signatures

Sponsor: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

For Python User Group (Singapore): \_\_\_\_\_ Date: \_\_\_\_\_

**GOOD FAITH EFFORT:** All sponsor and vendor benefits will be provided on the basis of a good faith effort on the part of both PUGS and the sponsor/vendor/exhibitor (Sponsor). The failure of sponsor to provide a good faith effort to comply with PUGS deadlines and guidelines may, in PUG's sole discretion, result in the revocation of some or all Sponsor benefits without recourse.

**ASSIGNMENT OF SPACE:** PUGS shall assign the display space to Sponsor for the period of the display, such assignment to be made within six weeks after the PUGS receipt of this application and full payment of all monies owed. Location assignments will be on a first-come, first-served basis and will be made solely at the discretion of PUGS.

**USE OF DISPLAY SPACE:** Sponsor is allowed to distribute literature, run demonstrations and sell products in its assigned exhibit space. Sponsor shall not assign to a third party its display space or any portion of that space without the prior written consent of PUGS, which PUGS may grant or withhold at its sole discretion. If such permission is given, Sponsor shall assume full responsibility for the conduct of the assignee and all its representatives. Sponsor product demonstrations may in no way interfere with demonstrations at adjacent tables.

**INDEMNITY AND LIMITATION OF LIABILITY:** Neither PUGS, any co-sponsor or display space provider nor any of their officers, agents, employees, facilities, other representatives or assigns shall be liable for, and sponsors hereby releases them from, any claims for damage, loss, harm or injury to the person, property or business of sponsor or any of its visitors, officers, agents, employees or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, accident or any other reason in connection with the display at the conference. Sponsor shall indemnify, defend and protect PUGS and hold PUGS, any co-sponsor and space provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees and expenses which might result or arise from sponsor's participation in the conference. Under no circumstance will PUGS, any co-sponsor or the exhibit space provider be liable for lost profits or other incidental or consequential damages, for any acts or omissions whatsoever, including negligence on the part of PUGS, any co-sponsor or display space provider, whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall PUGS liability under any circumstance exceed the amount actually paid to it by sponsor for display space. PUGS make no representations or warranties regarding the number of persons who will attend the conference.

**OBSERVANCE OF LAWS:** Sponsor shall abide by and observe all laws, rules, regulations and ordinances.

**CANCELLATION OR TERMINATION OF EXHIBITS:** If for any reason beyond its reasonable control, including fire, strike, earthquake, damage, construction or renovation to the display site,

government regulation, public catastrophe, an act of God or any similar reason, PUGS shall determine that the conference or any part thereof may not be held, PUGS may cancel the conference or any part thereof. In that event, PUGS shall determine and refund to sponsors its proportionate share of the balance of the aggregate display fees received which remain after deducting all expenses incurred by PUGS.

**SPONSOR CANCELLATION:** Except as provided under the cancellation policy above, all payments made to PUGS under this application shall be deemed fully earned and non-refundable in consideration for expenses incurred by PUGS and PUG's lost or deferred opportunity to provide display space to others.

**SPONSOR CONDUCT:** Sponsor and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. PUGS reserve the right to eject from the conference any sponsor or representative violating those standards.

**AGREEMENT TO TERMS, CONDITIONS AND RULES:** Sponsor agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions and rules made by PUGS from time to time for the efficient and safe operation of the conference. This application represents the entire agreement between sponsor and PUGS concerning the subject matter of this application. PUGS is not making any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by PUGS. The rights of PUGS under this agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of PUGS. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect. This agreement shall be binding upon the heirs, successors and assigns of sponsor subject to the terms of this agreement regarding assignment.