APP BUILDERS

Lugano on April 16-17th, 2018

OVERVIEW

AppBuilders is a two days double-track conference about the mobile world. The conference is going to be organized for the third time in April 2018, in Lugano at the Palazzo dei Congressi and will be a great place for Swiss and European developers and companies to share their work and to network with worldwide experts.

Located in the heart of Europe, Lugano is an interesting place to host a conference about mobile and related worlds.

Date:

16-17 April 2018

Venue:

Palazzo dei Congressi, Lugano

Attendees:

300 developers and professionals

Contact:

info@swissmobidevs.org

SPONSORING BENEFITS

Create awareness and visibility of your brand as a leader in digital innovation.

Gain goodwill and support from the mobile design and development community, as an enabler of Switzerland's first ever mobile developer conference.

Struggling to find good staff? Sponsorship gives helps you reach to some of the leading creative talent in mobile.

SEND YOUR TEAM

Sponsorship packages come **with tickets to the conference**!

Let your team be inspired by new ideas and programming practices, delivered by the passionate practitioners of our industry.

Connect your team with amazing designers and coders, letting them represent your brand in the field and **attract new talent and business for your company.**

SPEAKERS

The full line-up of international & local speakers is currently being compiled and is going to be available on the website: appbuilders.ch.

Past editions

Here's a partial list of the speakers we had on stage during the past edition:

Daniel Steinberg

iOS Developer and Author - @dimsumthinking - dimsumthinking.com

Daniel has been programming the iPhone and the iPad since the SDKs first appeared in beta and OS X for many years before.

Daniel is the author of the books "*A Swift Kickstart*" and "*Developing iOS 7 Apps for iPad and iPhone*", the official companion book to the popular iTunes U series from **Stanford University**.

Graham Lee

iOS Engineer and Author - @iwasleeg - sicpers.info

Graham Lee worked at **Facebook**, where he helped people make better tests so they can help people make better software.

In the past he also worked with some other people, and has written books and blogs so he can work with people he hasn't met too.

Cesar Valiente

Android Engineer at Microsoft - @cesarvaliente - cesarvaliente.com

Cesar is currently working at **Microsoft**, in the Wunderlist team, the makers of the famous and awarded multi-platform productivity app, as Android Engineer.

He co-founded the first Android developers community based in Madrid (Spain), and he actively supports GDG communities and local meet-ups, giving talks, helping organising events, etc.

Last but not least, recently, he became **Android Google Developer Expert** (GDE).

Sergi Martinez

Mobility lead of Worldine Iberia - @sergiandreplace - sergiandreplace.com

Sergi is the Mobility R+D lead of **Worldine Iberia**, before that, he worked leading several Android teams. He also worked many years in the localisation industry.

Last year he was honored as GDE (**Google Developer Expert**) on Android by Google for his contribution to the Android community

Adrian Kosmaczewski

iOS Engineer and Author - @akosma

Adrian has been waking up every day for the past 18 years with the hope of learning something new before dusk.

In the meantime he wrote two books, taught software development in three continents, started and ended his own business, and shipped software for iOS, OS X, Windows and Linux.

Orta Therox

Lead iOS Developer at Artsy – @orta

Orta Therox is the **lead iOS developer at Artsy**, building beautiful portfolio apps for some of the biggest Art galleries in the world.

Encouraged by Artsy's awesome commitment to open source he regularly devotes time to working on and around the **CocoaPods ecosystem**.

Vitaly Friedman

Editor-In-Chief at Smashing Magazine – @smashingmagazine

Vitaly Friedman loves beautiful content and does not give up easily. From Minsk in Belarus, he studied computer science and mathematics in Germany, discovered the passage a passion for typography, writing and design.

After working as a freelance designer and developer for 6 years, he co-founded **Smashing Magazine**, a leading online magazine dedicated to design and web development. Vitaly is the author, co-author and editor of all **Smashing books**. He currently works as editor-in-chief of Smashing Magazine in the lovely city of Freiburg, Germany.

SPONSORSHIP PACKAGES

Diamond

Includes everything for maximum brand visibility!

Large logo on all conference signage & banners. Roll-up on stage. Exhibit Table. 6 full conference passes included. Dedicated page in the booklet. 4 free job postings.

Meant for big companies   (1 slots)

Platinum

Great way to attract participants if you want to hire or get to know your business by interacting with the attendees. Promotion between conference presentations and shared Logo wall. 4 full conference passes included. 2 free job postings.

Meant for established   (4 slots)
companies

Gold

Promotion between conference presentations and shared Logo wall. 2 full conference passes included. 1 free job posting.

Meant for development companies and startups   (6 slots)

Startup

Logo on the website. Promotion between conference presentations. Conference passes, in agreement with the organizational team. 1 Job posting and possibility to display a big roll-up (**if provided**).

This special package is valid only for companies founded after 1.1.2014, we consider a company less than 3 years old as Startups.

Meant for startups   (8 slots)

Prices

	Diamond	Platinum	Gold	Startup
Available Slots	2/2	4/4	6/6	8/8
Price (CHF)	5'000	2'500	1'000	500

PACKAGES OVERVIEW

ONLINE	Diamond	Platinum	Gold	Startup
Logo on the website	✓	✓	✓	✓
Logo and description on sponsor's page	✓	✓	✓	✓
Job post on dedicated board	✓	✓	✓	✓
Logo in the mobile app	✓	✓	✓	
Recognition tweet	✓	✓	✓	
Logo in launch screen of the app	✓	✓		
Logo in newsletters	✓			

OFFLINE	Diamond	Platinum	Gold	Startup
Full Conference passes	5	4	2	*
Discount on further passes	20%	15%	10%	N/A
Room named after sponsors	✓			
Exhibit table in the lounge	✓			
Large logo on all conference banners	✓			
Shared logo wall in the lobby	✓	✓	✓	
Shared logo wall in the conference room	✓	✓	✓	

SPECIAL GOODIES

EXTRAS	Diamond	Platinum	Gold	Startup
Official party (add CHF 4'500)	✓	✓	✓	
Lunch incl. drinks for one day (add CHF 4'000)	✓	✓	✓	
Lunch incl. drinks for both days (add CHF 7'500)	✓	✓		
Coffee in the lounge (add CHF 2'000)	✓	✓	✓	✓
Logo "brought by" on all videos (add CHF 2'000)	✓	✓		

Special goodies are considered to be add-ons to your sponsor package. In order to be a party sponsor, for example, you must be a Gold sponsor, or higher.

All the goodies are presented as "Sponsored by" with company logo and on stage during the conference.

MARKETING STRATEGY

We are aware how hard is to marketize and publicize a conference held for the first time, so we developed the following strategy.

Social Media

The primary source of our marketing is going to be all the available social media, using the official twitter account (@appbuilders_ch) and the one of the association (@swissmobidevs).

Media Partners

We are reaching out to special publications and digital media to create valuable partnerships and promote our event on their platforms. These partners are going to give away a limited amount of free tickets in exchange of a retweet or similar viral promotion strategy.

Community Partners

We have a good network of communities all around the globe and some of them are happy to promote our event internally. We are also going to offer a special discount for the most valuable ones, motivating people to attend our event.

Local Media

Even if the kind of audience can be very limited, we will promote our event in the local media, so local developers are going to be informed of the event.

Web

Last but not least, we have built dedicated website to promote our event, with all the necessary informations about speakers, venue, price and a list of potential places to stay while in Zürich. Other than that, we will also add our conference to websites offering overviews of conferences like Lanyrd.

WHO IS BEHIND APP BUILDERS

With the «**Swiss Mobile Developers Association**» as organizer and legal body, we strive to develop the relationship and exchange between local and international professionals interested in mobile technologies.

The «**Swiss Mobile Developers Association**» is a non-profit association currently run by mobile developers and engineers based all across the country, in their spare time.

We see the opportunity to organize a conference as an event for the community to meet and learn from brilliant people. For this reason we try to have ticket prices low and competitive with other conference based in Europe, making the event affordable for everyone.

After the event, we will publish online all the recorded talks for free, creating value and interest around the conference that aims to become a recurrent event with a yearly schedule.