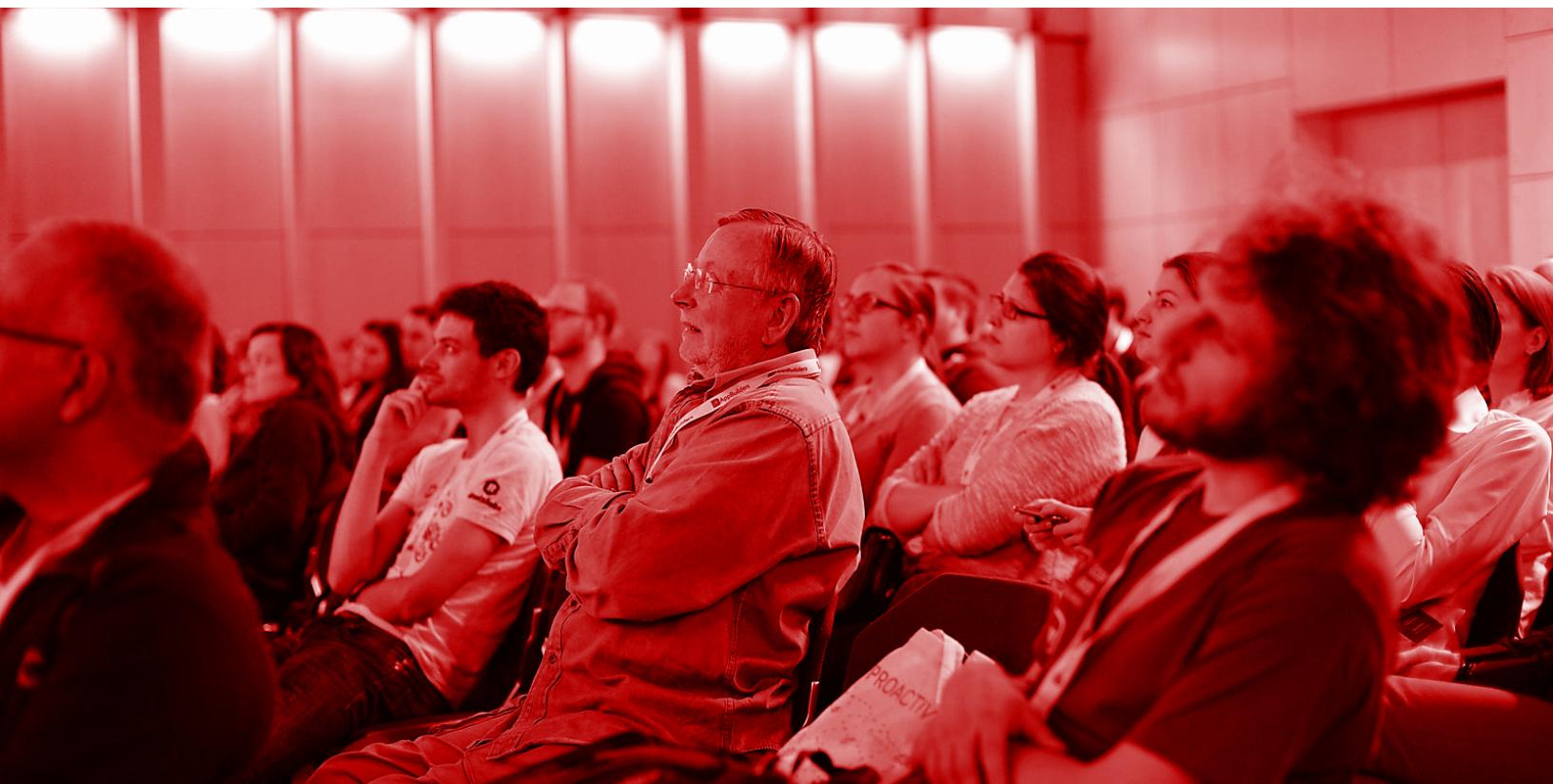




App Builders

Lugano, Switzerland - April 29-30th, 2019

appbuilders.ch - @appbuilders_ch





OVERVIEW

App Builders is a two days double-track conference about the mobile world. The conference is going to be organized for the fourth time in April 2019 in Lugano. The venue is the Palazzo dei Congressi and will be a great place for mobile developers from all over the world 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:

29-30 April 2019

Venue:

Palazzo dei Congressi,
Lugano

Attendees:

~400 mobile developers
from all over the world

Contact:

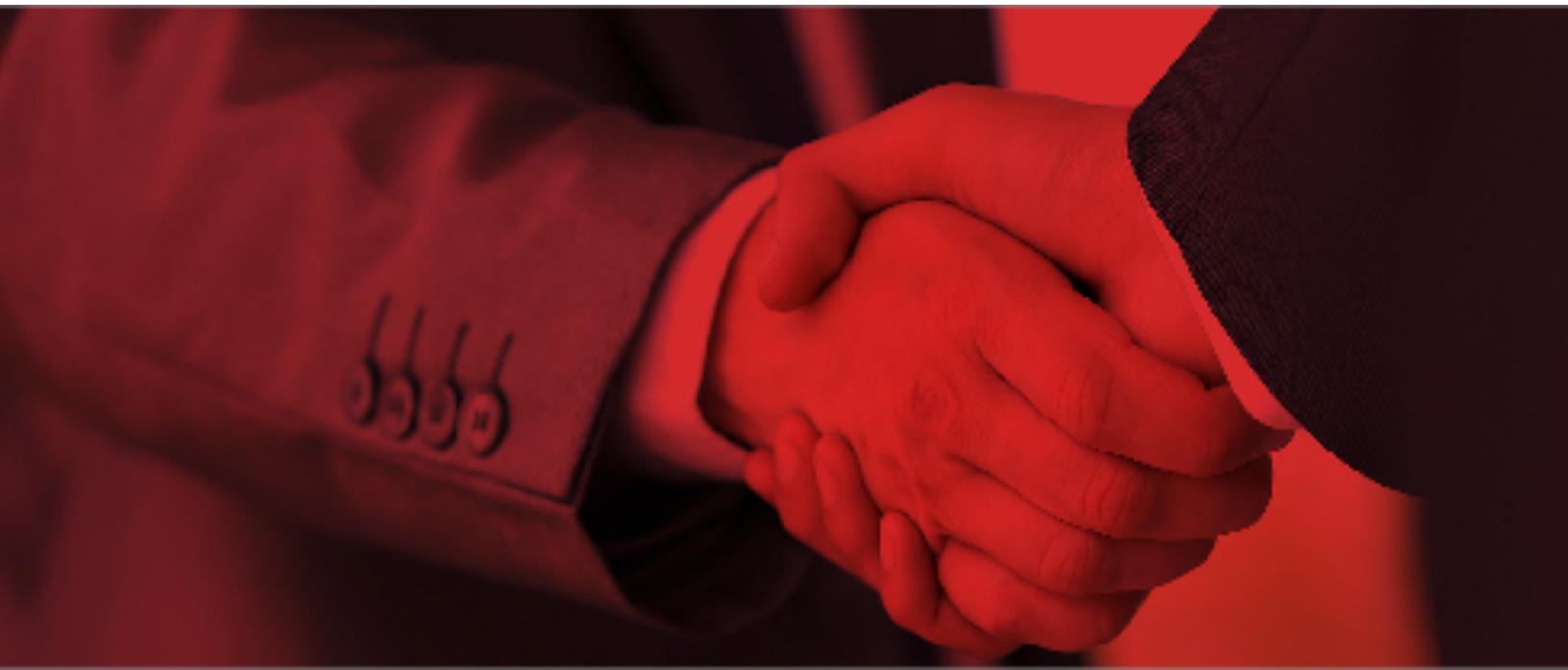
info@swissmobiclub.org

SPONSORING BENEFITS

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

Gain goodwill and support from the worldwide mobile design and development community. Thousands of developers are reached through social media before, during and after the conference.

Struggling to find good engineers? Sponsorship helps you reach the leading creative talent in mobile.



SEND YOUR TEAM



Sponsorship packages include **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 our website appbuilders.ch.

Past editions

Here's a small list of the over 80 speakers we had on stage during past editions:

Daniel Steinberg

iOS Developer and Author - @dimsumthinking - dimsumthinking.com



Daniel has been programming for the iPhone and 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

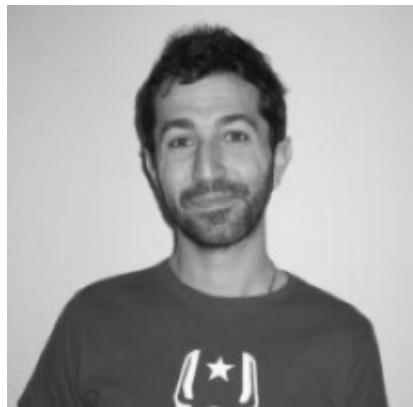


Graham Lee worked at **Facebook**, where he helped developers write better tests so they can create better software.

He also wrote books and blogs so he can work with people he hasn't met.

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.

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.

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**.

PACKAGES

Diamond

Includes everything for maximum brand visibility!

- 5 full conference passes included
- Exhibit table to promote your company and network
- Large logo on all conference signage & banners
- Logo displayed on stage roll-up and in all recorded videos published online.
- Recognition tweet across our social media pages.
- Previous companies include Firebase, Microsoft and more.

(2 slots)

Platinum

- 4 full conference passes included
- Medium size logo on all conference signage & banners
- Logo displayed on stage roll-up and in all recorded videos published online.
- Past sponsors include SAP, SBB, Ubique, Dreipol and more.

(4 slots)

Gold

- 2 full conference passes included
- Small size logo on all conference signage & banners
- Logo displayed on stage roll-up and in all recorded videos published online.
- Past sponsors include White Peaks, Liip and more.

(6 slots)

Prices

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

PACKAGES OVERVIEW

ONLINE	Diamond	Platinum	Gold
Logo and link to your website	✓	✓	✓
Job ads published in newsletter to attendees	✓	✓	✓
Logo in the iOS and Android app	✓	✓	✓
Logo in launch screen of the app	✓	✓	
Recognition tweet	✓	✓	
Logo in newsletters	✓		

OFFLINE	Diamond	Platinum	Gold
Full Conference passes	5	4	2
Discount on further passes	20%	15%	10%
Room named after sponsors	✓		
Exhibit table in the main hall	✓		
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
Sponsor underrepresented groups to afford the conference (CHF 150 each ticket)	✓	✓	✓
Table in main hall to better interact with attendees (CHF 2'000)	-	✓	
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)	✓	✓	✓
Initial logo "brought by" on all videos & link to your company in description (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 a well-known conference in the mobile industry and we sold out for the last three years in a row. This is our planned marketing strategy.

Social Media

The primary source of marketing is going to be on our social media with our solid audience:

- Twitter account (@appbuilders_ch) with over 1700 followers.
- Our second conference Twitter account (@swiftalps) with almost 1200 followers.

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

Every year we generate a good amount of press coverage because of the internationality of the event and the visitors brought to Lugano. Local developers are for sure not going to miss the event.

Web

Last but not least, we are working on a dedicated [website](#) to promote our event, with all the necessary informations about speakers, venue, price and a direct link to book accommodation in Lugano.

WHO IS BEHIND APP BUILDERS

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

Over 1000 attendees and 100 speakers have attended events organized by our team in the last 3 years, and we are committed to continue our passion with our hard work for this community.

The «**Swiss Mobile Club**» 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.