App Builders 2020

Overview

AppBuilders is a two days conference about iOS development. The conference is going to be organized for the fifth time in May 2020,but for the very first time remotely. Developers and companies from all around the world will share their work and network with worldwide experts.

This years App Builders is happening together with Hopin. Hopin specializes in remote events and has solutions for networking that everyone with a ticket can join.

We will have Q&A sessions with speakers and you can create ad-hoc session with multiple people as well even while talks are happening!

11 - 12 May 2020

Earth

info@swissmobiclub.com

Benefits

FOR YOUR COMPANY

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 largest mobile developer conference.

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

FOR YOUR TEAM

Sponsorship packages come **with up to 4 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

Erica Sadun

She enjoys deep diving into technology and has written, co-written, and contributed to dozens of books about computing and digital media. Sadun has blogged at TUAW, Ars Technica, O'Reilly, and Lifehacker

Peter Steinberger

Peter is an Indie developer who's in the rare business of working full-time on an iOS framework for the B2B market with high-profile customers like Dropbox or Evernote

Lea Marolt

Lea is a Product Manager for mobile at Rent the Runway. She writes about iOS, UX and UI, teaches iOS classes at GA and volunteers for Girls Who Code.

Chris Eidhof

Chris is an iOS developer who's been building iOS apps since the first public release of the SDK. He is one of the founders of objc.io and combines this with freelancing and building his own apps.

Daniel Steinberg

Daniel is the author of more than a dozen books including the best selling books A Swift Kickstart and Dear Elena. He has written apps for the iPhone and the iPad since the SDKs first appeared and has written programs for the Mac all the way back to System 7.

More to be announced...

Sponsorship

Included

- 4 full conferences passes

- Logo on the website

- Job post on dedicated board

- Recognition tweets (before and after the event)

- Logo in newsletters

Price: **CHF 1'500.-**

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) which currently has more than 2'400 followers

Recognitions tweets will also be liked by the Swift Alps account (@swiftalps) followed by more than 1'500 persons.

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.

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.

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.