

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, 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 development and related worlds.



11 - 12 May 2020



Palazzo dei Congressi, Lugano

400

attendees



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 5 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



Kaya Thomas

Kaya is the creator of We Read Too, a book directory mobile app showcasing books with main characters of color written by authors of colors. She is an iOS developer at Calm as well as a writer and public speaker.

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

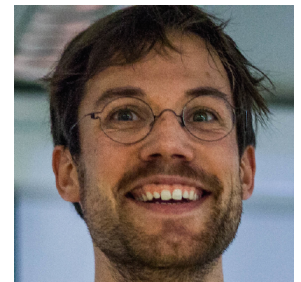


Lea Marolt

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 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

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 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

Meant for startups

Prices

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

Packages Overview

Online

	Diamond	Platinum	Gold
Logo on the website	✓	✓	✓
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
Full Conference passes	5	4	2
Discount on further passes	20	15	10
Shared logo wall in the lobby	✓	✓	✓
Shared logo wall in the conference room	✓	✓	✓
Room named after sponsor	✓		
Exhibit table in the lounge	✓		
Large logo on all conference banners	✓		

Extras

Add-ons	Price (CHF)
Official party sponsor	4'500.-
Lunch incl. drinks for one day	4'000.-
Lunch incl. drinks for both days	7'500.-
Coffee in the lounge	2'000.-
Logo "brought by" on all videos	3'000.-

Special goodies are considered to be add-ons to your sponsor package. 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) which currently has more than 2'300 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

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 Lugano. 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 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.