



# APP BUILDERS

Zürich on April 25-26th, 2016





## OVERVIEW

AppBuilders Zürich is a two days double-track conference about the mobile world. The conference is going to be organized for the first time in April 2016 and will be a great place for Swiss and European developers and companies to share their work and to network with world-wide experts.

Located in the heart of Europe, Zürich, with two universities and an expanding IT scene, is an interesting place to host a conference about mobile and related worlds.

**Date:**

25-26 April 2016

**Venue (To be confirmed):**

Technopark, Zürich

**Attendees:**

350 developers and professionals

**Contact:**

[swissmobidevs@gmail.com](mailto:swissmobidevs@gmail.com)

\* Please contact us for more details about the full conference passes for startups

# 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.**

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# SPEAKERS

The full line-up of international & local speakers is currently being compiled and is available on the website: [appbuilders.ch](http://appbuilders.ch).

## **Call For Papers**

Considering the nature of the conference, we decided to reserve some slots for call for papers, letting the community decide which talk deserves a slot.

The CfP campaign will start on beginning of January and will end by end of February.

This is also a good way to promote the event, other than pick topics that developers are interested to hear about.

# 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

(2 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  
companies

(4 slots)

## 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 1.1.2012, we consider a company less than 3 years old as Startups.*

Meant for startups (8 slots)

## Prices

	Diamond	Platinum	Gold	Startup
Available Slots	1/2	4/4	4/6	7/8
Price (CHF)	7'500	5'000	2'500	1'000

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# 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	3	*
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	✓	✓	✓	
WiFi Sponsorship	✓			

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# 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)	✓	✓	✓	✓
Provide the attendees lanyards (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.

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# 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). We will also use dedicated websites like [techup.ch](http://techup.ch) or [meetup.com](http://meetup.com) to invite people to our event.

## **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.