



SOLVING TODAY AND
TOMORROW'S CHALLENGES

DevConf 2019 Sponsorship Proposal



> INVITATION TO OUR SPONSORS



Dear Potential Sponsor,

DevConf, the conference for South African developers, is now in its fourth year of planning, aiming to bring together the entire local software developer community for a full day of in-depth discussions in two cities. DevConf 2019 is aiming to reach 1150 developers.

By providing the right sponsorship platforms, we aim to work with our sponsors in providing delegates with further event benefits such as networking, career discussions and opportunities.

DevConf simply wouldn't be possible without the support of our valued sponsors. We have been privileged to have worked with many returning sponsors over the years and hope that this will be the case again in 2019. We also welcome any new sponsors.

We look forward to working with you!

Candice Herodotou & Robert MacLean

Directors | Dev User Group

OUR MISSION

- Host a world-class developer event
- Bring together the top industry speakers and the South African audience
- Ensure quality content that is most sought after by the target audience
- Provide sponsorship solutions that highlight the brands and goals of our sponsors while ensuring value for money for our sponsors

Last updated 20 February 2019



> 2018 REFLECTION



1029
attendees



43
speakers



20
sponsors



2089
coffees drunk

> EVENT OVERVIEW



Johannesburg

Date:	28 March 2019
Pax:	800
Venue:	Vodacom Events Centre - Midrand
Event Structure:	Full day 5 track event with sponsor networking area

Cape Town

Date:	26 March 2019
Pax:	350
Venue:	River Club Observatory – Cape Town
Event Structure:	Full day 4 track event with sponsor networking area



> ATTENDEE PROFILE

The event targets professional software developers who work in mid to large sized organisations and who develop systems of all sizes for enterprise companies. The event aims to attract attendees across industries such as financial services, media houses, telco's etc...

The Johannesburg event aims to attract approximately 800 attendees and the Cape Town event aims to attract 350 attendees.



> MEDIA COVERAGE

DevConf is always supported by a strong PR campaign, not only drive sponsorship and ticket sales but also to give as much value as possible to our valued sponsors

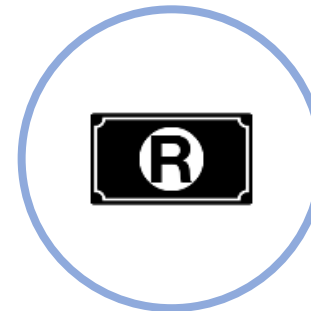
We aim to include awareness, quotes and highlight our sponsors in our PR campaign where possible.

Our 2018 PR campaign yielded the following results:



28

published
articles



R517 935

Total advertising value
equivalent

> JOBURG SPONSORSHIP



COMMUNITY
HERO

R 80 000

(EX VAT)

Limited to 1 sponsor

Brand Exposure

- > Logo on all scheduled emails to database
- > Logo on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Option to include brochure and/or promotional item in delegate bag – (subject to refuse)
- > Logo size on all material: 100%

Exhibition Space & Networking Area

- > 3x3m Carpeted floor space with mobile reusable banner wall, trestle table with branded table cloth & 2 chairs, plasma screen with power supply (sponsor gets to keep banner wall & branded table cloth)
- > Option to display 1 pull up banners in networking area

Conference Benefits

- > 1 x Delegate pass & 2 x marketing pass
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)

Exclusive Speakers Dinner - Only Benefits

- > Two seats at the speakers dinner
- > Exclusive logo on speaker dinner menu
- > Access to speaker database (based on opt in)
- > Sponsor of 30 tickets for students or less fortunate delegates as a CSI initiative – sponsored delegates will wear a t-shirt with sponsors logo

> JOBURG SPONSORSHIP



BRONZE

R 60 000

(EX VAT)

Limited to 6 sponsors



Icon courtesy of Visual Glow from the Noun Project

Brand Exposure

- > Logo on all scheduled emails to database
- > Logo on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda*
- > Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- > Logo size on all material: 100%

Exhibition Space & Networking Area

- > 3x3m Carpeted floor space with mobile reusable banner wall*, trestle table with branded table cloth* & 2 chairs, plasma screen with power supply (sponsor gets to keep banner wall & branded table cloth)
- > Option to display 1 pull up banners in networking area

Conference Benefits

- > 1 x Delegate pass & 2 x Marketing passes (no access to sessions)
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)

Only 2 left

* Branding is only available if package is signed before the 15th Feb 2019

> JOBURG SPONSORSHIP



VIDEO
R 65 000

(EX VAT)

Limited to 1 sponsor



Brand Exposure

- > Logo on all scheduled emails to database
- > Logo on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Option to include brochure and/or promotional item in delegate bag – (subject to refuse)
- > Logo size on all material: 100%

Exhibition Space & Networking Area

- > Option to display 1 pull up banners in networking area
- > Should sponsor which to add a 3x3m stand, sponsorship package would increase to R100 000 ex VAT

Conference Benefits

- > 1 x Delegate pass & 2 x Marketing passes (no access to sessions)
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)

Exclusive Video-Only Benefits

- > Exclusive logo on footer of all recorded sessions

> JOBURG SPONSORSHIP



REGISTRATION

R100 000

(EX VAT)

Limited to 1 sponsor



Brand Exposure

- > Logo on event website
- > Logo on all scheduled emails to database
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- > Logo size on all material: 100%

Exclusive Registration-Only Benefits

- > Exclusive logo branding on registration counters
- > Exclusive logo branding on name badges

Conference Benefits

- > Access to delegate database (based on opt in)
- > 1 x Delegate pass
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)

> JOBURG SPONSORSHIP



WIFI

R 35 000

(EX VAT)

Limited to 1 sponsor



Brand Exposure

- > Logo on all scheduled emails to database
- > Logo on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Option to include brochure and/or promotional item in delegate bag – (subject to refuse)
- > Logo size on all material: 100%

Exhibition Space & Networking Area

- > Option to display 1 pull up banners in networking area

Conference Benefits

- > 1 x Delegate pass
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)

Exclusive WIFI-Only Benefits

- > Exclusive logo on printed WIFI ticket for each delegate
- > Exclusive logo on WIFI signage throughout the venue

> OPTIONAL ADD-ONS

Exclusively branded items are available as add-on's to existing sponsorship packages. Items will include sponsor logo, and if space, a DevConf logo.

CITY	Moptopper Pen	Moptopper Stress Ball Screen Cleaner	Water Bottle	Tumbler Coffee Flask	Caps	Customised Socks	Power Banks
Joburg	R30 000	R45 000	R58 000	R72 000	R80 000	R90 000	R188 000
Cape Town	R13 000	R18 000	R25 000	R33 000	R35 000	R45 000	R85 000



> CONTACT DETAILS



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/* THANK YOU*/

SOLVING
TODAY AND
TOMORROW'S
CHALLENGES

<http://www.devconf.co.za/>





> Appendix

The following packages are sold out

> JOBURG SPONSORSHIP



DIAMOND

R160 000

(EX VAT)

Limited to 1 sponsor



Brand Exposure

- > Logo on all scheduled emails to database
- > Logo on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Logo on podium in keynote room
- > Logo on hanging banners in keynote room
- > Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- > Logo size on all material: 150%

Exhibition Space & Networking Area

- > 3x3m Carpeted floor space with mobile reusable banner wall, trestle table with branded table cloth & 2 chairs, plasma screen with power supply (sponsor gets to keep banner wall & branded table cloth)
- > Option to display 4 pull up banners in networking area

Conference Benefits

- > Access to delegate database (based on opt in)
- > 50 minute speaker slot (Subject to content approval. Single presenter only)
- > 3 x Delegate passes & 2 x Marketing passes (no access to sessions)
- > Room announcer – opportunity to introduce each speaker and read speaker bio for each session (first right of refusal)
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)

Exclusive Diamond-Only Benefits

- > Exclusive logo branding on delegate hoodies
- > Option to make 2-3 minute speech at cocktail function (audio only – no presentation)
- > Branding on cocktail tables in networking area

> JOBURG SPONSORSHIP



PLATINUM

R100 000

(EX VAT)

Limited to 3 sponsors



Icon courtesy of Joel Wisneski from the Noun Project

Brand Exposure

- > Logo on all scheduled emails to database
- > go on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Logo on podium in keynote room
- > Logo on hanging banners in keynote room
- > Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- > Logo size on all material: 135%

Exhibition Space & Networking Area

- > 3x3m Carpeted floor space with mobile reusable banner wall, trestle table with branded table cloth & 2 chairs, plasma screen with power supply (sponsor gets to keep banner wall & branded table cloth)
- > Option to display 4 pull up banners in networking area

Conference Benefits

- > Access to delegate database (based on opt in)
- > 50 minute speaker slot (Subject to content approval. Single presenter only)
- > 3 x Delegate passes & 2 x Marketing passes (no access to sessions)
- > Room announcer – opportunity to introduce each speaker and read speaker bio for each session (first right of refusal)
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)

Exclusive Platinum-Only Benefits

- > Exclusive logo branding on the high quality delegate notebooks

> JOBURG SPONSORSHIP



GOLD
R 85 000

(EX VAT)

Limited to 2 sponsors



Brand Exposure

- > Logo on all scheduled emails to database
- > Logo on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Logo on podium in keynote room
- > Logo on hanging banners in keynote room
- > Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- > Logo size on all material: 120%

Exhibition Space & Networking Area

- > 3x3m Carpeted floor space with mobile reusable banner wall, trestle table with branded table cloth & 2 chairs, plasma screen with power supply (sponsor gets to keep banner wall & branded table cloth)
- > Option to display 3 pull up banners in networking area

Conference Benefits

- > 50 minute speaker slot (Subject to content approval. Single presenter only)
- > 2 x Delegate passes & 2 x Marketing passes (no access to sessions)
- > Room announcer – opportunity to introduce each speaker and read speaker bio for each session (first right of refusal)
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)

Exclusive Gold-Only Benefits

- > Exclusive logo branding on delegate lanyards

> JOBURG SPONSORSHIP



SILVER
R 70 000

(EX VAT)

Limited to 4 sponsors



Brand Exposure

- > Logo on all scheduled emails to database
- > Logo on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Logo on podium in keynote room
- > Option to include brochure and/or promotional item in delegate bag – (subject to refusal)
- > Logo size on all material: 110%

Exhibition Space & Networking Area

- > 3x3m Carpeted floor space with mobile reusable banner wall, trestle table with branded table cloth & 2 chairs, plasma screen with power supply (sponsor gets to keep banner wall & branded table cloth)
- > Option to display 2 pull up banners in networking area

Conference Benefits

- > 2 x Delegate passes & 2 x Marketing passes (no access to sessions)
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)

Exclusive Silver-Only Benefits

- > Exclusive logo on delegate snack packs during afternoon break

> JOBURG SPONSORSHIP



REFRESHMENT

R 80 000

(EX VAT)

Limited to 1 sponsor



Brand Exposure

- > Logo on all scheduled emails to database
- > Logo on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Option to include brochure and/or promotional item in delegate bag – (subject to refuse)
- > Logo size on all material: 100%

Exhibition Space & Networking Area

- > Option to display 2 pull up banners in networking area

Conference Benefits

- > 1 x Delegate pass
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)

Exclusive Refreshment-Only Benefits

- > Exclusive logo on 2 x refreshment bars, branded cup sleeves for 1600 servings of speciality coffee and 1000 fruit crushes
- > Exclusive branding on serviettes
- > Exclusive branding at catering stations



> JOBURG SPONSORSHIP

BAG

R 80 000

(EX VAT)

Limited to 1 sponsor



Brand Exposure

- > Logo on all scheduled emails to database
- > Logo on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Option to include brochure and/or promotional item in delegate bag – (subject to refuse)
- > Logo size on all material: 100%

Exclusive Bag - Only Benefits

- > This will enable DevConf to upgrade from the sling bag to a stylish hessian conference bag with an exclusive logo for this sponsor. Expect a lot of excitement associated with this benefit.

Conference Benefits

- > 1 x Delegate pass
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)





> CAPE TOWN SPONSORSHIP

DIAMOND

R150 000

(EX VAT)

Limited to 1 sponsor



Brand Exposure

- > Logo on all scheduled emails to database
- > Logo on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Logo on podium in keynote room
- > Logo on hanging banners in keynote room
- > Option to include brochure and/or promotional item in delegate bag – (subject to refusal)

Exhibition Space & Networking Area

- > 3x3m Carpeted floor space with mobile reusable banner wall, trestle table with branded table cloth & 2 chairs, plasma screen with power supply (sponsor gets to keep banner wall & branded table cloth)
- > Option to display 4 pull up banners in networking area

Conference Benefits

- > Access to delegate database (based on opt in)
- > 50 minute speaker slot (Subject to content approval and signed contract prior to 23rd Feb 2019. Single presenter only)
- > 3 x Delegate passes & 2 x Marketing passes (no access to sessions)
- > Room announcer – opportunity to introduce each speaker and read speaker bio for each session (first right of refusal)
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)

Exclusive Diamond-Only Benefits

- > Exclusive logo branding on delegate hoodies
- > Option to make 2-3 minute speech at cocktail function (audio only – no presentation)
- > Branding on cocktail tables in networking area

> CAPE TOWN SPONSORSHIP



PLATINUM

R 95 000

(EX VAT)

Limited to 3 sponsors



Icon courtesy of Joel Wisneski from the Noun Project

Brand Exposure

- > Logo on all scheduled emails to database
- > Logo on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Logo on podium in keynote room
- > Logo on hanging banners in keynote room
- > Option to include brochure and/or promotional item in delegate bag – (subject to refusal)

Exhibition Space & Networking Area

- > 3x3m Carpeted floor space with mobile reusable banner wall, trestle table with branded table cloth & 2 chairs, plasma screen with power supply (sponsor gets to keep banner wall & branded table cloth)
- > Option to display 4 pull up banners in networking area

Conference Benefits

- > Access to delegate database (based on opt in)
- > 50 minute speaker slot (Subject to content approval and signed contract prior to 23rd Feb 2019. Single presenter only)
- > 3 x Delegate passes & 2 x Marketing passes (no access to sessions)
- > Room announcer – opportunity to introduce each speaker and read speaker bio for each session (first right of refusal)
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)

Exclusive Platinum-Only Benefits

- > Exclusive logo branding on the high quality delegate notebooks

> CAPE TOWN SPONSORSHIP



GOLD
R 75 000

(EX VAT)

Limited to 2 sponsors



Brand Exposure

- > Logo on all scheduled emails to database
- > Logo on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Logo on podium in keynote room
- > Logo on hanging banners in keynote room
- > Option to include brochure and/or promotional item in delegate bag – (subject to refusal)

Exhibition Space & Networking Area

- > 3x3m Carpeted floor space with mobile reusable banner wall, trestle table with branded table cloth & 2 chairs, plasma screen with power supply (sponsor gets to keep banner wall & branded table cloth)
- > Option to display 3 pull up banners in networking area

Conference Benefits

- > 50 minute speaker slot (Subject to content approval. Single presenter only)
- > 2 x Delegate passes & 2 x Marketing passes (no access to sessions)
- > Room announcer – opportunity to introduce each speaker and read speaker bio for each session (first right of refusal)
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)

Exclusive Gold-Only Benefits

- > Exclusive logo branding on delegate lanyards



> CAPE TOWN SPONSORSHIP

SILVER
R70 000

(EX VAT)

Limited to 1 sponsor



Brand Exposure

- > Logo on all scheduled emails to database
- > Logo on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Logo on podium in keynote room
- > Option to include brochure and/or promotional item in delegate bag – (subject to refusal)

Exhibition Space & Networking Area

- > 3x3m Carpeted floor space with mobile reusable banner wall, trestle table with branded table cloth & 2 chairs, plasma screen with power supply (sponsor gets to keep banner wall & branded table cloth)
- > Option to display 2 pull up banners in networking area

Conference Benefits

- > 2 x Delegate passes & 2 x Marketing passes (no access to sessions)
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)

Exclusive Silver-Only Benefits

- > Exclusive logo on delegate snack packs during afternoon break



> CAPE TOWN SPONSORSHIP

BRONZE

R 50 000

(EX VAT)

Limited to 1 sponsor



Icon courtesy of Visual Glow from the Noun Project

Brand Exposure

- > Logo on all scheduled emails to database
- > Logo on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Option to include brochure and/or promotional item in delegate bag – (subject to refusal)

Exhibition Space & Networking Area

- > 3x3m Carpeted floor space with mobile reusable banner wall, trestle table with branded table cloth & 2 chairs, plasma screen with power supply (sponsor gets to keep banner wall & branded table cloth)
- > Option to display 1 pull up banners in networking area

Conference Benefits

- > 1 x Delegate pass & 2 x Marketing passes (no access to sessions)
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)



> CAPE TOWN SPONSORSHIP

REGISTRATION

R 90 000

(EX VAT)

Limited to 1 sponsor



Brand Exposure

- > Logo on event website
- > Logo on all scheduled emails to database
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Option to include brochure and/or promotional item in delegate bag – (subject to refusal)

Exclusive Registration-Only Benefits

- > Exclusive logo branding on registration counters
- > Exclusive logo branding on name badges

Conference Benefits

- > Access to delegate database (based on opt in)
- > 1 x Delegate pass
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)



> CAPE TOWN SPONSORSHIP

REFRESHMENT

R 50 000

(EX VAT)

Limited to 1 sponsor



Brand Exposure

- > Logo on all scheduled emails to database
- > Logo on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Option to include brochure and/or promotional item in delegate bag – (subject to refuse)

Exhibition Space & Networking Area

- > Option to display 2 pull up banners in networking area

Conference Benefits

- > 1 x Delegate pass
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)

Exclusive Refreshment-Only Benefits

- > Exclusive logo on 1 x refreshment bars, branded cup sleeves for 700 servings of speciality coffee
- > Exclusive branding on serviettes
- > Exclusive branding at catering stations



> CAPE TOWN SPONSORSHIP

COMMUNITY
HERO

R 55 000

(EX VAT)

Limited to 1 sponsor

Brand Exposure

- > Logo on all scheduled emails to database
- > Logo on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Option to include brochure and/or promotional item in delegate bag – (subject to refuse)

Exhibition Space & Networking Area

- > 3x3m Carpeted floor space with mobile reusable banner wall, trestle table with branded table cloth & 2 chairs, plasma screen with power supply (sponsor gets to keep banner wall & branded table cloth)
- > Option to display 1 pull up banners in networking area

Conference Benefits

- > 1 x Delegate pass & 2 x marketing passes
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)

Exclusive Speakers Dinner - Only Benefits

- > Two seats at the speakers dinner
- > Exclusive logo on speaker dinner menu
- > Access to speaker database (based on opt in)
- > Sponsor of 15 tickets for students or less fortunate delegates as a CSI initiative – sponsored delegates will wear a t-shirt with sponsors logo



> CAPE TOWN SPONSORSHIP

BAG
R 50 000

(EX VAT)

Limited to 1 sponsor



Brand Exposure

- > Logo on all scheduled emails to database
- > Logo on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Option to include brochure and/or promotional item in delegate bag – (subject to refuse)

Exclusive Bag - Only Benefits

- > This will enable DevConf to upgrade from the sling bag to a stylish hessian conference bag with an exclusive logo for this sponsor. Expect a lot of excitement associated with this benefit.

Conference Benefits

- > 1 x Delegate pass
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)

> CAPE TOWN SPONSORSHIP



WIFI
R 25 000
(EX VAT)

Limited to 1 sponsor



Brand Exposure

- > Logo on all scheduled emails to database
- > Logo on event website
- > Logo and sponsorship acknowledgement in keynote
- > Logo on printed agenda
- > Option to include brochure and/or promotional item in delegate bag – (subject to refuse)

Exhibition Space & Networking Area

- > Option to display 1 pull up banners in networking area

Conference Benefits

- > 1 x Delegate pass
- > Maximum discount of 10% on delegate tickets (not applicable on early bird or existing bulk discount prices)

Exclusive WIFI-Only Benefits

- > Exclusive logo on printed WIFI ticket for each delegate
- > Exclusive logo on WIFI signage throughout the venue