



Sponsorship Proposal 2026



Invitation to Sponsors

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We are thrilled to announce that DevConf 2026 is on the horizon, marking a significant milestone as we celebrate our 10th edition in Johannesburg, and our 8th in Cape Town! We extend our sincere appreciation to all sponsors whose support has enabled us to realise our vision each year. We invite you to be part of this very special anniversary celebration and make it one to remember!

Following the record-breaking success of DevConf 2025, we are eager to build on that momentum with in-person events at the Century City Convention Centre in Cape Town and The Canvas @ Riversands in Johannesburg. We remain committed to ensuring DevConf remains accessible despite challenging economic conditions. Our sponsorship proposal has been revised in format, and we trust it aligns with the needs of our sponsors.

We value your partnership and look forward to collaborating with you to provide attendees with ample benefits, including brand awareness, product demonstrations, networking, and career discussions.

Warm regards,
Candice Mesk and Robert MacLean
Directors | Developer User Group





DevConf 2026 Conference Overview

DevConf is a full-day, five-track event designed to inspire software developers across South Africa. It covers a range of topics with a focus on challenges unique to South Africa. With a decade-long history and hundreds of attendees returning each year, DevConf is the largest community-driven gathering for software developers in Southern Africa.

DevConf is run in two cities, two days apart, reaching well over 1000 delegates each year. The conference attracts talented developers from diverse industries and organisations of varying sizes. Around 70% of attendees are in senior-level developer roles, bringing on average 12 years of professional experience to the event.

JOHANNESBURG

DATE

12 May 2026

VENUE

The Canvas @ Riversands

EXPECTED DELEGATES

500 (max capacity)

CAPE TOWN

DATE

14 May 2026

VENUE

Century City Conference Centre

EXPECTED DELEGATES

700-800

EXHIBITOR R80,000

- 3x2m branded stand
- Lockable branded counter
- Cocktail table + 2 chairs
- Bring your own pull-up banners (max 3)
- 2 x Delegate passes

STAND BOOSTER +R20,000

- Upgraded 4x2m floor space
- 40" mounted screen
- +1 lockable branded counter, cocktail chair and delegate pass

PREMIUM EXTRAS

Exclusively available to exhibitors:

- Speaking slot (40 min) R45,000
- Attendee database R25,000

COFFEE R50,000

- Coffee bar, cup sleeve and snack branding
- 1 x delegate pass
- Exhibitor price: R40,000

COCKTAIL FUNCTION NEGOTIABLE

- From a budget "Happy Hour" to a catered cocktail function, depending on your budget
- Cape Town only

SPEAKERS' DINNER R40,000

- Branded speaker gift + dinner menu branding
- 3 x dinner guests + 1 x delegate (conference) passes
- Speaker database (opt-in)
- Exhibitor price: R30,000

EXTRAS

Available as stand-alone or bolt-on:

- Signage, delegate bags, lanyards, notebooks & pens, water bottles, delegate sweaters/hoodies from R20,000
- Video recording from R100,000

COMMUNITY PARTNER FREE

LIMITED TO 5 PER CITY

EXHIBITION & NETWORKING AREA

- Bring your own pull-up banners (max 2)

CONFERENCE BENEFITS

- 2 x Delegate passes with full access to the event and swag
- Promoter code to share with your community - 1 attendee from the community with the most attendance wins a lucky draw prize!

ELIGIBILITY CRITERIA

A community Partner can be either of the following:

- **Software Development Community:** Meetups or user groups related to software development. The community partner must have a membership of over 250 members in South Africa or 5000 worldwide and must have been active for over 12 months.
- **South African registered non-profit organisations operating with a primary mission of benefiting the broader community or society:** These organisations typically address issues of public concern, including but not limited to, health advocacy, environmental protection, and educational advancement

COMMUNITY PARTNER COMMITMENT

Community Partner will be required to

- Send a dedicated email to their audience by 1 November, announcing their partnership with DevConf and sharing their promoter code (for lucky draw prize).
- Publish at least one social media post encouraging ticket sales using the community's promoter code.

MARKETING

- Logo in dedicated email after the event
- Logo on the event website in the community section
- Thank you messages on social media
- Logo and sponsorship acknowledgement in the keynote

BRAND EXPOSURE

- Option to include brochures/promotional items in delegate bags

Back by popular demand!

DevConf was born to unite the software development community and foster inclusivity. To acknowledge the outstanding contributions of community leaders committed to the same cause, we launched community partnership in 2025. Following an extremely positive reception, we are pleased to offer this opportunity once again, free of charge.

Ready to sign up?

To ensure fairness and inclusivity, we respectfully invite communities to complete a brief survey describing their mission and motivation for participating as a community sponsor at DevConf 2026. Click [here](#) or use this link to express your interest:

<https://forms.cloud.microsoft/r/hFwy9b4Hb9>

EXHIBITION & NETWORKING AREA

- 3x2m branded stand with lockable branded counter and plug points
- Cocktail table + 2 chairs
- Bring your own pull-up banners (max 3)

CONFERENCE BENEFITS

- 2 x Delegate passes with full access to the event and swag
- Maximum discount of 12.5% on delegate tickets

STAND BOOSTER +R20,000

- Upgraded 4x2m floor space
- 40" mounted screen
- +1 lockable branded counter
- +1 cocktail chair
- +1 delegate pass with full access to the event and swag

MARKETING

- Logo on all scheduled emails to the database
- Logo on the event website
- Thank you messages on social media
- Logo and sponsorship acknowledgement in the keynote

BRAND EXPOSURE

- Logo on printed agenda
- Logo on laptop sticker (placed in delegate bag)
- Option to include brochures/promotional items in delegate bags

Changing it up for 2026

We're moving away from tiered sponsorship packages and opening up the opportunity for anyone to purchase a branded stand.

Want more of a presence?

If you're looking to make an even bigger splash, the stand booster package is available as an upgrade. Speaker slots and other benefits to further enhance engagement are for sale as add-ons, and priced separately. Exhibitors get access to premium add-ons and discounts on standard add-ons.

All prices exclude VAT

COCKTAIL FUNCTION PACKAGE NEGOTIABLE

LIMITED TO 1 (CAPE TOWN ONLY)

DevConf has traditionally closed with a sponsored cocktail function, serving delegates canapes and drinks at the end of the conference.

The fully catered format of a cocktail function unfortunately comes at a premium price point, which is proving difficult to sustain. We think it might be time to refresh our refreshments plan, and that's why we're making this year's cocktail function a choose your own adventure story.

PREMIUM COCKTAIL FUNCTION

If you're a fan of the typical DevConf cocktail function with catering and a fully stocked bar, we estimate a cost in the region of R225,000 to R250,000 to the sponsor.

Previously this package included a branded bar and branded napkins, among other sponsor exposure and marketing benefits.

BUDGET HAPPY HOUR

We'd love to keep the "happy hour" vibes going after the formalities are done, even if that means changing some things.

If you want to be the last to bring a smile to attendees' diahs, bring your ideas and let's work together to tailor something that fits your goals and your budget.

PREMIUM BOLT-ONS

AVAILABLE EXCLUSIVELY TO EXHIBITOR SPONSORS

SPEAKER SLOT R45,000

Limited to 5 per city

- 1 x 40 minute speaker slot
- 1 x full delegate pass for your speaker
- Invitations to speaker dinners
- Professional photographs in session
- Travel costs for sponsor's account

A speaking slot at DevConf offers your organisation the unique opportunity to place your brightest minds center stage. It's not just about delivering a talk—it's about creating a live demonstration of your company's expertise and the caliber of your team members. Attendees are eager to learn about cutting-edge technologies, innovative methodologies, and new approaches to software engineering. By having your team members share their knowledge, case studies, or research, you position your organization as a leader in the industry.

DELEGATE DATABASE 25,000

- Opt-in delegate database to be shared post the event

With access to the exclusive DevConf delegate database, limited to just four sponsors, you'll have a rare opportunity to connect directly with South Africa's top intermediate and senior developers. This exclusivity means your outreach will truly stand out post-event, allowing you to build meaningful relationships and stay close to the country's leading tech talent.

COFFEE PACKAGE R50,000 JHB / R55,000 CPT

LIMITED TO 2 PER CITY R10,000 DISCOUNT FOR EXHIBITORS

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COFFEE BENEFITS

- Exclusive logo on one of the coffee bars
- Branded cup sleeves
- Branded snack

CONFERENCE BENEFITS

- 1 x Delegate passes with full access to the event and swag
- Maximum discount of 10% on delegate tickets

MARKETING

- Logo on all scheduled emails to the database
- Logo on the event website
- Thank you messages on social media
- Logo and sponsorship acknowledgement in the keynote

BRAND EXPOSURE

- Logo on all scheduled emails to the database
- Logo on printed agenda
- Bring your own pull-up banners (max 2)
- Option to include brochures/promotional items in delegate bags

From the keynote to the final applause, coffee is the secret ingredient powering our delegates' energy and enthusiasm. Your brand has the unique opportunity to become the fuel that keeps conversations flowing and ideas percolating all day long.

Each coffee bar will serve a tempting array of regular and flavored coffees, all expertly prepared to order by talented baristas who are ready to delight every palate.



All prices exclude VAT

SPEAKERS' DINNER PACKAGE R40,000

LIMITED TO 1 PER CITY R10,000 DISCOUNT FOR EXHIBITORS

DINNER BENEFITS

- 3 x Seats at the Speakers' Dinner
- Branded gift for each speaker (TBD - options to choose below)
- Exclusive logo on dinner menu
- Access to the speaker database, based on opt-in, after the event

CONFERENCE BENEFITS

- 1 x Delegate passes with full access to the event and swag
- Maximum discount of 10% on delegate tickets

MARKETING & BRAND EXPOSURE

- Logo on all scheduled emails to the database
- Logo on the event website
- Thank you messages on social media
- Logo and sponsorship acknowledgement in the keynote

MARKETING & BRAND EXPOSURE

- Logo on printed agenda
- Option to include brochures/promotional items in delegate bags

DevConf speakers are exceptional volunteers selected from hundreds of applicants, making their participation a mark of true distinction. Their knowledge and dedication distinguish DevConf as a leading event.

By sponsoring the exclusive speaker dinner, you'll connect directly with top tech leaders in a warm, intimate setting. It's a unique opportunity to build valuable relationships and visibly support the community — all over a memorable meal.

All prices exclude VAT

SWAG AND BRANDING SPONSORSHIP

AVAILABLE AS STAND-ALONE OR BOLT-ON PRICED PER CITY

LANYARD R30,000

Exhibitor price R22,000

- Full colour branding on all delegate lanyards

DELEGATE BAG R35,000

Exhibitor price R22,000

- One colour logo branding on all delegate bags

DELEGATE SWEATER / HOODIE R50,000

Exhibitor price R32,520

- Branding on all delegate sweaters / hoodies

SIGNAGE R30,000

Exhibitor price R20,000

- Full colour logo on all directional signage around the venue

WATER BOTTLE R35,000

Exhibitor price R22,000

- One colour logo branding on all delegate water bottles

NOTEBOOK & PEN R35,000

Exhibitor price R22,000

- One colour logo branding on all delegate notebooks and pens

VIDEO R110,000

Exhibitor price R100,000

- Logo placed on all video recordings (keynote + speaking slots)
- 10 minute promotional video interview with Video Sponsor recorded at DevConf

Show your support for DevConf at an accessible price point!

MARKETING AND BRAND EXPOSURE BENEFITS

- Logo on printed agenda
- Option to include brochures and/or promotional items in the delegate bags
- Logo size on all material: 100%
- Logo on all scheduled emails to the database
- Logo on the event website
- Thank you messages on social media
- Logo and sponsorship acknowledgement in the keynote

CONFERENCE BENEFITS

- 1 x Delegate pass with full access to the event and swag
- Maximum discount of 10% on delegate tickets

Individually limited to 1 sponsor per city. Packages may be combined.

All prices exclude VAT

NEXT STEPS

To express your interest in one or more sponsorship packages, please fill in [this form](#) (or navigate to <https://sponsor.devconf.co.za/>) and we will contact you. Your expression of interest is non-binding, and allows us to respond efficiently.

We understand it may take time or a meeting with our team to obtain your organisation's approval to sponsor DevConf. If you need any assistance in this process, you can also connect with us by e-mail or phone:

- [Email info@devconf.co.za](mailto:info@devconf.co.za), or
- [Michelle Beckmann](tel:0824578018) 082 457 8018 (Fizz Marketing)
- [Robert MacLean](tel:0731425422) 073 142 5422
- [Candice Mesk](tel:0828827457) 082 882 7457

Once you're ready to commit, our team will prepare a contract outlining all benefits, pricing, and terms and conditions of sponsorship.