

Why you should sponsor DevConf?

What is DevConf?

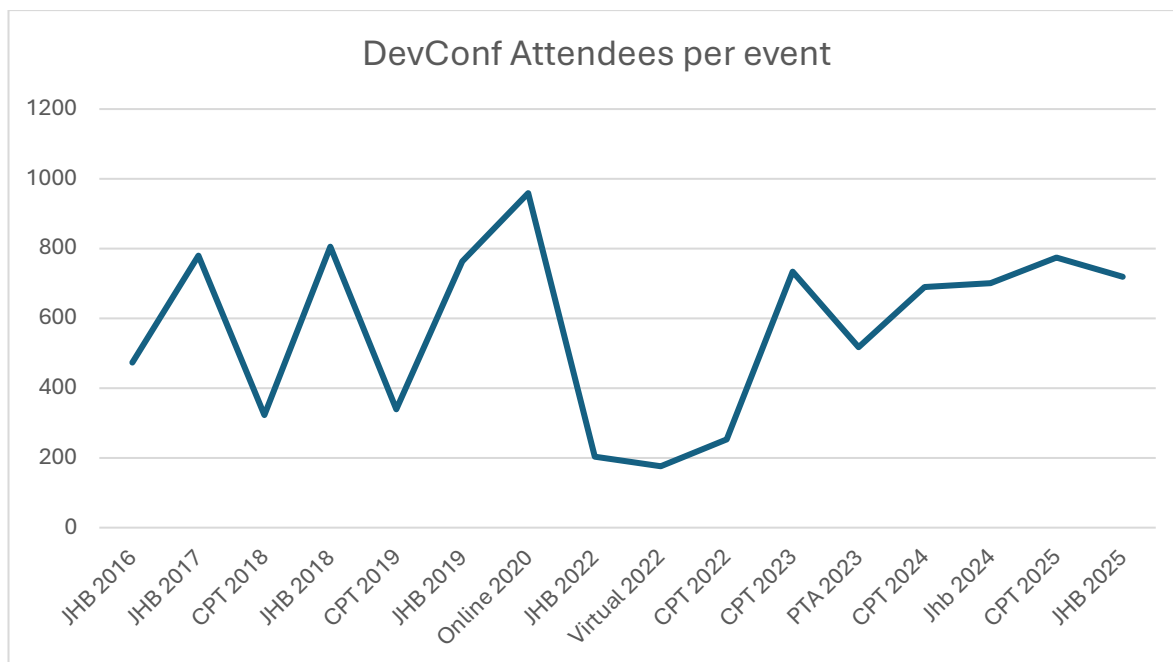
DevConf was launched in Johannesburg in 2016 as an initiative from the Developer User Group to broaden its reach and connect with the developers working across South Africa. The event was initially anticipated to draw between 150 and 200 participants; however, attendance reached the venue's maximum capacity of 474, demonstrating significant demand for this type of content.



From its inception, DevConf has been dedicated to providing an authentic experience, distinctly separate from events that serve primarily as marketing platforms for particular products or vendors. This genuine commitment to supporting software developers has fostered increased trust in the event's content—both during presentations and within the sponsor networking areas.

DevConf is a technology agnostic event which represents the real experience of software developers in South Africa. This approach offers attendees a holistic view of technology and provides them both depth and breadth of opportunities to learn.

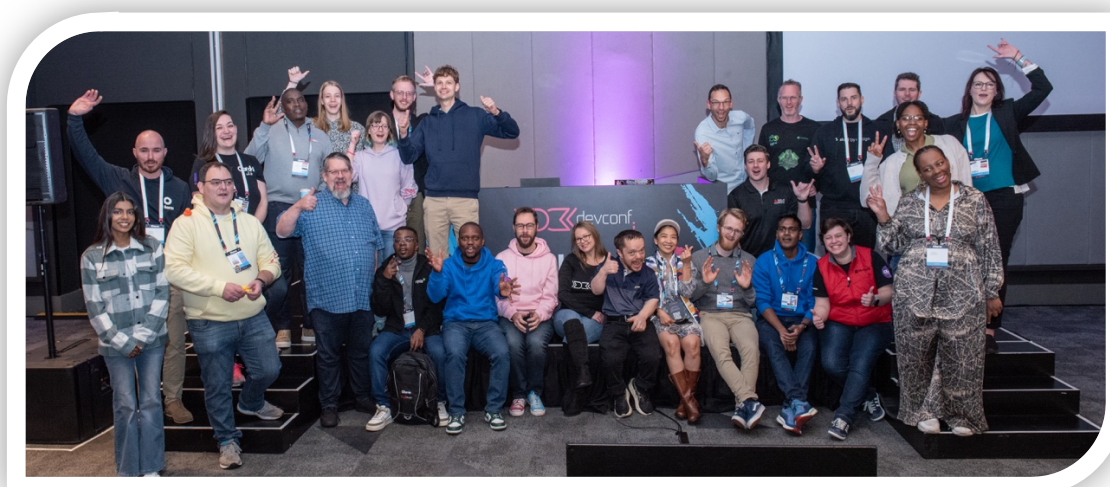
Since 2016 DevConf has hosted 9213 attendees with an average of 576 attendees per event and 1023 per year, which makes it the largest technology agnostic event for software developers in Southern Africa. And, with a satisfaction rating above 91% from the audience in 2025, DevConf is a beloved event too.



DevConf is a non-profit and is run by a team of volunteers who work on the project in their discretionary time for no compensation.

Who attends DevConf?

Based on the 2025 attendance demographics, the average attendee is a in a senior role or higher (81%), working as a full stack developer, a backend developer or a tech lead (59%) and has influence on buying decisions (48%) or is the decision maker (17%).



DevConf does also attract intermediate and junior developers (approx. 30%). Other roles are also represented at DevConf including

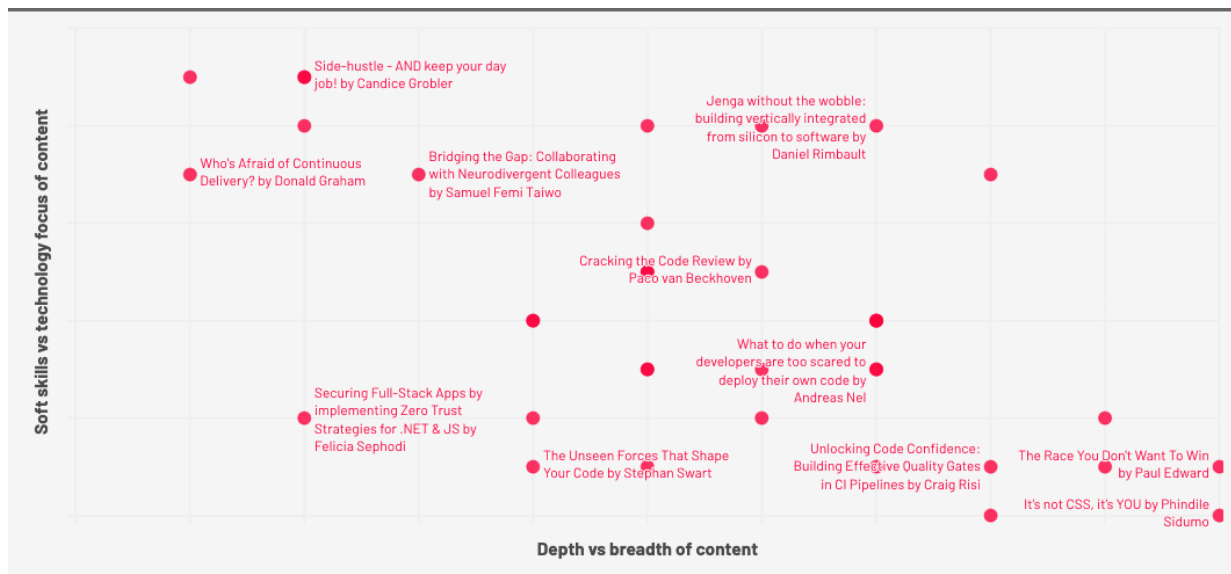
- Business Analysts at approx. 3%
- Data Scientists at approx. 1%
- DevOps at approx. 4%
- IT Support at approx. 1%
- Mobile Devs at approx. 2%
- Product Owners at approx. 2%
- QA / Testers at approx..4%
- System Analysts at approx. 1%

This positions DevConf as the best place to meet and connect with the senior software developers in Southern Africa.

What content is typically covered at DevConf?

The best resource is our YouTube channel where talks are shared approx. 3 to 5 months after the event: <https://www.youtube.com/c/devconfza>

Each year, content selection is guided by a panel that reflects the diversity and interests of the community itself. This panel includes individuals with varied backgrounds in race, gender, experience, and technology, as well as those from non-technical fields focused on leadership, mental health, and career guidance.



Specifically, when considering the audience at DevConf, introductory talks on technology often score lower in terms of audience satisfaction. This is because most of the audience consists of senior-level individuals who are either already familiar with this information or know how to access it independently.

The talks which focus on career growth, working with mentees, teams and stakeholders, mental health, security and architecture are well received by the audience. Deeply technical talks also do well but due to the agnostic nature of DevConf, not many of them make it onto the agenda.

DevConf's approach to content selection ensures that those attendees in more senior positions (or those progressing to them) discover the real-world skills they need to make a success of their careers.

Do sponsors report success in sponsoring DevConf?

Absolutely! Every year we receive feedback from most sponsors on the success they have achieved by sponsoring DevConf. This is reinforced by over 54% of sponsors choosing to sponsor multiple events and the sponsors who choose to more than once, go on to sponsor an average of over 4 different DevConf events.

These stats, more than anything else, show that sponsors see value and return because of that value.

Some examples of the success sponsors have reported

1. One sponsor told us that before sponsoring DevConf, their recruiters saw no success on LinkedIn jobs, cold calls were met with "never heard from you", and they were often ghosted. After a few years at DevConf, they were seeing 200+ applications on LinkedIn job posts and have hired 30+ people either from directly meeting candidates at DevConf or being recognised by attendees looking for new roles and reaching out. They do make use of OfferZen and told us the cost for 1 hire to them is about the same as a sponsorship package, so ultimately, they save a lot of money by sponsoring.
2. A first-time sponsor in 2025 said they saw over a 300% increase in social media engagement directly after DevConf. This has led to a few successful hires.
3. One sponsor reported acquiring a significant new client at DevConf two years ago. This appears to have been the first instance of this type of agreement occurring during the event, though we regularly receive feedback about companies making significant connections at DevConf that lead to profitable working relationships.

What have successful sponsors at DevConf done?

Successful DevConf sponsors consistently begin their event planning with clear objectives and a well-defined understanding of their desired outcomes. DevConf is a great place to network with developers for immediate hires or planting the seed for hiring in the future. DevConf effectively enhances sponsor engagement by promoting brand recognition, increasing stickiness, and fostering long-term associations.



Our most successful sponsors pick the packages best suited to achieving their intended goals and see package selection as a base to build upon – not the destination. Sponsors like EqualExperts and Olarm in 2025 both took stands, and then outfitted them with games, swag to be given away and interesting physical tech and robots. Both saw massive queues forming around their stands throughout the conference.



The DevConf team is readily available and welcomes the opportunity to discuss how best to support you in achieving your objectives.

But it does not stop there; some of the most successful sponsorships come from sponsors approaching us with new ideas.

While we have a standard proposal, we will always work out the viability and cost for any idea, and many times this has led a sponsor to have a truly unique option that makes them stand head and shoulders above everyone else.



**So, if you have an idea or budgetary constraints,
we would love to jump on a call and help you
achieve your goals.**

Contacts

Should you wish to discuss further, please reach out to us on our e-mail info@devconf.co.za, or phone call:

- Robert MacLean 073 142 5422
- Candice Mesk 082 882 7457

Our 2026 sponsorship proposal can be viewed at:

<https://www.devconf.co.za/public/docs/DevConf%202026%20Sponsorship%20Proposal.pdf>

If you would like to sponsor DevConf, please go to <https://sponsor.devconf.co.za/>