



# PyCon Indonesia 2018

“Python for Everyone”

Sponsor Prospectus



# PyCon Indonesia

PyCon Indonesia is the national conference for developers using the Python Programming Language. Python is a high-level programming language, used widely in the ICT community, including industry, science, government and education.

As an Open Source programming language, it has a large community of developers, both using the language, as well as contributing to its continued growth. PyCon Indonesia is one of the largest dedicated Python conferences in the Asia-Pacific region, attracting more than 250 professional, enthusiast and student delegates, from Indonesia and around the world, to learn about the latest developments and best practices in the Python ecosystem.

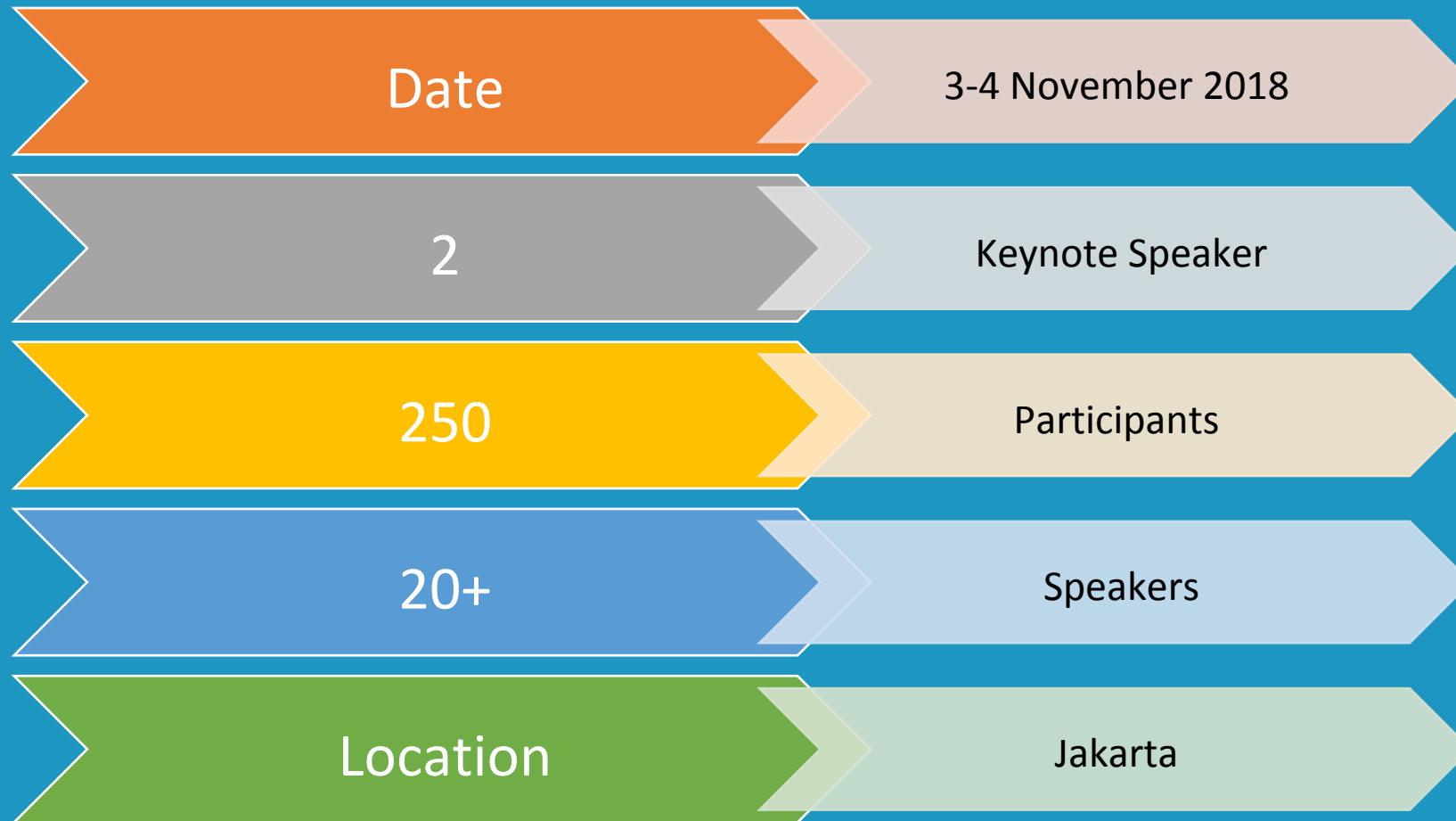
Unlike many developer conferences, PyCon Indonesia is a non-profit conference, run entirely by volunteers dedicated to growing the Python developer community in Indonesia.

Sponsor contributions are used to keep the costs of attending the conference affordable for everyone who is interested in it; profits are invested back into Indonesian Python and Open Source communities through our parent organisation, Python Indonesia. 2018, PyCon Indonesia will be held in Jakarta, Indonesia. With more than 250 delegates, this will be Indonesia's biggest Python event yet. Now is the perfect time to help contribute to this growing, vibrant developer community.

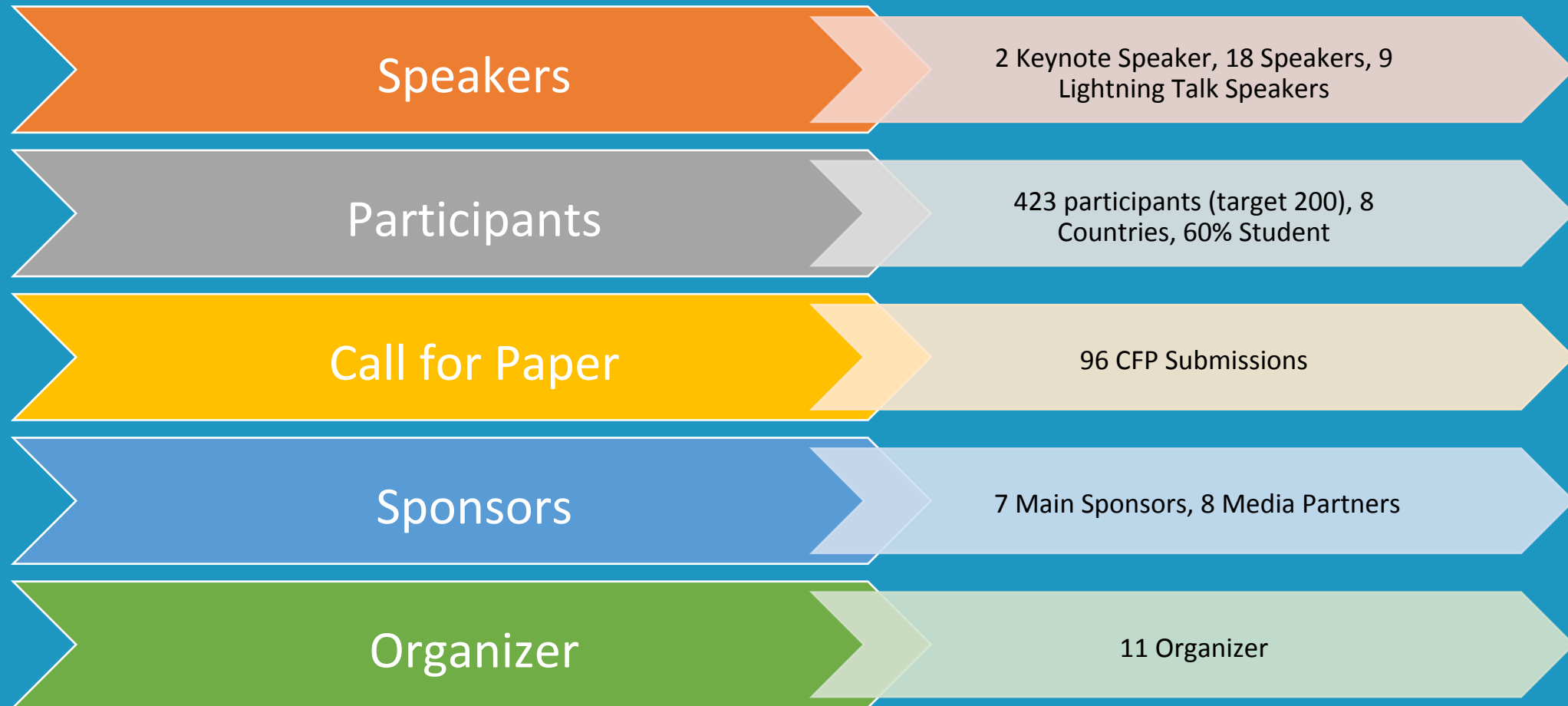
Our theme for this year is "PYTHON FOR EVERYONE"



# Objectives



# Stats from PyCon Indonesia 2017



# Audience Profile

Industry conference with a community spirit. More than half of our delegates are ICT professionals, drawn from industry, research agencies, and government. We also attract a high number of University-level students, helping to shape the next generation of Python developers.

Many of our speakers and delegates are contributors to key Open Source Python projects, used by millions of developers around the world.

PyCon Indonesia is an event Python enthusiasts will travel to attend: more than half of our delegates attend the conference at their own expense.

**A national conference with international reach.**

PyCon Indonesia attracts delegates from all over the world.



# Audience Profile

## **Outreach**

PyCon Indonesia is attended by a diverse community of delegates, including professionals working with Python, but also enthusiasts and students, attending for their own interest. However, many deserving Python developers cannot afford to attend the conference.

PyCon Indonesia runs a generous financial assistance scheme to assist delegates who can not otherwise afford to attend the conference. This covers registration, accommodation, and in some cases, travel costs to attend the conference.

The generous contribution of sponsors will help put PyCon Indonesia 2018 within reach of many more deserving Python developers from across Indonesia and around the world.

## **Diversity Statement**

PyCon Indonesia is an inclusive event which invites diverse groups of people in the Python community to gather in an environment of respect, tolerance, and encouragement.

Our organisation focuses on outreach towards minority groups, for both speakers and general attendees of the conference: our outreach programme includes a wide-ranging financial assistance scheme with applications assessed on a needs basis, and a networking breakfast for Women. There is an enforceable code of conduct, with all complaints treated confidentially and seriously.

# Event Structure

## **Selected and Invited Presentations**

The PyCon Indonesia conference is the premier forum in Indonesia for all Python development topics. Held over both days of a weekend, the main conference will feature more than 20 presentations, tutorials and panel sessions, across parallel streams, presented by experts and core developers on key Python technologies.

Each session is selected by an independent review committee, comprised of experts and core contributors to the Python ecosystem in Indonesia, from an open call for presentation proposals.

We strive to find the best speakers from around the world, and we review presentations with an emphasis on quality

PyCon Indonesia invites acknowledged international experts in cutting-edge Python topics to present our two keynote presentations. Their presence at PyCon Indonesia helps link Indonesia's Python community with those at the forefront of the global Python community.

For Python developers looking to share ideas and experience with other developers, each day of the conference closes with an opportunity for delegates to present 5-minute lightning talks.

As well as conference content, the main conference features numerous social events, including frequent breaks, a pre-dinner networking session, and the conference dinner.



# Event Structure

## **Tutorials and Workshops**

PyCon Indonesia is inviting professional speakers and experts in specialist Python programming fields to present in-depth half-day tutorials. This is a great opportunity for attendees to receive professional training at a substantially reduced price.



# Prospect and Benefits

- **Recruiting.** What better place to find Python developers than a gathering of 250 of them? If you're hiring, PyCon is the place to be. The conference has long been a great way to find the talented developers so many companies are searching for, so much that we added on-site Job Fair to make it even easier.
- **Branding.** It is an opportunity to appeal that your company is technology-oriented organization. The posting of the logo will be recorded by movie and will be broadcasted on the web-media afterwards, leading to branding of the company and products. Continuous exposure of names and logos of companies, products, and services can generate many merits even after this conference, such as appeal to participants, topicality and exciting experience.
- **Marketing.** It's a great chance to advertise your products and introduce detailed usages directly to Python engineers and Python users. Specifically, it is possible to have more interaction to participants by having a booth and directly explaining, having a talk session, and by distributing leaflets and goods.
- **Visibility.** The conference hall is the place to be seen. Many organizations do product demos, hand out coupons and t-shirts, and engage their visitors by talking tech and sharing their experiences with Python. Some companies like to use their booth to interview PyCon's talented attendees right then and there.

# Prospect and Benefits

- **Audience.** PyCon's ever diversifying audience puts your organization in front of a wide variety of people. From beginners to experts, PyCon draws attendees from those with zero experience all the way through a significant group of the contributors to the language itself. We also see people of all levels from many industries. From developers to managers, executives to owners, startups to big businesses, PyCon draws attendees from all sorts of places. Some organizations send entire teams, and in the case of many startups, the entire company may be there.
- **Flexibility.** If you want to help PyCon, we want to help you construct a sponsorship package that fits your needs. If a small booth would work better than a large one, perhaps we can swap it in exchange for another benefit that works better for your organization. For some organizations, a booth is not practical at all, but adding another conference pass may work better.
- **Other.** Sponsoring can show your gratitude for Python community. It's one of CSR activity that supports technology companies and engineers community.

# Sponsorship Options

We are dedicated to provide an enjoyable experience to everyone and your sponsorship will help keep PyCon Indonesia affordable and accessible to the widest possible participants. A variety of sponsorship options are available, please see below for details. We are looking forward to hearing from you and please do not hesitate to contact us with any questions regarding the sponsorship possibilities at [rizky@python.or.id](mailto:rizky@python.or.id) !



# Diamond Level Sponsorship

Logo on the stages behind the speakers

Logo on T-shirt

Logo on conference badges

Logo on the main banner at the entrance

Logo on video recording

Sponsorship talk slot

Lightning talk slot

Banner link on the conference site

Free conference tickets

Promotional Booth Space

Address the conference at plenary sessions

## Diamond Level

*IDR 75.000.000*

Extra Large

Dedicated (back of T-shirt)

Extra Large

Extra Large

Yes

Yes

Yes

Diamond Level

10

Yes

5 Minutes

Walk-in interview privilege during event

# Sponsorship Level

	Platinum IDR 45.000.000	Gold Level IDR 25.000.000	Silver Level IDR 10.000.000
Logo on the stages behind the speakers	Large	Medium	Small
Logo on T-shirt	No	No	No
Logo on conference badges	Large	Medium	Small
Logo on the main banner at the entrance	Large	Medium	Small
Logo on the video recording	Yes	Yes	No
Sponsorship talk slot	Yes	No	No
Banner link on the conference website	Platinum Level	Gold Level	Silver Level
Free conference tickets	7	5	3
Promotional booth space	Yes	Yes	Yes
Logo and mention at plenary session	Displayed with platinum sponsor	Displayed with gold sponsor	Displayed with silver sponsor

Walk-in interview privilege during event

# Extra Sponsorship Options

Our extra sponsorship options provide an opportunity for our sponsors to increase their exposure to the Python community through exclusive opportunities to have their company name mentioned, or banners to be displayed at the conference venue.

Extra options can be added onto each of our sponsorship packages.

## **Lanyard Sponsorship (limited to one sponsor) – IDR 10.000.000**

- Your logo will be alongside the PyCon Indonesia logo on the lanyard of all attendees. You can either design the strap yourself, provided you include the PyCon Indonesia logo, or send us your logo.
- Please make sure to send us your logo or design as early as possible for review.

## **Tote Bag Sponsorship (limited to one sponsor) – IDR 10.000.000**

- Your logo will be alongside the PyCon ID logo on the tote bags all attendees receive.
- You can either provide your own design, provided it includes the PyCon Indonesia logo, or send us your logo.
- Please make sure to send us your logo or design as early as possible for review.

# Extra Sponsorship Options

## **Soft Drinks Sponsorship – IDR 5.000.000**

- Your company will be the official sponsor of the soft drinks provided during the lunch breaks.
- The drinks will be marked as provided by your company. (Eg "Drinks sponsored by Your Company")
- You may alternatively provide your own soft drinks that include your logo, in which case you do not have to pay for this option. Should you choose to do so, please be aware that choice of drinks and design must be approved by PyCon Indonesia staff.

## **Snacks Sponsorship – IDR 5.000.000**

- Your company will be the official sponsor of the sweets and coffee during the coffee breaks.
- The sweets and coffee will be marked as provided by your company. (Eg "Coffee and sweets sponsored by Your Company")
- We can place your logo on some of the sweets, so please make sure to send us your logo as early as possible for review.

## **Party/Dinner Sponsorship (limited to one sponsor) – IDR 20.000.000**

Your company will be the official sponsor of the food at the PyCon Indonesia party at the end of day. We can place your logo on the dessert, so please make sure to send it to us as early as possible for review.

# Contact

To enquire about any of our sponsorship packages, please contact the conference at [conf@pycon.or.id](mailto:conf@pycon.or.id) or

Rizky Ariestiyansyah

Phone Number: +6287804020496

Email: [rizky@python.or.id](mailto:rizky@python.or.id)

For further information on PyCon Indonesia 2018, send e-mail to [conf@pycon.or.id](mailto:conf@pycon.or.id).

