

<CODE/CRAFTS>

THE CONFERENCE FOR CRAFTING EXCEPTIONAL SOFTWARE

VIENNA, AUSTRIA // SAVE THE DATE: 15.-16. MAY 2024

Code Crafts is organized by SQUER Solutions and mainly driven by volunteers from Vienna's IT Community. We aim to create an inclusive and unique atmosphere and a place for everyone to share experiences and grow Their mindset along with technical expertise.

OUR MISSION

WORKSHOPS CONFERENCE COMMUNITY

CodeCrafts is designed to offer maximum value to all our attendees. Our mission is to sharpen mindsets, offer a platform to learn from the best artists in the world, connect with an open-minded community and discover innovative technologies & methods.

INTRODUCTION

TRENDING TOPICS

INNOVATIVE APPROACHES & EMERGING TECHNOLOGIES

Agnostic concepts that help us to build scaling and resilient software (reactive architectures, event-sourcing, streaming), future-proof architectures (cloud-native, evolutionary architecture, micro frontends), and emerging technologies. Transported in a way to be focused on the underlying concepts and ideas, rather than the concrete technologies.

TEAM EFFICIENCY

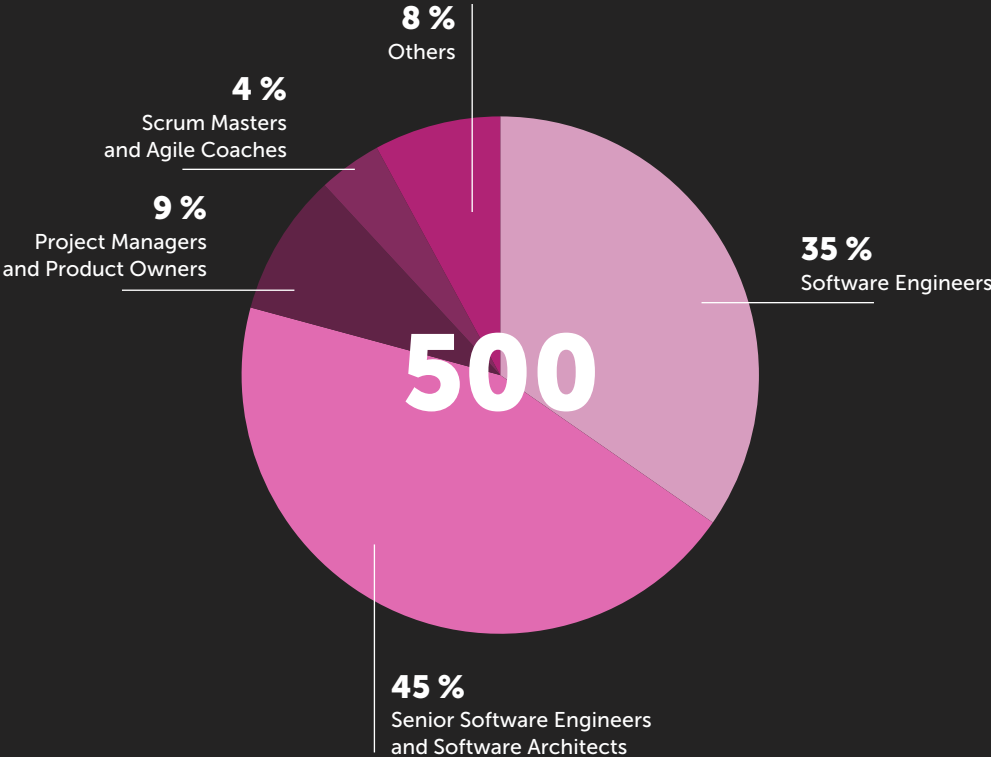
We will focus on growing and innovating your engineering mindset, how to evolve from a great engineer to a great leader, and what makes a well-rounded engineering culture. This includes a diverse set of topics, like working in open source, putting non-technical skills into focus, or success stories from entrepreneurs.

LEADERSHIP, CULTURE & MINDSET

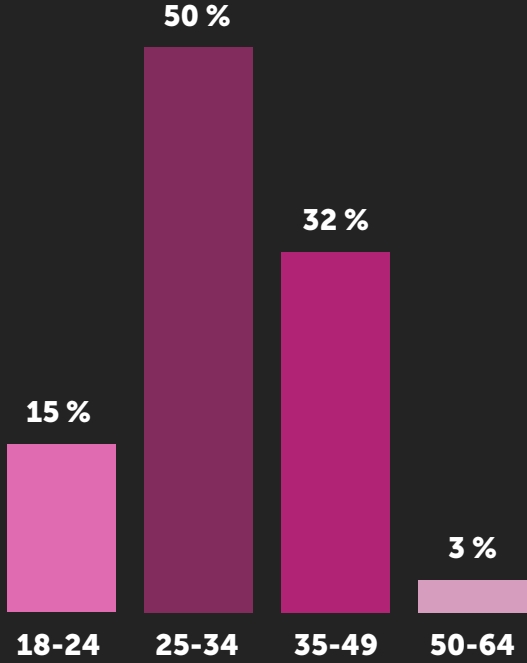
Efficient teams and working organizations are mainly driven by practical reports and field-tested best practices (e.g. technology & business agility, holacracy, innovation) that give an insight into the different facets of efficiency. You will get an insight into how to tackle the challenges of scaling development, how to drive innovation, or how to strengthen lean and agile principles.

TARGET GROUP

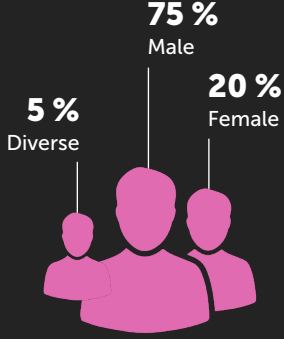
ATTENDEES STATISTICS



PROFESSIONS



AGE



GENDER

INTRODUCTION

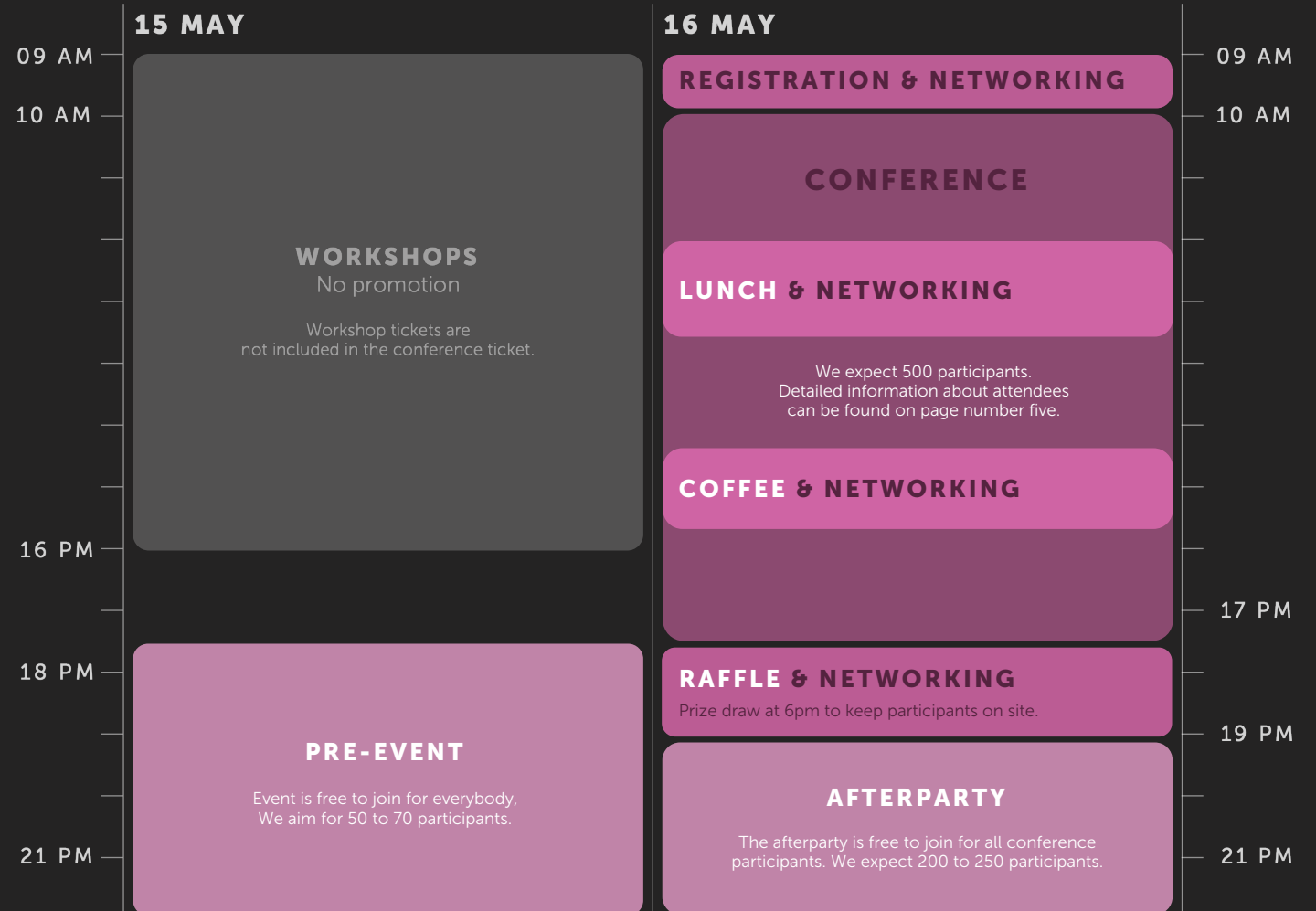
EVENT TIMELINE

MORE SPONSORING OPPORTUNITIES AND MORE NETWORKING TIME

As promised, this year everything is getting a bit bigger. We have space for over 500 participants and have reserved a spacious area for company booths.

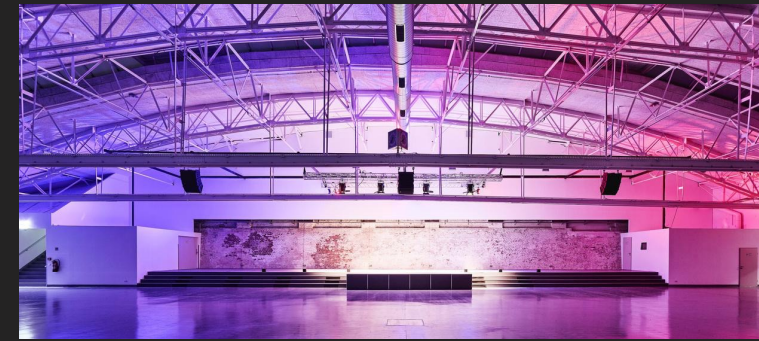
In this brochure, you will find all the information you need to book the sponsorship package that matches your needs.

We hope to win you as a sponsor, and we are already very thankful for your support!



EXPEDITHALLE VIENNA

AN OUTSTANDING LOCATION FOR AN OUTSTANDING EVENT



CODECRAFTS & YOU

WOULD YOU LIKE TO JOIN US AS A SPONSOR?

By sponsoring CodeCrafts, you can build your brand awareness, showcase your product or find new talents while reaching a diverse audience of developers, software engineers, product and data professionals, UI/UX designers and agile practitioners.

BOOKING DEADLINE: 15 MARCH

Please, keep in mind that merchandise items and printed materials need a production time of at least six weeks prior to the event. Bookings can be accepted after this deadline, but in that case, we will not be able to grant your visibility on all items listed in your sponsor package.

YOUR BENEFITS

SPONSOR PACKAGES

PAGE	BENEFIT	FANS	SUPPORTER	CONTRIBUTOR	HEADLINER
10	100% Discount on Regular Tickets	2	3	4	6
10	20% Discount on Regular Tickets	3	4	6	10
10	Logo featured on our website and Social Media Channels	x	x	x	x
11	Logo featured on banners and after conference video	–	x	x	x
12	CodeCrafts Raffle, GiveAway and Claw Machine	–	x	x	x
13	Company Booth Small	–	x	o	o
13	Company Booth Medium	–	–	x	o
13	Company Booth Large	–	–	x	x
15	Logo featured on Photo Wall and Session Recordings	–	–	x	x
15	Booth happening in the evening	–	–	x	x
16	Sponsor Teaser on stage before Keynote	–	–	–	x
16	Logo featured on stage screens	–	–	–	x
16	Event or Conference Break Sponsoring	–	–	–	x
PRICE		€ 1.500,-	€ 6.000,-	€ 9.000,-	€ 15.000,-

BASIS AREA

EXPEDITHALLE

FOYER

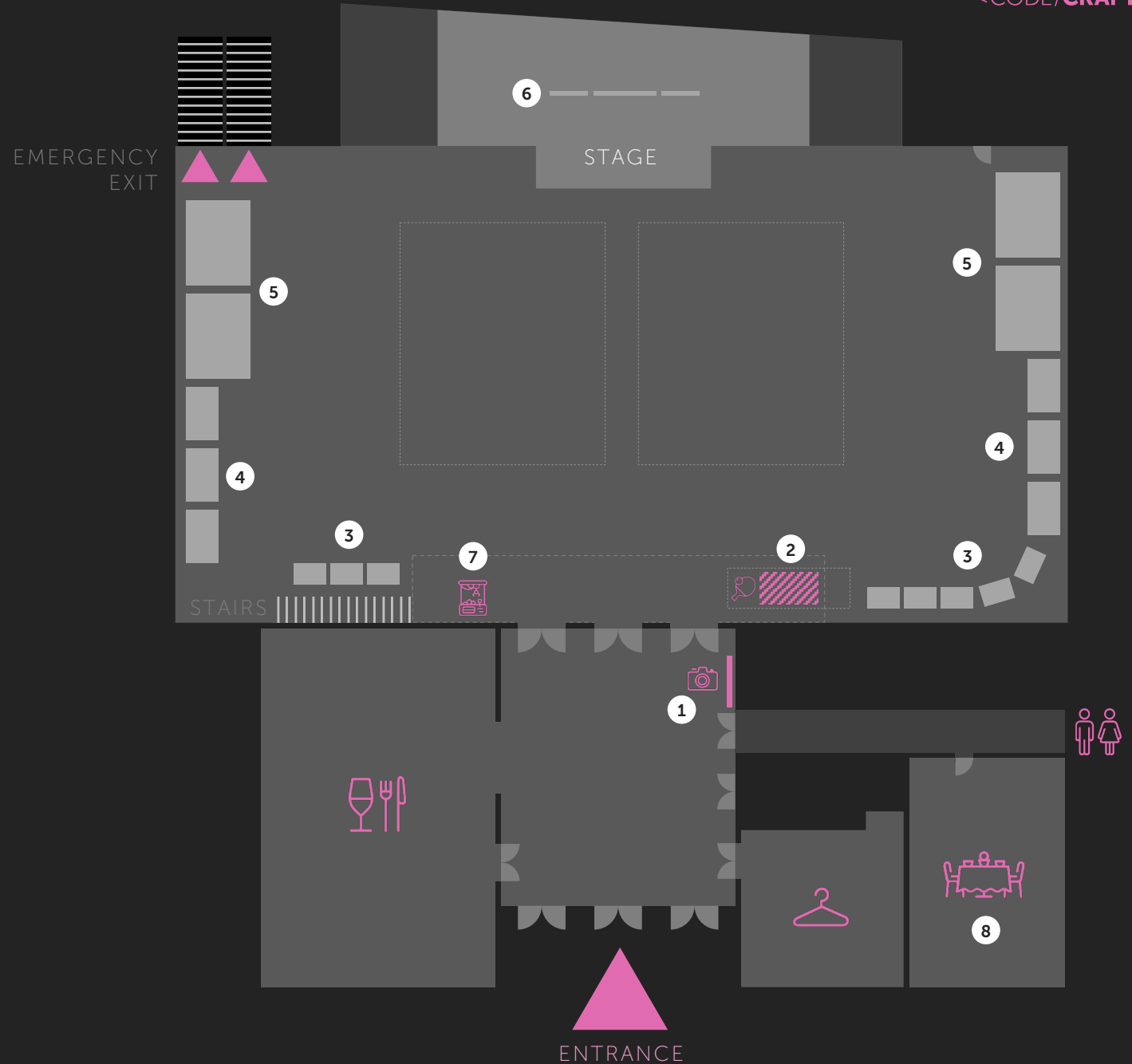
- 1. Photo Wall

CONFERENCE HALL

- 2. Table Tennis
- 3. Company Booth Small
- 4. Company Booth Medium
- 5. Company Booth Large
- 6. Screens
- 7. Claw Machine

OTHER ROOMS

- 8. Meet & Greet Lunch



FOR ALL SPONSOR PACKAGES

TICKETS AND BASIC LOGO PLACEMENTS



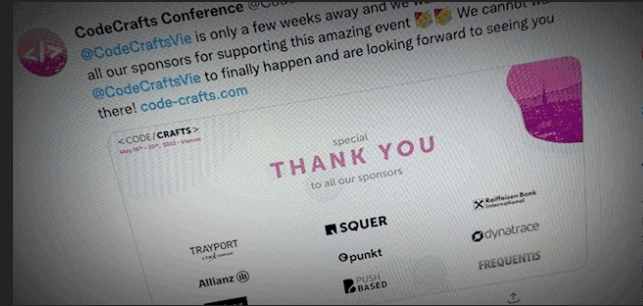
TICKET DISCOUNT

Our regular tickets cost € 159 each, this price has not changed from last year and is right about perfect to cover all costs together with your support.

As a CodeCrafts sponsor, you will get a specific number of tickets for free and some extra tickets with a 20 % discount:

Fans	2 x 100 % off 3 x 20 % off
Supporters	3 x 100 % off 4 x 20 % off
Contributors	4 x 100 % off 6 x 20 % off
Headliners	6 x 100 % off 10 x 20 % off

Either you send your team members to the conference and/or you can invite whoever you would like to do a favor!



YOUR LOGO

We want to let the world know that you support us!

Of course, CodeCrafts sponsors will find their logo on most of our official promotion material:

Fans and everybody else

- CodeCrafts website
- Official LinkedIn & Twitter Posts

Supporters, Contributors, Headliners

- Banners on site
- Branded Special GiveAway
- afterconf video final credits



THE FAN PACKAGE

You love what we do, and you want to support us, but your budget is small? Every cent is welcome, and we truly appreciate the support of our fans.

The fan package offers a significant discount on tickets, and in return, we will showcase your logo on our website, and share it via our social media accounts. Furthermore, you will receive a media kit to show your engagement.

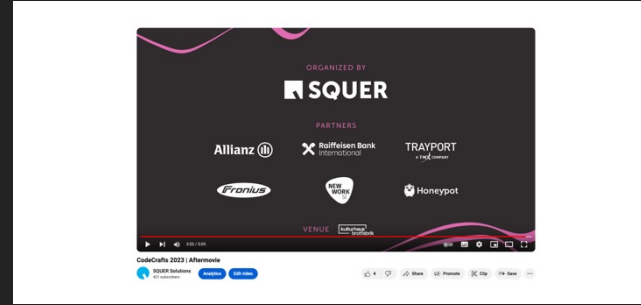
SUPPORTERS | CONTRIBUTORS | HEADLINERS

LOGO FEATURED ON SPECIAL MEDIA FORMATS



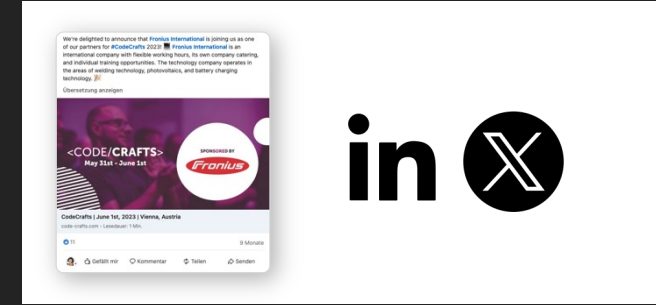
OFFICIAL BANNERS

Right at the entrance and at several other locations, participants will be welcomed at CodeCrafts. It is our pleasure to feature our sponsors on these official banners.



AFTER CONFERENCE VIDEO

The after-conference video recaps the event, leaving a stunning memory throughout the entire year. We have reserved logo space for our supporters, contributors and headliners.



MEDIA KIT

Let the world know that you are one of the official CodeCrafts sponsors. We provide media kits featuring your logo in our official CodeCrafts design.

If your content is online early enough to be included in our social media schedules, we are happy to share it via our accounts as well.

SUPPORTERS | CONTRIBUTORS | HEADLINERS

RAFFLE, GIVE-AWAY AND CLAW MACHINE



RAFFLE

Contribute either one significant prize or up to three medium-sized prizes to the CodeCrafts raffle. We will inform participants about the exciting offerings, ensuring your company gets noticed right from the start.

The raffle will draw participants to your booth, and it guarantees their presence during the final networking round until the prize draw at the end of the day.

And, of course, we will announce on stage that you generously provided the prize(s) for added recognition.



GIVE AWAY

Maybe you already realized that we will not have goodie bags this year. The reason behind is simple: Many small goodies can never be as useful and cool as one big goodie. Furthermore, cheap goodies for 500 participants are not environment-friendly.

We are still in the brainstorming process, but we will find a cool give-away that allows a prominent placement of your logo – either on the packaging, or on the goodie itself.



CLAW MACHINE

Do you already have branded sunglasses, mouse pads or stickers in your storage? Awesome, we will build up a claw machine that allows you to contribute a couple of small goodies.

Please be aware that your articles need to be suitable for the functionality of a claw machine.

SUPPORTERS | CONTRIBUTORS | HEADLINERS

COMPANY BOOTH SPACES

FEEL FREE TO USE YOUR BOOTH SPACE HOWEVER YOU WANT.

Tired of the classic booth appearances? No problem. You don't need to bring your roll-ups and pop-up walls as shown below. Whether you prefer a carpet with a dinner table or want to set up a branded charging station, talk to us and let's see how your idea matches with the venue and other exhibitors.

Please note:

We do not provide any rollups, walls or furniture; mockups only show suggestions for your marketing department.



SUPPORTER | 1,5m x 1m

Sounds small but can be absolutely sufficient. Use your space at least for a roll-up and a small table.



CONTRIBUTOR | 2,5m x 1,5m

In combination with a carpet (and maybe a cupboard), this can be the ideal space to have nice conversation with participants.

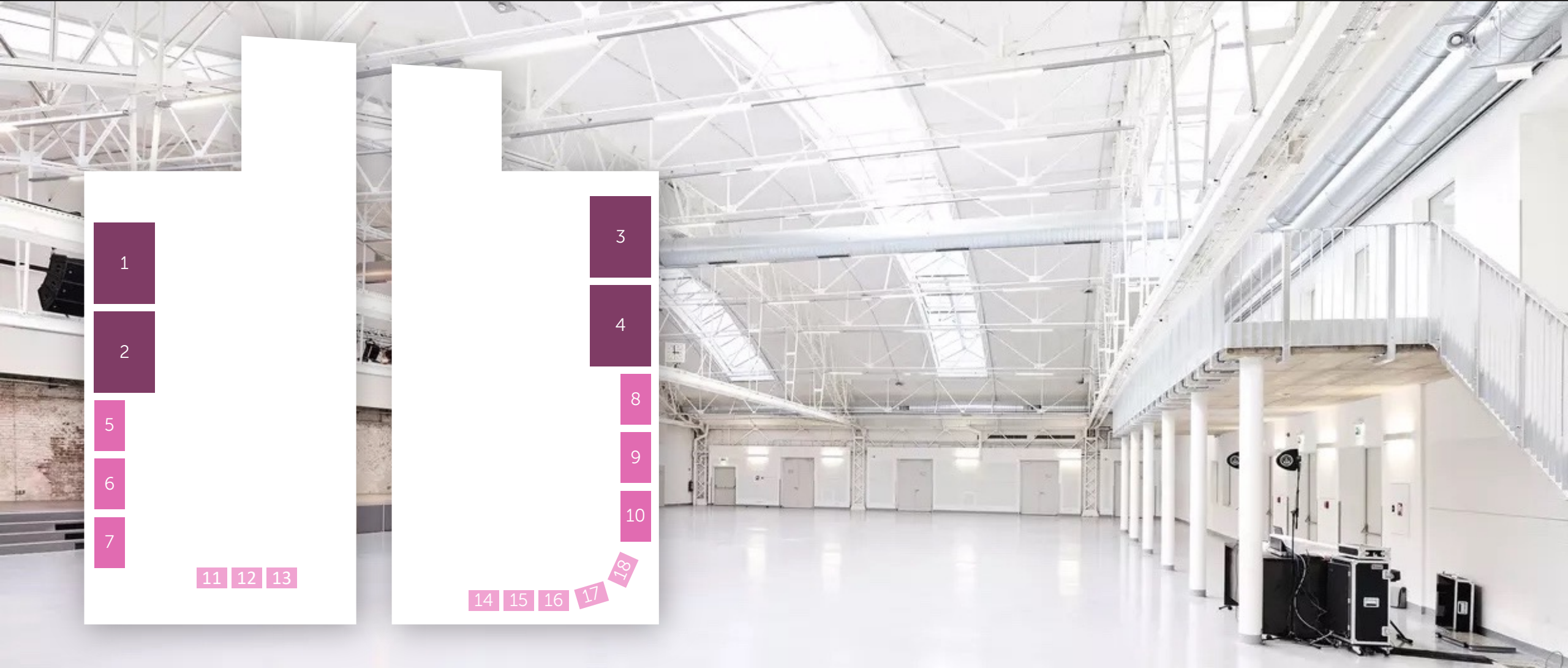


HEADLINER | 4m x 3m

Yes, our large booth space is quite large. No need to panic though, this is just the space you can use, you do not have to use all of it.

BOOTH AREA

PICK YOUR SPACE (FIRST COME FIRST SERVE)



1

2

5

6

7

11 12 13

3

4

8

9

10

14 15 16 17 18

CONTRIBUTORS | HEADLINERS

YOUR BENEFITS



LOGO ON SESSION RECORDINGS

The CodeCrafts schedule promises exciting presentations from national and international development experts. Professional film teams will be onsite to record these instructive sessions for the time after the conference.

The recordings will be available online throughout the year (and longer) on our YouTube channel and can be shared by your company as well.

Make sure that your logo will be featured in the final credits and show your engagement for the whole event.



PHOTO WALL

'Picture or it didn't happen' – people love pictures, and marketing loves pictures. This year, our contributors and headliners will automatically be showcased on the logo pattern of our photo wall in the foyer.



BOOTH HAPPENING

Feel free to use your booth space for a special evening event to attract more participants. Whether it's a wine tasting session, a gaming competition, or any other idea you have in mind, we are happy to support it.

HEADLINER

YOUR BENEFITS

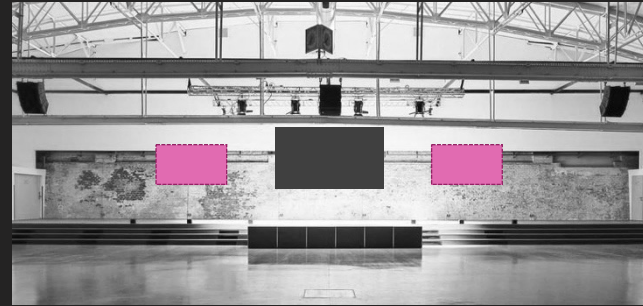


SPONSOR TEASER ON STAGE

Become an active part of the program and get on stage with your company presentation.

We reserved 3-4 minutes for you live on stage. Bring your slides along and tell the audience what you are doing and how you do it.

This will not only grant you the highest visibility during the conference but also provides an exclusive opportunity to convince developers to get in touch with you.



YOUR LOGO ON SIDE SCREENS

The Expeditihalle provide three prominent screens. As all talks only need one screen, your logo will be visible on side screens throughout the whole event and right in the eyes of everybody.



FEATURED EVENT & BREAKS

We have space for a total of four headliners, each corresponding to one of the four available occasions:

1. Pre-Conference Event
2. Lunch Break
3. Coffee Break
4. After Party

It's first come, first serve, so choose your event and make the most of it! We will announce you as the sponsor on stage and feature your logo on our official banners.

If you wish to enhance your event further, feel free to discuss your ideas with us – we are eager to hear them.

CODECRAFTS & YOU

BOOK SOME OF OUR ADDITIONAL PACKAGES

Additional packages are exclusively reserved for our sponsors. If you have already decided on one of our three supporting categories, read on and decide how to make your presence even more visible.

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GO FURTHER

ADDITIONAL PACKAGES



PECHA KUCHA SESSION BY...

€ 4.000

Get on stage and present a short and exciting Pecha Kucha presentation!

Pecha Kucha presentations use 20 slides and allow only 20 seconds of commentary per slide. That keeps a total presentation to just 6 minutes and 40 seconds.

The topic is up to you as long as you choose a project- or development-related field. Company presentations in sense of an advertising speech are not allowed.



YOUR LOGO ON OUR PHOTO WALL

€ 1.500

Contributors and headliners have their reserved spot on our photo wall. Supporters can purchase this feature as long as we have available space. We can accommodate a total of 14 logos to ensure ample visibility for everyone.



YOUR IDEA

€ ? TBD

Do you have a specific idea in mind that we didn't feature in this brochure? Great, just let us know, and we'll figure out how we can bring it to life. Depending on your sponsorship package and the scope of your idea, we will find a fair price tag for it.

COUNTING THE DAYS...

THANK YOU FOR
YOUR SUPPORT!