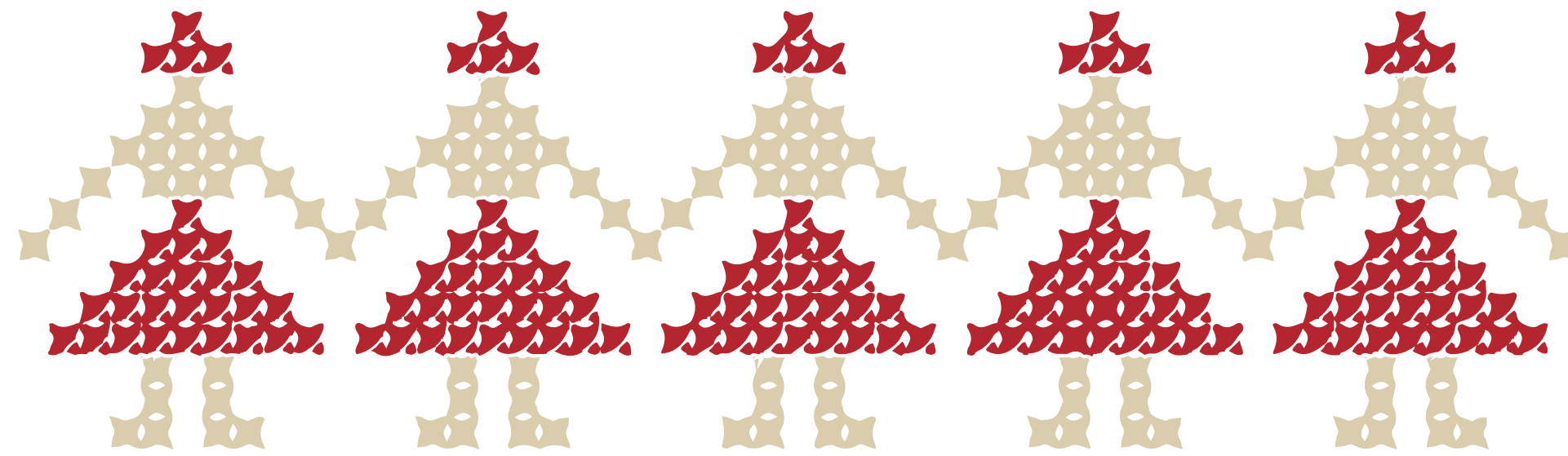YAPC :: EUROPE
2016 CLUJ

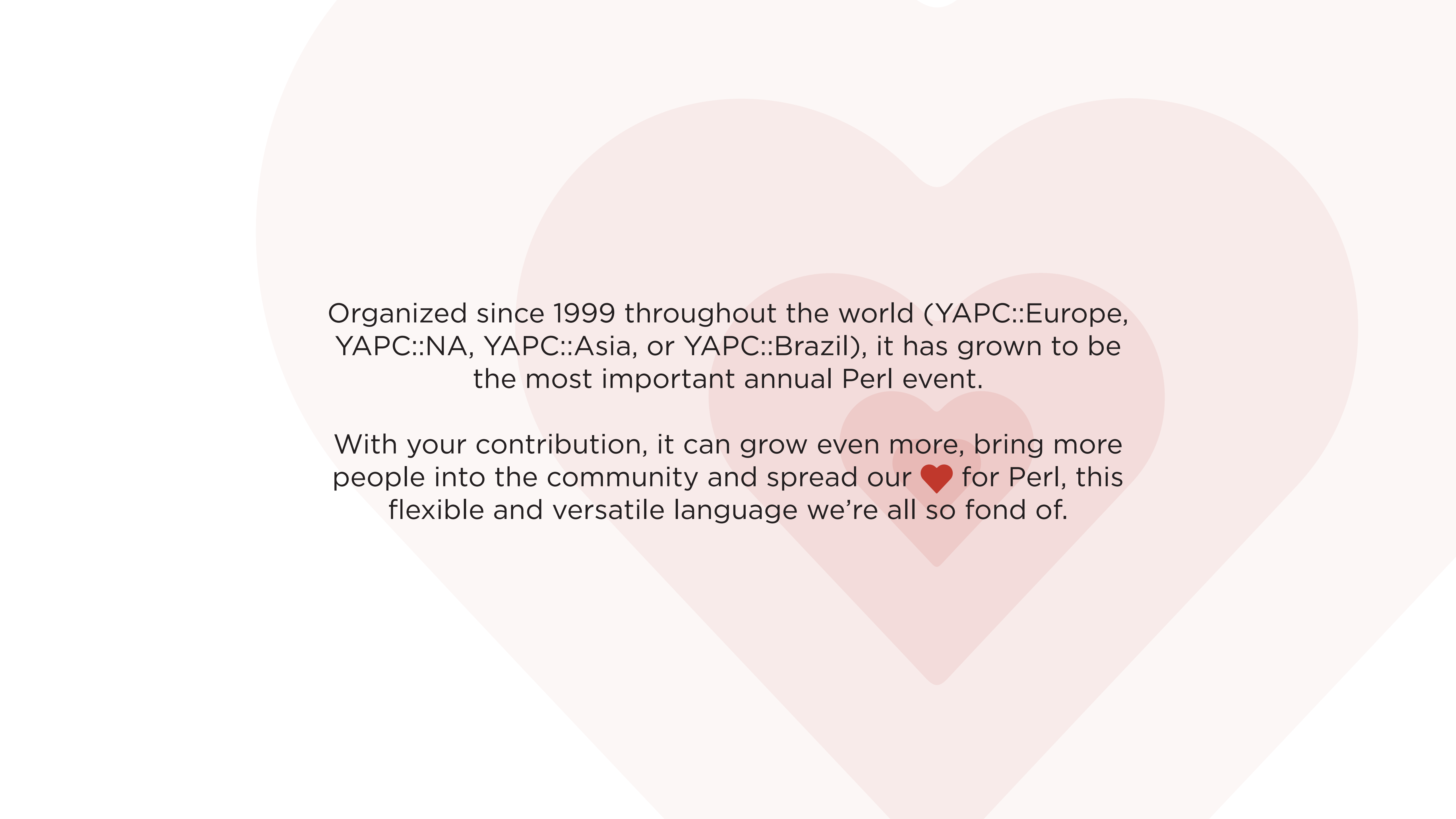# SPONSORSHIP &
EXHIBITION OPPORTUNITIES

24 - 26 AUGUST 2016
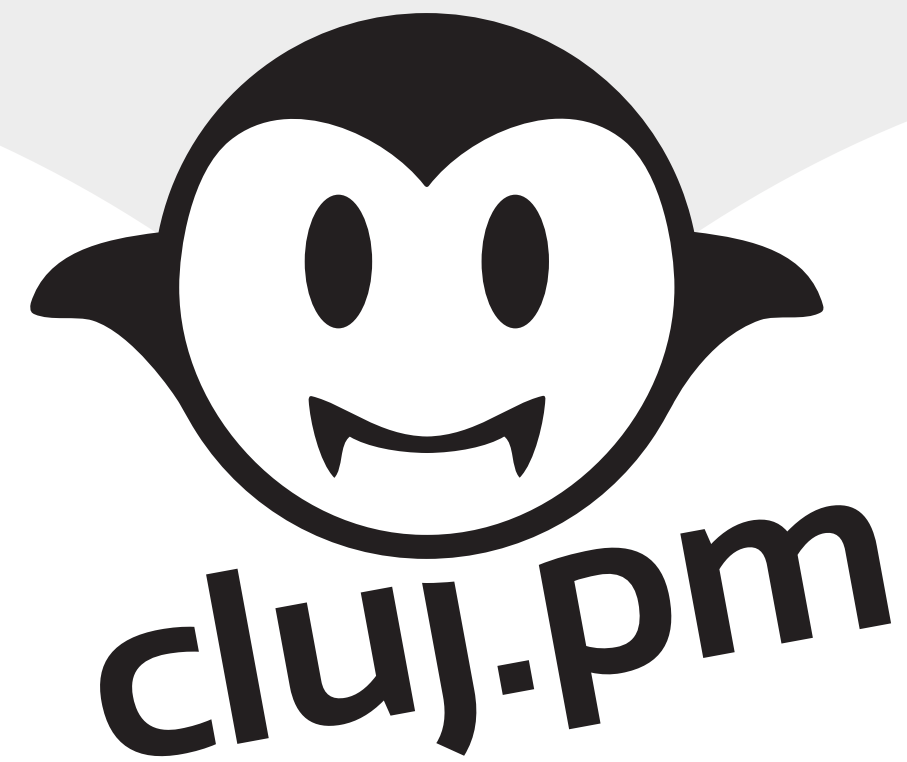CLUJ-NAPOCA, ROMANIA

ABOUT EVENT

YAPC::Europe 2016 is the place to be if you're in the Perl business. Whether you're a developer, tester, designer, UX professional, marketer, student, geek or manager, this is where you'll hear & test the latest Perl trends & meet the most amazing Perl people.

Organized since 1999 throughout the world (YAPC::Europe, YAPC::NA, YAPC::Asia, or YAPC::Brazil), it has grown to be the most important annual Perl event.
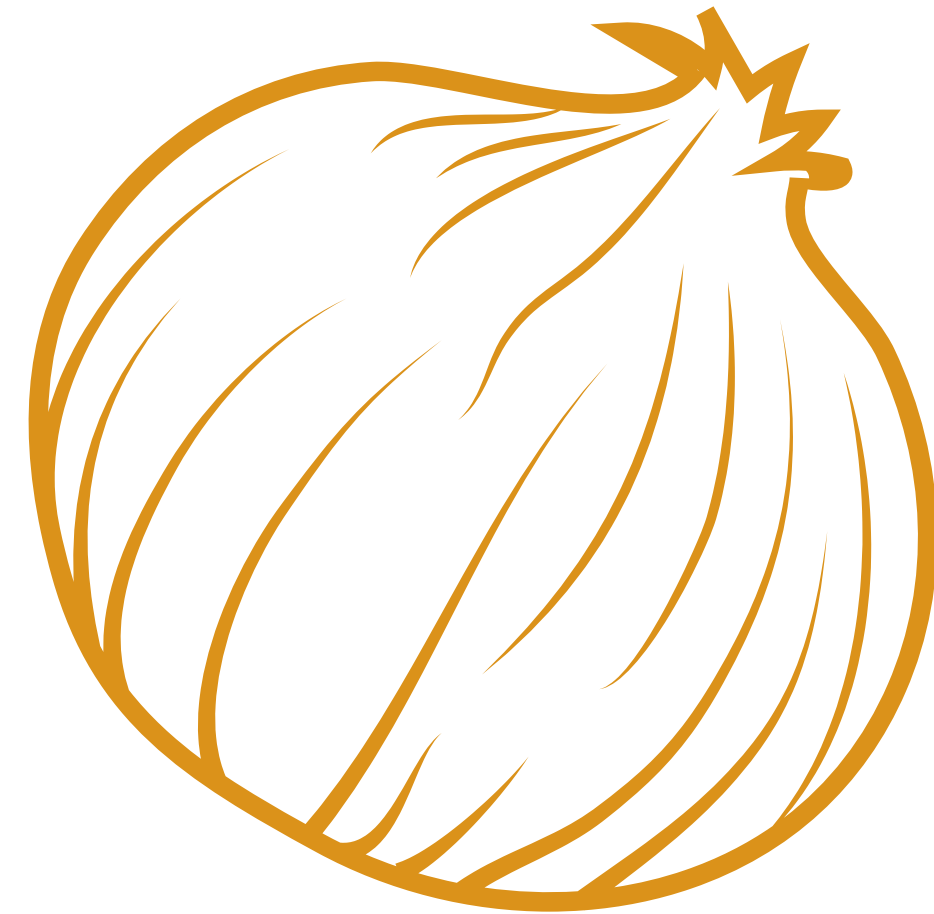
With your contribution, it can grow even more, bring more people into the community and spread our ❤️ for Perl, this flexible and versatile language we're all so fond of.

And every year, the event is held in a different city.
In 2016, the Cluj Perl Mongers managed to make
YAPC::EUROPE happen in their beloved city, Cluj-Napoca,
in **Transylvania**. No worries, Dracula's off duty during
summer (too much light, sun & joy). Who knows,
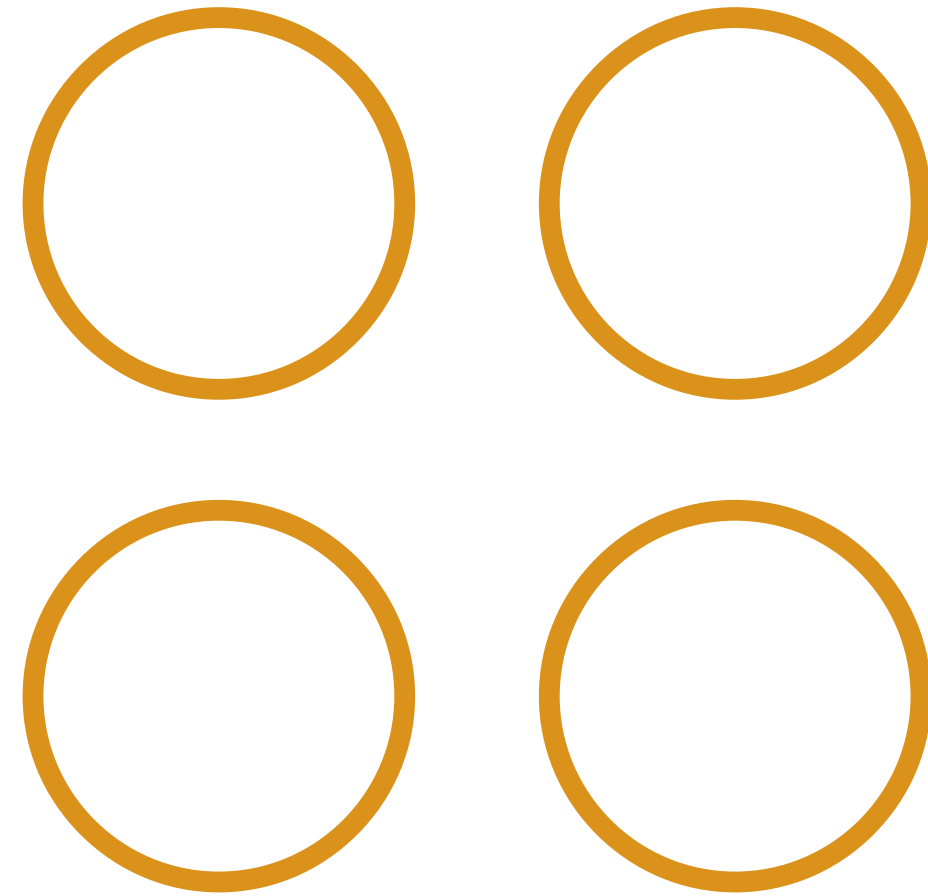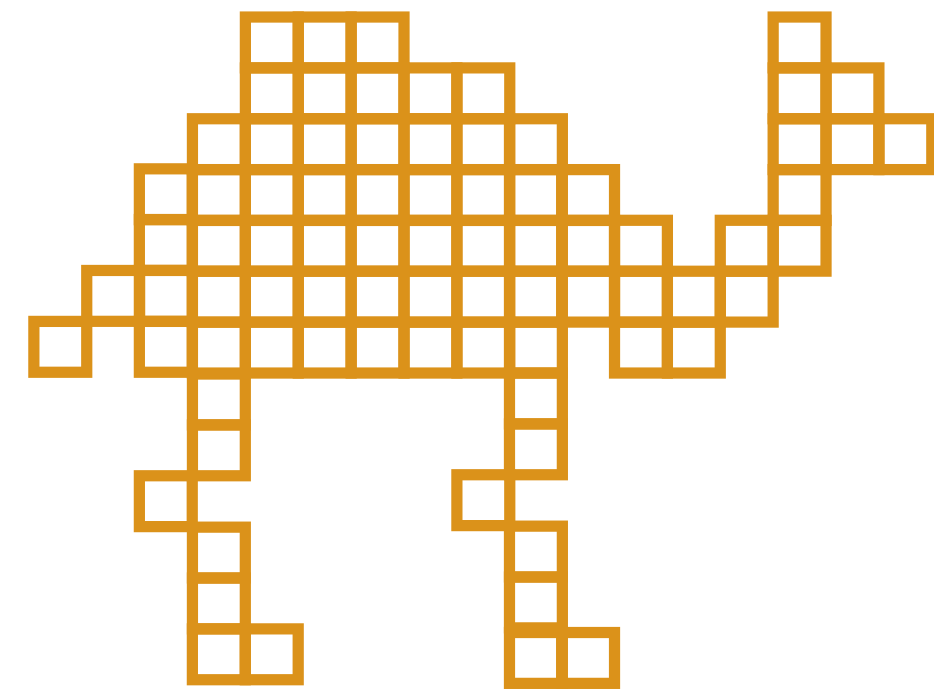maybe we'll be **your** guests next summer?

WHY SPONSOR

Because it's one of the the best ways for you to **create & nurture** your relationship with the **Perl community**. Reach an engaged and international audience.

Because it's a great way to show off. Yes, with the right sponsorship level you get to have your own talk slot & **make your Perl-based company world-famous.**

And if you go big, you can lure all the community to your booth & **give away** all that **swag** your marketing team has created. Everybody there will **go home with something special from you, their potential service provider or employer**.

It's a good way to **spot real talent**. YAPC brings together **all the best engineers**, all those CPAN authors & hard-core developers you look up to & want to have in your team.

All in all, we'd say it's an amazing way to join a very special journey & support the Perl community on its quest to show the world how amazing, reliable, fast & secure this language is. Big players in the industry use Perl extensively, #justsayin'

MORE ABOUT

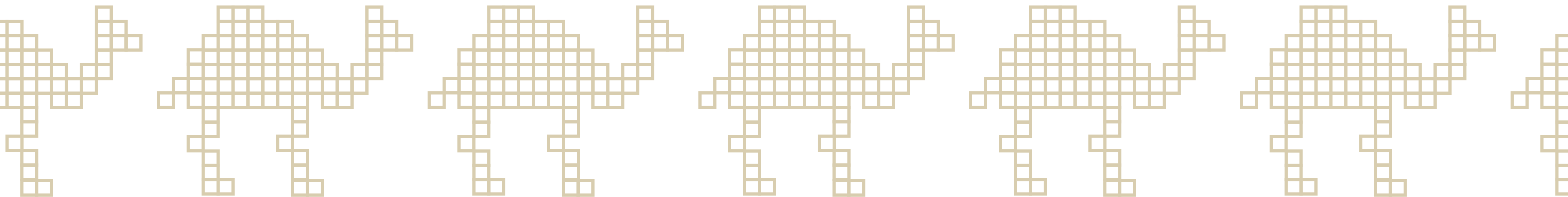The conference features **3 full days of program, plus a pre-conference training the day before the conference**.

Besides the obvious technical shenanigans, 4 days of intense Perl, evenings will be filled with social activities to facilitate networking between all conference attendees, meet up with friends & make the most out of the amazing experience YAPC::EUROPE 2016 is . Ready for a real Transylvanian experience?

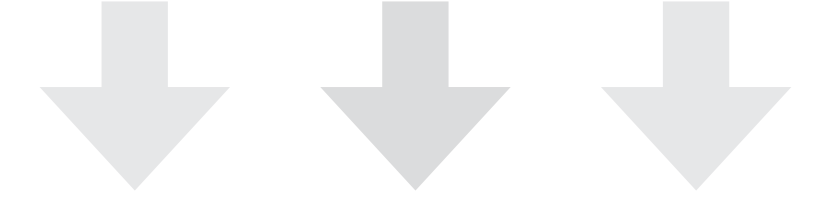**By joining forces, let's make YAPC::EUROPE one of the most sought-after technical event in Europe & not only**.
It's a wonderful programming language with a wonderful community, let's make it THE tech event everybody's looking forward to.

PACKAGES

YAPC::EUROPE CLUJ-NAPOCA 2016	SOCIALITE min. €500	SHOW-OFF min. €1500	DEAL-MAKER min. €2000	ROCKSTAR min. €5000	ALL-STAR min €10000
Logo on website	Yes	Yes	Yes	Yes	Yes
Sponsorship announced on blog & event newsletter	Yes	Yes	Yes	Yes	Yes
Branded booth in exhibition area & Complimentary access to conference & social event	No booth, 1 ticket, full access	size chosen at convenience (max. 4/4 sq. m), access for max 2 exhibitors/booth	max. 2/2 sq. m & 2 tickets, full access	max. 3/3 sq. m & 5 tickets, full access	max. 4/4 sq.m & 10 tickets, full access
Logo on photobooth picture frames	Small, on background	Small, on background	Small, on background	Medium, on photo frame	Large, on photo frame
Sponsor guest post *send us an article or a really awesome project & we'll blog about it!*	Yes	Yes	Yes	Yes	Yes
Banner placed at event venue	–	Yes	The other rooms used for talks	One of the other rooms used for talks	Main conference room
Marketing materials placed in gift packs & logo on gift pack	–	–	1 flyer; small logo	1 flyer & a giveaway, medium logo	Anything, as long as it's safe & not too big; large logo

	SOCIALITE min. €500	SHOW-OFF min. €1500	DEAL-MAKER min. €2000	ROCKSTAR min. €5000	ALL-STAR min €10000
Press release, media outreach	–	–	Along with all sponsors, just link to website.	Mentioned separately, with 100 word custom description	Mentioned separately, with 200 word custom description
Opportunity to present your company & projects in a talk slot (main stage)	–	–	–	5 minutes, at any moment during the day	10 minutes, right after morning keynote, 1st day
Short greeting from sponsor	–	–	–	One of the other conference rooms	Main conference room
Between-session slide, logo on main stage	–	–	–	Medium	Large
Host a social media hashtag contest & offer prize	–	–	–	Yes	Yes
Complimentary trip to Turda salt mine for your team	–	–	–	Yes	Yes
Logo on name tag/badge	–	–	–	Yes	Yes
Logo on lanyard	–	–	–		Yes

EXTRAS,
FOR ALL SPONSORS
& EXHIBITORS

• Sponsorship announced on all Social Channels (Twitter, Facebook, LinkedIn), with a link to your website & a short description of your company;

• Logo on sponsors' slides, during coffee breaks

• Any other idea you might have, it's really welcome, we want to see our sponsors as happy as possible.

• Sponsor any **coffee break**; throughout the 2 days, we'll have 6 coffee breaks;

• Sponsor **lunch**; 3 lunches throughout the event;

• Sponsor **Conference Dinner**;

• **Arrange drinks** or any other **social activities** at the end of Day 2 or Day 3; venue chosen at your convenience
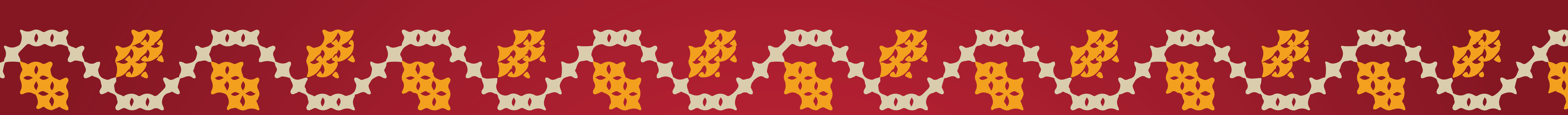
Don't worry about logistics, once you decide upon the activity you want to sponsor, you've got all our help: draft a budget once you set the must-haves, based on local rates, suggest and book the right venue, negotiate a good deal, and basically provide all details you'd need. **You will be assigned a volunteer to help every step of the way.**

Each of the above brings huge promotion opportunities, your support & contribution will be announced on all our social channels & location of the supported activity (lunch, coffee break, conference dinner, other social activity planned) will be branded to make your company shine & get all the coverage it deserves.

LOOKING FORWARD TO MEET YOU IN CLUJ!

Technical event powered by
our passion for Perl

YAPC::EUROPE
CLUJ-NAPOCA
2016

http://act.yapc.eu/ye2016
yapc@cluj.pm