



Prezi

IBM Budapest Lab

SPONSORSHIP INFORMATION

2020

Join the club of our Satisfied Sponsors!



stretch

LEADERSHIP AND MANAGEMENT CONFERENCE
FEBRUARY 13-14, 2020 // BUDAPEST



stretchcon



@stretchcon

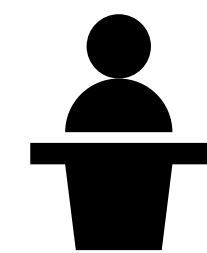
www.stretchcon.com



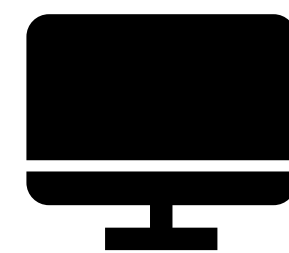
Stretch 2018 statistics



- 42 % ● engineering/product manager/team leader
- 14 % ● software engineer/developer
- 25 % ● director
- 8 % ● scrum master/agile coach
- 11 % ● other

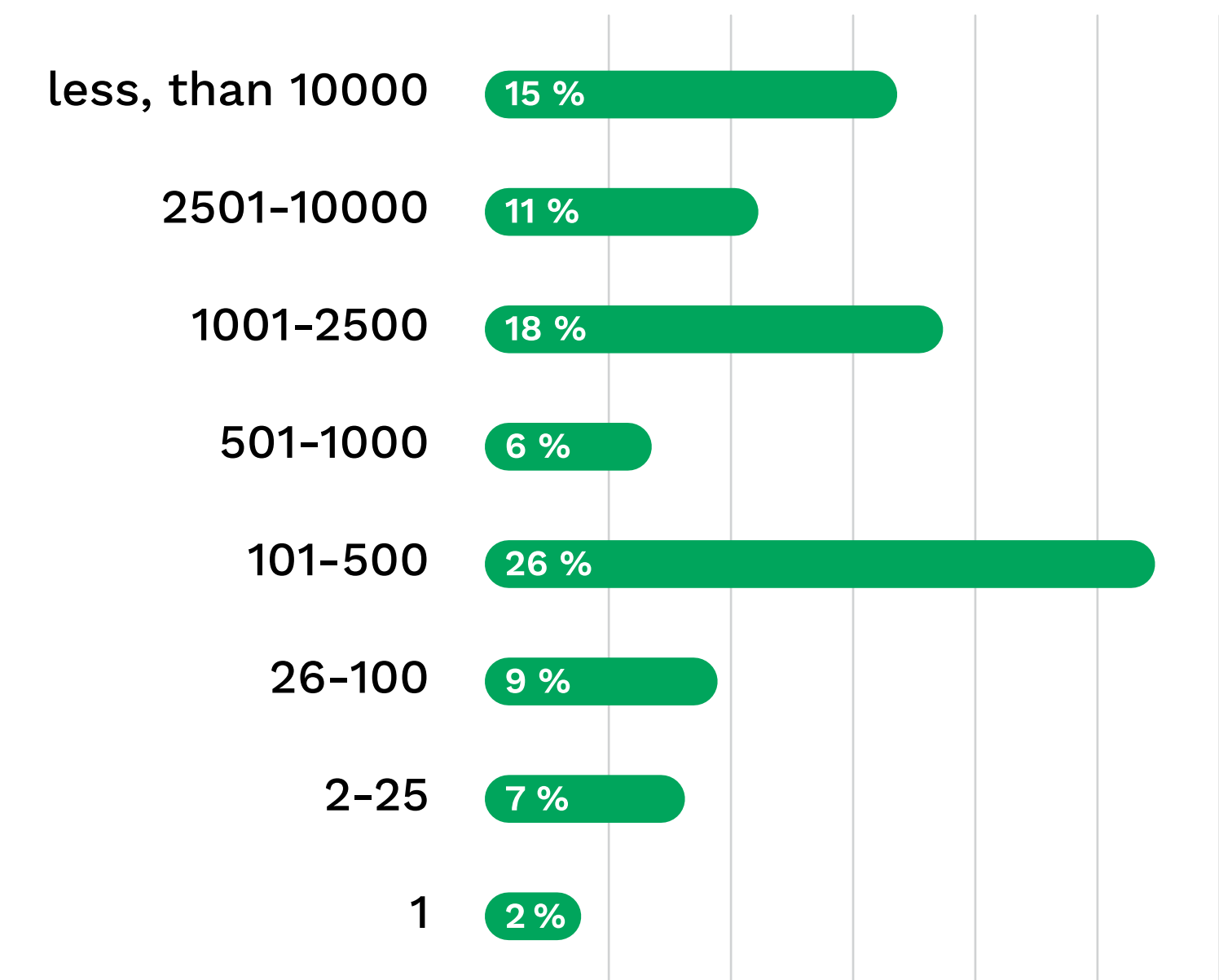


16 innovative and inspirational speakers

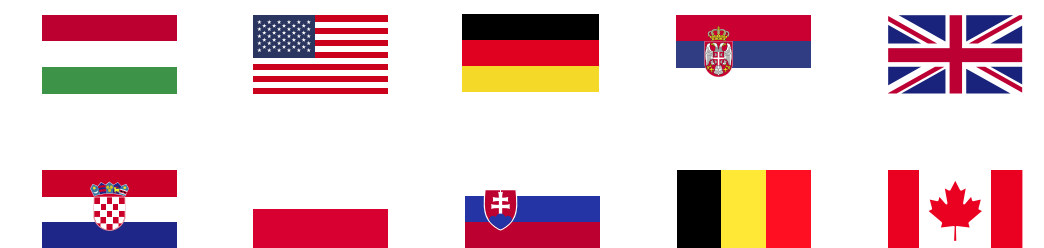



4,000+ livestream viewers from 90 countries

Company sizes



Top 10 countries



 SPONSORSHIP PACKAGES		diamond \$10.000	gold \$6.000	silver \$4.000	bronze \$2.500
onsite	Sponsor booth type (size)	Custom (2x4 m)	Standard (3x2 m)	Standard (2x2 m)	Standard (2x2 m)
	Consulting for creative appearance	yes	-	-	-
	Naming a small stage	-	-	-	-
	Onsite product demo workshop at the conference	yes	-	-	-
	Eligible to bring special attractions to booth	yes	yes	-	-
	TV and QR reader	yes	yes	-	-
	Lunch Sponsorship	-	-	optional	-
	Coffee break sponsorship	yes	-	-	-
ticket	Free sponsor tickets (attendee and staff)	7	4	3	1
	Eligible to buy tickets at early bird price	50 tickets	30 tickets	20 tickets	10 tickets
branding	Sponsor image video on main stage	1 min	0,5 min	-	-
	Promo slide on info-screens	1 slides	1 slide	-	-
	Logo on conference website	yes	yes	yes	yes
	Logo in afterconf video	yes	yes	yes	yes
	Logo on badge	yes	yes	yes	yes
	Logo on info-screens, maps and schedules	yes	yes	yes	yes
	Logo on welcome bag	-	-	-	-
online	Number of twitter and Facebook posts	2	1	-	-
	Message in pre-event email	-	-	-	-
	Message in post-event email	yes	-	-	-



craftconference



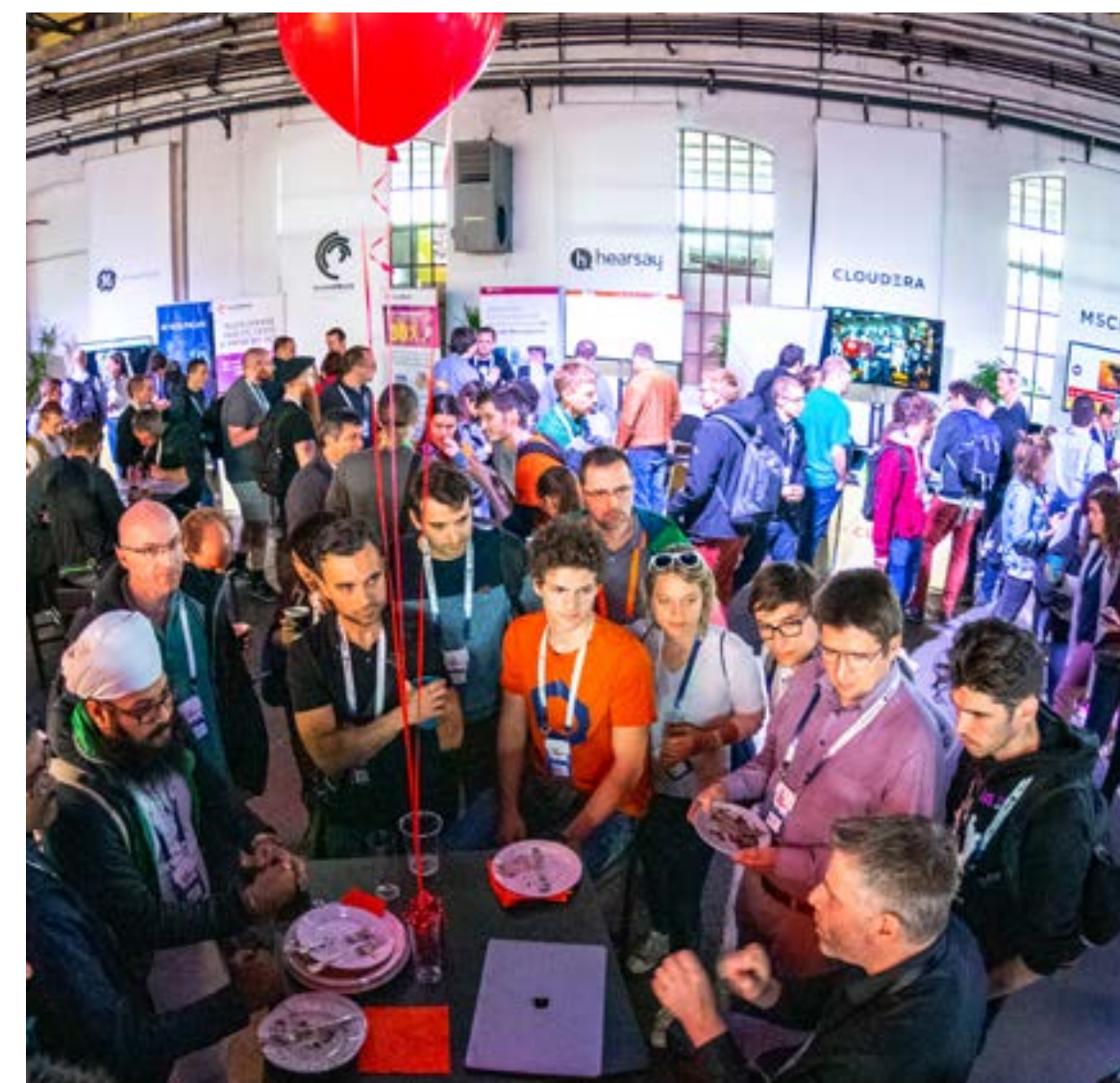
@CraftConf



craft

SOFTWARE DELIVERY CRAFT MATTERS
JUNE 9-12, 2020 // BUDAPEST

www.craft-conf.com



Craft 2019 statistics



- 46 % software engineer/developer
- 17 % senior software engineer/developer
- 6 % executive
- 9 % product manager
- 21 % other

84% ♂ 16% ♀

78% ♂
22% ♀



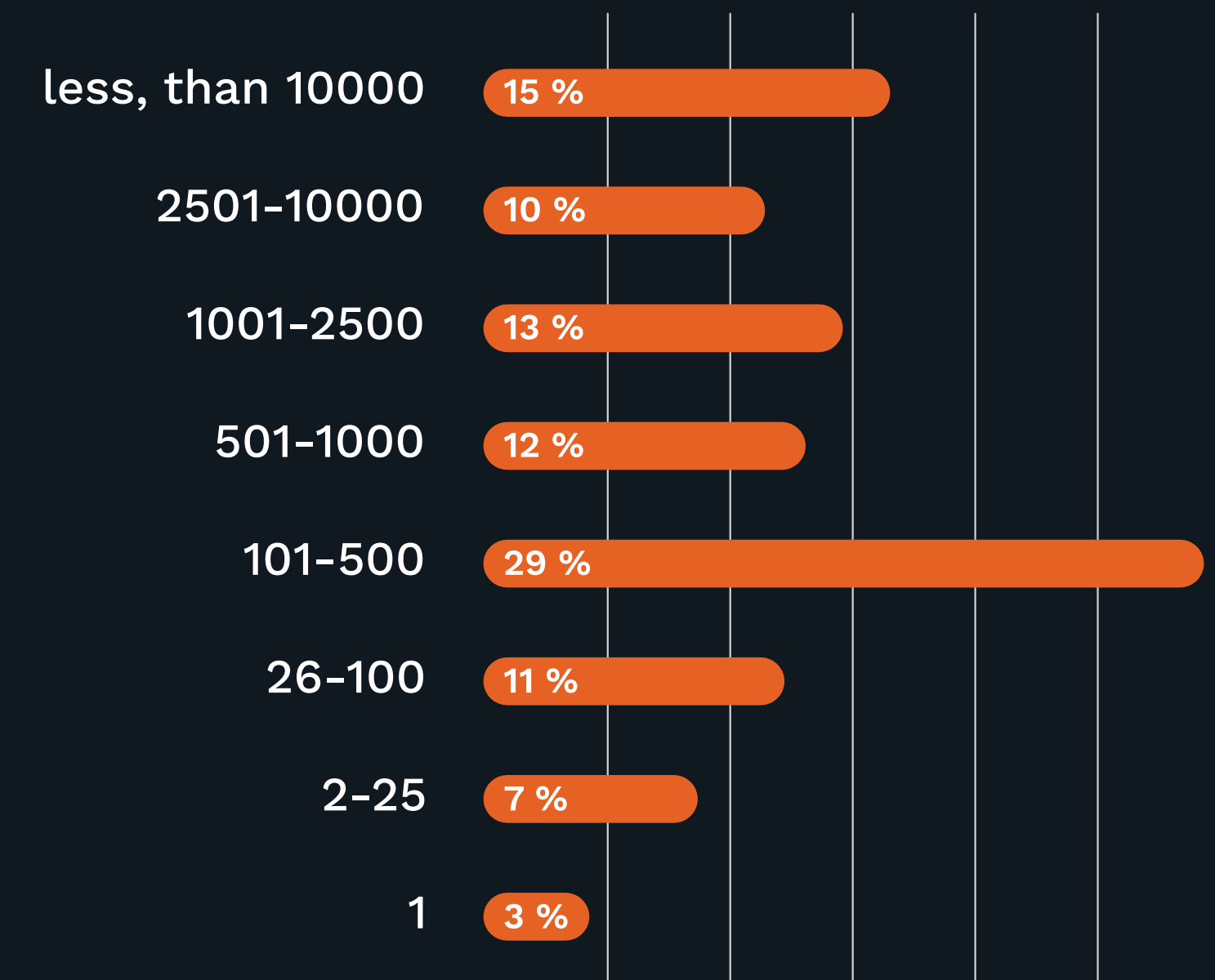
80 speakers on
6 stages



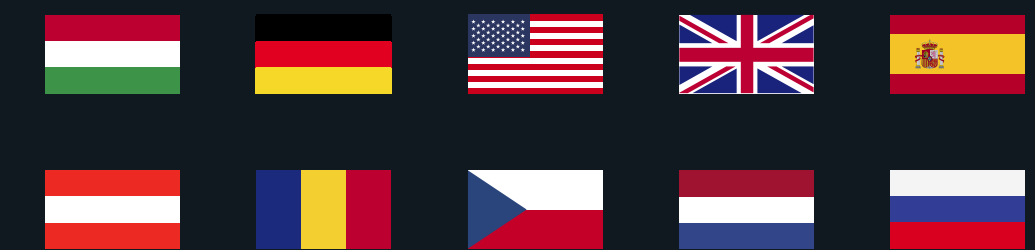
40,000+ livestream viewers
from 160 countries


4 Keynotes 60 Session 6 Hands-on tutorials 23 Workshops 21 Meetups

Company sizes



Top 10 countries



	 SPONSORSHIP PACKAGES	diamond \$25.000 max 2 sponsors	platinum \$17.000 max 4 sponsors	gold \$10.000 max 8 sponsors	silver \$7.000 max 9 sponsors	bronze \$3.000
onsite	Sponsor booth type (size)	Custom (2x6 m)	Custom (2x4 m)	Standard (3x2 m)	Standard (2x2 m)	-
	Consulting for creative appearance	yes	yes	-	-	-
	Naming a small stage	yes	-	-	-	-
	Onsite product demo workshop at the conference	yes	yes	-	-	-
	Eligible to bring special attractions to booth	yes	yes	yes	-	-
	TV and QR reader	yes	yes	yes	optional	-
	Lunch Sponsorship	yes	-	-	-	-
	Coffee break sponsorship	yes	yes	-	-	-
ticket	Free sponsor tickets (attendee and staff)	10	7	4	3	1
	Eligible to buy tickets at early bird price	75 tickets	50 tickets	30 tickets	20 tickets	10 tickets
branding	Sponsor image video on main stage	1,5 min	1 min	0,5 min	-	-
	Promo slide on info-screens	2 slides	1 slide	1 slide	-	-
	Logo on conference website	yes	yes	yes	yes	yes
	Logo in afterconf video	yes	yes	yes	yes	yes
	Logo on badge	yes	yes	yes	yes	yes
	Logo on info-screens, maps and schedules	yes	yes	yes	yes	yes
	Logo on welcome bag	yes	-	-	-	-
online	Number of twitter and Facebook posts	3	2	1	-	-
	Message in pre-event email	yes	-	-	-	-
	Message in post-event email	yes	yes	-	-	-

↓ Coffee break



↓ Logo on attendee bag



↓ Party sponsorship



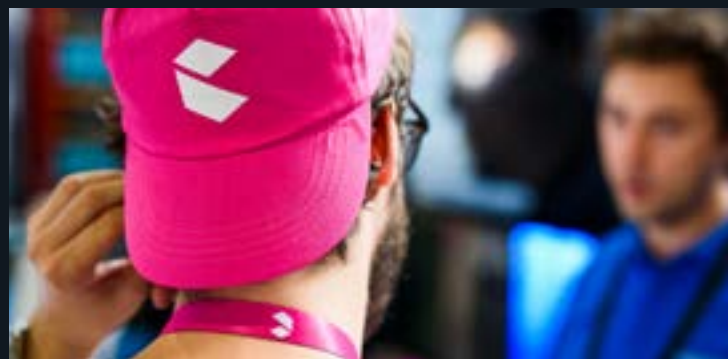
↓ Onsite product demo workshop 2 hours



↓ Artisan Coffee + barista, all day



↓ staff is wearing branded cap



craft amuse crunch stretch

ADD ON OPTIONS

only available with silver, gold, platinum or diamond packages

Promo slide on info-screens	max 3	\$3.000
Logo on attendee bag	max 1	\$5.000
Breakfast sponsorship	max 2	\$4.000
Lunch sponsorship	max 2	\$6.000
1 Coffee break / session	max 4	\$2.000
Artisan Coffee + barista, all day	max 1	\$4.000
Party sponsorship	max 1	\$10.000
Onsite product demo workshop 2 hours	-	\$4.000
Appearance in pre-event email	max 1	\$3.000
Charging station sponsorship	max 1	\$2.000
Diversity sponsorship	-	from \$1.000
Own project manager for creative employer branding experience	-	\$3.000
Staff is wearing branded T-shirt / cap for 1 day	max 2	\$3.500
Speaker dinner sponsorship	max 1	\$4.000

ALL PRICES ARE NET, EXCLUDING 27% VAT.

Onsite product demo & workshop

Enhance your product awareness through a 2 hour long onsite hands-on product demo or workshop

🔸 All workshops are free for attendees 🔸 A newsletter is sent out advertising the workshop 🔸 TV, table and seats provided

‘Silent’



- For intense product demo or deep coding sessions
- Remote, silent location
- Capacity: 20-24 people / session

‘Centered’



- For informal shorter sessions (4 x 0,5 hours)
- Centered location in the middle of the sponsor area
- Capacity: 10-12 people / session

Diversity Sponsorship

We wish to support members of underrepresented groups who may not otherwise have the opportunity to attend Craft for financial, social or any other reasons. This includes, but is not limited to: people of colour, LGBTQIA+ people, women and disabled people. Our goal for this year is to provide free ticket for 100 people from Europe, and if necessary support their travel and accommodation.

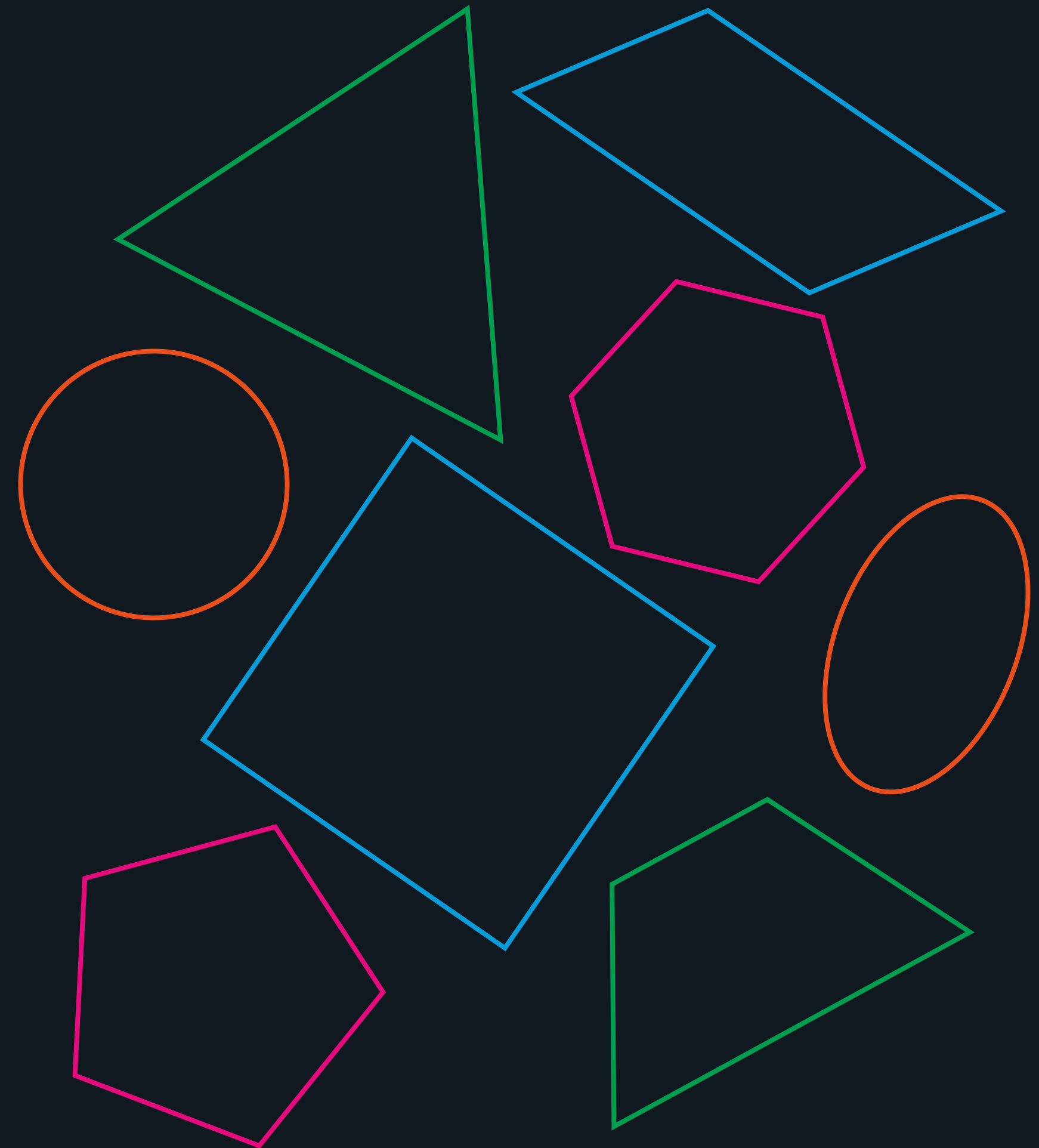
[Help us support diversity at Craft](#)

[Diversity sponsorship is an Add On starting from \\$1.000](#)

3 people for \$1.000

6 people for \$2.000

9 people for \$3.000





Craft Hackathon

We are working on our first Craft Hackathon,
if you'd be interested to become our partner,
[let us know](#)



amuse

crunch



amuseconf



@amuseconf



crunchconf



@crunchbp



amuse

UX CONFERENCE
OCTOBER 2020 // BUDAPEST

www.amuseconf.com



crunch

DATA CONFERENCE
OCTOBER 2020 // BUDAPEST

www.crunchconf.com



amuse



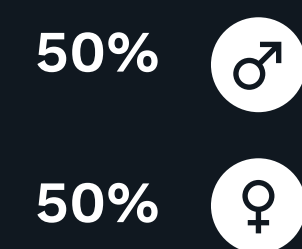
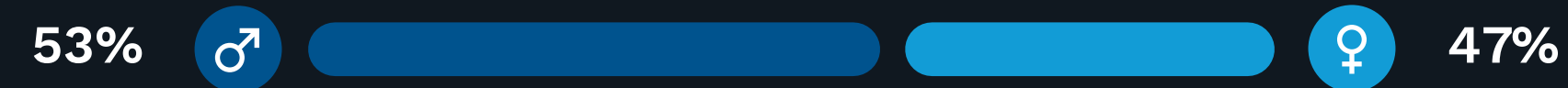
crunch



Amuse 2019 statistics



- 48 % ux/ui designer
- 14 % product manager
- 13 % software engineer/developer
- 13 % ux researcher
- 12 % graphic designer

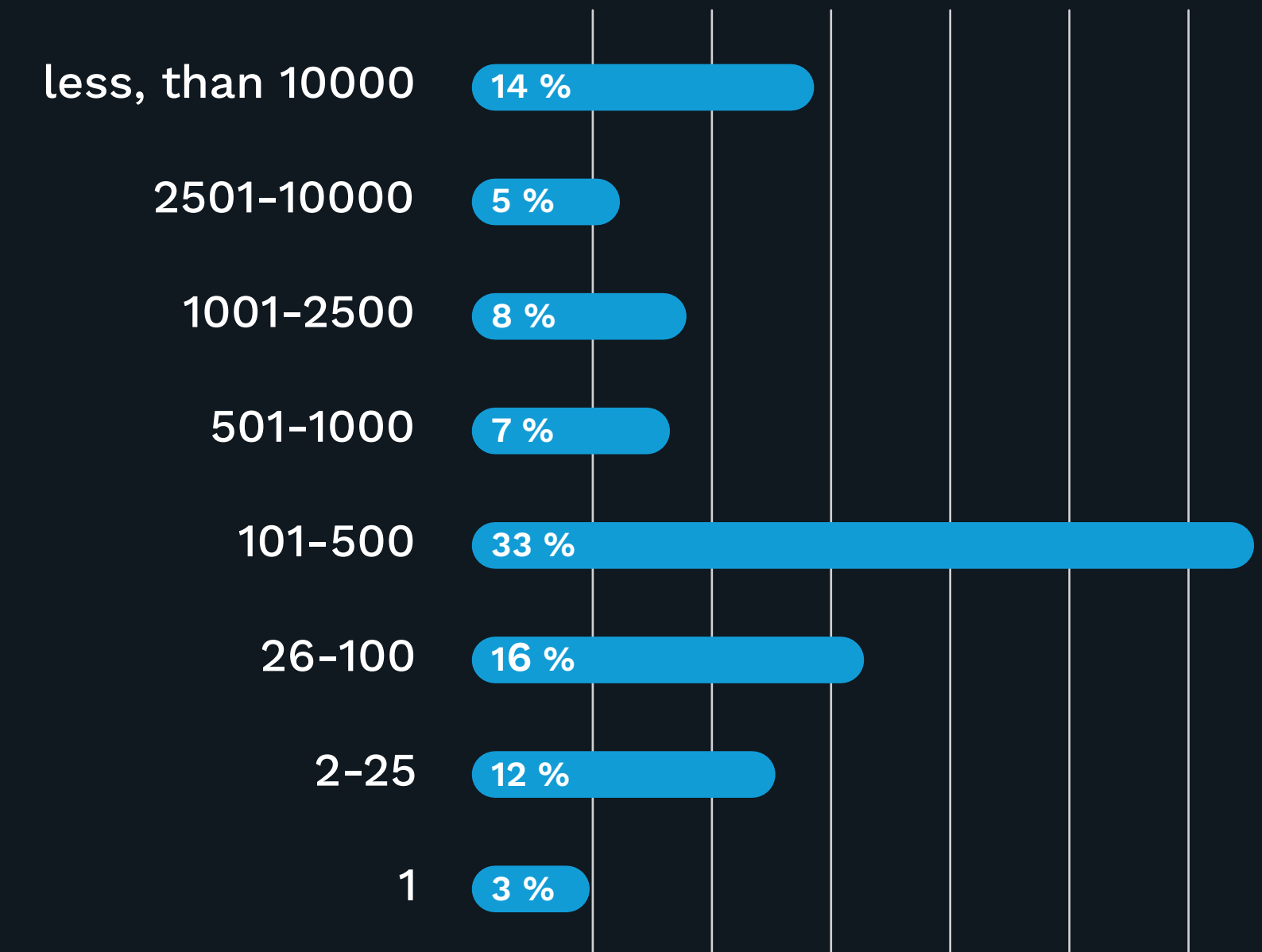


14 dynamic speakers



40,000+ livestream viewers from 160 countries

Company sizes



Top 10 countries



Crunch 2019 statistics



- 42 % software developer/engineer
- 19 % software developer
- 15 % data scientist
- 13 % data engineer
- 12 % data analyst

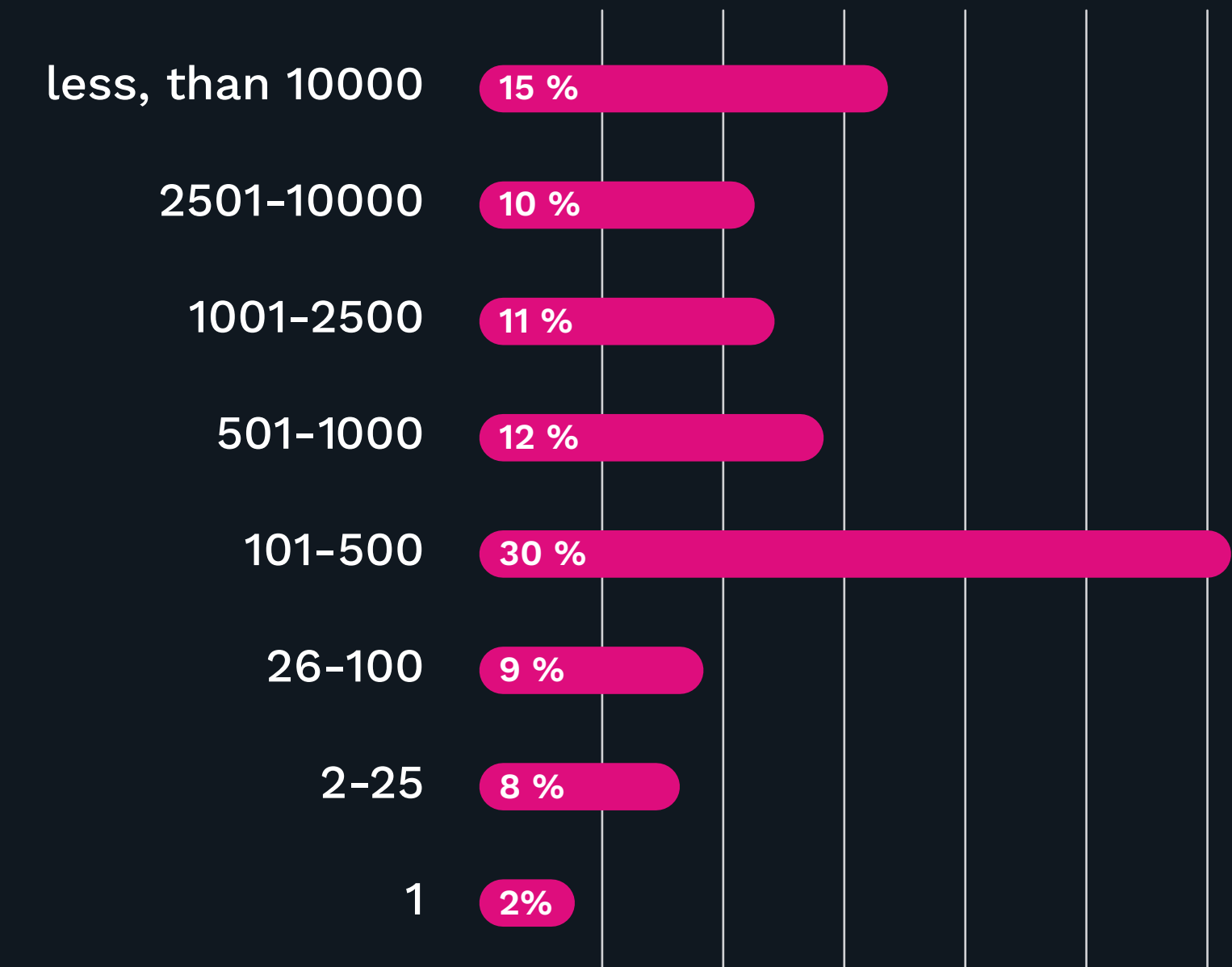


26 speakers
on 2 stages

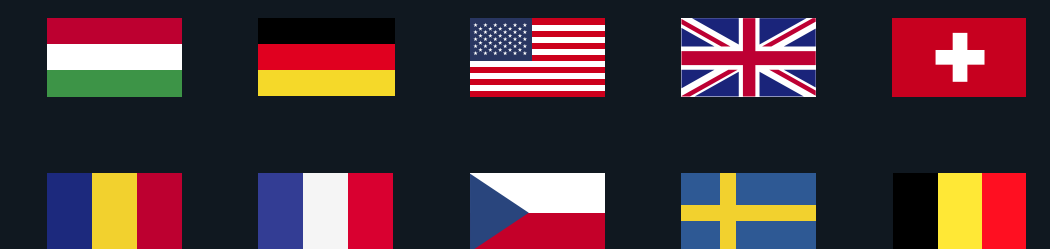


40,000+ livestream viewers
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Company sizes

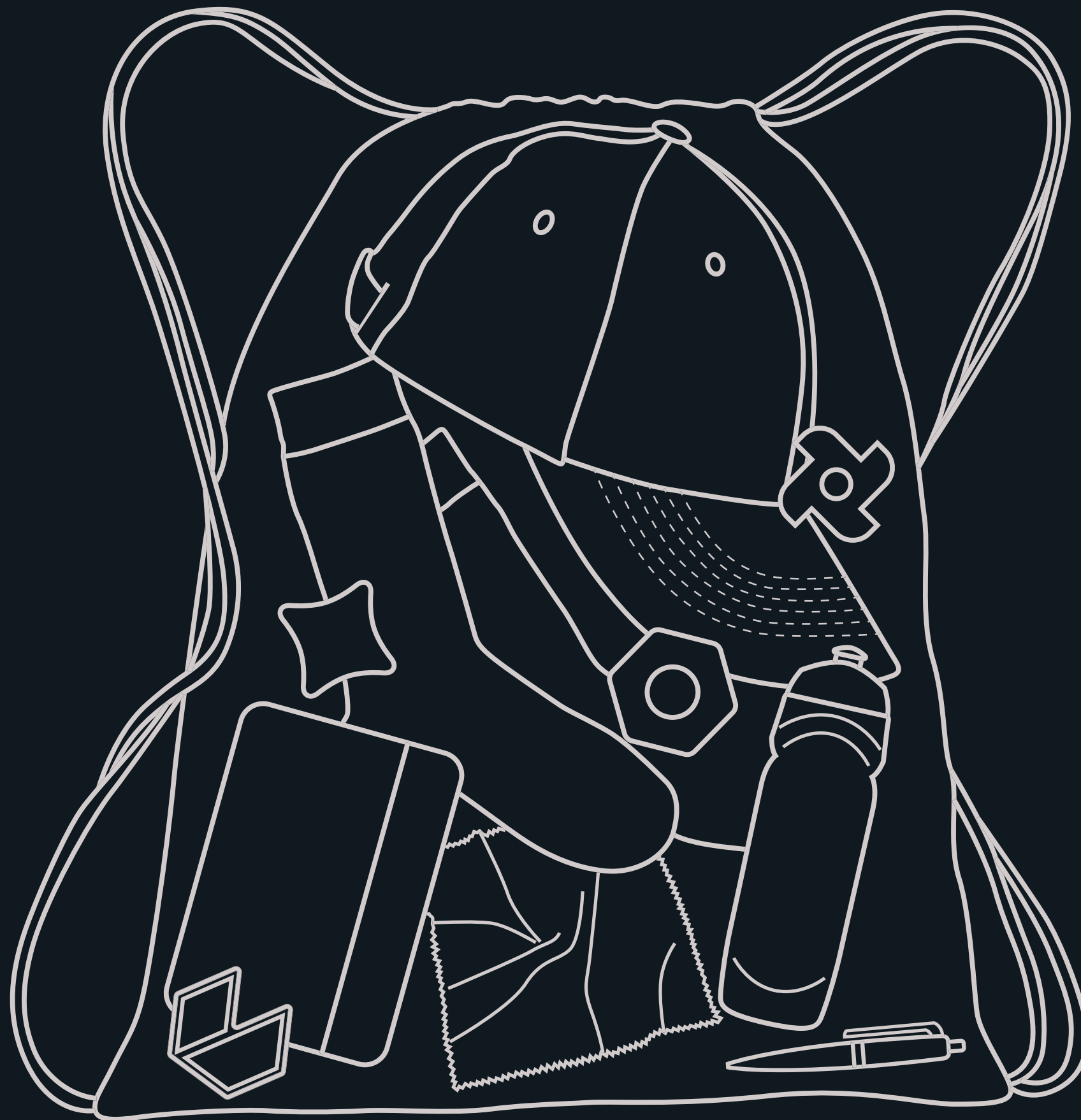


Top 10 countries



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	Eligible to bring special attractions to booth	yes	yes	yes	-	-
	TV and QR reader	yes	yes	yes	optional	-
	Lunch Sponsorship	yes	-	-	-	-
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	Logo on welcome bag	yes	-	-	-	-
online	Number of twitter and Facebook posts	3	2	1	-	-
	Message in pre-event email	yes	-	-	-	-
	Message in post-event email	yes	yes	-	-	-

Welcome Bag



Welcome bag gifts

notebook

pen

water bottles

screen cleaner

mechanical puzzle

baseball cap

branded sticker

socks

logo on welcome bag

Please let us know, which item you would prefer or let's brainstorm together to come up with other useful swags.

Sustainability matters

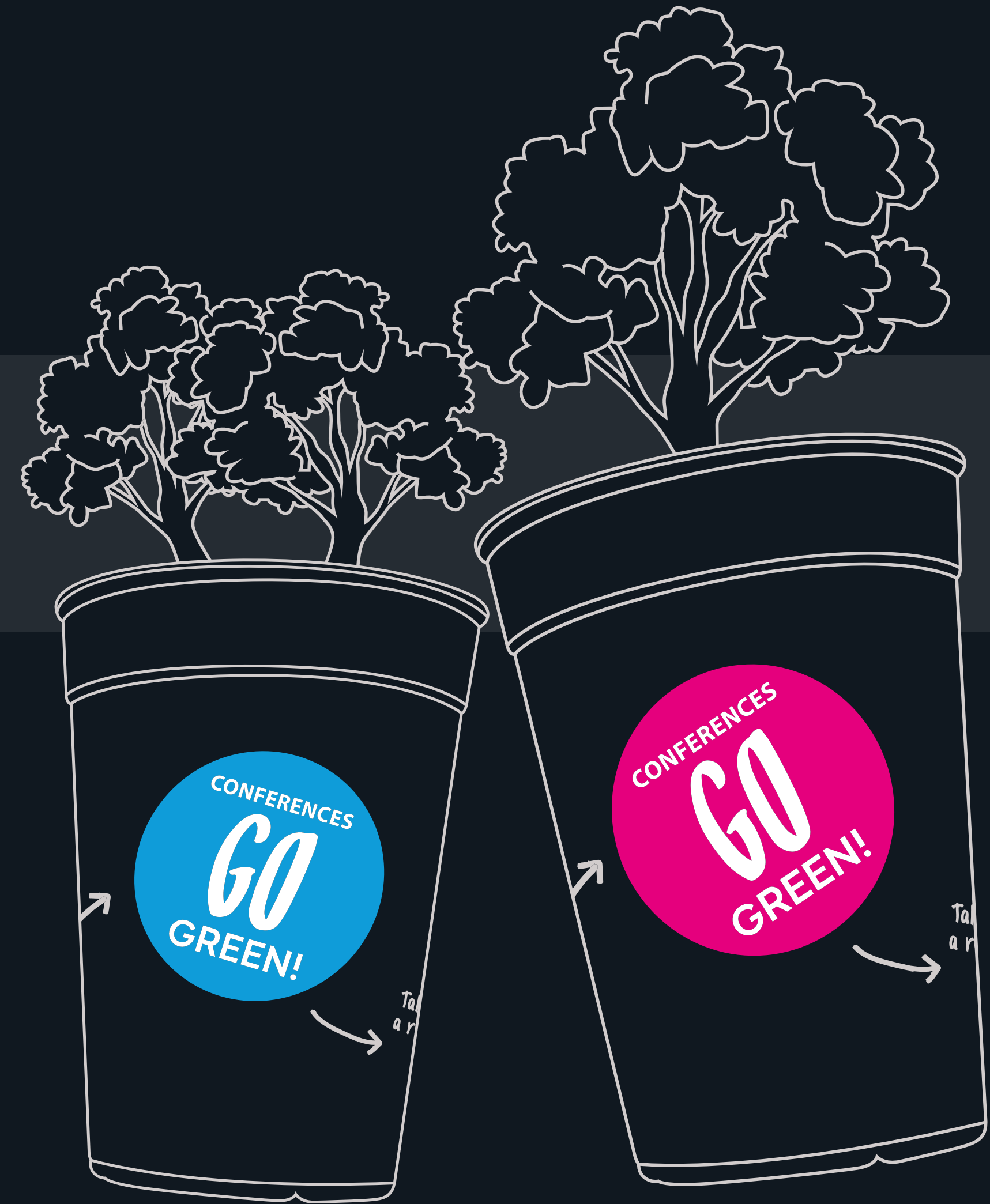
As organizers we feel responsible to reduce our carbon footprint and manage waste efficiently.

- by offering recups
- organizing travel options with low carbon footprint
- distributing leftover food for people in need

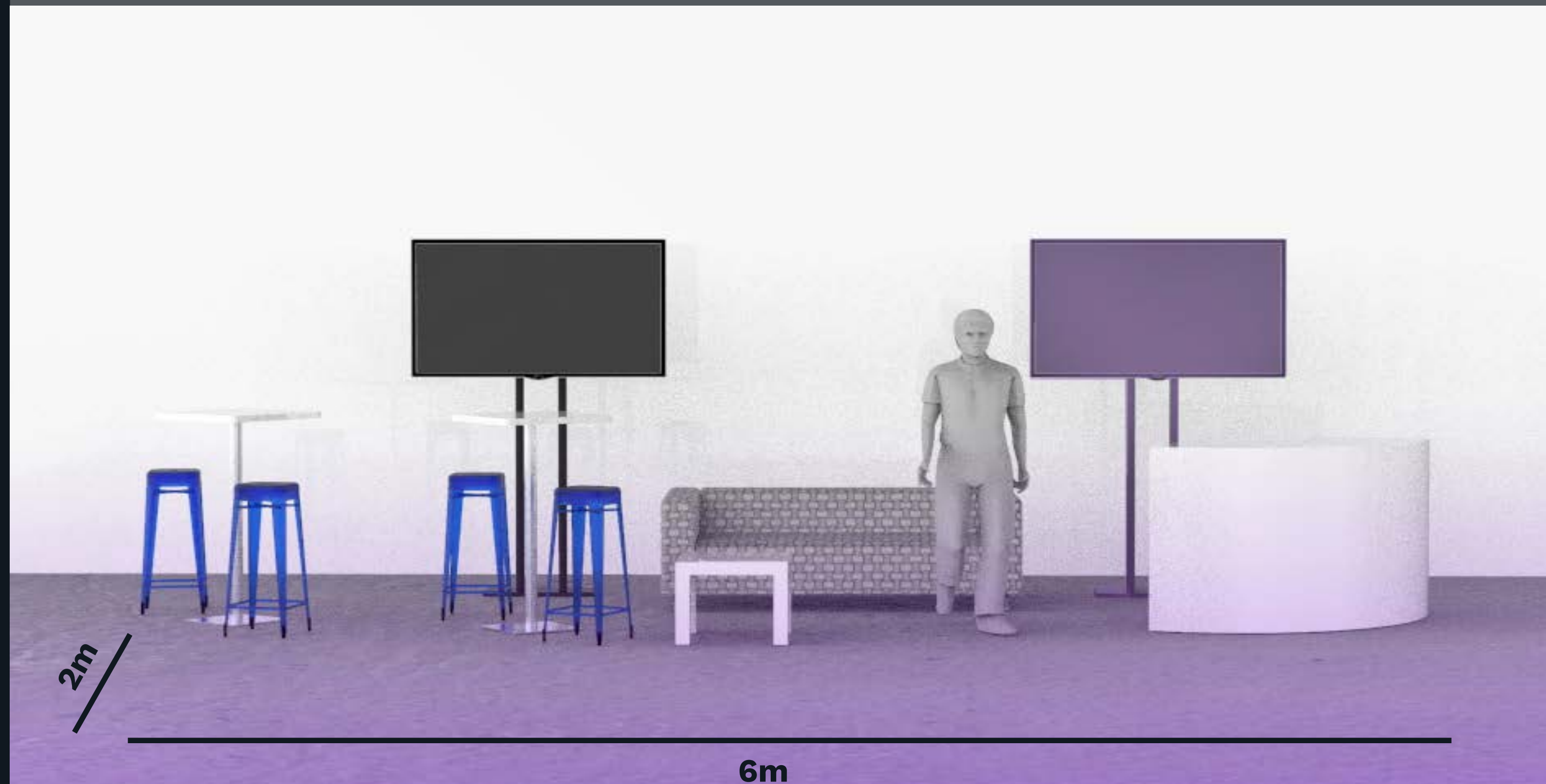
We expect you to help us in this mission by seriously considering the swags you distribute to attendees.

Be sure that you don't give away any plastic (except recycled), or hard to use gifts which will throw away right after the conference.

If you have any questions regarding the swags you plan to bring or need any advice let us know, we are here to help.



Diamond



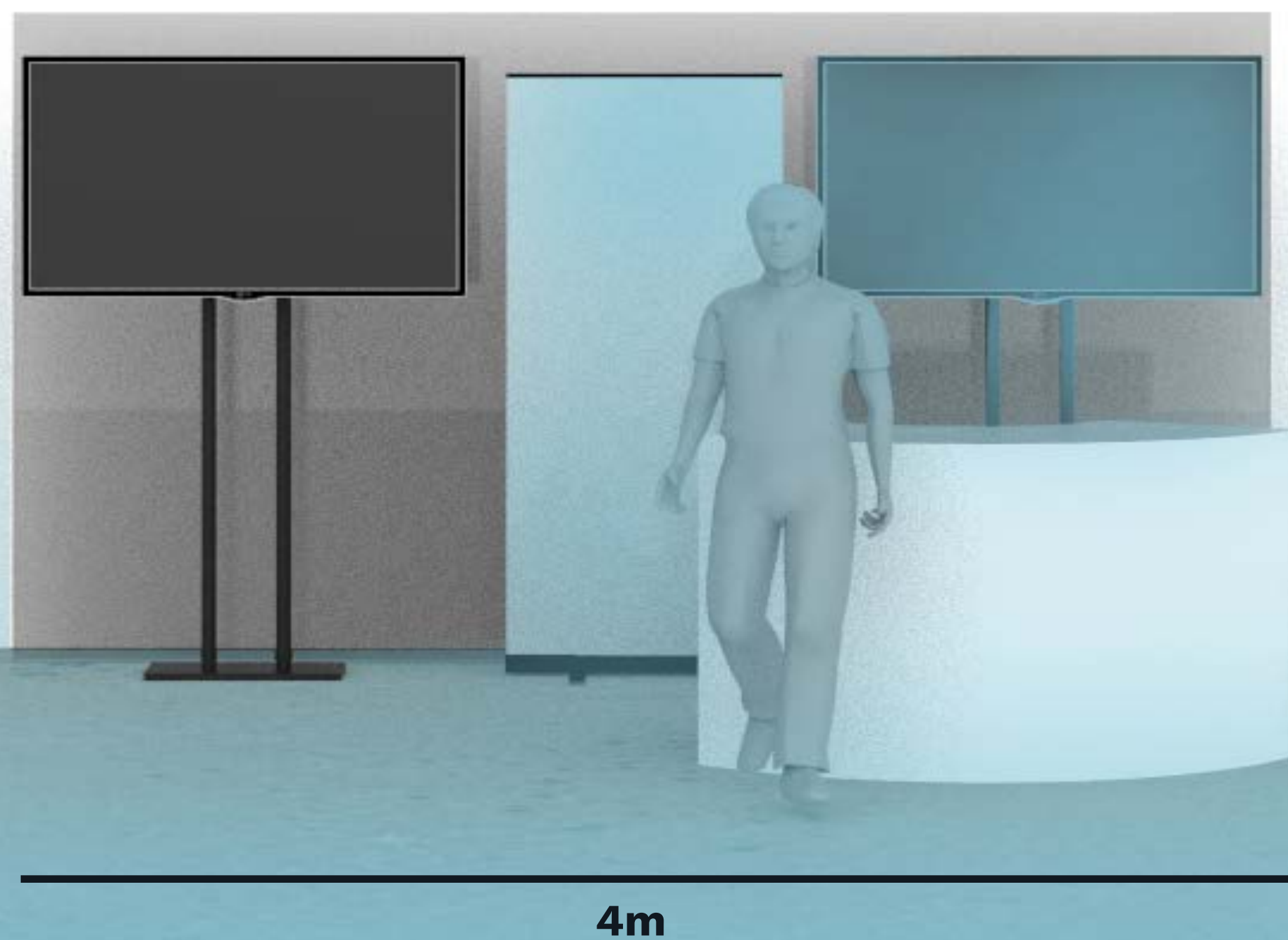
We provide you

- 2 x 6 meter space
- TV and QR reader
- branded large lighting booth

You can have

- additional TV
- rollup
- special attraction
- background wall

Platinum



We provide you

- 2 x 4 meter space
- TV and QR reader
- branded large lighting table

You can have

- additional TV
- rollup
- special attraction
- background wall

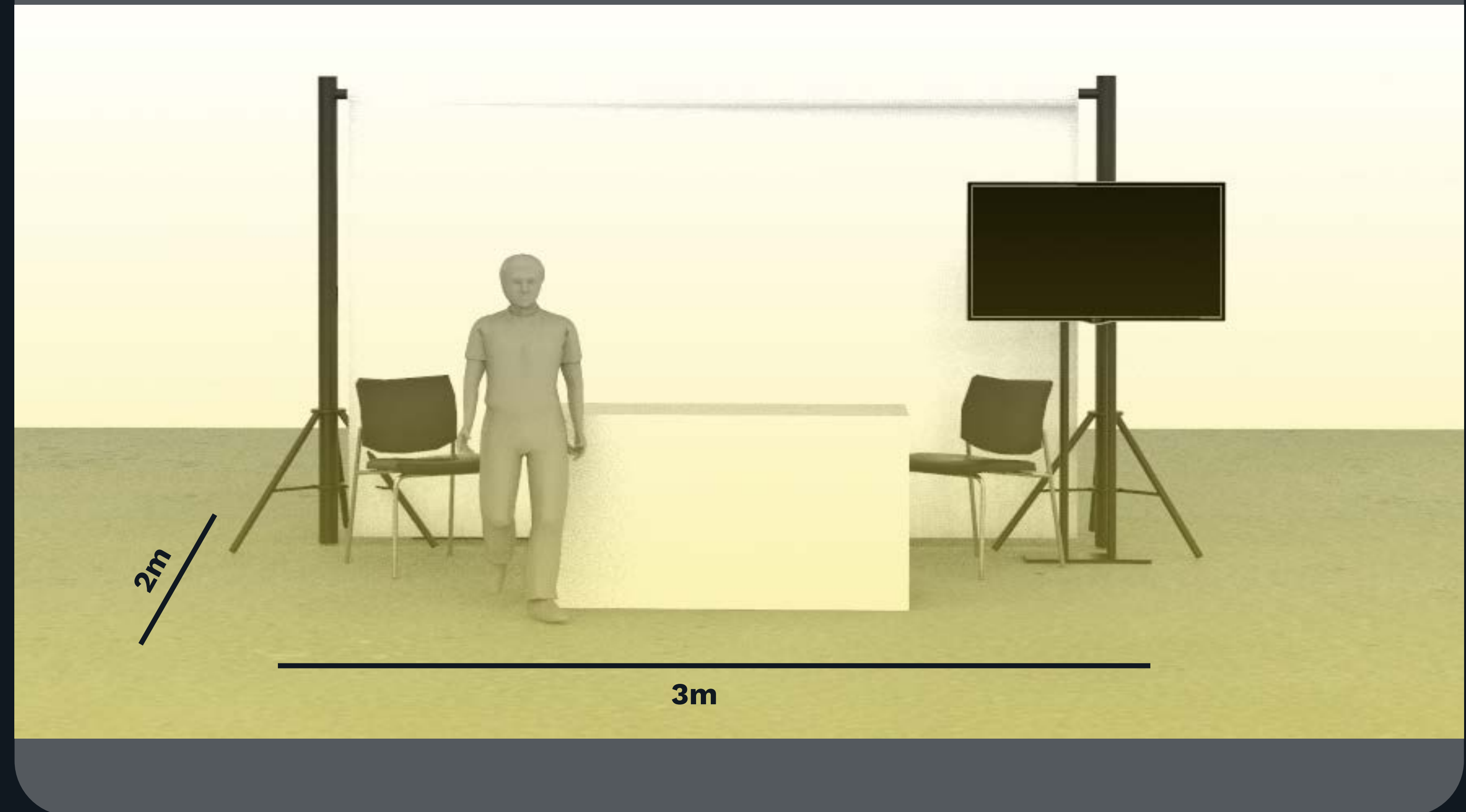
Gold

We provide you

- 2 x 3 meter space
- branded medium lighting booth
- TV and QR reader

You can have

- rollup
- special attraction



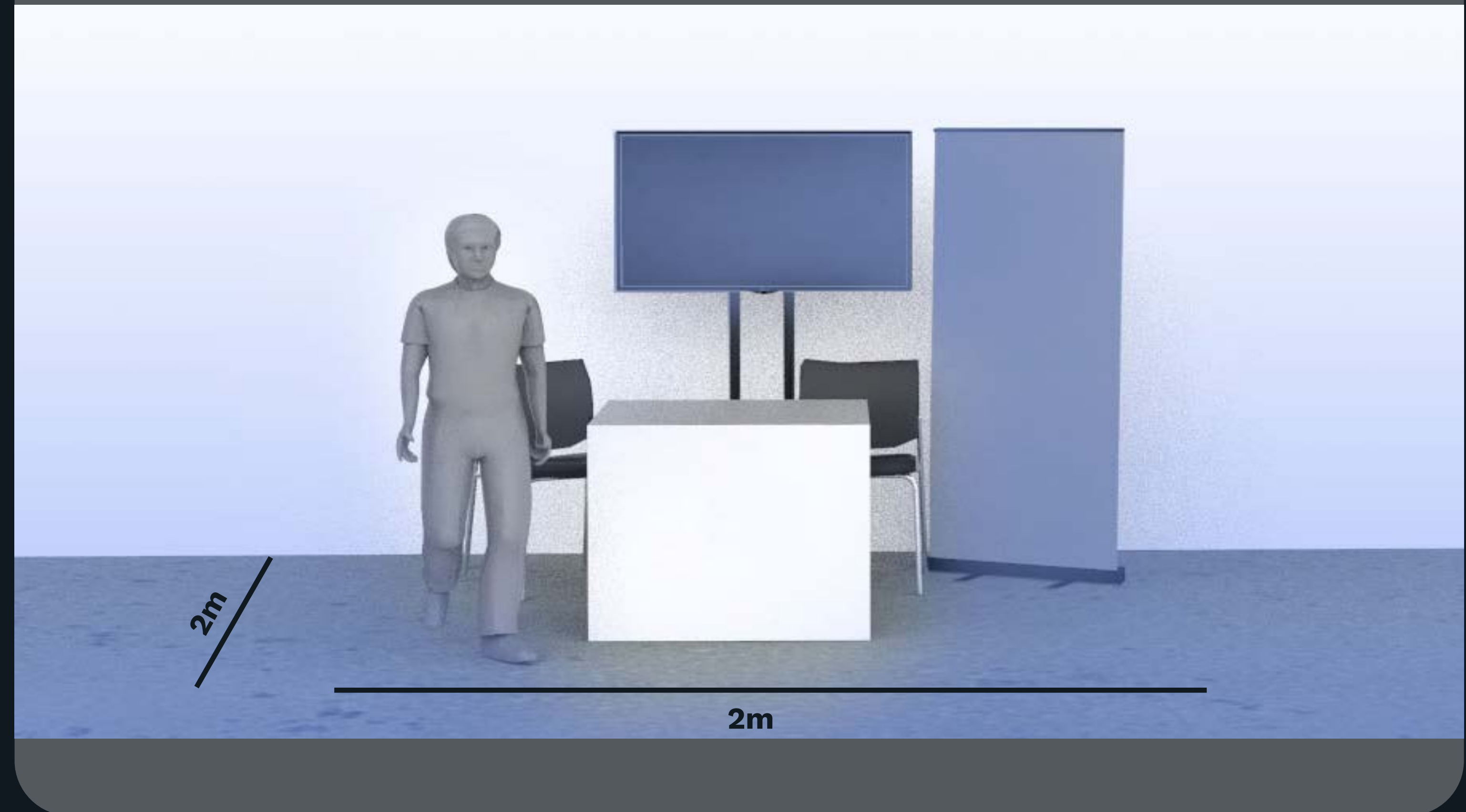
Silver

We provide you

- 2 x 2 meter space
- branded small lighting table

You can have

- rollup
- TV
- QR reader



Make your sponsorship something our attendees enjoy with special attractions and programs. We love to make our events an unforgettable experience for our attendees.

If you have ideas that you think will make a conference even more fun, let's talk about it!

Contact sponsorship managers:

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IBM Budapest Lab