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THE CONFERENCE FOR CRAFTING EXCEPTIONAL SOFTWARE

VIENNA, AUSTRIA // SAVE THE DATE: 31. MAY - 01. JUNE 2023

CodeCrafts is organized by SQUER Solutions and is 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.

In case of **any further questions** please feel free to reach out for us via **hello@code-crafts.com**.

OUR MISSION

ONE CONFERENCE TWO PRE-EVENTS FOUR WORKSHOPS

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.

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EVENT TIMELINE

31 MAY

01 JUNE

9 AM

WORKSHOPS
No promotion

Workshop tickets are not included in the conference ticket. A workshop has a maximum number of 25 participants.

CONFERENCE
Promotion possibilities for all sponsors

We expect 200 to 250 participants. Detailed attendees' information can be found on page number five.

6 PM

PRE-EVENT
Promotion possibility for Headliners

Event is free to join for everybody, We aim for 40 to 50 participants.

AFTERPARTY
Additional promotion package

The afterparty is free to join for everybody with a conference ticket. We expect 100 to 150 participants.

10 PM

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TRENDING TOPICS

INNOVATIVE APPROACHES & EMERGING TECHNOLOGIES

Agnostic concepts that help us to build scaling and resilient software (reactive architectures, event-souring, 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.
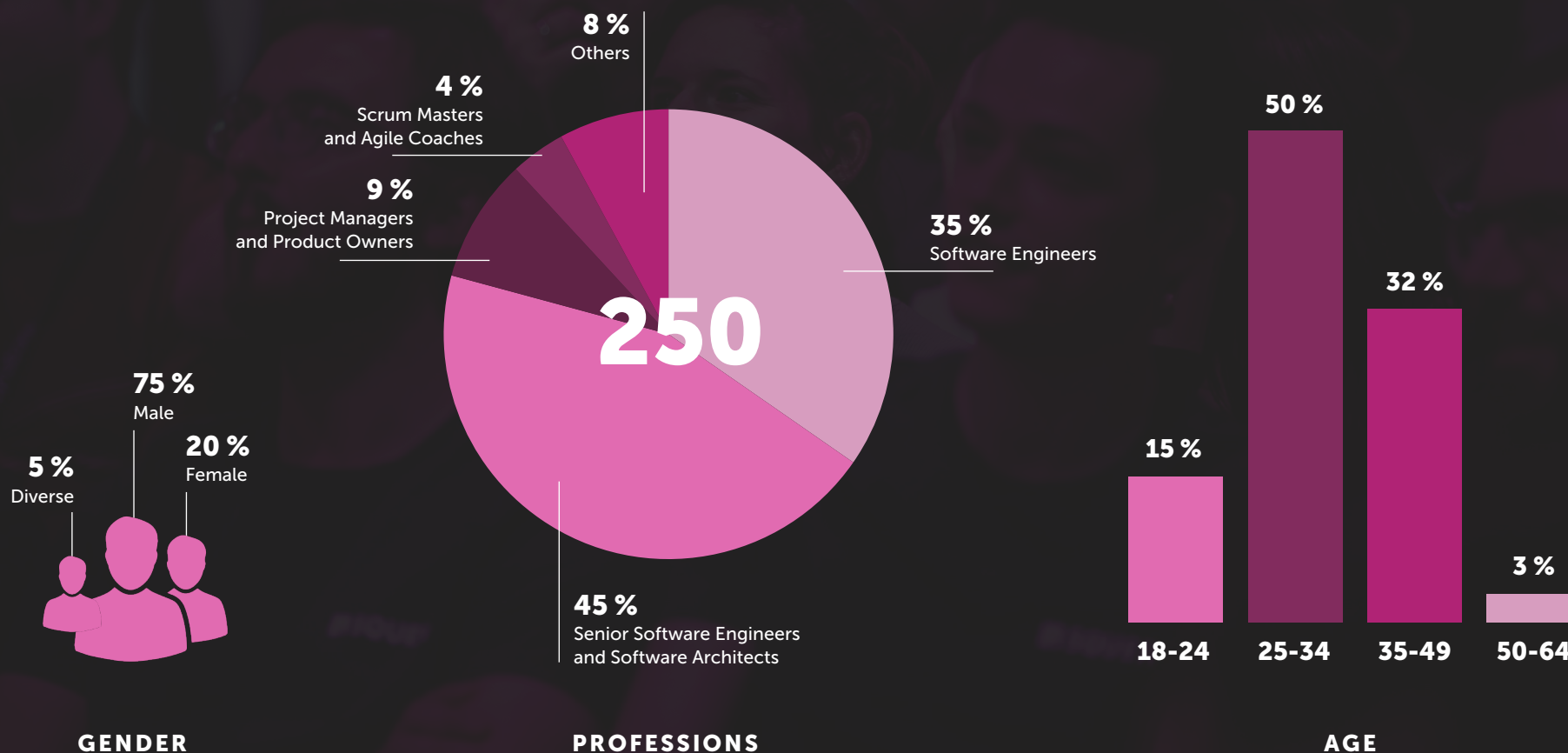
TEAM EFFICIENCY

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.
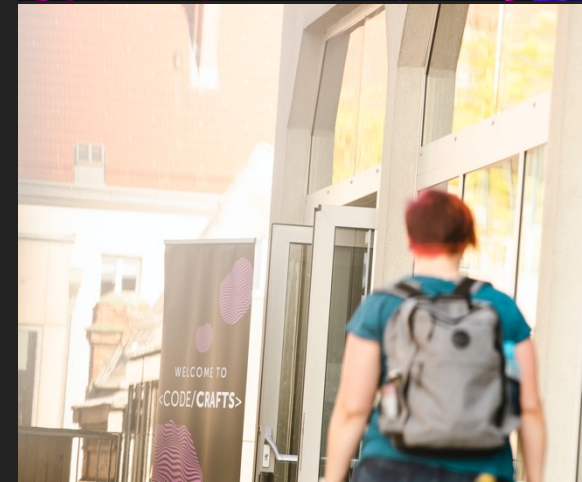
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ATTENDEES STATISTICS

Our Attendees are mainly from Austria (80%)
Statistics are based on CodeCrafts 2022

5 %
Diverse

75 %
Male

20 %
Female

GENDER

8 %
Others

4 %
Scrum Masters
and Agile Coaches

9 %
Project Managers
and Product Owners

35 %
Software Engineers

250

45 %
Senior Software Engineers
and Software Architects

PROFESSIONS

50 %

32 %

15 %

3 %

18-24   25-34   35-49   50-64

AGE

In case of **any further questions** please feel free to reach out for us via **hello@code-crafts.com**.

BROTFABRIK // ANKERSAAL

AN OUTSTANDING LOCATION FOR AN OUTSTANDING EVENT

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<CODE/**CRAFTS**> **& 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, UX/UI designers, and agile practitioners.

BOOKING DEADLINE: **14 APRIL**

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.

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SPONSOR PACKAGES

	SUPPORTER	CONTRIBUTOR	HEADLINER
1 – 100% Discount on Regular Tickets	2	3	5
1 – 20% Discount on Regular Tickets	3	5	8
2 – Logo on CodeCrafts Website and Social Media Channels	x	x	x
2 – Logo on our Event Brochure	x	x	x
2 – Logo on our Official Conference T-Shirt	x	x	x
2 – Logo on After Conference Video	x	x	x
3 – Contribution to Diversity Sponsoring	x	x	x
4 – Dedicated Social Media Posts	–	x	x
5 – Wall for Job Postings	–	x	x
6 – Company Banner and Promotion Possibility at Conference Venue	–	x	x
7 – Company Logo on Session Recordings	–	–	x
8 – Sponsor Teaser on Stage before Keynote	–	–	x
9 – Pre-Conference Event Sponsoring	–	–	x
PRICE	**€ 3.000,-**	**€ 5.000,-**	**€ 9.000,-**

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YOUR BENEFITS

1 – 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:

Supporters	2 x 100 % off	3 x 20 % off
Contributors	3 x 100 % off	5 x 20 % off
Headliners	5 x 100 % off	8 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!

2 – 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:

- **CodeCrafts** website
- Official LinkedIn & Twitter posts
- Diversity sponsoring communication
- Event brochure with schedule
- Overprint on **CodeCrafts** T-Shirt
- Overprint on goodie bags
- After conference video final credits

3 – DIVERSITY SPONSORING

There are many reasons why you can't attend a conference. The affordability of the costs incurred should not be one of them. Therefore, we provide 10 free tickets for those who see the world differently than the majority of the participants.

To be able to offer this support to interested participants, we expect around
€ 5.000 in total to provide the travel costs and the conference tickets.

A part of your contribution will be invested especially for this reason. Thank you for making a diverse conference with many opinions and perspectives possible.

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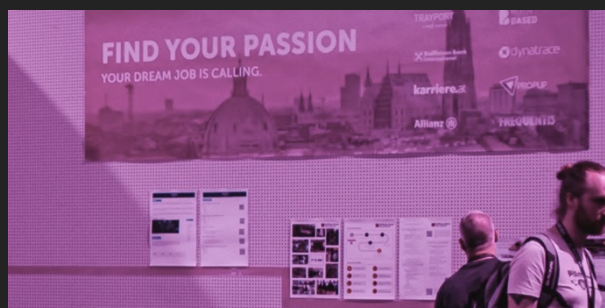
YOUR BENEFITS FOR CONTRIBUTORS AND HEADLINERS

4 – DEDICATED POST

Contributors and Headliners are even more visible on our social media platforms LinkedIn and Twitter.

We announce your sponsorship in an exclusive way and publish a post with your logo and some individual words about your company.

5 – JOB WALL

Do you have loads of interesting projects but are still looking for the right people to complete your team?

CodeCrafts gathers more than 200 developer talents based in Vienna. Grasp the opportunity to address them on-site and share three of your open positions on our job wall right in the middle of the venue!

Furthermore, we will display your logo on our job wall banner and let everybody know that they can expect available positions from your company right underneath.
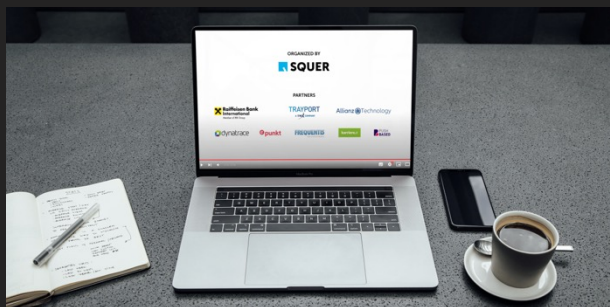
6 – PROMOTION AT THE VENUE

Become an active part of the **CodeCrafts** community and present your company in the entrance area of the venue.

We have space for your rollup, and we are happy to greet your team members there.

You will have the opportunity to easily communicate directly with the participants and have some interesting conversations from programming to recruiting.

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YOUR BENEFITS

7 – 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.

8 – 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.

9 – PRE-CONFERENCE EVENT

One day is too short for **CodeCrafts**! We invite our participants to join our Pre-Event before the actual event.

You will be announced as the sponsor of the catering and your logo will be featured on most of the venue's branding.

Make sure to join the session to communicate with participants and distribute company material.

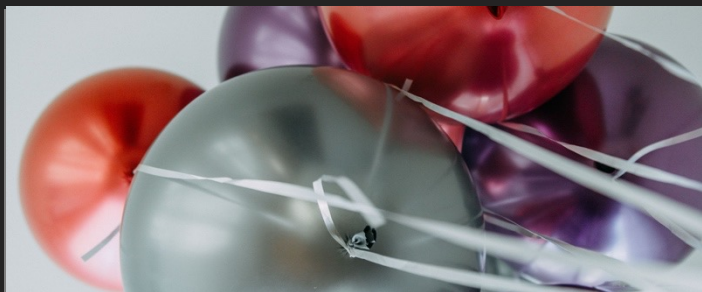<CODE/**CRAFTS**>

<CODE/**CRAFTS**> **& 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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ADDITIONAL PACKAGES

AFTER PARTY BY...   € 5.000,00

Your logo and colours at the after party with live music.
Party will be named "After Party by [COMPANY]"

CATERING BY...   € 5.000,00

Announced as "The [Company Name]" meal - branding and logos included.
Fee applies for a one-day meal sponsorship at the conference.

HACKATHON BY...   € 4.000,00

The first hackathon should take place approximately one month prior to the conference. The exact date can be scheduled together with you. You can either host the event in your preferred location or use the **SQUER** office. Define a challenge for the participants and provide the price for the winning team. Furthermore, you will have the opportunity to introduce your company and take over the moderation. Let's talk about the way you want to become the host of this interactive session!

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ADDITIONAL PACKAGES

PECHA KUCHA SESSION € 3.500,00

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.

COFFEE BY... € 2.000,00

The Barn Coffee Finest exclusive coffee Espresso and filter coffee.
Coffee will be announced "Coffee by [company name]".

GOODIE BAG € 200,00

Reserve your spot in one of our goodie bags. Information material about your company and/or giveaways are more than welcome. Please, keep in mind that we will need 250 copies (and/or pieces) of your material at least one week prior to the conference.