python brasil [9]
9ª Conferência Brasileira de Python

Plone Conf
Brasília 2013

www.ploneconf.org
www.pythonbrasil.org.br
sponsor@ploneconf.org

Sponsorship Proposal

The PloneGov-BR Community, with the support of the Brazilian Python Association (APyB), the Government of the Federal District of Brazil and key sectors of the Brazilian Government, is honored to host Plone Conference 2013 - the biggest Plone event in the world - for the first time in the Southern Hemisphere, co-located with PythonBrasil[9] - the largest Python event in Brazil. Both events will be held simultaneously from October 2nd to 4th, with training sessions before and sprints after.

The Event

Plone Conference 2013

The Plone Conference is the most important event in the world of the Plone Content Management System (CMS) and the target audience is developers, users, managers, government agencies, educational institutions, students and anyone else interested in learning more about this technology. The event brings together the platform's leading developers and contributors from various countries of the world that enables participants to learn about relevant success cases.

Plone is one of most used CMSs in the Brazilian government: Brasil.gov, Brazilian Presidency, Chamber of Deputies, Governo Eletrônico, Federal Police, CAIXA Econômica Federal Bank, TSE, TJDFT, STM, Serpro and the news agency of the Brazilian Senate all use Plone. This last one receives an average of 9k visitors per day and more than 15k on peak days, being the most popular section of the Senate's portal. It is used likewise in important US governmental sites such as the CIA, FBI and NASA.

Previous editions of the Plone Conference took place in Arnhem (2012), San Francisco (2011), Bristol (2010), Budapest (2009), Washington DC (2008), Naples (2007), Seattle (2006), Vienna (2005), Vienna (2004) and New Orleans (2003).

PythonBrasil[9]

Python Brasil is the largest Latin American event about Python and aims to be a huge meeting between its users and stakeholders at all levels of knowledge, targeting best practices and application of this powerful technology in key ICT solutions.

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This event displays success stories using Python in the areas of business, science, cloud computing, geoprocessing, mobile devices and educational environment. National lecturers and major international contributors of the Python programming language will be present at the event.

The previous editions of Python Brasil occurred in Rio de Janeiro (2012), São Paulo (2011), Curitiba (2010), Caxias do Sul (2009), Rio de Janeiro (2008), Joinville (2007), Brasília (2006) and Campinas (2005).

Events' Schedule

Training: September 30th and October 1st (venue: ESAF - Escola de Administração Fazendária, Brasília - DF)
Conference: October 2nd-4th (venue: Ulysses Guimarães Convention Center, Brasília - DF)
Party: October 3th (venue to be defined, Brasília - DF)
Job Fair: October 4th (venue: Ulysses Guimarães Convention Center, Brasília - DF)
Sprints: October 5th-6th (venue: Ulysses Guimarães Convention Center, Brasília - DF)
Post-conference Sprints: October 8th-11th (venue to be defined, city of João Pessoa - PB)

Estimated Audience

Training: 200 - 350 people
Conference and Job Fair: 600 - 800 people
Sprints: 100 - 150 people
Post-conference Sprints: 30 - 50 people

Structure of the Events

The conferences will include tutorials, talks, sprints, open spaces, lightning talks and an exhibition hall for sponsors.

Tutorials
The event will provide a number of tutorials with several courses on Plone, Python and related technologies in eight simultaneous rooms.

Keynote Speakers
The event will bring together prominent speakers, core developers and consultants who will share their experiences and present the trends and future of Plone and Python. An opportunity to meet professionals who make a difference.

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Sprints

Sprints are a tradition in the community. They are a kind of immersion for product improvement (code, documentation, translation, among others) with the involvement of both veterans and new developers. This year we will have two days after the conference dedicated for the sprints in Brasília and four days for a sprint in João Pessoa.

Open Spaces

Open Spaces or unconferences are a very important way of interaction for the event where participants can dynamically claim spaces in order to promote a debate without requiring a pre-conference schedule.

Lightning talks

These short presentations are a great way for people to become more involved in the community, learn from each other and give their message. The event will reserve spaces for a large quantity of lightning talks by the attendees.

Job Fair

It is a fair or exposition for employers, recruiters and schools to meet with prospective job seekers.

Official Agency

Bancorbrás will be the official travel agency of the event, providing benefits to the participants such as discounts on hotels, airfare (subject to availability of seats) and proposed tour packages. During the conference the agency will also have a space in front of the Master Auditorium to help participants.

Marketing

In websites

Both events, Python Brasil and Plone Conference, have marketing websites and enjoy the support of partner sites. Sponsors will be advertised on both sites:
*   www.ploneconf.org
*   www.pythonbrasil.org.br

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Event Coverage

In order to prospect sponsors and disseminate the Plone Conference 2013 and PythonBrasil[9] we will be present at the following related technological events:

*   Campus Party - São Paulo, BR - http://www.campus-party.com.br/2013
*   Consegi 2013 - Brasília, BR - http://www.consegi.gov.br/
*   EuroPython - Florence, IT - https://ep2013.europython.eu
*   FISL - Porto Alegre, BR - http://softwarelivre.org/fisl14
*   FLISOL - Brasília, BR - http://flisoldf.blog.br/2013/
*   Plone Open Garden - Sorrento, IT - http://www.abstract.it/en/abstract/initiative/plog-2013
*   Plone Symposium Latin America - Rosario, AR - http://ar.pycon.org/2013
*   Plone Symposium Midwest - Oshkosh, US - https://midwest.plonesymp.org/
*   PyCon US - Santa Clara, US - https://us.pycon.org/2013/
*   VI EnGitec - Brasília, BR - http://colab.interlegis.leg.br/wiki/VIEncontroGitec
*   World Plone Day - https://plone.org/events/wpd/

The Plone and Python community members will also announce both conferences in their various talks, seminars and trainings. In the months preceding the conference, we will hold talks on the Plone CMS and Python programming language in local universities.

Social media

The social networks Facebook, Twitter, Google+ will be used for both events.

IT Magazines

Dicas-L, Linux Magazine, A Rede, Espírito Livre Magazine, among others.

Government media

Press releases will be negotiated in public vehicles like TV Brasil, TV NBR, Agência Brasil, Radiobrás and TV Senado.

Informatives

Press releases, mailing lists, press-kits, direct contact with journalists and vehicles.

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Sponsoring

This is a non-profit event. All revenue will come from sponsors or supporters. We offer a wide variety of sponsorship packages, suitable for organizations of the Brazilian government, local and international Plone and Python solution providers as well as other interested organizations.

The sponsorship plans of Python Brasil and Plone Conference are designed to give maximum exposure to the sophisticated audience of both conferences.

Sponsorship packages

Why sponsor?

By sponsoring the Plone Conference 2013 and PythonBrasil[9] you and your company will have the opportunity to reach an audience of developers, software engineers, entrepreneurs, managers and users from over 30 countries as well as all states of Brazil.

Our conferences allow you to:
*   Join a highly technological event with good visibility for government and national and international companies
*   Learn about and share success cases
*   Empower your team
*   Build relationships with other companies and business partners
*   Leverage your business in this market niche
*   Associate your brand to open and collaborative initiatives of Free/Open Source Software
*   Recruit top developers
*   Offer your products and services
*   Get brand recognition in Brazil and abroad

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Packages

Diamond Level

Investment: US$18,000
Limit: 4
Booth
• Prominent space in the Exhibit Hall (4m²)
Brand exposure
• Placement of the logo on the websites of Plone Conference and Python Brasil, in the footer of each page
• Placement of the logo in the conference rooms
• Tote bag insert (provided by sponsor)
• Brand exposure in the conference guides for mobile devices
• Announcement of sponsorship on Twitter (@ploneconf and @pythonbrasil)
• Joint announcement in both conferences highlighting the sponsor
Job Fair
• Table reserved for recruitment
• Ad as a company recruiter in the conferences' websites
Passes
• 10 conference passes
• 10 training passes

Platinum Level

Investment: US$8,500
Limit: 4
Booth
• Prominent space in the entrance hall (3m²)
Brand exposure
• Placement of the logo on the websites of Plone Conference and Python Brasil, in the footer of each page
• Placement of the logo in the conference rooms
• Tote bag insert (provided by sponsor)
• Brand exposure in the conference guides for mobile devices
• Announcement of sponsorship on Twitter (@ploneconf and @pythonbrasil)
Job Fair
• Table reserved for recruitment
• Ad as a company recruiter in the conferences' websites
Passes
• 5 conference passes
• 7 training passes

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Gold Level

Investment: US$4,500

Limit: 8

Booth

- Prominent space in the entrance hall (2,25m^2)

Brand exposure

- Placement of the logo on the websites of Plone Conference and Python Brasil, in the footer of each page
- Placement of the logo in the conference rooms
- Tote bag insert (provided by sponsor)
- Announcement of sponsorship on Twitter (@ploneconf and @pythonbrasil)

Passes

- 3 conference passes
- 5 training passes

Silver Level

Investment: US$3,500

Brand exposure

- Placement of the logo on the websites of Plone Conference and Python Brasil, in the footer of each page
- Placement of the logo in the conference rooms
- Tote bag insert (provided by sponsor)
- Announcement of sponsorship on Twitter (@ploneconf and @pythonbrasil)

Passes

- 2 conference passes

Bronze Level

Investment: US$2,500

Brand exposure

- Placement of the logo on the websites of Plone Conference and Python Brasil, in the footer of each page
- Placement of the logo in the conference rooms
- Tote bag insert (provided by sponsor)
- Announcement of sponsorship on Twitter (@ploneconf and @pythonbrasil)

Passes

- 1 conference passes

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Open Source Software (OSS)

Investment: Free
Limit: Only available to OSS communities and Projects
Brand exposure
- Placement of the logo on the websites of Plone Conference and Python Brasil, in the footer of each page
- Tote bag insert (provided by sponsor)
- Announcement of sponsorship on Twitter (@ploneconf and @pythonbrasil)

Passes
- 1 conference passes

À la carte options (Can be added to other packages)

Lanyard and badge

Investment: US$3,000
Limit: 1
Brand exposure
- Logo and text on lanyard
- Logo on the badge

Passes
- 2 conference passes

Bag

Investment: US$3,500
Limit: 2
Brand exposure
- Logo placement on the tote bag

Passes
- 2 conference passes

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T-shirt

Investment: US$4,000
Limit: 3
Brand exposure
• Logo on the back of every conference t-shirt
Passes
• 3 conference passes

Open Space room branding

Investment: US$1,000
Brand exposure
• Logo placement on Open Space signs and in Open Space area
• Logo placement at Plone Conference and Python Brasil sites – at the Open Space page

Post-Conference Sprint

Investment: US$1,500
Brand exposure
• Logo placement on Sprints rooms (2 days)
• Logo placement at Plone Conference and Python Brasil sites – at the Sprints page

Job Fair (Table)

Investment: US$500
Benefits
• Table reserved for the on-site Job Fair
• Listing in the Job Fair page on conferences' sites

These proposals have been originally designed aiming the best way to provide your company's partici-pation in the event. Even so we are open to discuss and negotiate a sponsorship plan to better fit your business model.

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The Organization

PloneGov-BR

This community lists more than 200 members, among public employees, independent professionals and enterprises that provide government services. This project received the Plone Awards during the Plone Conference 2012. It is a regional version of the PloneGov initiative and exists in Brazil since july 2009.

PloneGov-Br was created in order to promote communication, exchange of experiences, use of best practices and to encourage collaborative development of open software code through sharing.

Some of our recent accomplishments:
* World Plone Day 2012 – this is a day to talk about Plone around the World. We received more than 100 attendees in Brasília, and many more in six other cities in the country.
* Many Plone presentations were held in different public organizations, such as Interlegis, the Presidency of the Republic and SERPRO.
* Brasília hosted the Plone Symposium South America 2012 (PSSA) with more than 200 attendees from Brazil, Argentina, Slovenia, United States, Mexico and Venezuela.
* As part of the PSSA, the Caipirinha Sprint counted 25 attendees, 18 of which became new Plone core developers.

Associação Python Brasil (APyB)

A non-profit organization formed in 2007 to promote Python and related technologies. So far APyB has been a major force behind the growth of Python within brazilian organizations by funding Python evangelism, promoting local meetups, sponsoring events and organizing PythonBrasil — Brazil's PyCon.

APyB will provide PloneGov-BR community financial and legal support in Brazil to organize Plone Conference 2013 and PythonBrasil[9].

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Public Relations

In order to share information before, during and after the event we will use the sites and Twitter accounts below:

- www.ploneconf.org | @ploneconf
- www.pythonbrasil.org.br | @pythonbrasil

Contact

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