



Sponsorship Offer 2014

Dear Sir/Madam,

the Steering Committee of SmartDevCon is pleased to invite you to support the third edition of the only conference in Poland that is fully dedicated to the widely understood solutions of smart devices type. Therefore we encourage you to become familiarised with our sponsorship offer.

The conference SmartDevCon is orientated at companies and specialists connected with modern device solutions that within recent years have dominated and redefined this market segment. We all are witnesses to the enormous revolution and progress in the field of in-built and mobile solutions. Unfortunately so far in this part of Europe there has not been any significant event (apart from SmartDevCon) that would respond to the great demand in the exchange of knowledge and business contacts in this area. In order to meet the expectations and having the previous experience, we have decided to organise the conference that would fill the gap effectively. Our intention is to render the SmartDevCon the annual event that would gather people wishing to deepen their knowledge related to such devices as internet tablets, smartphones, game consoles and solutions from the group of connected TV as well as IVI.

The high quality of lectures devoted to the latest trends on the smart devices market will be guaranteed by the respected international speakers.

We are aware that the organisation of such conference requires strong, reliable partners and sponsors. We believe that your participation in supporting SmartDevCon will bring a number of measurable benefits to both sides. We also believe that the conference attendees will benefit from our cooperation. Therefore, once more we invite you to becoming familiarised with this year's offer to sponsors.

Steering Committee of the SmartDevCon conference

Basic information about SmartDevCon

Time and venue

SmartDevCon 2014 will take place in the building of Faculty of Law and Administration, Silesian University in Katowice, Poland on 18-20th of September. There are 3 international airports in the vicinity of Katowice: Katowice-Pyrzowice (KTW), Cracow-Balice (KRK) and Ostrava-Mosnov (OSR). There are also direct EuroCity train connections to neighbouring European capitals.

Objective and mission

The main goal of the conference is the integration and the possibility to enhance knowledge by contact with smart devices experts and specialists. We want to popularize modern devices, present current trends and spread good practices of creating software for this kind of devices.

Target group

The conference is addressed to people from embedded and mobile fields and to the connected businesses. SmartDevCon is opened to experienced developers, enthusiasts interested in novelties from the technology world as well as to students that are still in the process of gaining the knowledge.

Subject area

- Mobile platforms: Android, iOS, Windows Phone, BB 10, Firefox OS, Tizen, Ubuntu Touch
- Gaming & entertainment on smart devices (Unity3D, Marmalade, OpenGL ES)
- Creating multiplatform applications (Qt, PhoneGap, Titanium etc.)
- Mobile user interfaces, design and UX
- Mobile web standards and payments (eg. NFC)
- Innovative applications and usage in different areas (telemedicine etc.)
- Interactive and connected TV
- New types of smart devices (smartwatches, Google Glass)
- Home automation integration with smart devices
- Free and open solutions on smart devices
- In-vehicle infotainment systems and in car entertainment

Sponsorship levels

We are presenting a short list of sponsorship levels for this year of SmartDevCon and associated costs with each of them. Detailed information about benefits of each of the levels is presented on the next pages of this document.

Sponsorship level type	Cost of the sponsorship
Diamond	3500 EUR
Platinum	2500 EUR
Gold	1500 EUR
Silver	1000 EUR
Bronze	500 EUR
Graphite	250 EUR

In case of choosing lower sponsorship level package then there is a possibility of upgrade to higher level. Sponsored talks in package Gold, Platinum and Diamond are video recorded and accessible in the Internet which guarantees effective promotion also after the conference.

Advertising stalls

If you are not interested in sponsoring, but only in advertising stall (tables, seats, access to electric socket) then there is a possibility to rent advertising stall on the conference:

1 day of the conference	375 EUR
2 days of the conference	500 EUR
3 days of the conference	625 EUR

Advertising stall for 3 days of conference is accessible **free of charge** in Silver sponsor level package and higher.

DIAMOND SPONSOR

- the title of SmartDevCon 2014 Diamond Sponsor
- the possibility of giving two 120-minute presentations on technical subject-matters by the Sponsor
- 10-minute sponsor presentation on opening of conference
- possibility of conducting a survey among conference attendees
- placing the Sponsor's logo in top section and in 'Sponsors' section of conference website along with the link to the website indicated by the Sponsor
- attaching gadgets and merchandising materials such as handbills, advertising leaflets, etc. to be included in the starter pack that the conference participants will receive upon the registration in the conference centre
- placing Sponsor advertising stall close to the main conference hall
- placing additional advertises of Sponsor in agreed places
- **placing the Sponsor's banner or advertising rollup close to the screen in the main conference hall of the event**
- the information about the sponsorship of additional Sponsors prizes (as long as the Sponsor funds ones)
- the information about becoming sponsor in social networking sites
- **fee free participation in the conference for six representatives of the Sponsor**
- participation in sponsors' evening event (occasion to advertise, recruit etc.)
- **other bonuses (to be negotiated)**

Price: 3500 EUR
(may be in the form of barter)

PLATINUM SPONSOR

- the title of SmartDevCon 2014a Platinum Sponsor
- **the possibility of giving one 120-minute presentation or two 60-minute presentations on technical subject-matters by the Sponsor**
- possibility of conducting a survey among conference attendees
- placing the Sponsor's logo in top section and in 'Sponsors' section of conference website along with the link to the website indicated by the Sponsor
- attaching gadgets and merchandising materials such as handbills, advertising leaflets, etc. to be included in the starter pack that the conference participants will receive upon the registration in the conference centre
- placing Sponsor's advertising stall close to the main conference hall or in the other area that will most likely be accessed by the participants
- placing additional advertises of Sponsor in agreed places
- placing the Sponsor's banner or advertising rollup in the main conference hall of the event
- the information about the sponsorship of additional Sponsors prizes (as long as the Sponsor funds ones)
- the information about becoming sponsor in social networking sites
- **fee free participation in the conference for four representatives of the Sponsor**
- participation in sponsors' evening event (occasion to advertise, recruit etc.)

Price: 2500 EUR
(may be in the form of barter)

GOLD SPONSOR

- the title of SmartDevCon 2014 Gold Sponsor
- **the possibility of giving one 60-minute presentation on technical subject-matters by the Sponsor**
- **possibility of conducting a survey among conference attendees**
- placing the Sponsor's logo in top section and in 'Sponsors' section of conference website along with the link to the website indicated by the Sponsor
- attaching gadgets and merchandising materials such as handbills, advertising leaflets, etc. to be included in the starter pack that the conference participants will receive upon the registration in the conference centre
- placing Sponsor's advertising stall close to the main conference hall
- placing additional advertises of Sponsor in agreed places
- placing the Sponsor's banner or advertising rollup in the main conference hall of the event
- the information about the sponsorship of additional Sponsors prizes (as long as the Sponsor funds ones)
- the information about becoming sponsor in social networking sites
- **fee free participation in the conference for three representatives of the Sponsor**
- participation in sponsors' evening event (occasion to advertise, recruit etc.)

Price: 1500 EUR
(may be in the form of barter)

SILVER SPONSOR

- the title of SmartDevCon 2014 Silver Sponsor
- placing the Sponsor's logo in top section and in 'Sponsors' section of conference website along with the link to the website indicated by the Sponsor
- attaching gadgets and merchandising materials such as handbills, advertising leaflets, etc. to be included in the starter pack that the conference participants will receive upon the registration for the conference in hotel
- **placing Sponsor's advertising stall close to the main conference hall**
- **placing additional advertises of Sponsor in agreed places**
- **placing the Sponsor's banner or advertising rollup in the main conference hall of the event**
- the information about the sponsorship of additional Sponsors prizes (as long as the Sponsor funds ones)
- the information about becoming sponsor in social networking sites
- **fee free participation in the conference for two representatives of the Sponsor**
- **participation in sponsors' evening event (occasion to advertise, recruit etc.)**

Price: 1000 EUR
(may be in the form of barter)

BRONZE SPONSOR

- the title of SmartDevCon 2014 Bronze Sponsor
- placing the Sponsor's logo in 'Sponsors' section of conference website along with the link to the website indicated by the Sponsor
- attaching gadgets and merchandising materials such as handbills, advertising leaflets, etc. to be included in the starter pack that the conference participants will receive upon the registration for the conference in hotel
- **placing the Sponsor's banner or advertising rollup near the main conference hall of the event**
- **the information about the sponsorship of additional Sponsors prizes (as long as the Sponsor funds ones)**
- **the information about becoming sponsor in social networking sites**
- **fee free participation in the conference for one representative of the Sponsor**
- **participation in sponsors' evening event (occasion to advertise, recruit etc.)**

Price: 500 EUR
(may be in the form of barter)

GRAPHITE SPONSOR

- the title of SmartDevCon 2014 Graphite Sponsor
- placing the Sponsor's logo in 'Sponsors' section of conference website along with the link to the website indicated by the Sponsor
- attaching gadgets and merchandising materials such as handbills, advertising leaflets, etc. to be included in the starter pack that the conference participants will receive upon the registration for the conference in hotel

Price: 250 EUR
(may be in the form of barter)

Contact information

e-mail: sponsors@smartdevcon.eu

+48 536 279 202