

SCALA CON

SPRING AND FALL 2021

May 18th - 21st
November 2nd - 5th

Take your brand to the outer reaches with ScalaCon



ScalaCon.org



skills matter

 **scalacenter**
For open source. For education.

 Lightbend

scala
eXchange

Scala Days



What is ScalaCon?

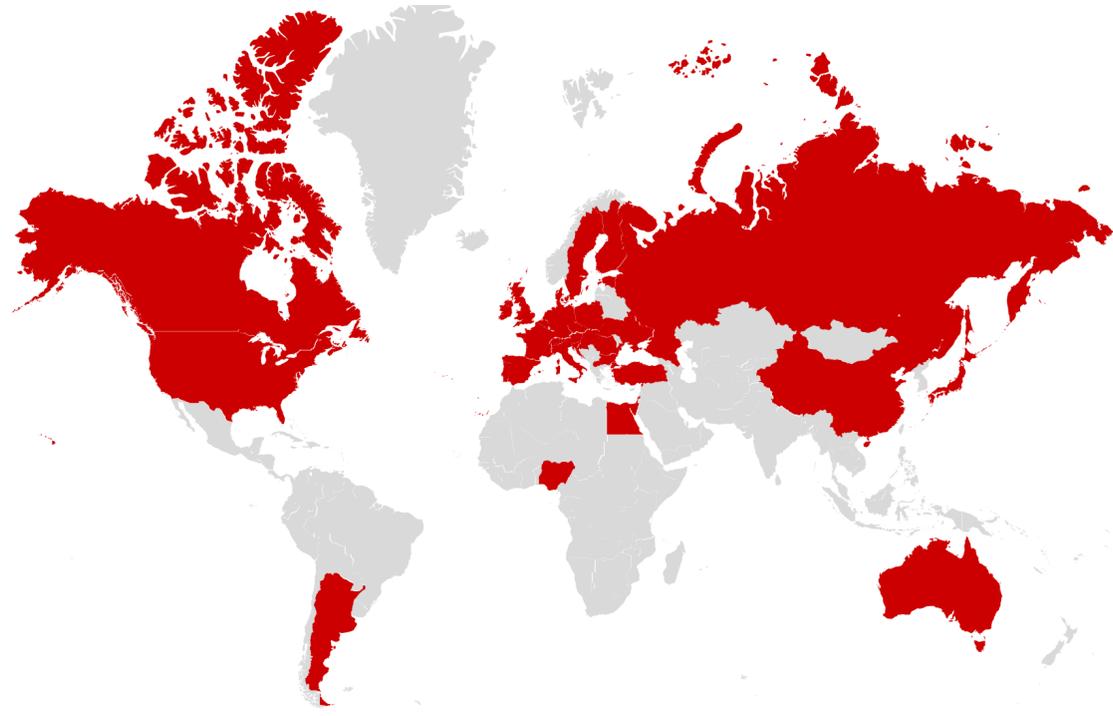
ScalaCon is a collaborative project brought to you by the folks behind Scala eXchange and Scala Days! ScalaCon is a series of virtual conferences designed to bring the Scala community closer together.

Connect with Scala practitioners in two conferences packed with over 40 talks, networking opportunities, virtual sponsor booths, and a safe space for talking about our favorite language, its past, present, and future.

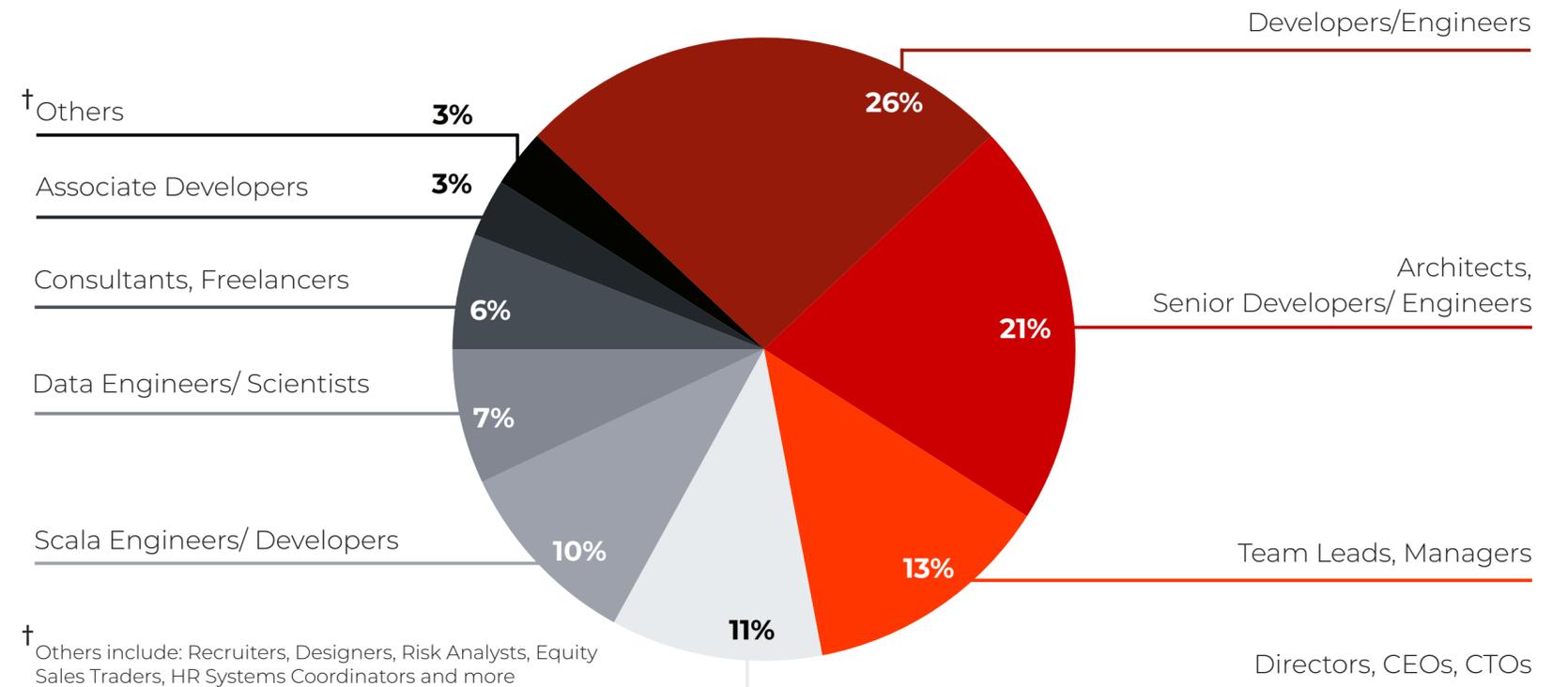
Scala eXchange 2018 Attendee Demographics

Where they're from

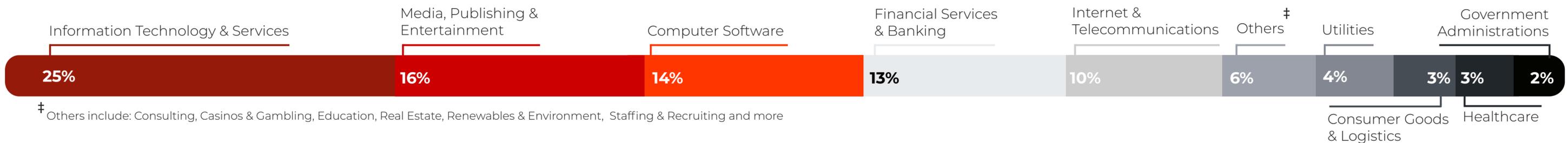
Total number of countries: 37



What they do



Where they work



Scala Days 2019 Recap



837

attendees



60

speakers



25

sponsors



42

countries



87

tweets



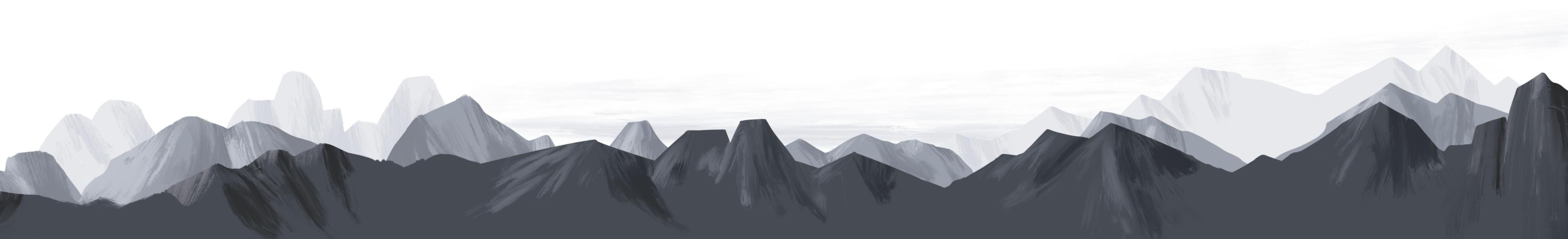
138,000

impressions



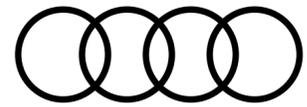
18,361

views on keynote



You'll be in good company

Previous sponsors of Scala eXchange and ScalaDays



Morgan Stanley

NET-A-PORTER



You'll be in good company

This year's sponsors



Your logo here

Sponsorship Packages



SPRING AND FALL 2021

May 18th - 21st
November 2nd - 5th

We are always on a lookout for new ideas, customisation features and adding value to our clients, so if you have other engagement ideas you'd like to discuss, feel free to reach out to us at info@scalacon.org

**please note that all prices listed exclude VAT.*

Organised by

skills matter



scalacenter

Lightbend

		Gold £6,000*	Silver £4,000*	Bronze £2,000*
BEFORE THE EVENTS	ScalaCon events included	Both (Spring and Fall)	Both (Spring and Fall)	One event of your choice
	Your logo on the ScalaCon conference site	Large	Medium	Small (on selected event)
	Your logo included on all conference email communications	Large	Medium	Small
	One 300-word "advertorial" to be included in pre-conference promotional email	✓	✓	X
	Free Tickets to share with your customers or use for contests/giveaways	18	10	6
	Free tickets for your team	10	6	3
	60 seconds promotional video and post-production with lead engineers from your company to promote your company culture	2	1	x
	Social Media: Dedicated posts from ScalaCon and re-sharing of your posts from the company organiser accounts	4	3	2
DURING THE EVENTS	A dedicated virtual networking booth branded with your organisation's logo and company details	Large	Medium	Small
	Staff your virtual booth with your team	✓	✓	✓
	Ability to capture data in your virtual sponsor booth	✓	✓	✓
	Onstage mention at the beginning and throughout each conference day	✓	✓	✓
	On-screen promotion in the "commercial break" between sessions	30 second video	On-screen slide (15 seconds)	X
	Social Media: Dedicated posts from ScalaCon and re-sharing of your posts from the company organiser accounts	2	1	1
AFTER THE EVENTS	Social Media: We'll share your involvement in the conference (3 days after event)	✓	✓	✓
	Post-conference data insights report, compiled by ScalaCon	In depth insights with job titles, industries, companies and other attendee demographics	Insights with job titles, industries, and other attendee demographics	Insights with job titles, industries, and other attendee demographics
	Your logo on all conference session recordings	Large	Medium	Small

Looking to attract talent to your engineering team or accelerate adoption of your tools and products?

We believe it's mutually beneficial to foster genuine connections between the Scala community and truly innovative businesses (like yours).

Rather than a typical ad hoc event sponsorship, we'll work with you to create bespoke engagement opportunities that benefit both your business and the Scala community.

Whether you're looking to develop one-to-one relationships with our attendees, or to showcase your product and spread brand awareness, we'd love to find a way to create meaningful interactions between you and our community.



Virtual Sponsorship

Without a physical booth to brand and hand out swag, is there still a benefit to sponsoring a virtual conference?

Of course! Instead of passively waiting at booths for leads, virtual sponsorship allows you to take the initiative and get in front of the right attendees for your business goals.

Online conferences also offer lower cost-per-pitch and cost-per-minute attendance for your team, combined with rich data, allowing you to better qualify the ROI for your organisation.

You'll have all the access, branding and marketing opportunities of an in-person sponsorship, plus:



A Wider International Reach

Online conferences have a lower barrier of entry, attracting attendees from all over the globe — and as a virtual sponsor, you'll have exclusive tiered access to attendees for 1:1 meetings.



Smarter Data

Online Conferences are especially data-rich. We can see exactly who is attending what sessions, how much they're participating, where they are connecting from, and where their interest lies. Virtual sponsors will have access to robust post-conference data reports to help evaluate how successful the event was for you.



Unique Branding Opportunities

Work with us to find the branding opportunities that work for your business. Whether it's branded on-screen "stages", breakout areas, icebreaker activities, or the great idea you've been sitting on, with virtual events we're no longer limited by physical constraints.

About us

ScalaCon is brought to you by the folks behind the Scala Days and Scala eXchange conferences. Skills Matter, 47 Degrees, the Scala Center, and Lightbend all have years of experience organizing conferences and other community actions.

47 Degrees is a global consulting firm specializing in functional programming. Our team is comprised of a unique set of individuals, specializing in their own respective fields of development. Since 2010, we have used our expertise to build, deploy, and innovate applications for our clients and internal projects.

Skills Matter powers the world's most innovative businesses by bringing together technology creators, users and adopters to learn skills, share expertise, and evolve ideas.

With 110,000+ members from 126 countries, we are one of the world's largest communities of software engineers — and the only one that regularly gets together in person to share the latest tech, skills and ideas.



Contact us

Reach out to our team today to learn how you can get involved!

We're here to work with you to find the right sponsorship solution for your organisation.

 info@scalacon.org

