



# SCALA CON

4-7 OCT 2022

SPONSORSHIP OPPORTUNITIES

*Take your brand to the  
outer reaches with ScalaCon!*

BROUGHT TO YOU BY

47

{ skills matter }





# What is ScalaCon?

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

Last year we welcomed over 1000 Scala practitioners to two conferences packed with talks, networking opportunities and more.

This year we're back with a single 5-day event where we'll explore about the frontiers of our favourite language!



# Will it be online or in-person?

ScalaCon 2022 will primarily be hosted as an online conference with both speakers and attendees joining virtually.

Talks will be scheduled at times friendly to audiences in the Americas, and Western Europe and Africa.

## NEW THIS YEAR!

With ScalaCon 2022 we'll be taking one small step back into the world of face-to-face events.

On 4 October 2022 we will host an in-person **Opening Night Party + Keynote** for 100+ local attendees in central London.





# Opening Party + Keynote

## An Evening of Scala

On **4 October 2022** we will host an in-person Opening Party in central London for 100+ local attendees. This “Evening of Scala” will include a very special keynote, live at the London event, and streamed to ScalaCon attendees around the globe.

While this party will not include full sponsor booths, we will have opportunities to promote your brand including:

- ✓ Up to 2 minutes on stage prior to the keynote session to promote your brand.  
(Limited to 5 sponsors.)
- ✓ Opportunities to distribute branded swag.
- ✓ Free tickets to the Opening Party + Keynote.
- ✓ Networking options with attendees.

Or, if you’ve got something else in mind, simply let us know. We’ll try to make your vision a reality.

**Contact our team today to discuss how your company can be a part of the ScalaCon Opening Party + Keynote.**

Please note: Opening Party + Keynote Sponsors must also be virtual sponsors.







# ScalaCon 2021 at a glance



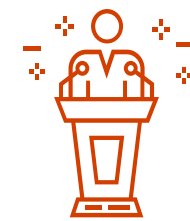
1013

attendees



46

countries



73

speakers



314

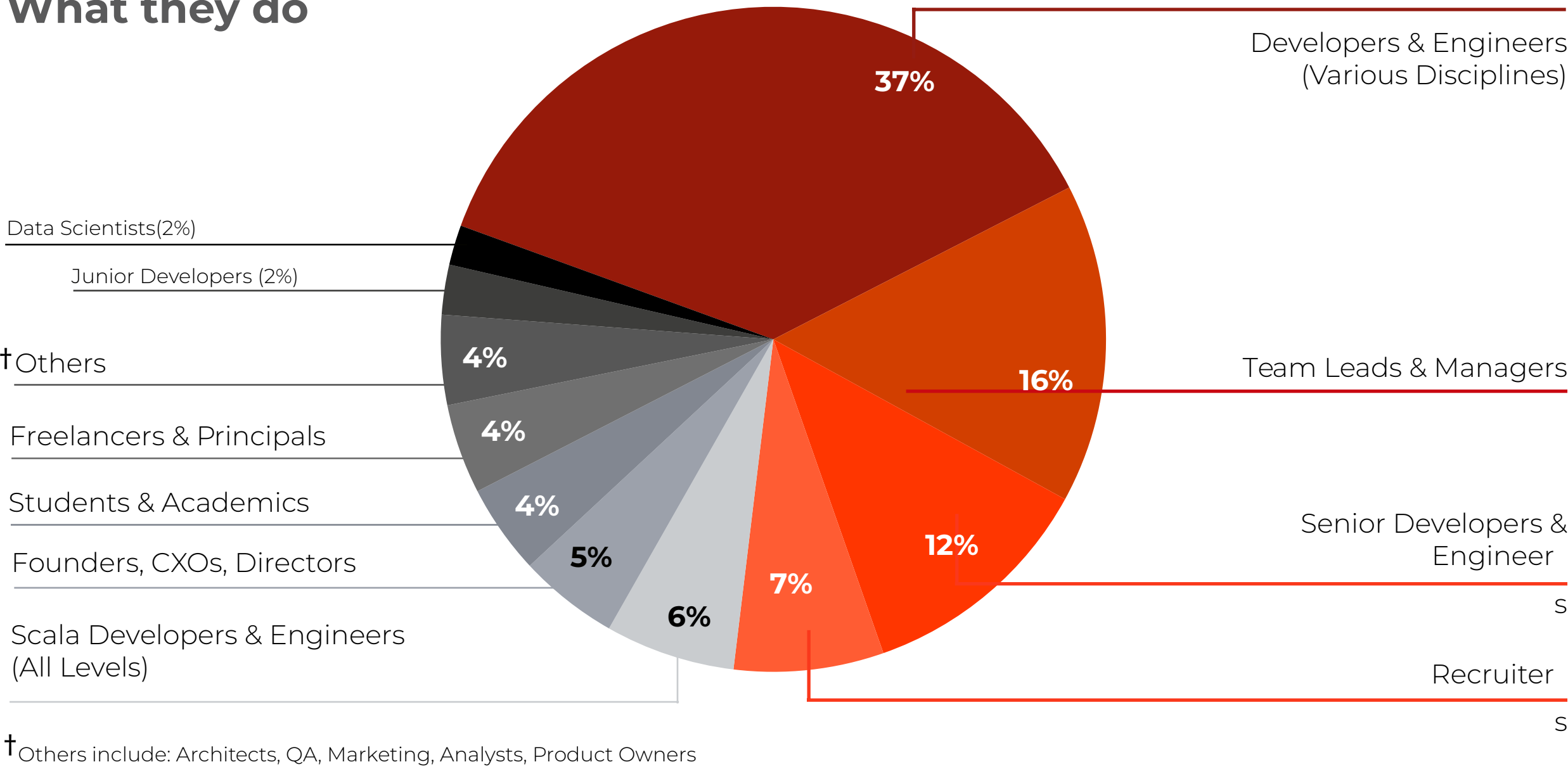
companies



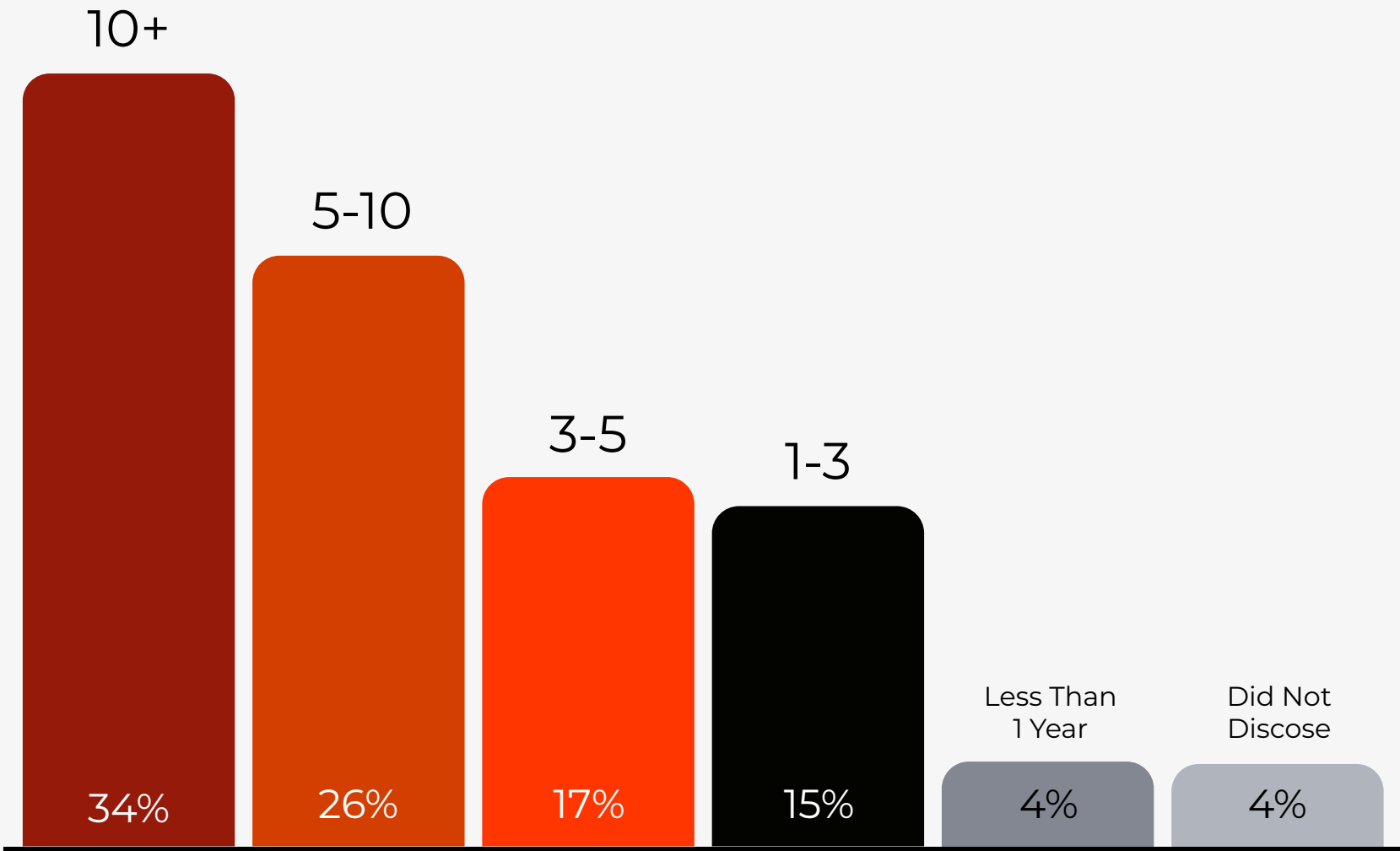
# Audience Demographics

Based on 1013 attendees from ScalaCon 2021

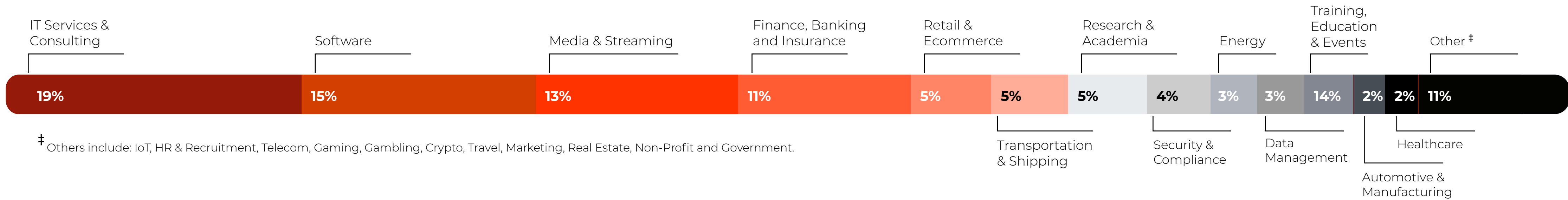
## What they do



## Years Experience



## Where they work

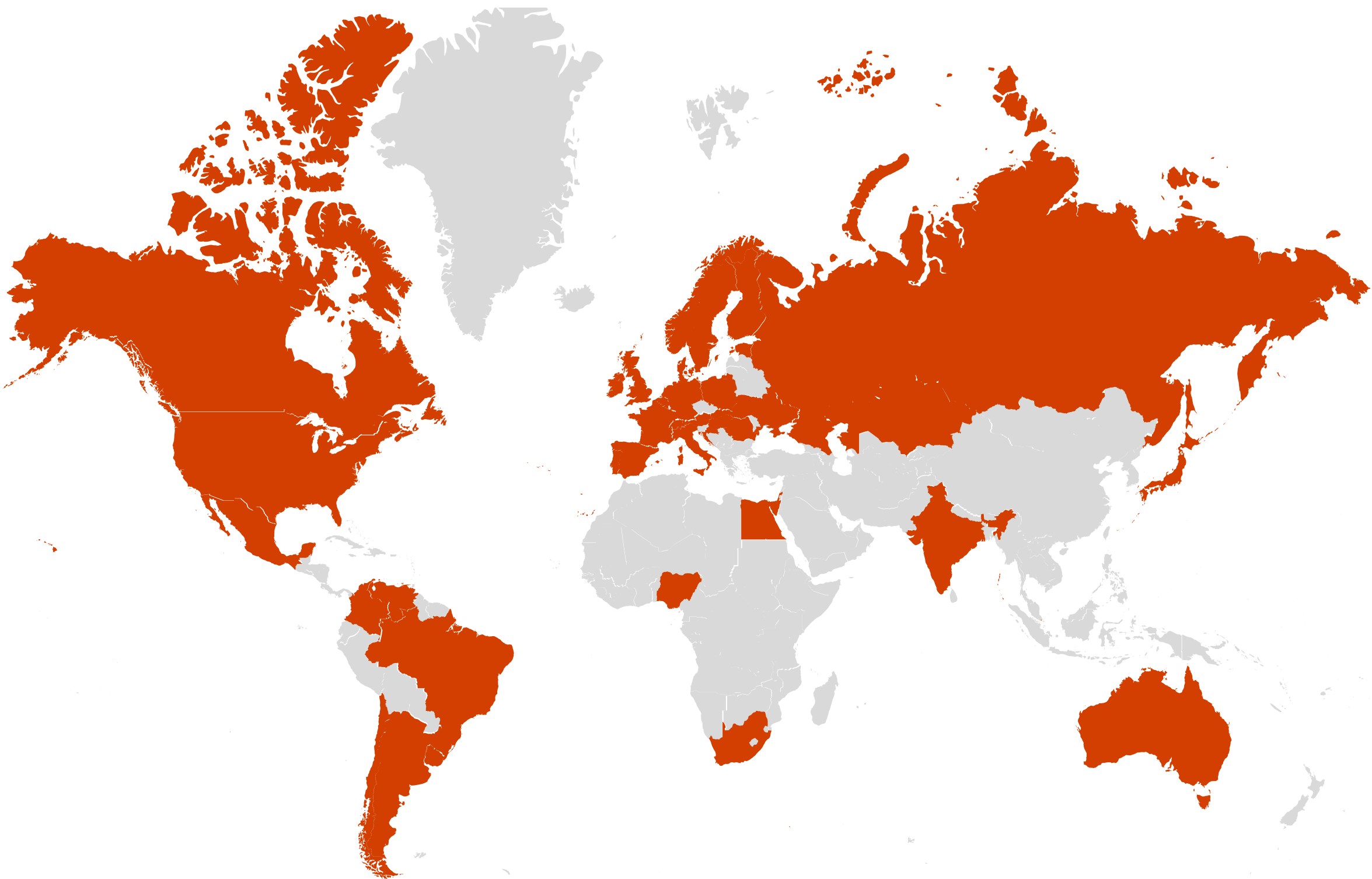


# Audience Demographics

Based on 1013 attendees from ScalaCon 2021

## Where they're from

Total number of countries: 46



## Conference attendees by country

United Kingdom	25.61%	Ireland	0.65%	Croatia	0.16%
United States	16.80%	Israel	0.65%	Finland	0.16%
Germany	12.52%	India	0.57%	Kazakhstan	0.16%
Poland	6.87%	Romania	0.57%	Nigeria	0.16%
Spain	6.62%	Japan	0.48%	Norway	0.16%
Switzerland	5.09%	Australia	0.40%	South Africa	0.16%
Canada	3.80%	Portugal	0.40%	Bolivia	0.08%
Netherlands	2.91%	Slovakia	0.40%	Bulgaria	0.08%
France	2.50%	Brazil	0.32%	Egypt	0.08%
Italy	1.94%	Hungary	0.32%	Estonia	0.08%
Austria	1.78%	Chile	0.24%	Mexico	0.08%
Sweden	1.70%	Colombia	0.24%	Pakistan	0.08%
Belgium	1.05%	Czechia	0.24%	Slovenia	0.08%
Denmark	1.05%	Singapore	0.24%	Venezuela	0.08%
Ukraine	1.05%	Uruguay	0.24%		
Russia	0.97%	Argentina	0.16%		



# You'll Be in Good Company

Sponsors of ScalaCon 2021





# Sponsorship Packages



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](mailto:info@scalacon.org)

Organised by

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		Bronze £2,000*	Silver £4,000*	Gold £6,000*	Platinum £8,000*
Tickets and Passes	Online Conference tickets	3	5	10	15
	Discount on additional conference tickets**	10%	10%	15%	20%
Exhibitor's Booth	Branded Exhibitor Booth in Virtual Exhibitor Area				
	<ul style="list-style-type: none"><li>· Allow attendees to discover your brand using videos, slideshows and text — or better yet, have your team in the booth!</li><li>· Collect attendee data and capture leads.</li><li>· Your booth can also be used to host contests, polls, and direct attendees to your website.</li></ul>	SMALL	MEDIUM	LARGE	EXTRA-LARGE
Post-Conference	Data insights report, compiled by ScalaCon	●	●	●	●
BRAND VISIBILITY					
Within the Conference	Logo/brand exposure on daily opening slides and remarks	●	●	●	●
	Logo on-screen in the “commercial break” between sessions	●	●	●	●
	Your video/slide shown in the “commercial break” between sessions†		10 sec. slide	20 sec. slide	30 sec. video
	Host your own 10 min. Lightning Talk in your Virtual Booth during the lunch break		●	●	●
Online	Logo and hyperlink included on conference web pages	●	●	●	●
	Logo included in conference promotional emails	●	●	●	●
	One 300 character “advertorial” to be included in pre-conference promotional email				●
Social Media	Sponsor Announcement on Skills Matter social media channels (LinkedIn, Facebook, Twitter)	●	●	●	●
	Social Media: Dedicated posts (from ScalaCon account) and/or re-sharing of your posts.	2	3	4	5
ADD-ONS					
Opening Party + Keynote	In-Person add-on package available for purchase.			£1,000	Included
	Tickets to the Opening Night + Keynote			2	3
	Up to 2 minutes on stage prior to the keynote session to promote your organisation. (Limited to 5 sponsors.)			●	●
	Bring your own swag/materials (i.e. stickers, shirts, business cards, pamphlets, etc.).			●	●
	Networking options with attendees			●	●

\* All prices listed are in GBP and exclude VAT.    \*\* Discount applicable on Regular Price.    † Video/slide to be provided by sponsor.



# 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.

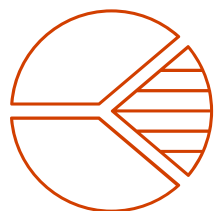
Online conferences also offer lower cost-per-pitch and cost-per-minute attendance for your team, combined with rich data, allowing you to better qualify the ROI for your organisation.

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 and 47 Degrees 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 100,000+ 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](mailto:info@scalacon.org)

