SPONSORSHIP OPPORTUNITIES

Take your brand to the outer reaches with ScalaCon!

4–7 OCT 2022
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

#### What they do

- **Developers & Engineers (Various Disciplines)**: 37%
- **Team Leads & Managers**: 16%
- **Senior Developers & Engineer**: 12%
- **Recruiter**: 6%
- **Data Scientists (2%)**: 7%
- **Freelancers & Principals**: 5%
- **Students & Academics**: 4%
- **Founders, CXOs, Directors**: 4%
- **Scala Developers & Engineers (All Levels)**: 4%
- **Others**: 4%

† Others include: Architects, QA, Marketing, Analysts, Product Owners

#### Where they work

- **IT Services & Consulting**: 19%
- **Software**: 15%
- **Media & Streaming**: 13%
- **Finance, Banking and Insurance**: 11%
- **Retail & Ecommerce**: 5%
- **Research & Academia**: 5%
- **Energy**: 4%
- **Transportation & Shipping**: 3%
- **Security & Compliance**: 3%
- **Data Management**: 14%
- **Other**: 2%
- **Healthcare**: 2%
- **Automotive & Manufacturing**: 11%

† Others include: IoT, HR & Recruitment, Telecom, Gaming, Gambling, Crypto, Travel, Marketing, Real Estate, Non-Profit and Government.

Based on 1013 attendees from ScalaCon 2021

#### Years Experience

- **10+**: 34%
- **5-10**: 26%
- **3-5**: 17%
- **1-3**: 15%
- **Less Than 1 Year**: 4%
- **Did Not Disclose**: 4%
Audience Demographics

Where they're from
Total number of countries: 46

Conference attendees by country

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
<th>Other Countries</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>25.61%</td>
<td>Ireland</td>
<td>0.65%</td>
</tr>
<tr>
<td>United States</td>
<td>16.80%</td>
<td>Israel</td>
<td>0.65%</td>
</tr>
<tr>
<td>Germany</td>
<td>12.52%</td>
<td>India</td>
<td>0.57%</td>
</tr>
<tr>
<td>Poland</td>
<td>6.87%</td>
<td>Romania</td>
<td>0.57%</td>
</tr>
<tr>
<td>Spain</td>
<td>6.62%</td>
<td>Japan</td>
<td>0.48%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>5.09%</td>
<td>Australia</td>
<td>0.40%</td>
</tr>
<tr>
<td>Canada</td>
<td>3.80%</td>
<td>Portugal</td>
<td>0.40%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>2.91%</td>
<td>Slovakia</td>
<td>0.40%</td>
</tr>
<tr>
<td>France</td>
<td>2.50%</td>
<td>Brazil</td>
<td>0.32%</td>
</tr>
<tr>
<td>Italy</td>
<td>1.94%</td>
<td>Hungary</td>
<td>0.32%</td>
</tr>
<tr>
<td>Austria</td>
<td>1.78%</td>
<td>Chile</td>
<td>0.24%</td>
</tr>
<tr>
<td>Sweden</td>
<td>1.70%</td>
<td>Colombia</td>
<td>0.24%</td>
</tr>
<tr>
<td>Belgium</td>
<td>1.05%</td>
<td>Czechia</td>
<td>0.24%</td>
</tr>
<tr>
<td>Denmark</td>
<td>1.05%</td>
<td>Singapore</td>
<td>0.24%</td>
</tr>
<tr>
<td>Ukraine</td>
<td>1.05%</td>
<td>Uruguay</td>
<td>0.24%</td>
</tr>
<tr>
<td>Russia</td>
<td>0.97%</td>
<td>Argentina</td>
<td>0.16%</td>
</tr>
</tbody>
</table>

Based on 1013 attendees from ScalaCon 2021
You’ll Be in Good Company

Sponsors of ScalaCon 2021
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

Sponsorship Packages

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Sponsorship Packages

**ACCESS + ENGAGEMENT**

<table>
<thead>
<tr>
<th>Tickets and Passes</th>
<th>Online Conference tickets</th>
<th>£2,000*</th>
<th>£4,000*</th>
<th>£6,000*</th>
<th>£8,000*</th>
</tr>
</thead>
</table>
| Discount on additional conference tickets | 10% | 10% | 20% | 20% | **Discount applicable on Regular Price.**

**Exhibitor’s Booth**

<table>
<thead>
<tr>
<th>Size</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMALL</td>
<td>£2,000*</td>
<td>£4,000*</td>
<td>£6,000*</td>
<td>£8,000*</td>
</tr>
<tr>
<td>MEDIUM</td>
<td>£4,000*</td>
<td>£8,000*</td>
<td>£10,000*</td>
<td>£12,000*</td>
</tr>
<tr>
<td>LARGE</td>
<td>£6,000*</td>
<td>£12,000*</td>
<td>£16,000*</td>
<td>£20,000*</td>
</tr>
<tr>
<td>EXTRA-LARGE</td>
<td>£8,000*</td>
<td>£16,000*</td>
<td>£20,000*</td>
<td>£24,000*</td>
</tr>
</tbody>
</table>

- Branded Exhibitor Booth in Virtual Exhibitor Area
- Allow attendees to discover your brand using videos, slideshows and text — or better yet, have your team in the booth!
- Collect attendee data and capture leads.
- Your booth can also be used to host contests, polls, and direct attendees to your website.

**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 videoclips shown in the “commercial break” between sessions
- 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

**ADD-ONS**

**Opening Party + Keynote**

- In-Person add-on package available for purchase
- Tickets to the Opening Night + Keynote
- 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.
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.

Looking to attract talent to your engineering team or accelerate adoption of your tools and products?
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 you 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”, breakouts 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