Our Mission

PyCon Balkan is an annual conference, organized by Python Belgrade Organization, that takes place in the Balkan region in different cities and countries each year since 2018.

The key aim of PyCon Balkan is to connect the region and provide a real-time meeting opportunity for developers and companies from this region and abroad. Our mission is to grow and strengthen the regional Python community and while doing so we are dedicated to diversity and organizing events which are an enjoyable experience to everyone.

Each conference consists of over 30 talks and workshops held over a three day period. Speakers and attendees come from all over the world— and with a wide variety of subjects being covered, a truly global mindset has become the landmark feature of our community.

For us, it's all about community, diversity, and sharing knowledge. We thrive on helping the growth of the diverse Python community in the Balkans, promoting Python programming language, and becoming a place where you can learn new things and improve yourself professionally.

Contents

We Are the First

PyCon Balkan is the first PyCon ever in the Balkan region, and it was held for the first time on November 16-18 at the Hilton Hotel in Belgrade.

The idea to create PyCon Balkan came after successfully organizing meetups over the past three years and recognizing the need to expand and help communities in the region, which have a large number of exciting startups and a constantly growing IT community. We wanted to give Python programmers from this region the opportunity to learn something new, given that they haven't had the chance to attend an event like this anywhere in Serbia or in the region before.

During PyCon Balkan 2018, we welcomed attendees from all over the world: 33 speakers had a chance to share their knowledge with more than 350 participants. Diversity is a keyword for us and we thrive to make a welcoming environment for everyone.
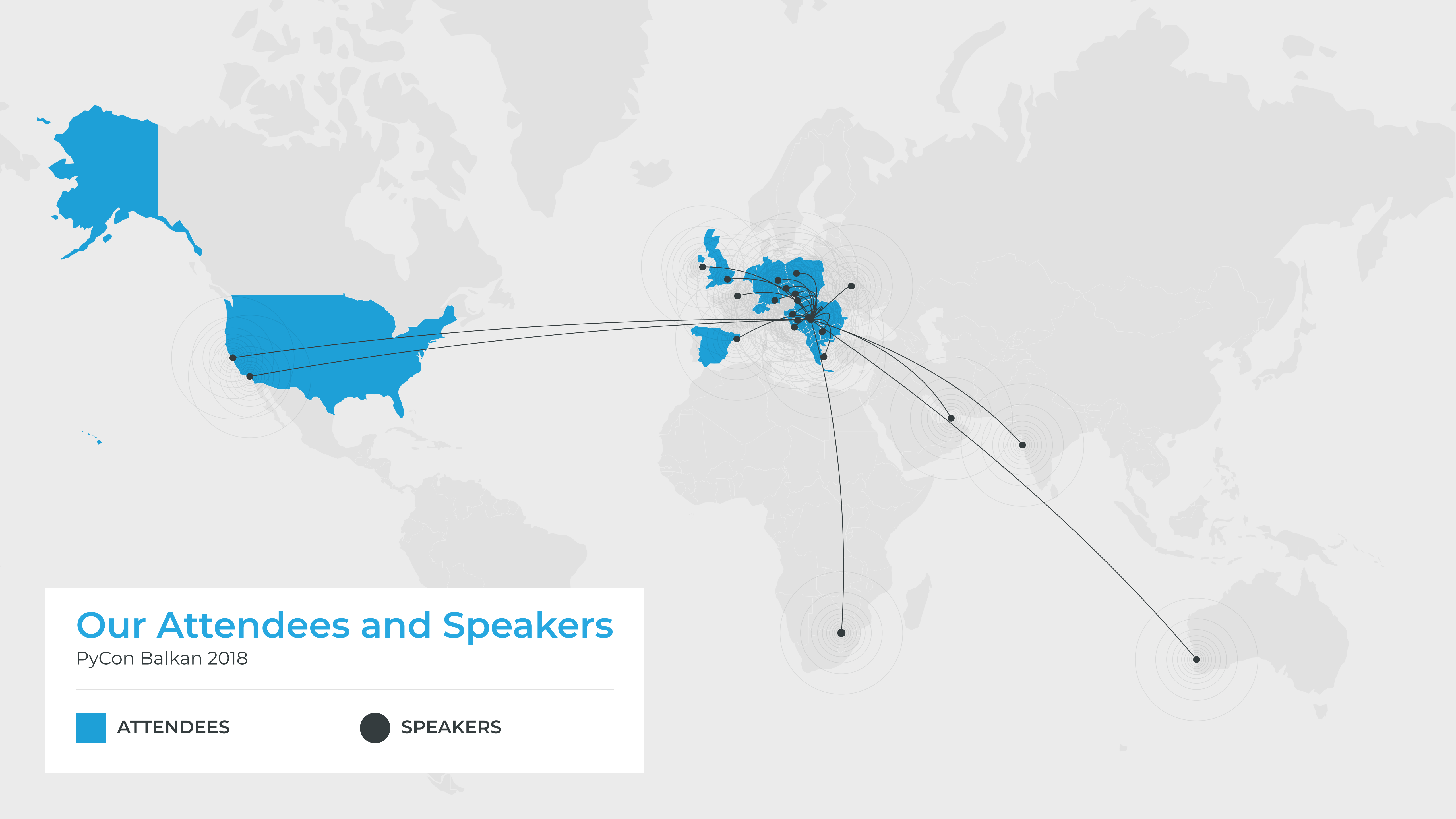
Our Attendees and Speakers

PyCon Balkan 2018

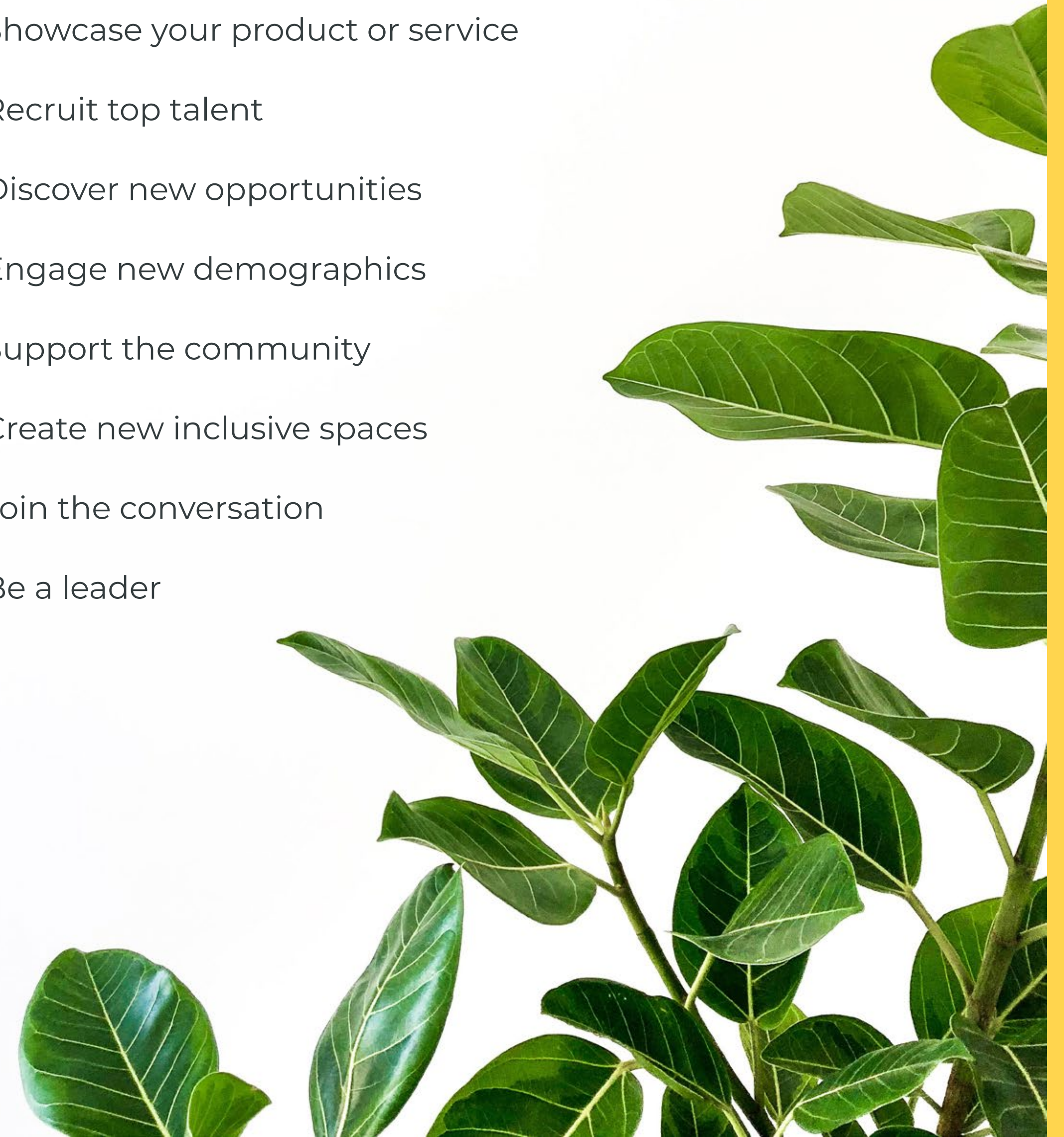|	
ATTENDEES	SPEAKERS

Why Sponsor?

As a sponsor you can...

- Showcase your product or service

- Recruit top talent

- Discover new opportunities

- Engage new demographics

- Support the community

- Create new inclusive spaces

- Join the conversation

- Be a leader

PRE-CONFERENCE PROMOTION	KEYSTONE	PLATINUM	GOLD	SILVER
Logo placement on our official website	✓	✓	✓	✓
Advertisement in program guide	✓			
Article on our website	200 words	100 words		
Social media announcement	✓	✓	✓	✓
Recruitment email to attendees	✓			
Social media mentions	2x	1x		

ON-SITE PROMOTION	KEYSTONE	PLATINUM	GOLD	SILVER
Name announcement in the conference opening speech	✓			
Advertisement in program guide on program screen	✓	✓		
Marketing lightning talk (5 min) during the conference	✓			
Recruiting email to attendees	✓			
Possibility to give out announced prizes to attendees	✓	✓		
Company logo on the speaker desk	✓	✓		
Logo displayed on official PyCon Balkan t-shirts	✓	✓		
Logo presented on banners and slides in the venue	✓	✓	✓	✓
Rollup in the venue (provided by sponsor)	✓	✓	✓	
Optional attendee bag inserts: flyer, brochure and gadget.	2x	1x		
Promotional booth in the venue hallway *	✓	✓	✓	✓
Lounge events (contact us regarding possibilities)	✓			
Sponsored training (3h, workshops organised by sponsor)	✓			
Optional sponsored game room (sponsor provides equipment) *	✓	✓		
Optional private meeting room (rent not included)	✓			

POST-CONFERENCE PROMOTION	KEYSTONE	PLATINUM	GOLD	SILVER
Questions in Conference feedback form	2x	1x		
Mention on our website	✓	✓	✓	✓

CONFERENCE ATTENDANCE	KEYSTONE	PLATINUM	GOLD	SILVER
Free conference tickets	5x	4x	3x	2x
Conference tickets with discount	✓	✓	✓	

SPONSORSHIP PACKAGES

KEYSTONE	€8.500	x1
PLATINUM	€3.600	x9
GOLD	€2.000	x12
SILVER	€900	x100

✱ Keystone has a Medium curved booth and Platinum sponsors a Small curved booth included in the package (it's possible to purchase a booth extension). For Gold and Silver sponsors booth is not included in the price. If you are interested to purchase one, please contact us regarding the possibilities.

Sponsorship Additions

Lanyard Sponsor

- Provides wide recognition during PyCon
- Company logo on lanyard
- Logo placement on Lanyard sponsor page on **2019.pyconbalkan.com**

Availability: 1
Price: €1500

Digital Advertising

- Video or slide shown on screens around the venue, as well as in the main conference hall and in the workshop rooms during breaks

Availability: Variable
Price: **€900** for commercial video of 30 seconds
€400 advertising slide

Battery Station Sponsor

- Battery charging stations will be placed throughout the venue during the conference.

Availability: 1
Price: €600

Marketing Talk

- Get your businesses noticed and remembered, spread the word to all participants in the main hall.

Availability: Depending on the schedule
Price: Price of a marketing talk depends on a duration of the talk
5 min - **€750**
10 min - **€1000**
15 min - **€1500**

Conference Day Coffee Break Sponsorship

- Provides coffee and tea for the attendees for 4-6 hours, during all three conference days
- Signage with your logo at all coffee stations
- Logo placement on Conference Day Coffee Break sponsor page on **2019.pyconbalkan.com**

Availability: 1
Price: €1000

For additional information or any queries you may have, please contact us at **sponsor@pyconbalkan.com**

Additional Branding

Distribute your marketing materials within the official **PyCon Balkan Conference Bag**, which will be handed out at the Materials Handout Desk, or at attendees' seats. Drive traffic to your booth, website or product, while promoting your brand's unique value proposition.

This includes one or more items of your choice (you can choose from the listed items), which will be inserted in each conference bag. You can choose maximum of four items.

The items must be pre approved by the PyCon Balkan organizers and delivered 3 weeks before the conference. If the item has already been preselected, it will not be available for choosing.

Sponsor must provide enough pre approved materials for all attendees, otherwise they will not be included in the attendee bag.

If you are interested in any of these options, please contact us for more information.

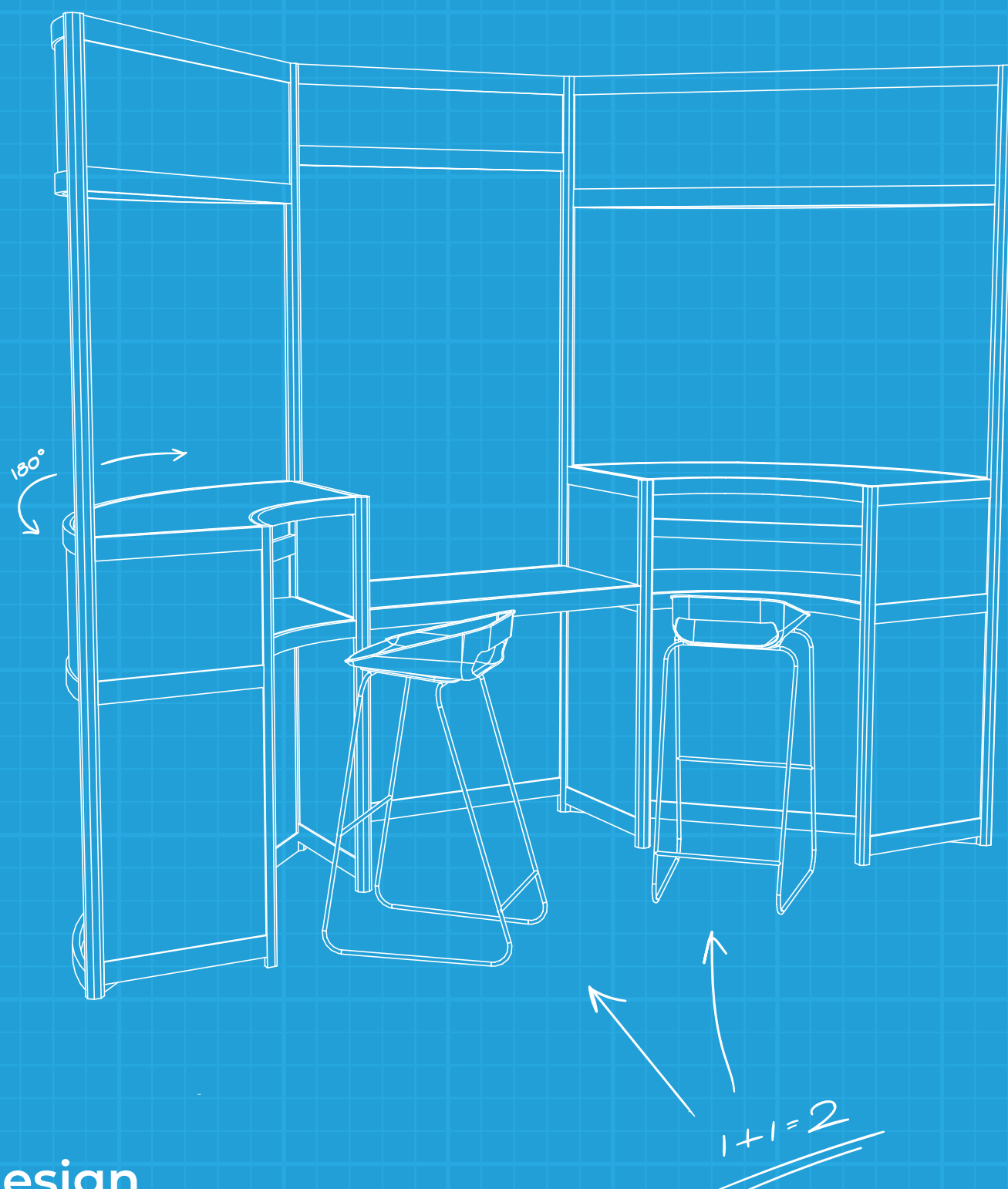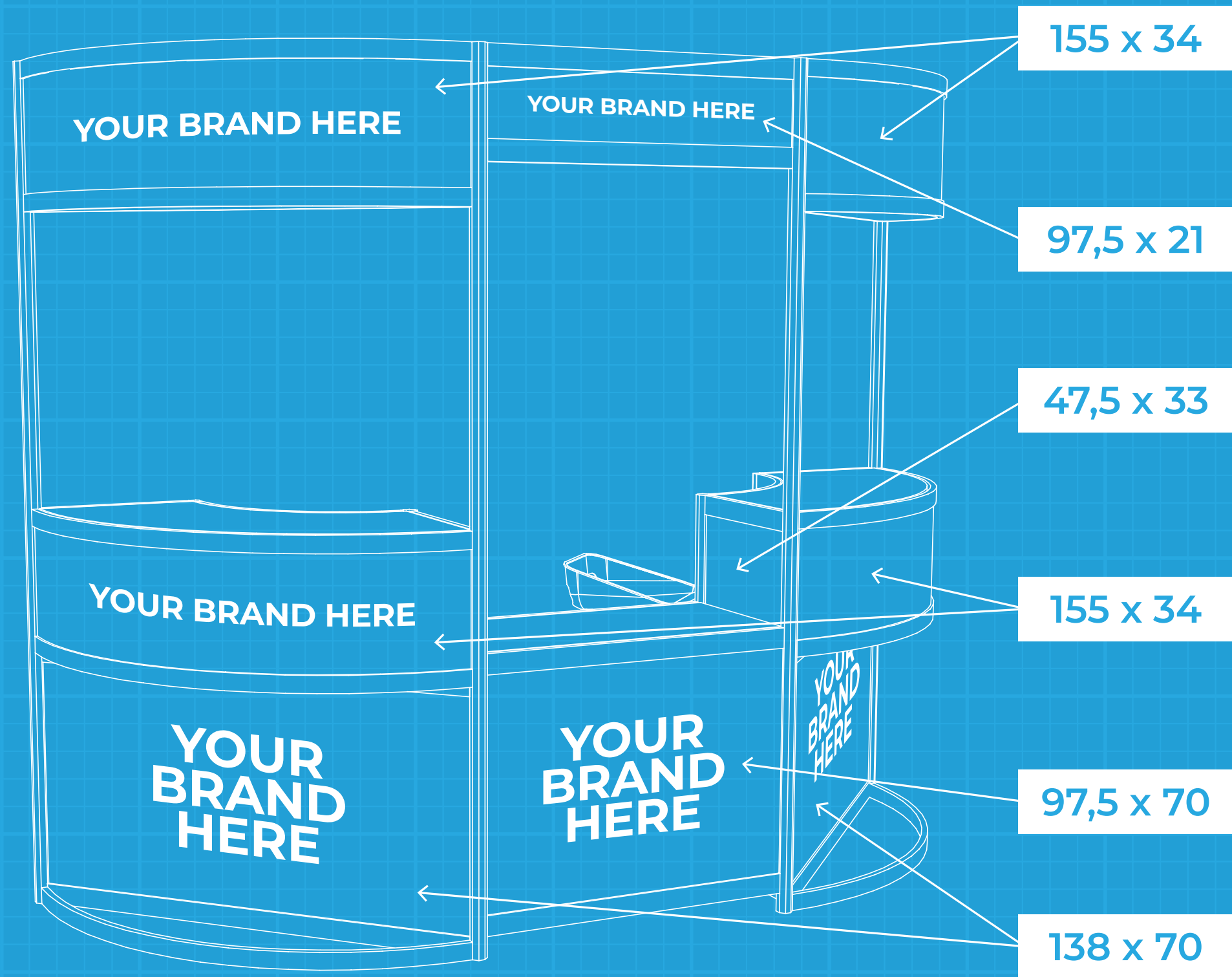|	
☐ USBs	☐ Phone Stands
☐ USB Cables	☐ Card Readers
☐ USB Hubs	☐ Bluetooth Speakers
☐ USB Keychains	☐ Cleaning Cloths
☐ Drinkware	☐ Mouse Pads
☐ Keylights	☐ Phone Cases
☐ Sticky Notes	

LARGE CURVED BOOTH

Booths

A booth is a promotional space divided in partitions: from 9 to 50 sqm (depending on the sponsorship package).

YOUR BRAND HERE

YOUR BRAND HERE

155 x 34

97,5 x 21

47,5 x 33

YOUR BRAND HERE

155 x 34

YOUR BRAND HERE

YOUR BRAND HERE

YOUR BRAND HERE

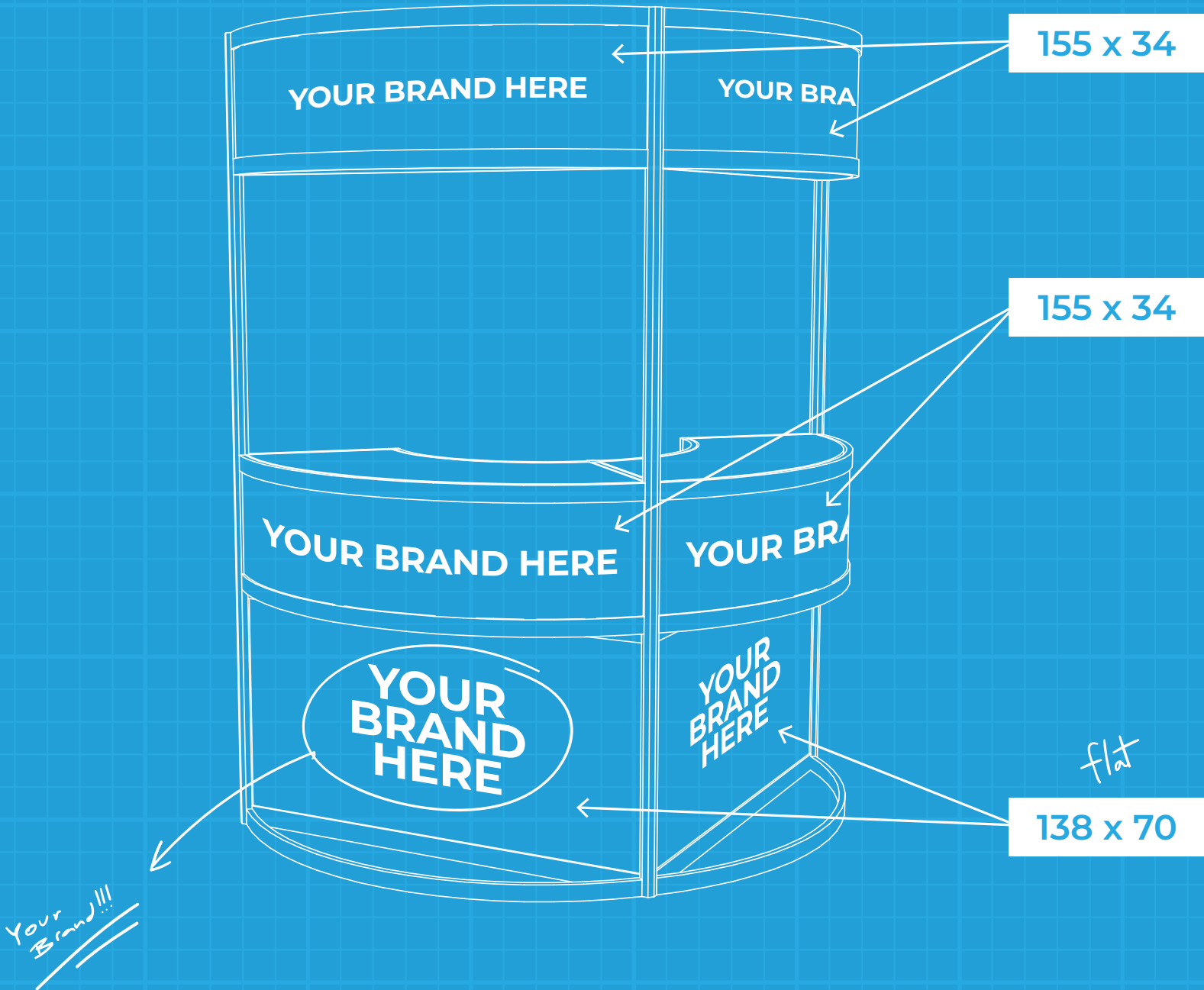97,5 x 70

138 x 70

180°

1+1=2

Booth Design

Booths will be included in the sponsorship package prices (for packages with booth). We are working with professionals to give us nice looking and concise high quality booths for the conference.

The booths will include a big logo of your company.

Please send vectors designer angry

YOUR BRAND HERE
YOUR BRA
155 x 34

155 x 34

YOUR BRAND HERE
YOUR BRA

YOUR BRAND HERE
YOUR BRAND HERE

flat
138 x 70

Your Brand!!!

Booth Setup and Take-down Times

Time for set up of the booths will be Thursday, October 3rd, 30 minutes before the start of the conference. If you want to leave your things one day before the conference, we will let you know about the exact time later on.

The removal of all promo materials from the booths will be possible on Saturday, October 5, 4pm-5pm. Take-down of the booths will start on Saturday, October 5, at 5pm.
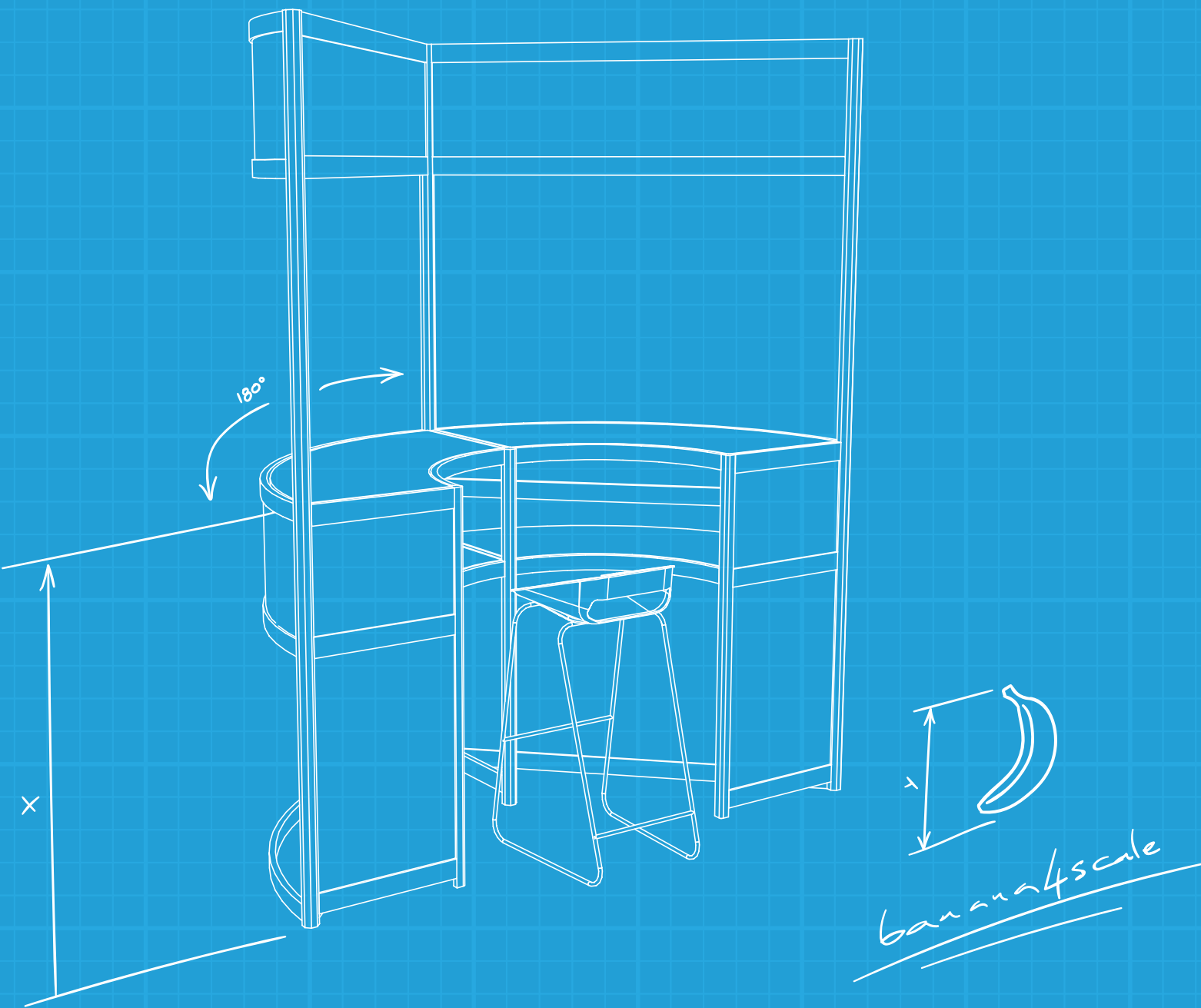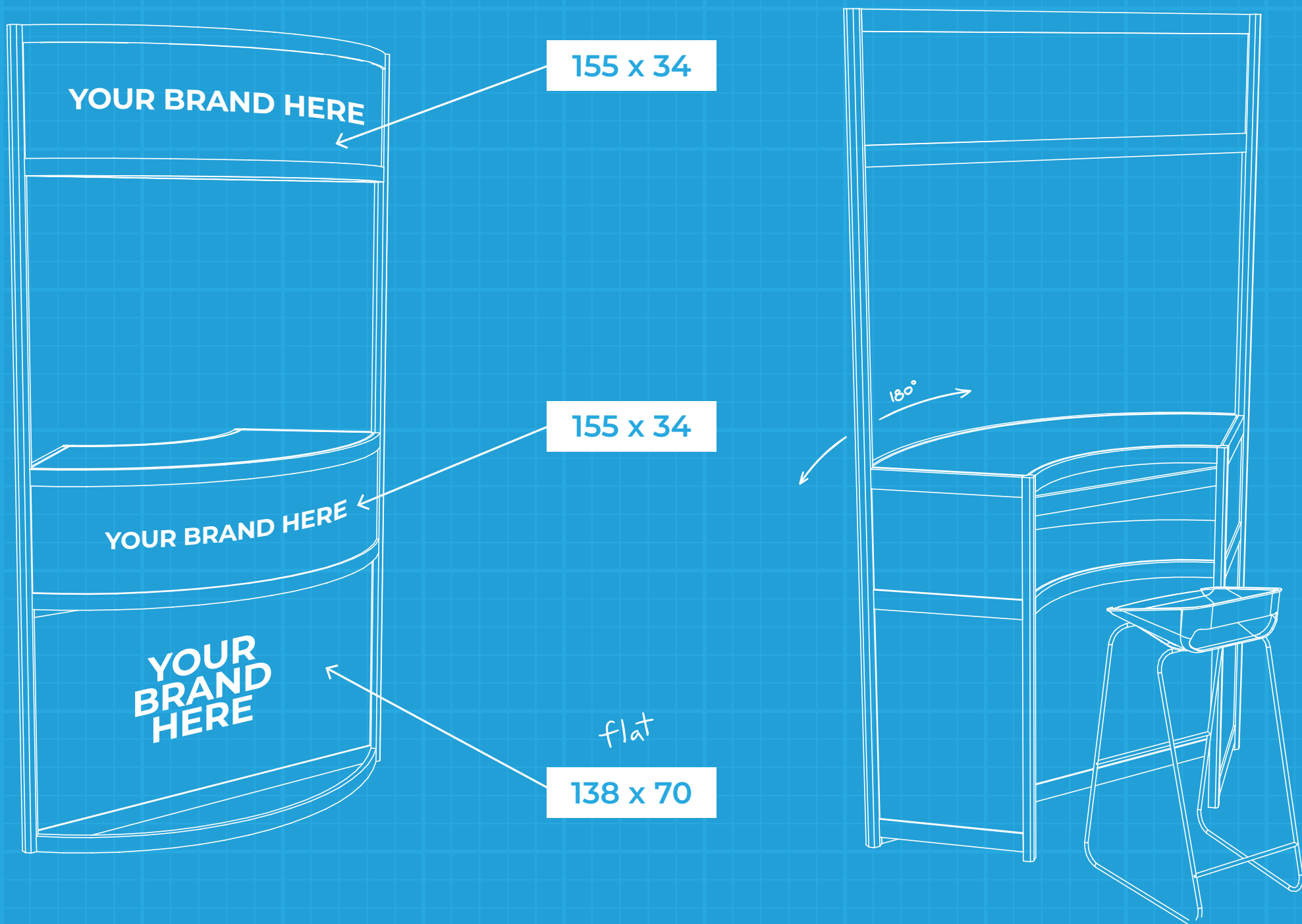

180°

banana4scale

Booth Schedule

The booths area will be open during all the conference days, from Thursday to Saturday. Booth opening times are: 9am to 6pm on Thursday and Friday, 9am to 5pm on Saturday.

Please ensure that prominent booths will be staffed during the opening hours. Normal booths and tables need to be staffed at least during the official breaks.

Booth Designs

Booth building is managed by the organizers of PyCon Balkan 2019. The following are a few mockups to give you an idea of what the booths will look like. Please note that these designs are not final and still subject to changes.

155 x 34

YOUR BRAND HERE

155 x 34

YOUR BRAND HERE

YOUR BRAND HERE

180°

flat

138 x 70

Customization and Additions to Booths

A booth construction and basic furniture (table, chair(s), power sockets, etc) are provided by us and included in your sponsorship package, if you have booked a package with a booth. If you want to customize the booths, please contact us directly at this email address: **od@pyconbalkan.com**.

Deadline for all customization orders is 15.09.2019. This is a hard deadline, since we have to make arrangements to implement these change requests.

General Rules

- Sponsor is allowed to distribute literature and run demonstrations within the boundaries of the Sponsor's assigned space.
- Sponsor's product demonstration, placement or handing out of literature, signage, all booth furnishings and lighting must be well within the confines of the assigned space at all times and may in no way interfere with adjacent space.
- Demonstrations using audio must use headsets to demonstrate audio capabilities.
- Sponsor will not conduct any drawings, contests or other promotions at the Event without organizers prior written consent.
- All booth equipment and displays are the responsibility of Sponsor, must be approved by organizers prior to installation, must be constructed safely, and must be installed, occupied and dismantled in accordance with PyCon Balkan' schedule.
- Organizers may refuse permission to exhibit any products or services they deem objectionable or unsuitable for the Event.
- Sponsor shall not assign to a third party its space or any portion of that space.
- Sponsor must provide enough pre approved materials for all attendees, otherwise it will not be included in the attendee bag.

Our Previous Sponsors

The goal of PyCon Balkan is to support the Python community and provide a new experience for developers.

None of this would be possible without the support from our Sponsors and Partners, who understand the need to create such a big event in this region. We feel honored and grateful to have their support and hope to expand our collaboration in the future.
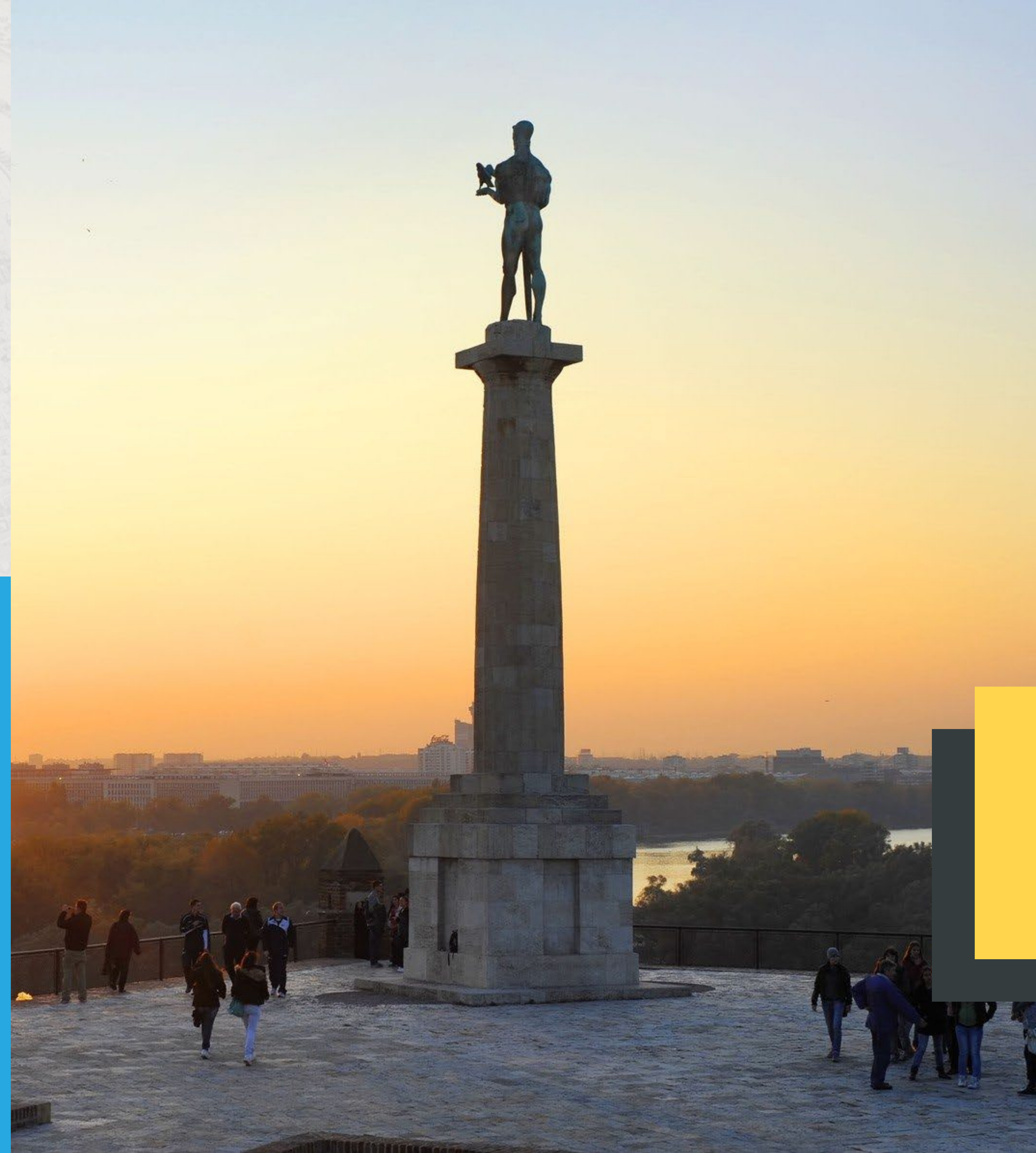
KEYSTONE

PLATINUM

GOLD

SILVER

KIWI·COM

TRADECORE   GoDaddy   STYRIA DIGITAL SERVICES

TeleSign   nimium   HackSoft

HelloWorld.rs   ilexius   PUZZLE Software   warply

<3

python SOFTWARE FOUNDATION   EuroPython Society   django

Welcome to **Belgrade**

One of the oldest European cities and built along the Sava and Danube rivers, Belgrade is known as the city that never sleeps. With an abundance of cultural attractions, rich history, and a lively nightlife and population, this energetic city is establishing itself as one of the most interesting destinations today.

SKADARLIJA

Skadarlija began to acquire its bohemian character in the last few decades of the 19th century as an area filled with writers, poets, and artists. Skadarlijan inns or kafanas have hosted many celebrities over the decades.

The present Skadarlija, a short and curved street, is a remarkable attraction with several famous inns: Tri šešira (Three Hats), Šešir moj (This Old Hat of Mine), Dva jelena (Two Deer), Zlatni bokal (The Golden Chalice), Ima dana (There Will Be Days), Putujuci glumac (Traveling Actor), and Dva bela goluba (Two White Doves).

KALEMEGDAN

Belgrade Fortress, known as Kalemegdan, is a defensive structure built around 3rd century, and is the core and oldest section of the city. It overlooks the confluence of the Sava and Danube rivers. The spot next to the statue Pobednik (The Victor) is one of the most beautiful lookouts in Belgrade.

ZEMUN

Once a separate city, Zemun is nowadays known as a romantic and poetic part of Belgrade. The bank of the Danube where Zemun is situated, Zemunski kej, is a kilometres-long promenade with barges-cafés, an amusement park and formerly largest hotel in Belgrade, now Grand Casino.

At night, these barges-cafés are the epicentre of a night life, open until dawn. Gardoš Tower is the most recognizable symbol of Zemun. This neighborhood preserved its old looks, with narrow, mostly cobblestoned streets and individual residential houses.

Hilton Belgrade is located in the heart of the bustling downtown of Belgrade, just steps away from businesses, restaurants, shopping, and entertainment. Walk to Slavija Square, explore the Temple of Saint Sava, or enjoy the old town charm of the nearby Savamala neighborhood.

With a convenient location in the city, this Belgrade hotel delights with upscale accommodations: a rooftop bar, fine dining, and a modern fitness center and spa.