



# FRONT-TRENDS 2014

## Sponsorship Packages

Your help allows us to continue the trend of building a thriving, happy web dev community.

Plus, it's the perfect opportunity to reach out to the front-end movers and shakers, find new recruits, or expose your company brand.

Our previous sponsors and partners include:





## SPONSORSHIP LEVELS AND BENEFITS

Front-Trends offers flexible pricing at five different benefit levels. Any time you hit a price point (e.g. €4000 for Gold), you automatically unlock the opportunities highlighted for that category, as detailed in the table below.

We also offer **special packages**, which give your company a unique opportunity that no other sponsor can claim. You can also purchase **individual items** if you want to customize your sponsorship package.

Finally, we really love when our sponsors can offer **swag, contest prizes, or free stuff** for our guests. Talk to us directly if you have cool stuff or services to offer.

		€15000	€7500	€4000	€2500	n/a
Opportunity	Individual Value <sup>1)</sup>	Global	Platinum	Gold	Silver	Supporter <sup>2)</sup>
Company logo and link in all printed/online media <sup>3)</sup>		Marquee	Large	Medium	Small	Listing
Company logo in all official FT videos						
Company information on FT website						
Twitter mentions						
Facebook mentions						
Printed Ad in Conference Booklet	€250 per ¼ Page	Cover Design <sup>4)</sup>	Full Page	½ Page	¼ Page	
Complimentary conference ticket	€249 per additional ticket	8	4	2	1	
Video played during breaks	€500					
Banner placement	€500					
Flyer distribution	€500					
Booth space for 3-days (4 sq. meters)	€2500 (€500 per additional sq. meter)					

<sup>1)</sup> We allow sponsors to purchase individual opportunities for the values displayed in this column. For example, a Silver Sponsor can easily add a “Banner” for €500 without hitting the Gold price level.

<sup>2)</sup> The Supporter package is designed for smaller companies or startups that can’t offer monetary support, but can offer awesome free goods, prizes, or services to our guests.

<sup>3)</sup> Excludes T-shirts and Badges

<sup>4)</sup> 1 Item available



## SPECIAL PACKAGES

Special packages offer a unique sponsorship opportunity for your company that no other sponsor can claim. These packages are great for reaching the Front-Trends audience with your brand in fun and engaging ways, while receiving all of the additional benefits included in your price point.

### **Breakfast — €3000\* (1 day, Quantity: 3)**

We organize a breakfast session under your company name, you get all the credit for providing the lifeblood of our attendees (Coffee), not to mention a delicious European breakfast.

- ‘Your Company’ Breakfast listed in the schedule and badges, with company banners, etc. in the dining hall.
- You get **Silver**-level benefits.

### **Badges — €3200 (Quantity: 1)**

The Front-Trends badges are special; they are high quality plastic that also provide the conference schedule for each attendee. They are must-wears throughout 3 days by all people at the event.

- ‘Your Company’ logo on all name badges, exclusive to your company. We don’t print other sponsor logos on badges.
- You get **Silver**-level benefits.

### **Speaker’s dinner — €3200 (Quantity: 1)**

At every Front-Trends, we host an exclusive speakers’-only dinner at a fine dining restaurant, where every name on our list (and one sponsor) can attend. This is your VIP pass to meet them.

- Up to 2 sponsor representatives invited to the exclusive dinner party.
- Sponsor banner at the dinner’s venue.
- You get **Silver**-level benefits.

### **T-shirts — €4800 (Quantity: 1)**

Every year, Front-Trends has more and more attendees, from XXS to XXL. Our staff and organizers also wear the shirts throughout the entire 3-day event (not the same one, thankfully).

- ‘Your Company’ logo printed on the official Front-Trends T-shirts.
- You get **Gold**-level benefits.

### **Filming & Photos — €6000 (Quantity: 1)**

Front-Trends videos were watched 50,000 times by unique visitors and continue to gain new exposure on the web. There’s not much else to say other than this package gives you megamedia exposure.

- All videos start with a sponsored advertisement, or a combination of a logo and statement delivered by the sponsor.
- Sponsor’s logo/watermark on all official conference photos
- You get **Gold**-level benefits.

### **Lunch — €8000\* (1 day, Quantity: 3)**

The way to a man’s heart is through his stomach. And beer. Lots of beer. Front-Trends is well-known for its awesome gourmet lunches and unlimited free beer. We can even put your logo on the taps!

- ‘Your Company’ Lunch listed in the schedule and badges, with company banners, etc. in the dining hall.
- You get **Platinum**-level benefits.

### **Party — €20000 (Quantity: 1)**

Sponsor the one unique night where people get to interact and make memories together. The sponsor at this level will be the star for the most important event aside from the conference talks, the party.

- A 5-minute opening talk to launch the party
- ‘Your Company’ Party listed in the schedule and badges, with company banners, videos, etc. in the dining hall.
- Everything branded: from food, drinks, banners, decorations.
- You get **Global**-level benefits.

*\* Discounts available for multiple purchases*



## INDIVIDUAL ITEMS

Sponsors can purchase individual opportunities at the conference. These items are designed for flexibility, in order to help you reach higher price levels or achieve specific goals at the event.

### Video Advertisements — €500

Your company ad played during breaks between talks and during breaks.

### Banner Placement — €500

Your company banner displayed in the main conference hall and/or secondary stage and/or lounge area.

### Flyer Distribution — €500

Distribute flyers to all guest via seats (or swag bags).

### Booth Space — €2500

Booth space allows you to interact directly with Front-Trends guests throughout the 3-day event. Many of our sponsors choose this option if they are looking to recruit developers or demo products and services.

*4-square meters, €500 per each additional square meter. Tables and chairs provided by FT organizers.*

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## TECHNICAL REQUIREMENTS

All designs to be used as a part of Front-Trends materials should be sent by April 7.

### Printed Ad in Conference Booklet

All ads should be delivered in CMYK colorspace with 5mm bleed.

- Full Page — 210mm × 297mm
- ½ Page — 148mm × 210mm
- ¼ Page — 105mm × 148mm

### Banner Placement

A free-standing vertical banner; max. 120cm wide, max. 220cm tall.

## DEMOGRAPHICS

Front-Trends gathers 450+ attendees.

### Professional Background

- **50% corporate and agency** and **20% freelancers:** front-end and/or back-end developers, UX designers, interaction designers, and graphic designers—both mobile and web.
- **20% team heads and managers**
- **10% business development** deal makers, marketeers, client services, customer service, etc.

### Countries

Poland 53%, Germany 8%, UK 6%, Netherlands 4%, Spain 4%, Denmark 3%, Sweden 3%, Russia 2.5%, Norway 1.5%, other 15%.