



IIIT ALLAHABAD

# PRAGMA DEV AND DESIGN CONFERENCE 2019

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**SPONSORSHIP BROCHURE**





# PRAGMA VISION

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- Our vision is to give the opportunity to student developers to come under the influence of some of the best developers in the country and experience new technologies that would have been difficult for them to access otherwise.
- We want to spark conversations between the students and get their ideas flowing because the young blood often produces revolutionary ideas.
- We hope that our initiative will make a significant contribution towards using development to solve real world problems.

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# ABOUT US

## **Geekhaven:**

GeekHaven, the Technical Society of IIIT-Allahabad, consists of many wings such as FOSS, Web Development, App Development, Design, Blockchain, Software Development, Cyber Security, Artificial Intelligence and Competitive Coding.

Comprising of some of the best technical minds of the college, GeekHaven is responsible for organising technical events throughout the year and promoting an overall technical culture in the college by holding regular workshops and quick-talks.



# WHY YOU SHOULD SPONSOR US?

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- **Get Brand Awareness**

You get to display your product and marketing materials in front of your target audience and prominently increase your sales.

- **Marketaing with a budget**

Get ahead of your competition by picking one of our reasonably priced sponsorship schemes and reaching your customers directly instead of spending huge amounts on conventional forms of marketing and still being unsure as to whether you are impacting the consumers or not.

- **Social Responsibility**

You get to give back to the community and thanking them for their support and align your brand to a cause or mission your customers are passionate about.

- **Scout For Potential Hires**

Take your pick from the amazing talent pool that is expected to be present at the PRAGMA.





# WHAT TO EXPECT AT THE CONFERENCE?

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- Talks by industry experts.
- Workshops to provide hands-on experience of latest cutting edge technologies.
- Keynote Speeches by well known faces in the technology domain.
- Sponsored talks and workshops to advertise your product.

# SPONSORSHIP DETAILS

PACKAGE	PRICE	
	INR	USD
TITLE	-	-
ASSOCIATE	75,000	1000
PLATINUM	50,000	700
GOLD	35,000	500
SILVER	25,000	350

\*If you want to be a Title sponsor or Associate sponsor, contact us

The donations given as sponsorship are **100% tax deductible**. Under Section 80G and 80GGA, an approved university/educational institution of National eminence is eligible for donations with 100% deduction without any qualifying limit

# SPONSORSHIP DETAILS

Benefits	SILVER	GOLD	PLATINUM
Free passes (for the conference days)	2	3	5
Speaker dinner passes	1	2	3
Logo, Write-up, link on conference website	✓	✓	✓
Your stall at the venue (your banner)	12' x 6'	14' x 8'	14' x 8'
Ability to distribute goodies at the stall	✓	✓	✓
Logo on notebooks given to participants		✓	✓
Logo on official banner		✓	✓
Logo on one sleeve of T-shirt			✓
Companies Brochures in welcome kit (provided by the company)			✓
Logo in the Goodies bags			✓

# SPONSORSHIP OPTIONS

## ○ T-shirts Sponsor

- Conference t-shirt design co-branded with sponsor's logo or URL on the back of the t-shirt.
- Handed out to all the attendees free of cost.
- Four passes to the conference.



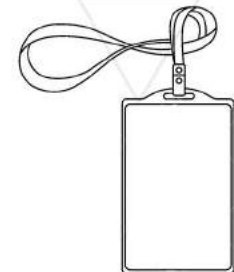
## ○ Mugs sponsor

- Mug design co-branded with sponsor's logo or URL.
- Handed out to all the attendees free of cost.
- Four passes to the conference.



## ○ Lanyard Sponsor

- Co-branding on lanyard with event logo and sponsor logo.
- Two passes to the conference.





# SPONSORSHIP CONTENT OPTIONS

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## ○ Workshop Sponsor

- Work with the Pragma team to host a relevant workshop.
- Three passes to the conference (in addition to instructors).



## ○ Sponsored talk

- 40 min or 20 min talk or other editorial format, subject to editorial approval.
- One pass to the conference (in addition to speaker).



# PHYSICAL PRESENCE OPTIONS

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- **Booth Sponsor**

- A table with two chairs and WiFi.
- Coordination with Pragma's team to design activities to drive traffic and engagement.
- Four passes to the conference.





# SPONSORSHIP POLICIES

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- Pragma does not share participant data with sponsors without permission.
- Participants do not permit conference organisers to share their data with sponsors without permission.
- Sponsors and their representatives must abide by the code of conduct at all times, to create a safe and welcoming environment for everyone.
- Editorial is independent of sponsorship. Sponsorship does not automatically guarantee stage time. Sponsored editorial (workshops, tracks, sessions) and online content (podcasts, articles) are subject to Pragma's standard editorial process and approval.
- Sponsor passes are limited to a maximum of the number mentioned with the highest sponsorship chosen. It does not work cumulatively. Additional passes are available at discounted prices.
- Full payment needs to be made before the event.



# CONTACT US

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