

## EUROPYTHON 2016 Bilbao, 17-24 July



# EUROPYTHON 2016 BILBAO

## Join the European Python Community

After a huge success in Bilbao (Spain) last year, Euro-Python 2016 will take place in the same place. Our aim is to keep the conference growing both in impact and attendance. More than 1200 Python developers, students and enthusiasts from all over Europe and abroad are expected to attend EuroPython 2016 Bilbao.

The EuroPython conference is the highlight of the year for the European community of programmers. All Python enthusiasts, from beginner programmers to the most expert ones, have their place in this conference: experienced programmers present their know-how, students widen their knowledge and beginners will learn a lot in a very short time.

EuroPython has always distinguished itself by an unique atmosphere to share knowledge, create synergies and support networking around Python programming. It is the perfect place for companies to connect with the Python community and get in touch with motivated developers. In fact, Europython has become a well-known meeting

point for international companies and highly-qualified junior and senior programmers, creating an excellent environment to look for new job-opportunities, recruit people, connect, share and learn.

The city of Bilbao openly supports all kinds of technology-related events and activities for the last couple of decades and offers all kinds of services for carrying out initiatives such as the EuroPython Conference. The city has emerged from a metalworking industry-based era and has converted itself into a modern metropolis, becoming the major cultural and financial reference point in north Spain. The superb infrastructure and varied services of the city have been the main reason to choose Bilbao as the next EuroPython host.

Since the first EuroPython in 2002, much effort has been made to make the yearly EuroPython Conference what it is today. Collaborators all around Europe, together with the on-site team, are working hard to make the conference in Bilbao a great and successful experience. This is a great opportunity to make the Python community stronger and experience that Python is more than just a programming language.



Fotografía: 'la ria' by hansbrinker @ flickı



- ▶ Home of big finance and R&D companies.
- ▶ Hosts worldwide known museums.
- Lively atmosphere all-year-round.
- ▶ Modern multicultural city with a tangible local culture.
- ▶ Worldwide known gastronomy (extraordinary dining experience is guaranteed).
- Superb public services and public transport, including an international airport.
- ▶ General accessibility everywhere for people with limiting conditions (accesses, public transport, etc.).
- ▶ Breathtaking surroundings, including hiking mountains and coast.
- ▶ Minutes away from some of the world's greatest surf-spots.
- ▶ Home of the oldest European language, Basque.





### EuroPython 2015 Demographics Attendee statistics

#### Attendees

Attendees 1,093
male 968
female 125
ratio female/male 11.44%

#### Country distribution

DE	141	•	12.90%	HR		5	
ES	133	•	12.17%	EE		4	
GB	131	•	11.99%	GR		4	
unknown	111	•	10.16%	IS	•	4	
FR	51	•	4.67%	RS		4	
US	51	•	4.67%	UY		4	
CH	47		4.30%	AR		3	
PL	46		4.21%	СУ		3	
NL	35		3.20%	HU		3	
CZ	34		3.11%	IN		3	
SE	32		2.93%	LU		3	
RO	31		2.84%	SI		3	
IT	30		2.74%	ZA		3	
IL	23		2.10%	AU		2	
BE	20		1.83%	ВУ		2	
IE	20		1.83%	CA		2	
FI	12		1.10%	MD		2	
RU	11		1.01%	SK		2	
AT	10		0.91%	AM		1	
DK	10		0.91%	BG		1	
UA	10		0.91%	CL		1	
TR	8		0.73%	JP		1	
LT	7		0.64%	KR		1	
NO	7		0.64%	MA		1	
AE	6		0.55%	MX		1	
BR	6		0.55%	PK		1	
PT	6		0.55%		,		

0.46%

0.37% 0.37%

0.37%

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### Feedback form results (286 feedback results in total)

#### Attendee classification (multiple selections possible)

Attendee	•	241	85.2%
Speaker	•	67	23.7%
Trainer	•	15	5.3%
Sponsor	•	8	2.8%
Volunteer	•	17	6.0%
Organizer	•	9	3.2%

#### Attendee job description (multiple selections possible)

<b>&gt;</b> 214		75.6%
<b>7</b> 1		25.1%
▶ 20		7.1%
▶ 18		6.4%
<b>1</b> 3	•	4.6%
▶ 8		2.8%
<b>39</b>		13.8%
<b>1</b> 3		4.6%
8	•	2.8%
<b>25</b>		8.8%
<b>4</b> 7		16.6%
5		1.8%
<b>2</b> 3		8.1%
5		1.8%
<b>&gt;</b> 25		8.8%
<b>1</b> 2		4.2%
	<ul> <li>71</li> <li>20</li> <li>18</li> <li>13</li> <li>8</li> <li>39</li> <li>13</li> <li>8</li> <li>25</li> <li>47</li> <li>5</li> <li>23</li> <li>5</li> <li>25</li> </ul>	<ul> <li>20</li> <li>18</li> <li>13</li> <li>8</li> <li>39</li> <li>13</li> <li>8</li> <li>25</li> <li>47</li> <li>5</li> <li>23</li> <li>5</li> <li>25</li> </ul>

#### Attendee field of work (single selection)

IT / Computer science		54	•	19.6%
Software development		132	•	47.8%
Software support		0	•	0.0%
High performance computing		1	•	0.4%
Big data		17	•	6.2%
Education		11	•	4.0%
Science		18	•	6.5%
Retail		2	•	0.7%
Pharmaceuticals		0	•	0.0%
Travel		2	•	0.7%
Government		2	•	0.7%
Insurance		0	•	0.0%
Non-profits / NGO		5	•	1.8%
Energy		1		0.4%
Shipping		0		0.0%
Logistics		0		0.0%
Food		0		0.0%
Health care		1	•	0.4%
Financial services		4	•	1.4%
Construction		1	•	0.4%
Entertainment	•	1	•	0.4%
Defense	•	0	•	0.0%
Media		10	•	3.6%
Telecoms		8	•	2.9%
Utilities		1	•	0.4%
Hospitality		1	•	0.4%
Manufacturing		2	•	0.7%
Aerospace		2	•	0.7%

#### Attendee experience with Python

up to 1 year	•	24	•	8.5%
2-3 years		69	•	24.5%
4-10 years		138		48.9%
more than 10 years		51		18.1%

#### Attendee age

< 10 years	1	0.4%
10 - 19 years	1	0.4%
20 - 29 years	101	35.8%
30 - 39 years	124	44.0%
40 - 49 years	41	14.5%
50 - 59 years	3	1.1%
60 - 69 years	2	0.7%
> 70 years	0	0,00%



### **Call for Sponsors**

Sponsoring EuroPython guarantees you highly targeted visibility and the opportunity to present yourself and your company in a professional and innovative environment. You'll have an unique opportunity to meet many Python-enthusiastic developers, users and professionals. As a sponsor of EuroPython 2016, you will be supporting the work of a great open source community which is becoming a powerhouse of technological development and innovation.

## I would like to sponsor EuroPython, whom should I contact?

Please send an email to

sponsoring@europython.eu

Receive

### Your benefits as a sponsor

**01**Networking



Make contact with a vibrant network of innovators.

**02**Targeting



Reach out directly to people with a real interest in the conference topic and run a targeted marketing!

**03**Brand image



Present yourself as a Python-related open source company!

**04** Sponsoring



Support a great open source community!

**05** Trainings



Train your employees and benefit from the knowledge of the community!

06 Head hunting



Take advantage of the conference for recruitment!

**07**New business



Use the conference as the launching site for new projects!

## **Sponsorship Opportunities**

Engage yourself as a sponsor of the EuroPython 2016 conference through any of the following sponsorship packages!

	KEYSTONE	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	PATRON
Price	30K	20K	10K	5K	3.5K	2K	1K
Sponsor limit	1	4	10	-	-	-	-
Free conference session passes	12	7	4	3	2	1	0
Conference session passes with discount	24	14	8	3	2	1	1
Logo on EuroPython website, program guide	+	+	+	+	+	+	+
Logo on the banners	+	+	+	+	-	-	-
Logo on the speaker desks	+	+	-	-	-	-	-
Ad in program guide	2 pages	2 pages	1 page	1 page	½ page	⅓ page	½ page
Attendee bag insert	Flyer, brochure, gadget	Flyer, brochure, gadget	Flyer, brochure, gadget	Flyer	Flyer	-	-
Recruiting mailing, ad on website and job-board session	ML, AD, SESSION	ML, AD, SESSION	ML, AD, SESSION	ML, AD, SESSION	ML, AD	ML	-
Lounge events	2	1	1	-	-	-	-
Sponsored talk (30min) and training (3h)	Talk, Training	Talk	Talk	-	-	-	-
Prominent booth in foyer or exhibit hall	36sqm & Most Central	24 sqm	12 sqm	6 sqm	Table	-	-
Private meeting room	5 Days	3 Days	-	-	-	-	-
The keynote-room will be called with the sponsor's name	YES	-	-	-	-	-	-
Joint press releases highlighting the sponsor	YES	-	-	-	-	-	-
Parcel allowance (number of boxes they can send)	20	15	10	5	3	1	0

## KEYSTONE SPONSORSHIP

(LIMIT: 1)

30K

- ▶ Logo on EuroPython website, program guide, banners and speaker desks
- The keynote talks room will be called with the sponsor name
- Advertisement (2 page ad) in program guide
- Attendee bag insert (flyer, brochure, gadget)
- ▶ 12 free conference session passes
- > 24 conference session passes with discount
- ▶ The biggest and most central booth in foyer or exhibit hall (~36sqm)
- Recruiting

Recruiting mailing to attendees Recruiting ad on website and job-board Table in exhibition hall for recruiting session

- ▶ 2 lounge events from the Lounge events list (see below)
- Sponsored talk (30min) and training (3h)
- Private meeting room (5 days)
- Joint press releases highlighting the sponsor
- ▶ 20 Parcel allowance (number of boxes they can send)

## DIAMOND SPONSORSHIP

(LIMIT: 4)

20K

- ▶ Logo on EuroPython website, program guide, banners and speaker desks
- Advertisement (2 page ad) in program guide
- Attendee bag insert (flyer, brochure, gadget)
- ▶ 7 free conference session passes
- ▶ 24 conference session passes with discount
- Prominent booth in foyer or exhibit hall (~24sqm)
- Recruiting

Recruiting mailing to attendees Recruiting ad on website and job-board Table in exhibition hall for recruiting session

- ▶ 1 lounge events from the Lounge events list (see below)
- ▶ Sponsored talk (30min)
- Private meeting room (3 days)
- ▶ 15 Parcel allowance (number of boxes they can send)

## PLATINUM SPONSORSHIP

(LIMIT: 10)

10K

- ▶ Logo on EuroPython website, program guide and banners
- Advertisement (1 page ad) in program guide
- ▶ Attendee bag insert (flyer, brochure, gadget)
- ▶ 4 free conference session passes
- ▶ 8 conference session passes with discount
- ▶ Booth in foyer or exhibit hall (~12sqm)
- Recruiting

Recruiting mailing to attendees Recruiting ad on website and job-board Table in exhibition hall for recruiting session

- ▶ 1 lounge events from the Lounge events list (see below)
- ▶ Sponsored talk (30min)
- ▶ 10 Parcel allowance (number of boxes they can send)

## GOLD SPONSORSHIP

5K

- Logo on EuroPython website, program guide and banners
- Advertisement (1 page ad) in program guide
- ▶ Attendee bag insert (flyer)
- ▶ 3 free conference session passes
- ▶ 3 conference session passes with discount
- Booth in foyer or exhibit hall (~6sqm)
- Recruiting

Recruiting mailing to attendees Recruiting ad on website and job-board Table in exhibition hall for recruiting session

▶ 5 Parcel allowance (number of boxes they can send)

### SILVER SPONSORSHIP

3,5K

- ▶ Logo on EuroPython website and program guide
- ▶ Advertisement (½ page ad) in program guide
- ▶ Attendee bag insert (flyer)
- ▶ 2 free conference session passes
- ▶ 2 conference session passes with discount
- ▶ Booth in foyer or exhibit hall (table)
- Recruiting

Recruiting mailing to attendees Recruiting ad on website and job-board

> 3 Parcel allowance (number of boxes they can send)

## BRONZE SPONSORSHIP

2K

- ▶ Logo on EuroPython website and program guide
- ▶ Advertisement (½ page ad) in program guide
- ▶ 1 free conference session passes
- ▶ 1 conference session passes with discount
- Recruiting mailing to attendees
- ▶ 1 Parcel allowance (number of boxes they can send)

## EUROPYTHON PATRON

1K

- ▶ Logo on EuroPython website and program guide
- Advertisement (½ page ad) in program guide
- ▶ 1 conference session passes with discount





otografía: Shutterstock

### Lounge events

Sponsoring lounge events you will get the chance to relate the name of your company to popular activities and goods placed in popular areas.

Lounge events are part of the Keystone, Diamond and Platinum Sponsorships. These sponsors will be able to choose 1 (Diamond and Platinum sponsors) or 2 events (Keystone) from the list below. If you are neither a Keystone, Diamond or Platinum sponsor, but are very interested in sponsoring one of these events, please writ

#### sponsoring@europython.eu.

Each event will include proper advertisement of the sponsor.

Please note that the costs of service for these lounge events will be billed to the sponsor, e.g. an ice cream event sponsor will have to pay for the ice cream served at the event. Details are available on demand.

Lounge events		Max
2 table football tables in lounge area	•	2
Green goods (fruit baskets) every day	•	1
Wheel of fortune with merchandising prizes for 1 day	•	2
Retro Arcade area (Neo Geo, SNES, Segz) in the lounge area	•	2
Gourmet coffee stall for 1 day	•	4
Ice cream stall for 1 day	•	4
Popcorn stall for 1 day	•	4
Photocall for 1 day	•	4
Laser Tag session (1.5 hours)	•	2



Don't see a package that fits your needs? Do you have a unique idea? If you want to support EuroPython 2016, we want to help you develop a tailored sponsorship package that fits your specific targets.

Please get in touch and ask about individual arrangements:

sponsoring@europython.eu



#### **Additional Information**

Small entity discounts: If you are a small company or startup with less than 250.000 EUR annual revenue, we have special setups for you. You can receive a 50% discount at the Patron level, a 20% discount at the Bronze level and a 10% discount at the Silver level. For details, please talk to us:

#### sponsoring@europython.eu.

Free booths for F/OSS projects: We will provide free booth space for F/OSS projects. Please register early because space is limited:

#### sponsoring@europython.eu

All prices in this brochure exclude value added tax (VAT), which may apply.

#### Service Details

#### Logo on website and program guide

Your logo and a link on ep2016.europython.eu, and in the program guide which each attendee will receive.

#### Logo on banners, speaker desks

Your logo on banners in the foyer and/or in the keynote room, and/or logo on panels, which are mounted on the front of the speaker desks.

#### Logo on lanyards

Your logo on the official EuroPython 2016 lanyards which each attendee will receive.

#### Ad in program guide

Your advertising in the program guide, full color, to be delivered by the sponsor in accordance with our specifications (e.g. size, color).

#### Attendee bag insert

"Flyer" means one page A4-size maximum, "brochure" means an booklet with not more than 20 pages an A4-size maximum, "gadget" means one giveaway like a pen, a lighter, a notepad, ...

#### Recruiting mailing to attendees

One mailing (via email) to all attendees (who have consented via opt-in during registration), mailing will be carried out by us to provide confidentiality.

#### Recruiting ad on website and job board

Your job advertisement on the job page on ep2015.euro-python.eu, and on the job board at a central place during the conference.

#### Recruiting session

Brief company introduction talk, and then a real recruiting and curricula evaluating session during the conference.

#### Sponsored talk (30')

You get one slot of 30 minutes as part of the official conference talks.

#### Sponsored training (3h)

You get one slot of 3 hours as part of the official training program.

#### Prominent booth in foyer or exhibit hall

Booth space in foyer or exhibit hall, 1 table, 1 high table, 2 chairs and simple exhibition divider is included, highly customisable, custom booths are possible, ask about possibilities.

#### Booth in exhibit hall

Booth space in exhibit hall, 1 high table, 1 chair and simple exhibition divider is included, customisable, ask about possibilities.

#### Table in exhibit hall

Infopoint in exhibit hall, 1 high table, 1 chair and exhibition divider in the back.

#### Private meeting room

Several small meeting rooms available, 10-20 seats each, you can rent them on hourly or daily basis, run your own meetings, workshops, recruitment interviews.

#### Conference session pass

A free ticket, which gives free access for your employees to staff your booth, to give a talk, or just to attend the program e.g. for their continuing education.

## Conference session pass at the early bird rate

Sponsors can buy additional conference session passes at the early-bird business ticket rate through the ticket sales period (even after early-bird tickets have sold out).

#### Opening talk

The first keynote talk on the first conference day.

#### Lounge sponsor

Your logo on the banners of one of the lounge areas and the possibility to leave merchandising.

#### Table in recruiting session

Infopoint in the recruiting session, 1 table, 1 chair and exhibition divider in the back.

#### Mobile guide sponsor (Guidebook)

Your logo in the mobile guide of the conference and access to messaging the attendees from the application.

#### Social event sponsor

Your logo will appear as social event sponsor, a short talk can be given in the dinner room before dinner and we will put a banner in the entrance of the restaurant.

#### Sprint/Openspace/Barcamp sponsor

Your logo will appear in the Sprint rooms and website, 1 conference session pass.

#### Coffee break sponsor

Provides coffee and tea for the attendees for up to 4 hours during the conference. Your logo will be placed in the coffee break area.

#### Room sponsor

Your logo will be placed in the entrance of the room and it will be called with the name of your organisation.

#### Lanyard sponsorship

Your logo and a text will be placed on the conference lanyards.

Estimation cost of lanyards: 1€x (attendees x 1.1) ~1500€

#### Bag sponsorship

Your logo and a text will be placed on the conference bags.

Estimation cost of bags: 4€x (attendees x 1.1) ~5200€

#### Water sponsorship

A preeminent image of your logo and a text will be placed on the water bottles. A link on the website as water sponsor.

Estimation cost of water (33cl bottles, 4 bottles per attendee per day):  $0.15 \in x (25 \times attendees) \sim 4500 \in$ 

#### Table football

Two table football tables with your organisation logo and a text will be placed in the lounge area of your preference.

#### Green goods (fruit baskets)

Your logo with a text will be placed near the fruit baskets that will be offered with the coffee breaks and during the conference.

## Big fortune roulette with merchandising prizes for 1 day

A big fortune roulette will be placed in the lounge area of your preference during 1 day where the prize is merchandising from your company. It will promoted within the conference programme and your logo will be placed next to the event.

## Retro Area (Neo Geo, SNES, Sega,...) in the lounge

Two arcade machines with old games will be placed in the lounge area of your preference and your logo will be placed next to the event.

#### Gourmet coffee stall

A gourmet coffee stall will be placed in the lounge area of your preference and your logo will be placed next to the event.

#### Ice cream stall

An ice-cream stall will be placed in the lounge area of your preference and your logo will be placed next to the event.

#### Popcorn stall

A popcorn stall will be placed in the lounge area of your preference and your logo will be placed next to the event.

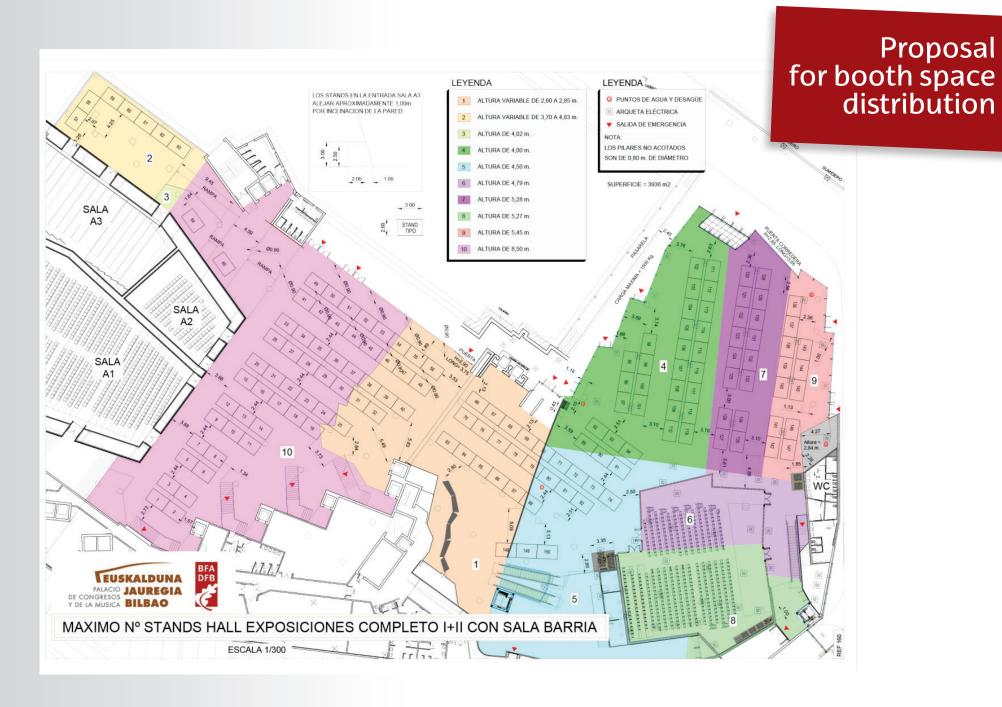
#### Photocall for 1 day

A photocall booth will be placed for one day during the conference at the entrance of the venue or in the lounge area of your preference and your logo will be placed next to the event and in the photos taken.

#### **Laser Tag**

A Laser Tag combat will be organised in a proper environment close to the venue (5-10 minutes by walk). The Laser Tag lasts for an hour and can host about 30 people. Your logo will be placed next to the event

## Sala 1 (613) Talk Sala 2 (103) Rooms Sala 3 (303) Sala Barria 1 (120) Sala Barria 2 (280) Sala A4 (90) Sala E (90) Sala B1 (180) SALA BARRIA TEUSKALDUNA PALACIO JAUREGIA DE CONGRESOS Y DE LA MUSICA BILBAO SALA A4 2nd floor <del>2n</del>d floor TEUSKALDUNA PALACIO JAUREGIA DE CONGRESOS Y DE LA MUSICA BILBÃO







http://ep2016.europython.eu/

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