

SPONSORSHIP OPPORTUNITY

The biggest tech event of the year has returned and you don't want to miss! Each year, at DevDay Da Nang, a lot of Software engineers and students majoring in IT from Da Nang and surrounding suburbs come together for an experiential learning opportunity that accelerates their technology knowledge.

Here's what you can expect from your investment:

- **Target Audience** of more than 1000 passionate software engineers actively browsing through the exhibit ground throughout the majority of the event.
- **Attendees** consists of experts, managers, senior, junior software engineers and students majoring in IT. So your brand is recognized and your message is being captured by individuals from every level of the workforce.
- **The introduction of IT startups and business exhibition**, which is new to DevDay 2017 gives access to potential opportunities for future partnership as well as enhances your product visibility.
- **Promotion** of the event and sponsors is diversified on digital and offline channels. Your sponsorship will be honored and accredited on multiple popular social media network.
- Around 60% of students joining the event eager to begin their career in IT, and actively seek for job opportunities. The targeted and selected attendees save business time and resources to **outreach recruiting**.

DevDay 2017 consists of multiple activities throughout the day. Sponsors are welcome to present their value and branding to a variety of audience via these sponsorship packages followed by exclusive benefits.

Other category sponsorships* – Please contact event coordinator for details:

- Pre-event exclusive gathering sponsors
- Food & Beverages sponsors
- Media partners
- Attendee's souvenir sponsors
- Wifi sponsors
- Transportation sponsors
- Closing party sponsors...
- "Scientific research corner" sponsors** ...

	PLATINUM	GOLD	SILVER
BENEFITS	100 Mil VND	50 Mil VND	25 Mil VND
Exhibition booth	Free 6x3 m	Free 6x3 m	Free 3x3 m
Logo on Printed ads (Backdrop, Banner, Standee, Event booklets) and digital ads (Newsletter, Social media, on-stage screen)	Premium logo	Deluxe logo	Regular logo
Logo and link on DevDay website	✓	✓	✓
Logo on looping video	✓		
Logo on Invitation letters	✓		
Pre-event exclusive party tickets	4	2	1
Recognition on official press release	✓	✓	✓
Exclusive media interview	✓	✓	
Article on DevDay fan page	150-word post with 3 photos	100-word post with 2 photos	50-word post with 1 photo
Be honored in the opening session	✓	✓	✓
Standee placement in main hall & party	✓	✓	
Priority presentation	✓	✓	
Participants data sharing	✓		
Opening ceremony speech (5 minutes)	✓		

* Benefits for these category sponsors may vary depending on the value of sponsorship. Sponsors are welcome to upgrade their sponsorship to Platinum, Gold or Silver.

** For "scientific research corner" in our exhibition area, we offer a 2 mil VND sponsorship for each exhibition table. Sponsors are welcome to express their concern for scientific and educational development with this sponsorship package and get their logo placement at the exhibition area.