

Sponsorship Prospect

Serverless Days, Belgrade 2019

Serverless Days is a community focused, single track, one day, non-profit event for software developers, architects and IT managers focused on modern cloud development, especially serverless based solutions.

Serverless Days Belgrade 2019 is the first serverless conference in south-east Europe. The conference venue is “Kinoteka” (The National Film Archive) in central Belgrade, with the main stage capacity for 200 attendees.

The Team

The Serverless Days Belgrade organizers are:

- **Gojko Adzic**, partner at Neuri Consulting LLP, author of “Specification by Example” and “Running Serverless”
- **Aleksandar Simović**, lead serverless engineer at ScienceExchange, coauthor of “Serverless Applications with Node.js”, AWS Serverless Hero
- **Slobodan Stojanović**, CTO at Cloud Horizon, coauthor of “Serverless Applications with Node.js”, AWS Serverless Hero

The conference organizers are experienced conference speakers and organisers of the JS Belgrade meetup with over 2000 members and more than 50 past events.

The Conference

Date: Friday, 13 September 2019

Venue: Kinoteka ([Film Archive](#)) (Uzun Mirkova 1, 11000, Belgrade)

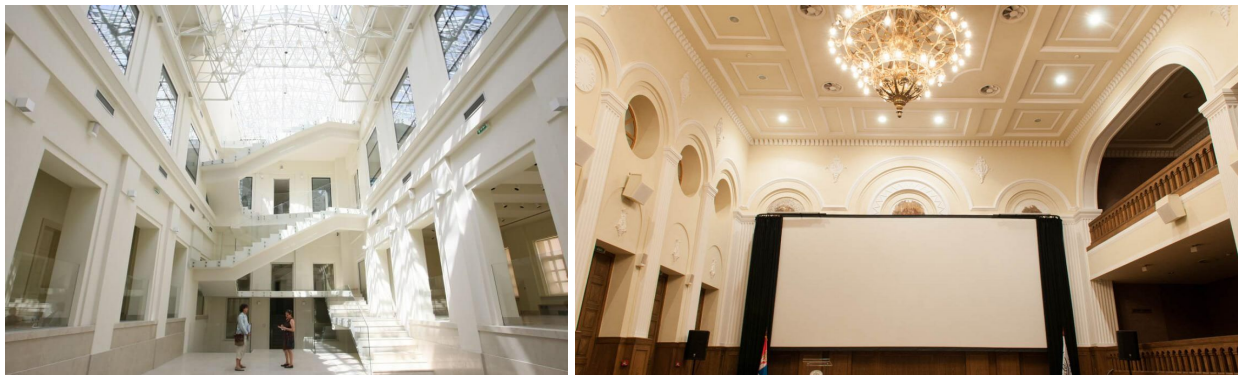
Expected attendance: 150-200 people

The Venue

Kinoteka is the National Film Archive, located in the center of Belgrade. Founded in 1949, it is a founding member of the International Federation of Film Archives and was the national film library of the Yugoslavia and currently of the Republic of Serbia.

The conference talks will take place in the main cinema hall (Makavejev), with the capacity of 200 attendees. A large stage provides ample space for Sponsor branding.

Sponsor booth exhibition and catering will be in the large entrance hall adjacent to the Makavejev stage. Sponsor booths will be in the upper area of the large hall, near the entrance to the cinema hall. Catering (lunch, drinks) will be in the lower-ground area.



Format

The conference program will contain the following sections:

- Morning Sessions – Welcome, 1 keynote, 3 sessions
- Lunch
- Afternoon Sessions – 3 sessions and 1 keynote
- Closing remarks and happy hour with the locally produced beverages

Attendees

Based on the other Serverless Days conferences, we expect attendees to primarily be from one of the following three categories:

- **Developers**, who are investigating or already using serverless platforms. Belgrade has a large developer scene. The major development communities include: PHP Serbia (more than 1700 members), JS Belgrade (more than 2000 members), Python Belgrade (more than 1800 members), HeapSpace (more than 2000 members), Level Up (Game VR/AR development, more than 1600 members), DataScience Serbia (more than 2000 members) and many more. The organizing team is actively cooperating with all of these communities on cross-promotion.
- **Mid-level IT management**, such as team leaders, architects, project and product managers, working for local software companies. Belgrade has an active start-up scene and hosts regional offices of many large international IT giants.
- **IT executives**, including C-level executives of IT companies and IT directors/CIOs of large non-software companies, startup founders, business development managers and local startup community leaders.

We expect the conference to attract people from all over South-East Europe, working for a large variety of organizations, from startups to established software companies and large corporations with big IT investments. Because comparatively few events happen in the region compared to western and northern Europe, it is quite common for people to travel to neighbouring countries for conferences.

ServerlessDays Belgrade 2019 presentations will be in English, aimed at an international audience.

Sponsorship Opportunities

Although this is a non-profit community event, we want to provide a great experience to attendees, speakers and sponsors. The conference venue is an amazing historical landmark, and we hired a professional conference production company to ensure that everything runs smoothly.

In order to make the conference inclusive and affordable to a large group of people, we plan to cover only a small portion of costs from ticket sales. By sponsoring Serverless Days Belgrade, you will help us make the event amazing for everyone, and in return be able to promote your products and services, and get exposure in a vibrant, rapidly growing community.

To become a sponsor, and for any further questions about sponsorship packages and opportunities, please contact us at belgrade@serverlessdays.io.

Sponsor plans

	Headline	Supporter	Community
Available spots	3	4	6
Booth size	Large with LCD TV	Medium	Small
Bring your own banners	Yes (2 banners)	No	No
Logo on all conference videos	Yes	No	No
Job postings	5	3	1
Free tickets	10	5	3
Price	4,000€	2,000€	1,000€

Headline Sponsors

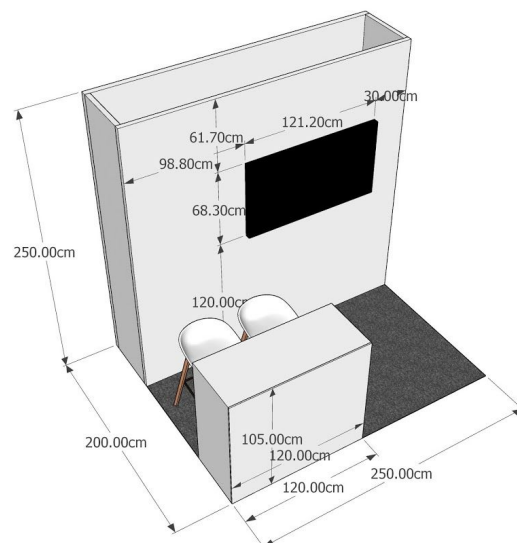
Price: 4,000€

Available sponsor slots: 3

Make the event happen. If you step up and take the Headline Sponsorship you will get:

- A large booth, with a branded backpanel, two seats, an 55" LCD TV
- Your logo will get prominence on the stage, at the venue, on the website, and you'll get multiple shout outs on stage
- All the conference videos will have your logo on them when uploaded to YouTube
- We'll prepare a number of roll up banners printed that will be placed throughout the venue. Half the banners will only have the Headline Sponsors logos on them along with the ServerlessDays logo. The other banners will feature all sponsors logos
- Bring your own banners: we'll allow you to bring two of your own banners and put them in spotlight positions
- When your logo appears with any other non-headline sponsor logos it will always be bigger than the other sponsors logo
- You can display up to 5 job postings (A4 paper sheets), which will be placed in the website, conference materials coffee break and lunch area
- You will also get 10 free tickets and t-shirts

A large sponsor booth looks similar to the following image:



Supporter Sponsor

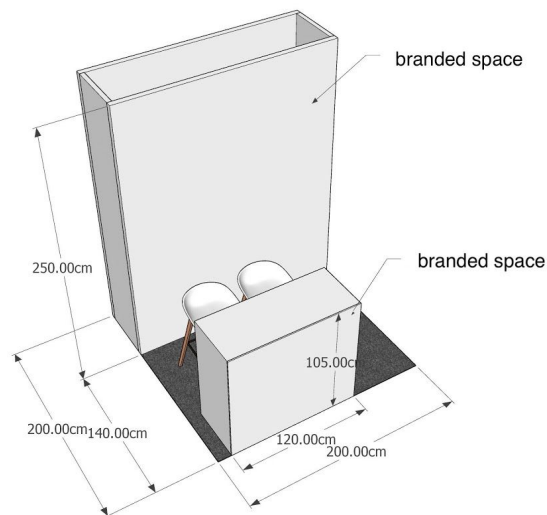
Price: 2,000€

Available sponsor slots: 4

Your company is an outstanding supporter of serverless and wants to invest on making it grow. You'd like to make a difference and help us make this event happen. You will get:

- A medium, two seat booth, with a branded back panel
- Your logo will get prominence on the stage (slides), at the venue, on the website, and you'll get multiple shout outs on stage
- You can provide a link to your careers page that will be shared with the attendees in our follow-up emails
- You can display up to 3 job postings (A4 paper sheets), which will be placed in the website, conference materials coffee break and lunch area
- 5 free tickets, including t-shirts, for your employees or customers/partners

A medium sponsor booth looks similar to the following image:



Community Sponsor

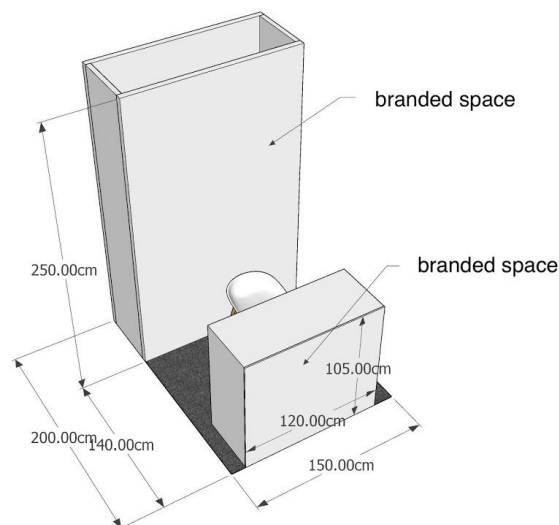
Price: 1,000€

Available sponsor slots: 6

Your company is an active member of the serverless community, and looking to help us increase the use and knowledge base around serverless platforms. You will get:

- A small, single seat booth, with a branded back panel
- Your logo will be displayed on:
 - stage (slides),
 - on the website
- You will also get 3 free tickets, including t-shirts
- You can display one job posting (A4 paper sheets) in our job board, which will be placed in the coffee break and lunch area

A small sponsor booth looks similar to the following image:



Become a Sponsor today!

We'd love to have you as a sponsor!

To apply, or learn more, or if you'd be interested in different sponsorship opportunities, contact us at belgrade@serverlessdays.io.

ServerlessDays values diversity, and every attendee, including sponsors, will be subject to the event's Code of Conduct: <https://belgrade.serverlessdays.io/coc>.

** sponsorship prices include VAT, when applicable.*