Sept 1 - 5 2015 | BARCELONA

:codegram

FULL STACK FEST

FU11 STACK FEST

CONFERENCE OVERVIEW

Full Stack Fest is an international programming event in Barcelona held over a week, divided in two two-day single-track conferences: **Barcelona Ruby Conference** and **Barcelona Future JS**.

Born out of the joined forces of **Front-end** and **Back-end,** **Full Stack Fest** aims to push new, interesting ideas to the whole technology stack, delivered by some of the brightest minds in our industry.

And it's not only a conference; we also provide an outstanding set of **workshops** to level up your skills, as well as a couple of **amazing parties** where to meet new people and exchange ideas.

Date Sept. 1 - 5 2015
Venue Auditori AXA
Av. Diagonal, 547
08029 Barcelona
Event Website
http://fullstackfest.com
Conferences Websites
http://baruco.org
http://futurejs.org
Attendees ~ 1.100 developers, IT professionals and company managers from all over the world.

Advertising 5 different packages, including online and offline media, blogs, and newsletter, among others. Marketing campaigns through things like Twitter, Facebook and Google+.
Attendee Cost 275€ for two days and 495€ for four days. Ticket includes: conference registration, conference meals, t-shirt, goodies and some surprises.
Contact
marc.lorenzo@codegram.com

CONFERENCE MANIFESTO

It's not just the talks, **it's the people.**
Over the years, we've learned what be believe are the core values that make our conferences unique and enjoyable.

No commercial/sponsored talks. Our speakers are chosen by their skills, not their companies.

Personal care to speakers (airport pickup, 4star hotel, expenses covered). We make sure they feel taken care of and get the best of themselves on stage.

Curated list of best speakers world wide. We spend a lot of time choosing not only the best speakers, but also the best balance.

We record all talks and publish them for free. Why keep it just to ourselves?

Reasonably priced tickets. Access to high-quality, top-notch talks shouldn't be just for big corporations; we don't want money to be the reason not to attend.

Attention to detail. A great atmosphere that helps you focus in what's important is paramount to guarantee a great learning experience.

Code of conduct. We ensure everyone gets treated with respect.

We listen to feedback. We've kept improving over the years thanks to the incredibly valuable suggestions from everyone involved.

Blind CFP selection. We have a multi-phase, blind speaker selection that ensures we get the most diversity by looking at the content and delivery, not who's behind it.

>>

Lightning talks. Getting new people on the stage is paramount to keep the conference ecosystem in shape. We have a reserved slot where anyone can jump in and speak their mind.

Amazing and comfortable venue with an auditorium. No one wants to spend two days sitting all that in a cheap plastic chair!

Single track. Multi-track conferences are a double-edge sword. While they seem to provide more variety, they present too many choices that can end up being frustrating. We want our attendees not to worry about anything and share a common experience they can further discuss at the halls or in the parties. It also forces us to ensure every single talk is amazing.

SPONSORING BENEFITS

Give voice to your product and increase its popularity amongst developers by being part of Full Stack Fest.

Get recognition and good vibe from the developer community for making Full Stack Fest possible.

Are you hiring? Reach out to top notch developers -- front-end, backend and, of course, full-stack. Attract the best talent to take your company to the next level.

SEND YOUR TEAM

Sponsorship packages come with tickets to the conferences!

Let your team be inspired by **new ideas and programming practices**, delivered by the brightest minds of our industry.

Connect your team with a mazing developers from all over the world, letting them represent your brand on the field, and attract new talent for your company.

VENUE

Full Stack Fest will be held at **Auditori AXA**, right at the heart of the sunny, glamorous Barcelona.

Born out It is part of a shopping mall - Illa Diagonal - where you can find more than 200 **shops**, two **hotels**, a **parking lot** and a **public park** located on one the main avenues in Barcelona. There is also a restaurant area with a lot of establishments where everyone will be able to enjoy different kind of foods.

The entire capacity of the auditorium is **621 people**.
As a whole, it is more than an auditorium: it is an infrastructure designed to offer quality, exibility and integral attention through its wide range of services.

BARCELONA

Barcelona is more than just beach & party. In the recent years, our city has attracted the attention of many startups (both entrepreneurs and large companies), and has become one of the main cities to keep an eye on if you're part of the tech scene as well as art & music.

There are **many reasons** why Barcelona is a great city to host an event like this, but just to name a few of them:

1) *We have an international airport with low-cost connections all across Europe.*

2) *An amazing Mediterranean climate and diet.*

3) *Great hotels, restaurants and all kinds of services driven by the tourism needs.*

4) *Barcelona already hosts amazing large events & initiatives like the Mobile World Capital (organizers of the Mobile World Congress) and some major startup hubs and districts like 22@.*
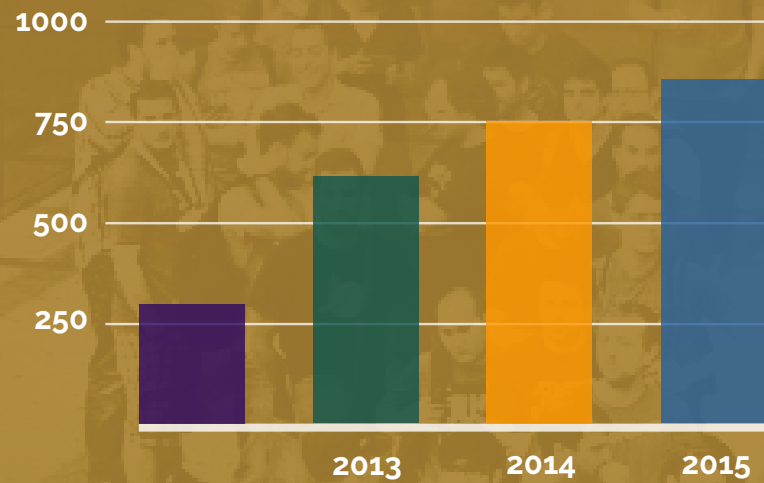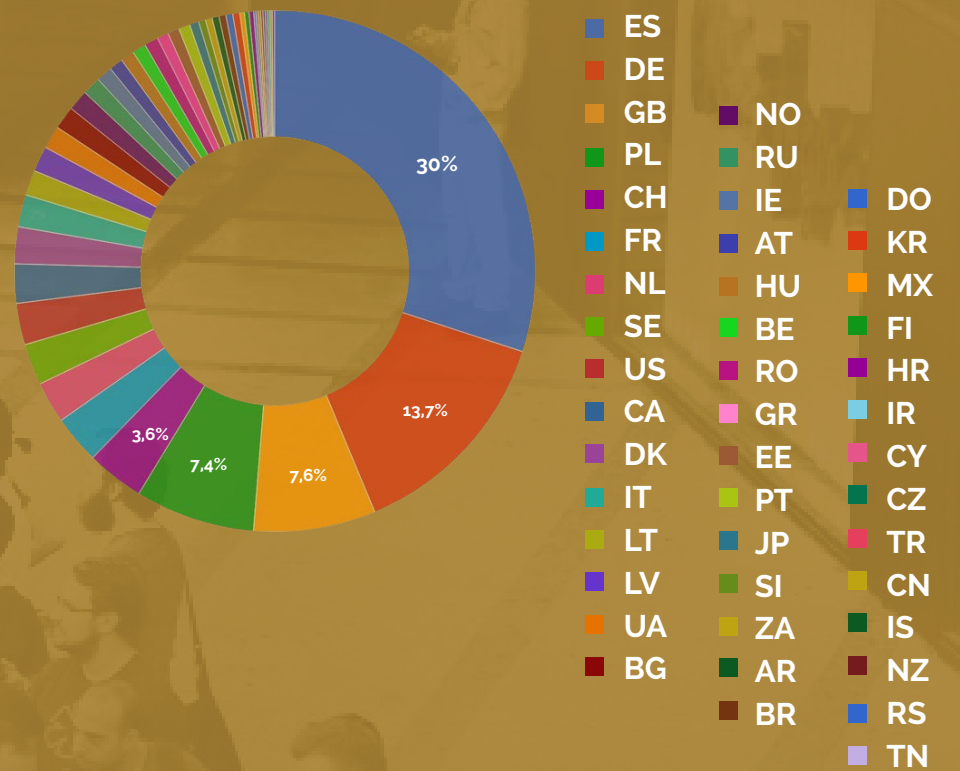
5) *Great vibe & friendly people.*

AUDIENCE PROFILE

During 3 editions of Barcelona Ruby Conference and one edition of Barcelona Future JS, we've had **more than 1700 attendees from 50 countries**, many of them repeating year after year.

Our audience it's interested in a broad range of programming languages and technologies like:
Ruby, JavaScript, HTML & CSS, Internet of Things, Go, Mobile (iOS/Android) development, Clojure, Haskell, Lua or Scala.
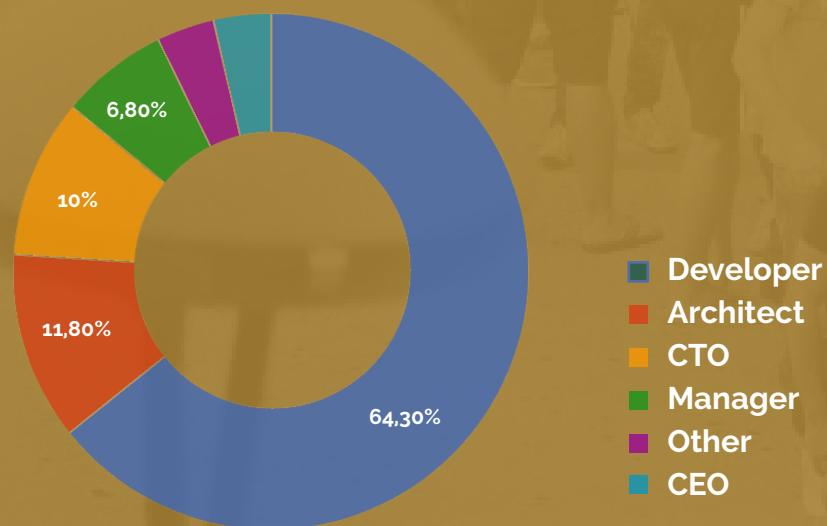
AUDIENCE EVOLUTION

1000
750
500
250

2013 2014 2015

COUNTRY

30%
13,7%
7,6%
7,4%
3,6%

ES
DE
GB   NO
PL   RU
CH   IE   DO
FR   AT   KR
NL   HU   MX
SE   BE   FI
US   RO   HR
CA   GR   IR
DK   EE   CY
IT   PT   CZ
LT   JP   TR
LV   SI   CN
UA   ZA   IS
BG   AR   NZ
          BR   RS
                    TN

JOB POSITION

6,80%
10%
11,80%
64,30%

Developer
Architect
CTO
Manager
Other
CEO

AGE

18 - 24
25 - 34
35 - 44
45 - 54
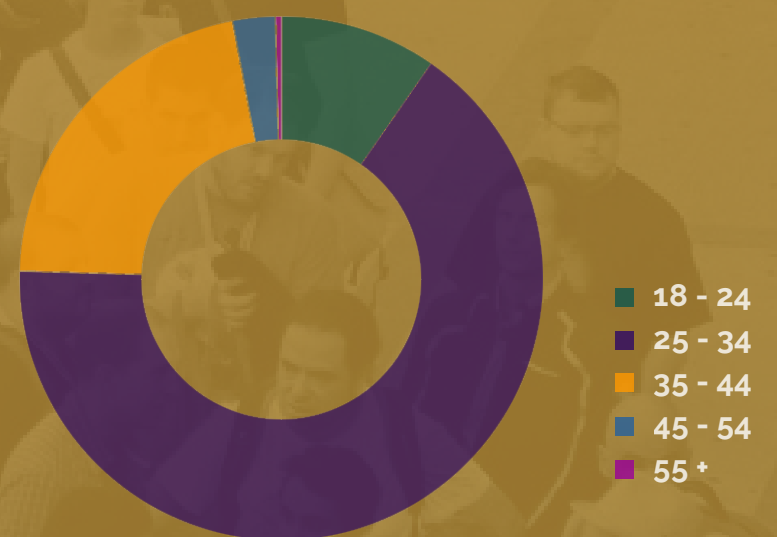55 +
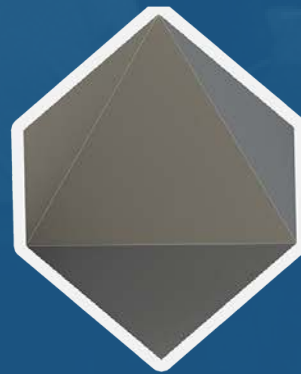
WHAT'S THE BEST SPONSORSHIP PACKAGE FOR MY COMPANY?

DIAMOND

PLATINUM

GOLD

SILVER

INDIE

DIAMOND

**INCLUDES EVERYTHING
MAXIMUM BRAND VISIBILITY**

*Logo on recorded video + rollup on stage +
exhibit tabl + 5 tickets included + opportunity
to offer workshop.*

Meant for big companies or corporations.

[Only 1 available]

GOLD

*Post at job board + logo at registration hall
+ option to provide inserts at attendee bags
+ 2 tickets included*

Meant for development shops or startups
willing to hire or get to know their product.

[15 available slots]

INDIE

Logo at website + 1 included ticket

It's the easiest way to make sure you won't be
left without a ticket and show your support to the
conference.

[Not limited]

PLATINUM

Great way to attract developers if you
want to hire or get to know your product
by interacting with the attendees

*Logo at newsletter + post at job board +
exhibit table + opportunity to offer workshop
+ 3 tickets included.*

Meant for companies with established
products or high-growing startups.

[4 available slots]

SILVER

*Logo at website + tweet during conference
+ logo at conference programme*

Meant for small companies willing to get known
by the community.

[Not limited]

GOODIE

Online

	DIAMOND	PLATINUM	GOLD	SILVER	INDIE
Logo at website	✗	✗	✗	✗	✗
Logo at sponsors page	✗	✗	✗	✗	✗
Tweet during conference	✗	✗	✗	✗	
Description at sponsor page	✗	✗	✗	✗	
Post at job board	✗	✗	✗		
Logo at newsletter	✗	✗			
Logo on recorded videos	✗				

Onsite

	DIAMOND	PLATINUM	GOLD	SILVER	INDIE
Included tickets (4 days)	5	3	2	1	1
Logo at registration hall	✗	✗	✗		
Appear on CCTV	✗	✗	✗		
Exhibit table (limited availability)	✗	✗			
Opportunity to offer free workshop	✗	✗			
Rollup on stage	✗				
Logo at entrance billboard (tòtem)	✗				

Hand over

	DIAMOND	PLATINUM	GOLD	SILVER	INDIE
Logo & description on conference programme	✗	✗	✗	✗	
Option to provide inserts to attendee bag	✗	✗	✗		
Logo at attendees badges Text	✗				
Logo at attendees lanyards	✗				

Extras

Party	2.495,00 €
Coffee Break	495,00 €

	DIAMOND	PLATINUM	GOLD	SILVER	INDIE
AVAILABLE SLOTS	1	4	15	NOT LIMITED	NOT LIMITED
PRICE	14.995,00 €	7.495,00 €	2.995,00 €	1.495,00 €	995,00 €

Spanish VAT (21 %) will be added to the prices, where applicable.

OTHER IDEAS?

If none of our sponsoring packages fits your needs, drop a line to Marc > **marc.lorenzo@codegram.com** with your ideas -- **we want you to get the most out of your sponsorship**.

GOODIES GLOSSARY

Logo at website. Get SEO positioning and recognition: the sponsor's logo will be always present at the Full Stack Fest website (ordered by sponsorship level).

Logo at sponsors page. The sponsor logo will be present at the sponsors page at the Full Stack Fest website.

Tweet during conference. During the conference days we will send a thank you / recognition tweet. The sponsor might provide / suggest a text for the tweet.

Description at sponsor page. A short description of the sponsor or its product at the sponsors page at the Full Stack Fest website.

Description at sponsor page. Opportunity to post a job offer free of charge to the Full Stack Fest job board. The job offers will also be posted to the newsletter (only the title and a link to the job offer).

Logo at newsletter. The sponsor logo will be present at the footer of each newsletter sent.

Logo on recorded videos. The sponsor logo will be present in all recorded media as the opening. The videos are published just after the conference and are accessible for free for everyone forever. As of today the videos from our conference have been watched more than 50.000 times. You can get an idea of the quality of our videos at our _YouTube channel_.

GOODIES GLOSSARY

Included tickets (4 days). Each ticket is valid for one person grants access to the conference for the 4 days.. Does not include access to workshops.

Logo at registration hall. The sponsor logo will be present at the very entrance of the venue, just in front of the registration desk.

Appear on CCTV. The sponsor logo or a promotion (take into account that are 40" TVs and that the content has to be seen from some meters) will be displayed at the TVs distributed around the Foyer (this is where all the networking and breaks are held). *Example*

Exhibit table (limited availability). The sponsor will have a table with two seats in order to promote the brand or product. Any other material must be provided by the sponsor. *Example1* + *Example2*

Opportunity to offer free workshop. The conference will have a day dedicated exclusively to workshops. During that day, the sponsor is offered the opportunity to held a workshop about its product (subject to approval by the organization). This is a great way to get the developers know your product and how to use it. The workshop must be free of charge for the attendees and the sponsor will cover the costs of traveling and accommodation for the teachers.

GOODIES GLOSSARY

> If the sponsor doesn't want a specific workshop about its product the organization might be able to provide some topics and/or workshops proposals. *Example*

Rollup on stage. A rollup provided by the sponsor will be on stage during the whole conference and also present at all recorded and photographed media. This is one of the best ways to gain exposure, since all the photos taken by the attendees will probably include the rollup. *Example*

Logo at entrance billboard. Just outside the entrance of the venue there's a big billboard with the conference poster visible to everyone every time they leave or access the venue.

The sponsor logo will be included at the poster. *Example*

Logo & description on conference programme. The logo and a short description (provided by the sponsor) will be part of the conference programme included in the attendee bag.

Option to provide inserts to attendee bag. The sponsor will have the opportunity to provide any material (subject to the approbation of the organization) inserted in the attendee bag. From our experience attendees love original and surprising things (and will even tweet about it) like stickers, buttons, discount codes, T-shirts, cookies or even plushies.

GOODIES GLOSSARY

Logo at attendees badges.
The sponsor logo will be present at the attendee badge.

Logo at attendees lanyards.
The sponsor logo will be present at the attendee lanyard.

Party. Our conference are known for their quality, not only during the talks but also when it's time to party. Previous editions of the parties have been held at Razzmatazz (the biggest club in Barcelona) and also at the beach.
The sponsor logo will be present at communications related to the party and also printed on glasses provided to the attendees. The sponsor is also encouraged to provide any other material to the party (like rollups) and to suggest

special activities to entertain the audience. The party addon can only be purchased if the sponsor has a Silver or higher sponsorship.
*_Example1_ + _Example2_

Coffee break. Attendees love the coffee breaks, where snacks, fruit and drinks are served during its 30 minutes. When announcing the break, the sponsor logo will be present at the auditorium screen and also mentioned by the conference MC. The coffee break addon can only be purchased if the sponsor has a Silver or higher sponsorship.
*_Example_

FAQ

Can we only sponsor the party or coffee breaks?

No, these are considered as extra goodies to your sponsor package. In order to be a party or coffee break sponsor, you must be a **Silver sponsor**, at least..

How about the conference inserts or rollups/posters?

The content for the inserts and the rollups/posters are provided by the **SPONSOR**, we won't print anything unless it's essential or necessary for the conference. The deadline to receive those items is July 30th 2015.

As a sponsor, can I bring a speaker?

No, the speakers who aren't invited directly by us will be chosen by a **CFP**.

ORGANIZERS

Codegram is a web consultancy based in Barcelona and Berlin. During the recent years, we've been working very hard on being on the bleeding edge of our industry and on the same time giving back to the community.

We've successfully organized from the ground up three editions of **Barcelona Ruby Conference** (establishing it as one of the main Ruby events in Europe) and the first edition of **Barcelona Future JS**.

But we're not just a bunch of passionate developers: we also have an outstanding specialized media and production crew working with us making sure all aspects of the conference are taken care of in the most professional way. In total, it amounts to **more than 25 people** that we're proud to consider our friends.

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GET IN TOUCH

If you have any questions about our sponsorship packages, or if you'd like to purchase one, please email Marc Lorenzo at **marc.lorenzo@codegram.com**