DataEngBytes

For Data Engineers, By Data Engineers

2024

SPONSORSHIP

PROSPECTUS

Welcome to the DataEngBytes Conference 2024 Sponsorship Prospectus! We appreciate your interest in supporting our conference, which brings together some of the brightest minds in data engineering and related fields. This prospectus is designed to provide you with a comprehensive overview of the sponsorship opportunities available for our 2024 conference in four major cities. By sponsoring DataEngBytes, you'll have the chance to connect with industry leaders, showcase your brand to a highly engaged audience, and support the growth of a vibrant community of data professionals. Thank you for considering a sponsorship of DataEngBytes Conference 2024.

About DataEngBytes Conference 2024:

DataEngBytes, the premier community-driven conference addressing real-world data engineering challenges, expands its horizon to four vibrant cities in 2024: Sydney, Melbourne, Perth, and Auckland. Building on the success of our 2023 conferences, where we drew over 1,050 data engineers across four cities, DataEngBytes 2024 continues to be the premier community driven conference for professionals immersed in the latest data engineering developments.

Our conference provides an unique platform for sponsors to engage with a highly dedicated audience of data professionals and thought leaders. As a sponsor, you will seize the opportunity to showcase your brand in various formats—from keynote sessions and panel discussions to networking events and prominent branding opportunities.

Partnering with DataEngBytes in 2024 means not only connecting with a passionate community but also capitalising on the success of our 2023 events. These conferences proved immensely successful, attracting over 1,050 data engineers across Sydney, Melbourne, Perth, and Brisbane. By aligning your brand with DataEngBytes, you gain the chance to build brand awareness, generate leads, and connect with industry leaders in four major cities across 2 countries.

Join us at DataEngBytes 2024 and be an integral part of a dynamic community of data professionals, pushing the boundaries of what's possible in the ever-evolving field of data engineering.

Why Join DataEngBytes 2024?

DataEngBytes stands as the pinnacle of community-focused conferences, beckoning sponsors to join a transformative experience:

For years, DataEngBytes has curated an environment where the brightest minds in data engineering converge. Our events are meticulously crafted, not just as gatherings but as collaborative experiences driven by community engagement. By becoming a sponsor, you're not merely investing; you're integral to advancing the future of data engineering. Join DataEngBytes in 2024, where your brand becomes a vital force in shaping industry trends and fostering connections that drive innovation.

2024 CONFERENCE DATES

DEB 2024 AU
City: Sydney
Date: *24-09-24

DEB 2024 AU
City: Perth
Date: *27-09-24

DEB 2024 AU
City: Melbourne
Date: *01-10-24

DEB 2024 NZ
City: Auckland
Date: *04-10-24

*Event dates are provisional and will be confirmed closer to the event pending venue finalisation, targeted for the last week of September and the first week of October.

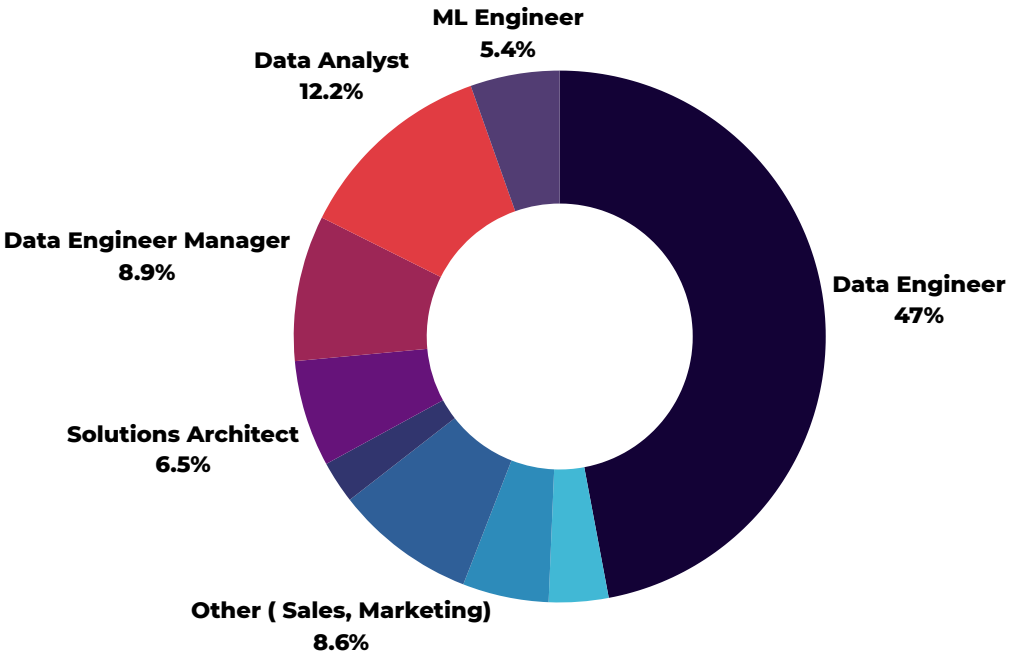
DATAENGBYTES 2023 SUCCESS SNAPSHOT:

In 2023, DataEngBytes soared to new heights, setting the stage for an even more impactful 2024. Joining us means becoming a part of an unprecedented success story:

- **Diverse Reach:** Across Perth, Sydney, Brisbane, and Melbourne, we reached a global audience, **selling a remarkable 1050+ tickets**.
- **Engagement Dynamo:** With **1000+** LinkedIn engagements, our community isn't just present; it's actively participating, making DataEngBytes the hub for dynamic interactions.
- **Global Sponsorship Impact:** **15+** global and local sponsorships underscored DataEngBytes as the most successful community conference, providing sponsors unparalleled visibility.
- **Community Growth:** Welcoming **300+** new community members, DataEngBytes is more than an event; it's a thriving community continually attracting fresh perspectives.
- **LinkedIn Dominance:** Our LinkedIn page emerged as the fastest-growing, boasting over **2900+ followers**—an unrivalled platform to showcase your brand's association with the forefront of data engineering.

In 2024, DataEngBytes continues to be the nexus of innovation, collaboration, and growth. As a sponsor, seize the opportunity to align your brand with a community that's not just attending but actively shaping the conversation in data engineering. Join us and be a key player in the data revolution.

DATAENGBYTES 2023 ATTENDEE PROFILE



TOTAL NUMBER OF ATTENDEES

1050

DATA ENGINEERS

47%

SOME OF THE TOP ATTENDEE COMPANIES

Woolworths Group · Microsoft · Westpac · Google · snowflake · databricks · Mantel group · ATLASSIAN · colesgroup · Bunnings warehouse · RMIT University · Deloitte. · The University of Melbourne · Bupa · nab

Sponsorship package details

Our goal is to understand your objectives and offer a package that will deliver results. Choose from our proven packages or build a bespoke option with our add-ons.

Inclusions	Headline	Gold	Silver
	64000 AUD	40000 AUD	20000 AUD
Exhibition Booth			
Track Speaking	2	1	
Panelist	2		
Staff Pass	20	16	12
VIP Pass	5	3	
Premium Tier Branding			
Standard Branding			
*Attendee Door List			
Speaker Dinner Pass	Any 1 City for 2 Delegates		
MC Shout Out			

*Our DoorList only contain details of People who consent to share their information with sponsors. For lead capture there will be other mechanism at place.

+Additional Items	
Coffee Booth Sponsorship	15,000 AUD
Logo Placement : Lanyards/Stickers/ T-shirts/Seat Covers	12,000 AUD
Prize Draw Sponsorship	15,000 AUD

*Price excludes GST and are for 4 events

For more information please contact Peter Hanssens at peter@cloudshuttle.com.au

Headline Package Details

$64000 AUD

The Headline Sponsorship package is crafted to position your business as a trailblazer in the data engineering domain. With strategic program prominence, impactful branding visibility, and exclusive networking opportunities, you'll secure unparalleled access to our conference audience. As the Headline Sponsor, your brand will take centre stage, ensuring maximum engagement and distinction among our attendees—solidifying your role as a leader in the dynamic landscape of data engineering.

Exhibition Booth

- Headline sponsors will have the most prominent booth slots in the expo space

Speaking Session

- Headline sponsors can submit Two talks via Sessionize
- We also invite consideration for two panelists from our Headline sponsors, ensuring diverse insights and engagement.

Event Pass

- Headline sponsors will receive 20 staff pass and 5 VIP pass
- Headline sponsor will also receive 2 Speaker dinner pass for 1 city

Premium Tier Branding

- 50% larger logo than all other sponsor
- Corporate logo on pre-event material and other marketing collateral
- Corporate logo and hyperlink on the event website
- Corporate logo and hyperlink in e-newsletters / emails
- Acknowledgement by meeting organisers during welcome address
- Corporate logo in a PowerPoint display shown at various times to delegates during the sessions
- Multiple stage mentions throughout the day

Gold Package Details

$40000 AUD

Exhibition Booth

- Booth in the expo space

Speaking Session

- Gold sponsor can submit One talk via Sessionize

Event Pass

- Gold sponsors will receive 16 staff pass and 3 VIP pass

Branding

- 25% larger logo than Silver Sponsors
- Corporate logo on pre-event material and other marketing collateral
- Corporate logo and hyperlink on the event website
- Corporate logo and hyperlink in e-newsletters / emails
- Recognition by the Master of Ceremonies during the event proceedings
- Corporate logo in a PowerPoint display shown at various times to delegates during the sessions

> ASK US ABOUT A CUSTOMISED PACKAGE
WE CAN TAILOR TO YOUR SPECIFIC OBJECTIVES

Contact Peter Hanssens, Founder DataEngBytes
+61433825293
peter@cloudshuttle.com.au

Silver Package Details

$20000 AUD

Event Pass

- Gold sponsors will receive 12 staff pass

Branding

- Corporate logo on pre-event material and other marketing collateral
- Corporate logo and hyperlink on the event website
- Corporate logo and hyperlink in e-newsletters / emails
- Stage mention: You will have at least one mention on stage
- Corporate logo in a PowerPoint display shown at various times to delegates during the sessions

BESPOKE SPONSORSHIP

We at DataEngBytes understand that each of our Sponsors has unique needs and goals. That's why we offer customisation sponsorship to tailor our packages to fit their specific needs. For example, a client may be interested in the gold package but only wants to focus on promoting their brand in two cities, Sydney and Melbourne, while excluding Auckland and Perth. In such a scenario, we can customise the gold package by excluding Perth and Auckland and focusing only on Sydney and Melbourne. This customised package would be offered at a reduced rate. Contact us for more info.

Contact Peter Hanssens, Founder DataEngBytes
+61433825293
peter@cloudshuttle.com.au

Conference Lead Capture

Sponsors and their representatives who run booths want to be able to capture leads with an easy export feature to Excel for follow up after the event. Useful things to capture are name, email, and notes on who they are.

To help with this, we have evaluated a QR Lead Capture app which can read programmatically generated QR codes from attendee contact details. Here's how it works:

1. Download the app onto your phone.
2. Enter a code unique to your sponsorship of the conference.
3. Use the app to scan attendees' QR codes that will be on their badges.
4. Export the list as a CSV or XLSX at the end of the conference for further use by your team.

With our Conference Lead Capture, you'll be able to easily gather information on potential leads and follow up with them after the event.

Contact Peter Hanssens, Founder DataEngBytes
+61433825293
peter@cloudshuttle.com.au

OUR 2023 SPONSORS

ORGANISING SPONSOR

CLOUD SHUTTLE

HEADLINE

EDB snowflake Microsoft databricks

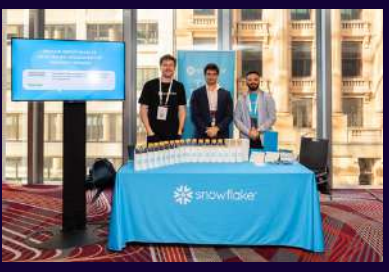
GOLD

theTradeDesk ROKT coalesce Mantel group decube

aiven neo4j instaclustr Now part of Spot by NetApp ASCEND.IO Fivetran

Silver

SOUTH32 Kaleida cevo PLURALSIGHT KOMATSU omnata MECHANICAL ROCK



We're excited to offer a variety of sponsorship packages for our upcoming DataEngBytes Conference 2024!. Our packages offer a range of perks for your brand to gain exposure and connect with data engineers from across the country.

https://dataengconf.com.au/
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