



# HackComf 2017

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30<sup>th</sup> of Sep – 1<sup>st</sup> of Oct

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By supporting this conference,  
you support the development of Bulgaria's young talents!

# HackConf 2017

HackConf is one of the largest tech and motivational conferences in Bulgaria. We at Hack Bulgaria are organizing it for a third consecutive year, on September 30<sup>th</sup> – October 1<sup>st</sup> 2017. The event will take place in its usual venue – John Atanasov Hall of Sofia Tech Park - <http://hackconf.bg/>.

The main purpose of the conference is to support the progress of developers, software engineers and IT specialists - and help them to become better in their work.

Junior and Senior developers from all around the country are welcomed to gain new knowledge and meet professionals of the IT sector!

## Last Year's Stats



Place

National Palace of Culture



1 600+  
attendees  
at conference



13 000+  
viewers  
live stream



2 800+  
attendees  
FB event

attendees from  
**15 TOWNS**  
around the country



51 APPLICATIONS  
for speakers

16 LECTURES

17 SPEAKERS

16 SPONSORS

## Sponsorship Packages for HackConf 2017

30<sup>th</sup> of Sep – 1<sup>st</sup> of Oct 2017 – Sofia Tech Park

Benefits	Platinum	Gold	Silver
Price (BGN, without VAT)	6000	4000	2000
Logo on sponsors page	✓	✓	✓
PR pack (Facebook, Twitter, Newsletter)	✓	✓	✓
On-spot branding	2 banners	2 banners	1 banner
Branded pavilion at conference	✓	✓	-
Special branding of youtube videos	✓	+500 BGN	-
Logo on the attendee T-shirts	✓	+500 BGN	-
Logo on attendee badges	✓	+500 BGN	-
Opportunity to provide a registration gift	✓	+500 BGN	+500 BGN
Opportunity to be added to the highly-visible "Sponsors' wall"	✓	✓	+500 BGN
Special thanks and mention during opening and closing talks	✓	✓	-
Special Partner Offer – Sponsor the lunch for the 1st day	Optional	Optional	Optional
Special Partner Offer – Sponsor the lunch for the 2nd day	Optional	Optional	Optional
Number of reserved tickets	15	10	5

# Logo on sponsor page

We will place your company's logo on event website as:  
**Platinum, Gold or Silver partner.**



\* Check page 3 of this proposal for more price details.

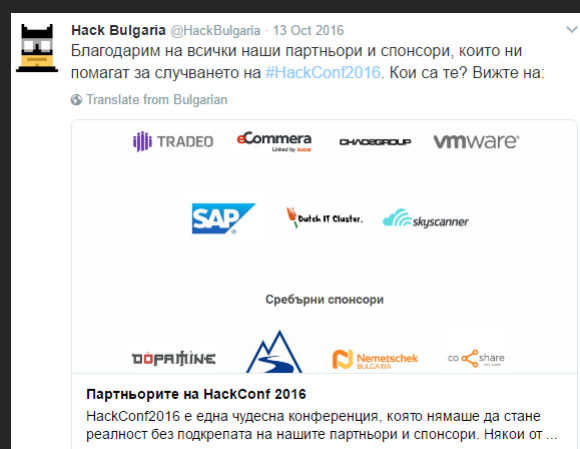
## PR pack



We'll mention your company with pre-approved text on our social channels ([FB page](#), FB event and [Twitter](#)) and we'll put your logo in the newsletters, sent to registered attendees and previous years' attendees.



Facebook Note



Twitter post

# On-spot branding

Place one or two banners at the conference venue  
(location selection limited to equalize visibility)



Platinum and Gold Sponsors can place 2 banners at the conference - 1 in John Atanasov Hall and 1 at registration.

# Branded pavilion

Engage with our visitors - organize a raffle or game, or invite them to a custom workshop experience at Your branded pavilion.

You can take a look at other companies' pavilions at the photo album from the last conference.



## Logo on attendee shirts

Every attendee receives a T-Shirt at registration. Your company's logo will be placed on the back of the T-Shirt.



## Logo on attendee badges



Every attendee receives a badge at registration and carries it with him/herself during the two days.

## Registration gift

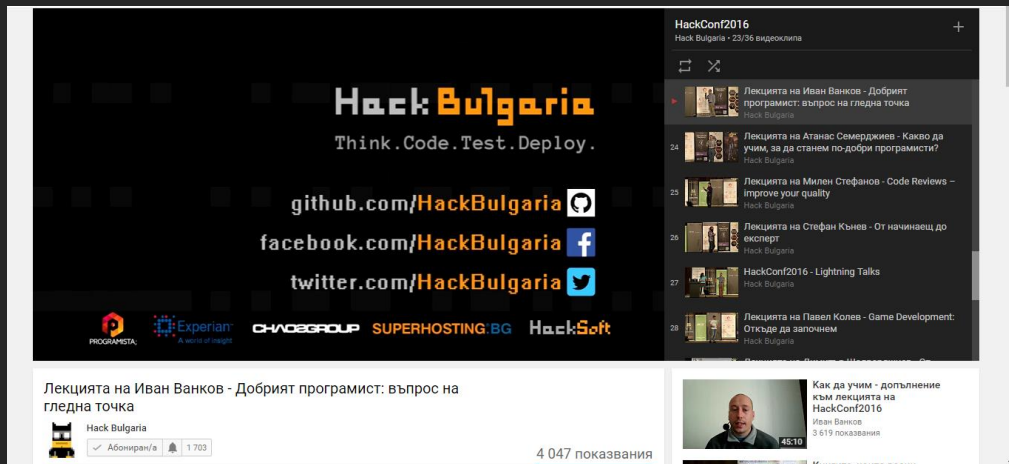
Your gift could be SWAG or something else, it's up to your creativity. Attendees will receive your gift in a special HackConf 2017 bag.



# Youtube videos

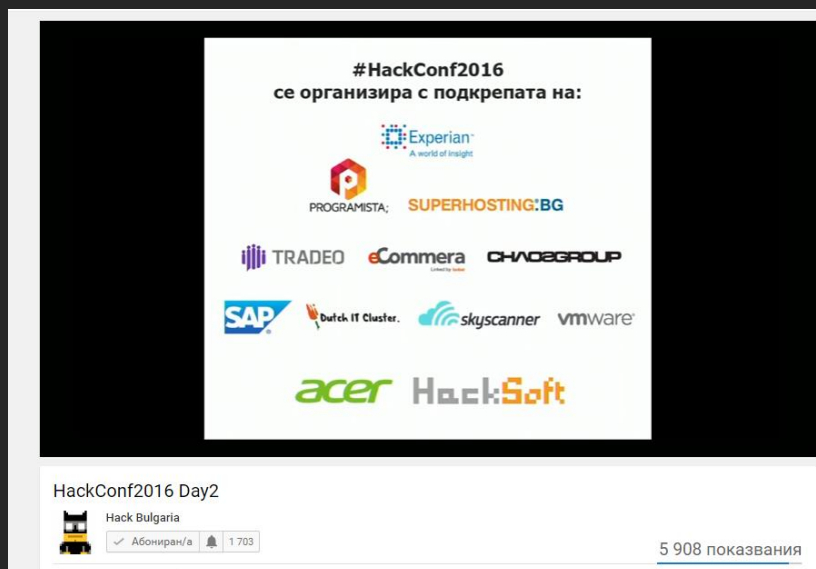
We'll add a company logo in the hat of each video that will be released after HackConf 2017. The videos will be uploaded here -

<https://www.youtube.com/user/HackBulgaria>



## Sponsors' wall

Your logo will be presented on the main screen during breaks.





## Special Partner Offer

**If you would like to take part in a Special Partner Offer your company must be a Partner of the conference.**

**Sponsor the lunch for the conference** – your company has an exclusive branding opportunity to sponsor the lunch for the 1<sup>st</sup> and the 2<sup>nd</sup> days of the conference – you can provide T-Shirts entirely branded in your company's identity for the volunteers who will handle the catering to the attendees during lunch time and we will officially announce that the lunch is sponsored by you.



**Max. number of companies who can take advantage of this offer: 4**

**Cost of lunch for each day: ~4000lv.**

**Total cost of lunch for two days: ~8000lv.**

## Reserved tickets

HackBulgaria is excited to announce its decision to extend invitations to influential professionals from the USA and several European countries to be speakers at HackConf 2017.

We'll be providing you with more details as talks progress, but for now we want to share with you that in order to bring these really great people to Sofia this Fall, we are going to need some extra financial help.

After careful deliberation and calculation, we decided the best way is to introduce the Early Bird Ticket that costs €10 it will grant access to both days of the conference. The Early Bird Ticket is payable upon online registration. Regular Ticket cost is €25.

Our Partners will receive a number of free Tickets:

**Platinum Partner: 15 free tickets**

**Gold Partner: 10 free tickets**

**Silver Partner: 5 free tickets**

# Conference expenses

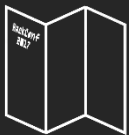
Cost of the conference will be for the following items:



Rental of John Atanasov Hall and pavilion floor space in Sofia Tech Park



Catering for 1,600+ people for two days



Print advertising materials and brochures



Print 1600+ t-shirts for all participants



Recording lectures and processing afterwards



Live streaming



Welcome bags for the attendees



Security expenses

## Past Events

### HackConf 2015 Highlights



### HackConf 2016 Highlights



## Additional information

### Organizer

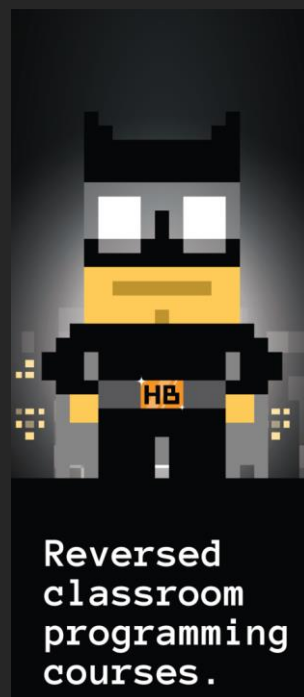
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The main organizer of HackConf conference is HackBulgaria.

HackBulgaria is a hacker school, based in Sofia, Bulgaria.

You can read more about HackBulgaria's philosophy here - <https://hackbulgaria.com/about/>

# Hack Bulgaria



### Contacts

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For questions or more details, you can write us at:  
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