



**SOFTWARE  
CRAFTSMANSHIP**  
L O N D O N 2 0 1 7

5<sup>th</sup> - 6<sup>th</sup> OCTOBER 2017  
CodeNode - Skills Matter  
LONDON

# LEADING THE WAY TO SOFTWARE CRAFTSMANSHIP

SPONSORSHIP OPPORTUNITIES





Software Craftsmanship London will bring together European technology professionals to share practices and techniques around Craftsmanship and Extreme Programming.

We aim to balance the free exchange of ideas of unconferences with this hand-selected programme of inspirational experts.





# WHY SPONSOR?



## High-Quality Audience

- ★ Built by the organisers of Europe's largest Software Craftsmanship community
- ★ Born out of an ongoing desire to push the boundaries of software development
- ★ Featuring some of the world's leading Software Craftsmanship experts



## Raise Brand Awareness

- ★ Align your brand with a community that cares deeply about professionalism and building quality software
- ★ Support a grass-roots community that includes over 3'500 members in the UK



## Hiring Opportunities

- ★ Have real conversations with Software Craftsmen and Craftswomen about your company's values and job roles



## Technology Adoption

- ★ Gain valuable feedback on your product in front of early adopters, bloggers and community members
- ★ Reach the people who carry real influence on technology adoption within their organisation



# THE SPEAKERS

Industry leading experts, thought leaders and Software Crafts(wo)men  
who shape and drive forward the craftsmanship community.



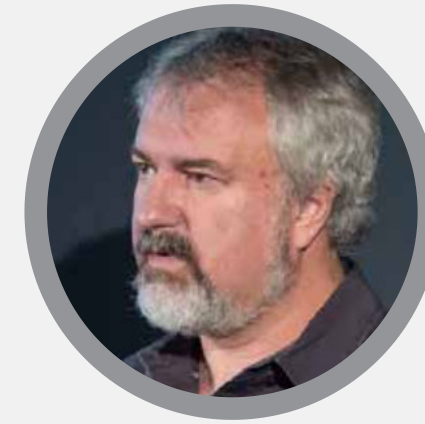
SANDRO  
MANCUSO



RACHEL  
DAVIES



KEVLIN  
HENNEY



MICHAEL  
FEATHERS



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PRYCE



STEVE  
FREEMAN



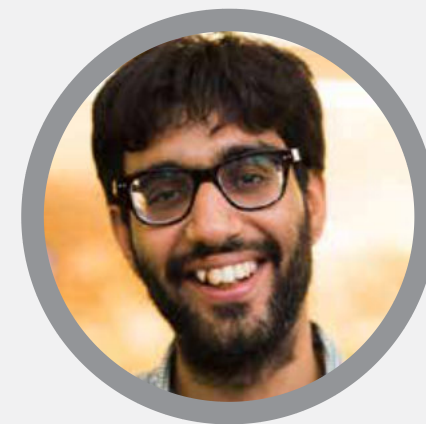
HADI  
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MASHOOQ  
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JOHAN  
MARTINSSON



SAMIR  
TALWAR



ALEX  
BOLBOACA



NICOLE  
RAUCH



MICHAEL  
SPERBER



PAUL  
BLUNDELL





# HOSTED AT CODENODE LONDON

UK's largest venue dedicated to technology events  
and home to a community of **over 80,000** passionate software professionals,  
including the London Software Craftsmanship Community (LSCC).



CodeNode is right in the hustle and bustle of Tech City and just a short distance from the financial district. Located equidistant between Moorgate and Liverpool Street stations, CodeNode can be easily reached by underground, overground trains and central London bus routes.





# SPONSORSHIP PACKAGES

	T-SHIRT SPONSORSHIP ★	PARTY SPONSORSHIP ★	32-BIT SPONSORSHIP	64-BIT SPONSORSHIP
Logo on the conference website's home page and the sponsors' page		YES	YES	YES
Logo on in-venue banners		MID-SIZE LOGO	MID-SIZE LOGO	LARGE-SIZE LOGO
Inclusion in social media announcements prior to and during the conference			YES	YES
Logo on the idle screen during the conference, in between talks			MID-SIZE LOGO	LARGE-SIZE LOGO
Booth area (1.6m x 0.8m) on the exhibition floor				YES
Items included in swag bags (branded flyer, pens,...)			ONE ITEM	TWO ITEMS
Exhibitor tickets to the conference, providing access to the exhibitor space and the party				TWO TICKETS
Tickets to the conference, to gift to your engineering team, clients, or donate to a community (for additional £800)				TWO TICKETS
Logo displayed on conference party branding materials (e.g. beer mats and event banners)		YES		
Special mention at the party opening		YES		
Logo printed on all official conference t-shirts	YES			
	£2,500	£2,500	£2,500	£3,500

★ OPPORTUNITY AVAILABLE EXCLUSIVELY TO TWO SPONSORS





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Contact [david.hall@codurance.com](mailto:david.hall@codurance.com) to find out more  
[sc-london.com](http://sc-london.com)

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