



3-4 OCTOBER 2019 | CODENODE, LONDON

SPONSOR DECK

sc-london.com | [@SCLConf](https://twitter.com/SCLConf) | [#SCLConf](https://twitter.com/SCLConf)



hello

We set up SC London in 2017 as we wanted to bring together craftspeople for two days of networking and ideas exchange in an informal and fun environment.

We were pleasantly surprised to sell all available tickets in 2017 and decided to double the number of delegate places to 350 for 2018. Happily, we also sold all tickets for SC London 2018 and were genuinely impressed by the skill level and talent of attendees. The expertise of our speakers in both 2017 and 2018 was extraordinary and a huge part of the success of both SC London events.

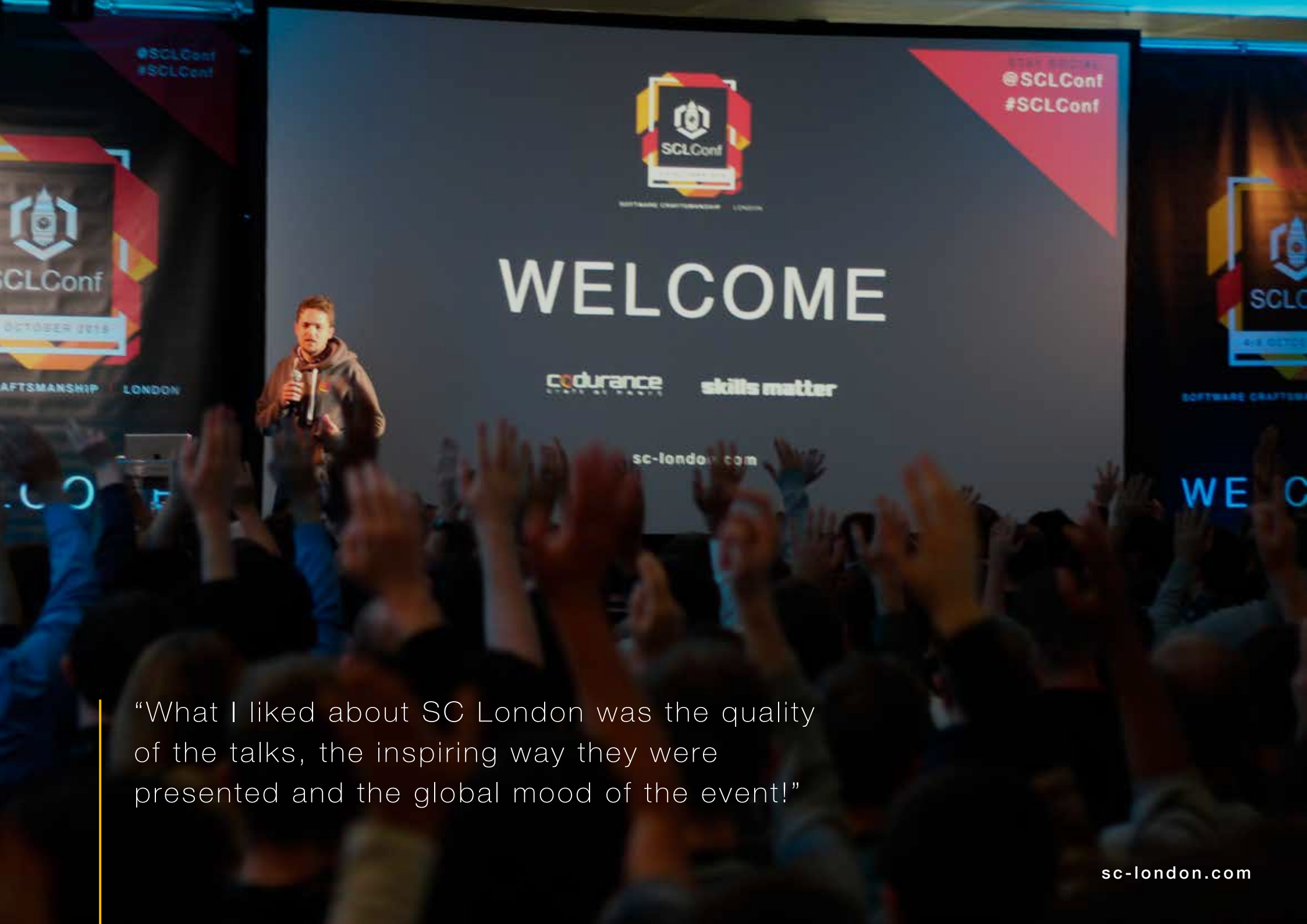
The overarching 2018 delegate feedback was a preference to retain the community feel; size and format of the event so, we're doing just that. In 2019 we'll once again enjoy two-days; 14+ speakers; one-track and welcoming 350 delegates through the doors.

The technical content, combined with the atmosphere, differentiates SC London. We have limited numbers of sponsorship opportunities and would love to welcome some like-minded people and companies to further enhance SC-London 2019.

WE HOPE THE FOLLOWING INFORMATION HELPS YOU DECIDE TO JOIN US IN 2019.

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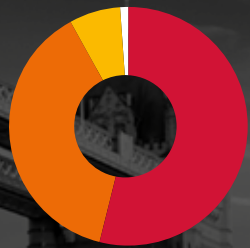
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“What I liked about SC London was the quality of the talks, the inspiring way they were presented and the global mood of the event!”

event in numbers

2018 Attendees by Region



- UK **54.1%**
- Europe **38.1%**
- North America **6.9%**
- Rest of the World **0.9%**



14 talks by world-renowned experts and influencers



20

Different countries attended 2018 event



146,700

Over 146,700 Twitter impressions on @SCLConf alone



350

SOLD OUT event in 2017/2018. Number of attendees doubled from 2017-18, now 350 attendees



2018 Attendees by Role

- Developer/Engineer **66.7%**
- Senior Dev/Engineer **19.5%**
- Manager/Tech Lead **6.9%**
- C-Level/Director **3.9%**
- Other **3.0%**

Innumerable & Invaluable Amounts of...



Miles travelled



Ideas exchanged



Coffee drunk

what our attendees say

If you were wondering why you should sponsor here is a snapshot of some of the comments we received from our attendees and speakers on why they attended and what they liked about SC London.

“Wise speakers.”

“Everything about the event was great. The talks were awesome, the staff was super helpful and respectful. How the talks were structured was also very good, allowing for breaks in between. Everything was on time as well, which is always a good thing.”

“Highest substantive level I have ever seen.”

“Practical talks, not fluffy theory”

“The environment was really good, it makes easy to absorb knowledge also the chance to talk among other developers with a growth mindset.”

“Of course, a big part of why I’m here is coming to see the speakers but talking to the other people, the other delegates is very exciting”

“Very interesting to meet all the big names in the industry people like Uncle Bob...it’s a real pleasure”

“They covered so many different languages - some of the techniques have been abstract enough you can apply them to anything so very broad ranging. Tremendous to see so many women [speakers] as well.”

“I’m planning to go to every talk as there’s such so much content in them and I’ve learnt so much so far...”

“I feel like I’m learning a lot of stuff at this moment - my notebook is on fire I can tell you”

what our speakers say



“Certainly this conference has filled me with quite a bit of hope I am pleased with the turnout here and the amount of energy...programmers should be proud of the way they work”

Robert Martin (Uncle Bob)



“I was very pleased to be invited to this conference as I knew there would be a lot of people here who do TDD and who want to spread that kind of technical practice...”

Emily Bache



“I value the opportunity to come and speak to a community about a real live company that has been using XP for 12 years...”

Steve Hayes



“..if you really want to learn something you should try and teach it.”

Mashooq Badar



“Software development goes well beyond writing code, you need to understand the business...”

Sandro Mancuso



event details

*Note: Times subject to change

PRE-EVENT - 2 OCT

18.00 Sponsor move-in/Set-up (TBC)

DAY ONE - 3 OCT

08.30 Registration & Breakfast

18.00 Party

DAY TWO - 4 OCT

09.00 Registration & Breakfast

17.00 Round-up

For further information on talks; expert speakers and offers be sure to check out **sc-london.com**

the venue



CodeNode is the UK's largest venue dedicated to technology events, offering premium training, collaboration and large conference space in the heart of London.

code-node, 10 South Place, London EC2M 7EB

getting there

By Bike - You can store your bike at the reception area, but please let one of our staff know on arrival. Please note that your bike will be left at your own risk.

By Car - NCP Finsbury Square parking is just a 3 minute walk from CodeNode.

By Underground - The nearest Underground stations are Moorgate and Liverpool Street stations.

sc-london.com

sponsorship opportunities

There is a wide range of ways to get involved with SC London 2019. These have all been designed to fit as many objectives and budget levels as possible.

There are four standard packages comprising: one Platinum, two Gold and six Silver plus an unlimited number of Partner packages.

We have also highlighted details on creating your own package and additional marketing promotional opportunities.

As always we believe you know your company the best. We would love to chat through your objectives and to help craft a package which best meets your needs.

Platinum

ONLY 1 AVAILABLE

£15K

excl. VAT

- Booth/demo area - 6mx2m
- Dedicated promotion of one agreed asset
e.g. eBook; white paper etc
- Website recognition and link
- Prominence on welcome screen
- Prominence on Sponsor graphics throughout the venue
- Referenced and thanked in the welcome talk
- 3 full conference tickets plus 1 stand member ticket
- 15% ticket discount for other company attendees
(one promo discount only to be applied and excludes
crazy early bird promotional offer!)
- Dedicated series of tweets - minimum 3 plus RT of
your own posts
- Presence on Conference printed programme
- Mention in newsletter/email to attendees
- Opportunity to add gift to delegate bag

Gold

ONLY 2 AVAILABLE

£12K

excl. VAT

- Booth/demo area - 3mx2m
- Website recognition and link
- Prominence on welcome screen
- Prominence on Sponsor graphics throughout the venue
- Referenced and thanked in the welcome talk
- 2 full conference tickets plus 1 stand member ticket
- 12% ticket discount for other company attendees (one promo discount only to be applied and excludes crazy early bird promotional offer!)
- Dedicated series of tweets - minimum 3 plus RT of your own posts
- Presence on Conference printed programme
- Mention in newsletter/email to attendees
- Opportunity to add gift to delegate bags

Silver

ONLY 6 AVAILABLE

- 2 x of your roll up banners around venue
- Website recognition and link
- Prominence on welcome screen
- Logo on welcome screen
- Logo on Sponsor graphics throughout the venue
- 10% ticket discount for company attendees
(one promo discount only to be applied and excludes crazy early bird promotional offer!)
- Mention in tweets plus RT of your own posts
- Presence on Conference printed programme
- Mention in newsletter/email to attendees
- Opportunity to add gift to delegate bags

£7K

excl. VAT

Partner

UNLIMITED

- Website recognition and link
- Logo on Sponsor graphics throughout the venue
- 10% ticket discount for company attendees (one promo discount only to be applied and excludes crazy early bird promotional offer!)
- Mention in tweets plus RT of your own posts
- Opportunity to add gift to delegate bags

£3K
excl. VAT



create a package

MARKETING PROMOTIONAL OPPORTUNITIES

If one of the standard packages isn't to your liking or you're more interested in crafting a positive diversity/community package or bespoke networking/fun activity we'd love to support your vision.

Perhaps you are interested in sponsoring a 'pick n mix' sweet stall or popcorn provider; want to spice up breaks with code breaker challenges or maybe you'd like to make sure all attendees are well fed and happy via breakfast, lunch or party sponsorship.

To discuss these or your ideas on a sponsor package which fits your objectives and meets your company's needs (within your budget) do get in touch.

David Hall

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"The talks - most of them were very good, a few of them were outstanding!"

thank you

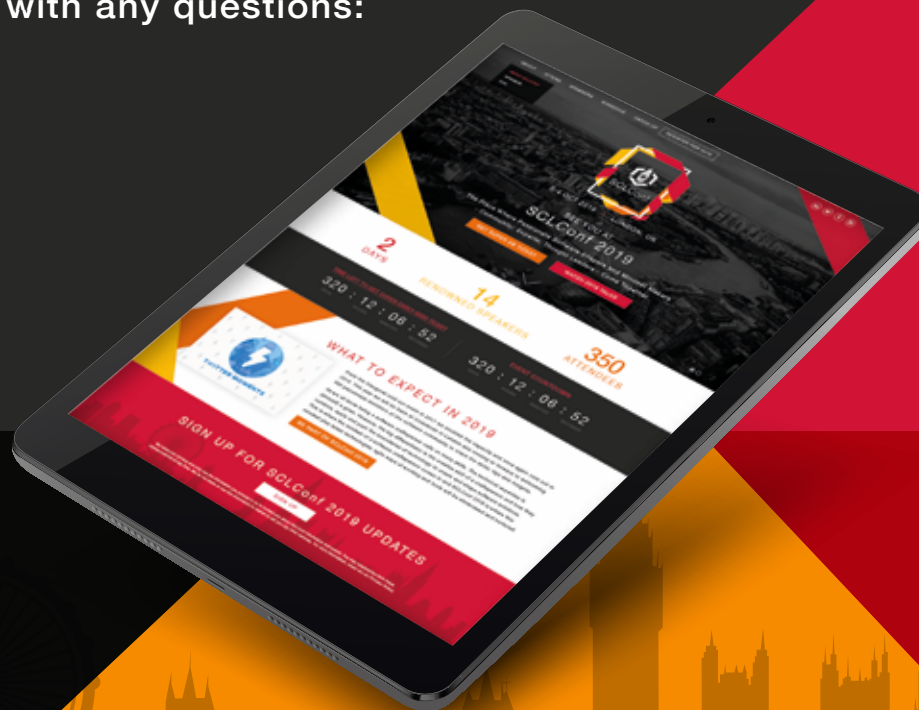
The new website sc-london.com (planned to launch end January 2019) contains further information. As in 2017 and 2018 we are again pleased to be working with our partners BSB Events to bring SC London 2019 to fruition.

Please do get in touch with any questions:

David Hall

hello@codurance.com

+44 207 4902967



Stay social

Stay social for all our latest news; offers and information updates.



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