



What is DevCraft?

DEVCRYPT IS A CONFERENCE FOR SOFTWARE DEVELOPERS BY SOFTWARE DEVELOPERS. ITS AIM IS TO RAISE THE QUALITY OF THE SOFTWARE CRAFT IN KENYA BY PROVIDING ACCESS TO A COMMUNITY THAT CHAMPIONS GOOD SOFTWARE DEVELOPMENT PRACTICES. IN THIS GLOBAL ECONOMY, IT IS BECOMING MORE IMPORTANT FOR DEVELOPERS TO MATCH THEIR STANDARDS WITH INTERNATIONAL BEST PRACTICES.

DevCraft was born out of the Craftsmanship Series, a series of developer-centric trainings that were aimed towards raising the quality of the software craft in Kenya. After a successful round of trainings which covered modules ranging from dev-ops to soft skills and emotional intelligence necessary for developers, we decided to have a conference dedicated specifically to this topic.

DevCraft caters to developers of all skill levels and all languages, covering major tracks like software development, professional practices, Devops, Scrum, APIs, software design, soft skills and emotional intelligence among others.

Though the focus is on improving the quality of software development, our conference is not limited to software developers. Our goal extends to also improve the culture of software development in companies and organisations. DevCraft is open to anyone involved in the software development process i.e. UI/UX designers, Quality Assurance Experts, Project Managers, Product Managers, Business Development Experts and of-course, Software engineers.

The inaugural DevCraft conference held in September 2016 sold out early and attracted over 300 software developers from the local tech community.



WHY YOUR COMPANY SHOULD SPONSOR DEVCRRAFT?

SPONSORSHIP OF THIS CONFERENCE CONSTITUTES A SIGNIFICANT RELATIONSHIP-BUILDING EXERCISE WITH NUMEROUS INNOVATORS, ENTREPRENEURS, DEVELOPERS AND DESIGNERS WHO FORM THE HEART OF KENYA'S ICT COMMUNITY. IT WILL ALSO ACCORD YOU THE OPPORTUNITY TO BENEFIT IN THE FOLLOWING WAYS:

- Access to top-notch software developers, design thinkers, UX experts and product managers
- Insights into the most recent developments in the Kenyan technology ecosystem
- The opportunity to meet your customers in one place
- Access to new contacts and customer segments
- Recognition as a player in the tech ecosystem
- Recognition of your brand and increasing brand loyalty
- Positioning as a national leader in supporting startups and local innovation
- Recognition as a leader and forward thinker in the technology community

SPONSORSHIPS



BRONZE SPONSOR (\$7,000)

6 AVAILABLE, BENEFITS BELOW SHALL ACCRUE TO GOLD, SILVER AND BRONZE SPONSORS

BENEFITS

Title of associate sponsor

Visibility on iHub and DevCraft blog. Acknowledgement on the website, all marketing collateral and through special mentions at the conference as a sponsor.

Recognition in printed program and general session credit roll: Company name listed

Corporate logo to be included on on-site signage at the conference with visibility proportionate to sponsorship level

Conference event guide, tickets and delegate badges printed with your company logo to brand you as event sponsor

Promotional collateral produced and delivered by the sponsor to be given out at the event

3 complimentary tickets given to sponsoring organization



SILVER SPONSOR (\$15,000)

3 AVAILABLE, ADDITIONAL BENEFITS BELOW SHALL ACCRUE TO GOLD AND SILVER SPONSORS

BENEFITS

Title of co-sponsor

Recognition in printed program and general session credit roll: Logo

Product placement session during workshops held in the conference

Branded breakout session during the event

Giveaways distributed to attendees at the conference to include one piece of promotional collateral printed with your logo to brand you as sponsor.

On-site signage at workshops and breakout sessions

Brochure racks displaying your promotional collateral placed at the conference venue

4 complimentary tickets given to sponsoring organization



GOLD SPONSOR (\$25,000)

1 AVAILABLE, ADDITIONAL BENEFITS BELOW SHALL ACCRUE TO GOLD SPONSORS

BENEFITS

Recognition as the anchor sponsor for the conference.

15-minute product placement session at the conference.

Acknowledgement throughout the event

Acknowledgement on iHub social media platforms

Organisation represented in a panel session during the event

A breakout session with attendees on how to take advantage of Company's technologies for application optimization and feature integration

Giveaways distributed to attendees at the conference to include up to two pieces of promotional collateral printed with your logo to brand you as sponsor.

Logo on official event T-shirt

5 complimentary tickets given to sponsoring organization



Interested in partnering with us and sponsoring Devcraft?
Talk to us on devcraft@ihub.co.ke