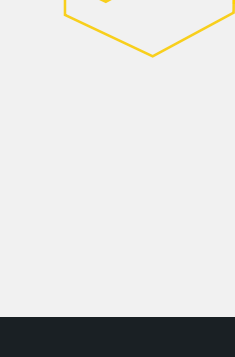
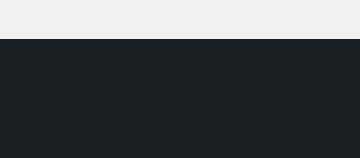


Buenos Aires, Argentina  
18 - 19 November, 2016



# Sponsorship Proposal



## NodeConf hits the ground running in Latin America.

NodeConf Argentina is the first international Node.js conference taking place in Latin American territory, and a not-for-profit community effort to push Node.js forward in Argentina and Latin America as a whole.

This year's conference will be a three-day event in sunny Buenos Aires, Argentina, held during November 17th, 18th & 19th. We'll offer social events, workshops, and conference talks delivered by internationally-acclaimed, regional, and local speakers. We are expecting Noders, JavaScripters, front-enders, and programmers from all over the world.

Our topmost concern is to guarantee the most enjoyable experience to our attendees, while providing a safe and welcoming environment for everyone. Our sponsorship packages are designed to guarantee your brand has maximum exposure

### 01 | Concept

NodeConf Argentina has three main objectives with a common theme: community building.

Expose the local community to the larger, global community. At NodeConf Argentina we put a premium on networking and fostering relationships between local community members, across the region, and the globe.

Highlight local talent and ideas, positioning Latin America – and Argentina, specifically – as a serious contender in the global JavaScript development community.

Providing a premier platform where every attendee can attain and share knowledge & techniques related to JavaScript development, with a focus on Node.js.

We'll have a lineup of international and local speakers who are recognized by the community as experts in a broad range of subjects around server and client-side JavaScript, specializing in web development and innovation.

### Why Argentina?

Argentina has long had focus and success in fields regarding technology and innovation. It currently hosts global high-tech companies like Motorola, Microsoft, Hewlett-Packard, IBM, Sony and Google.

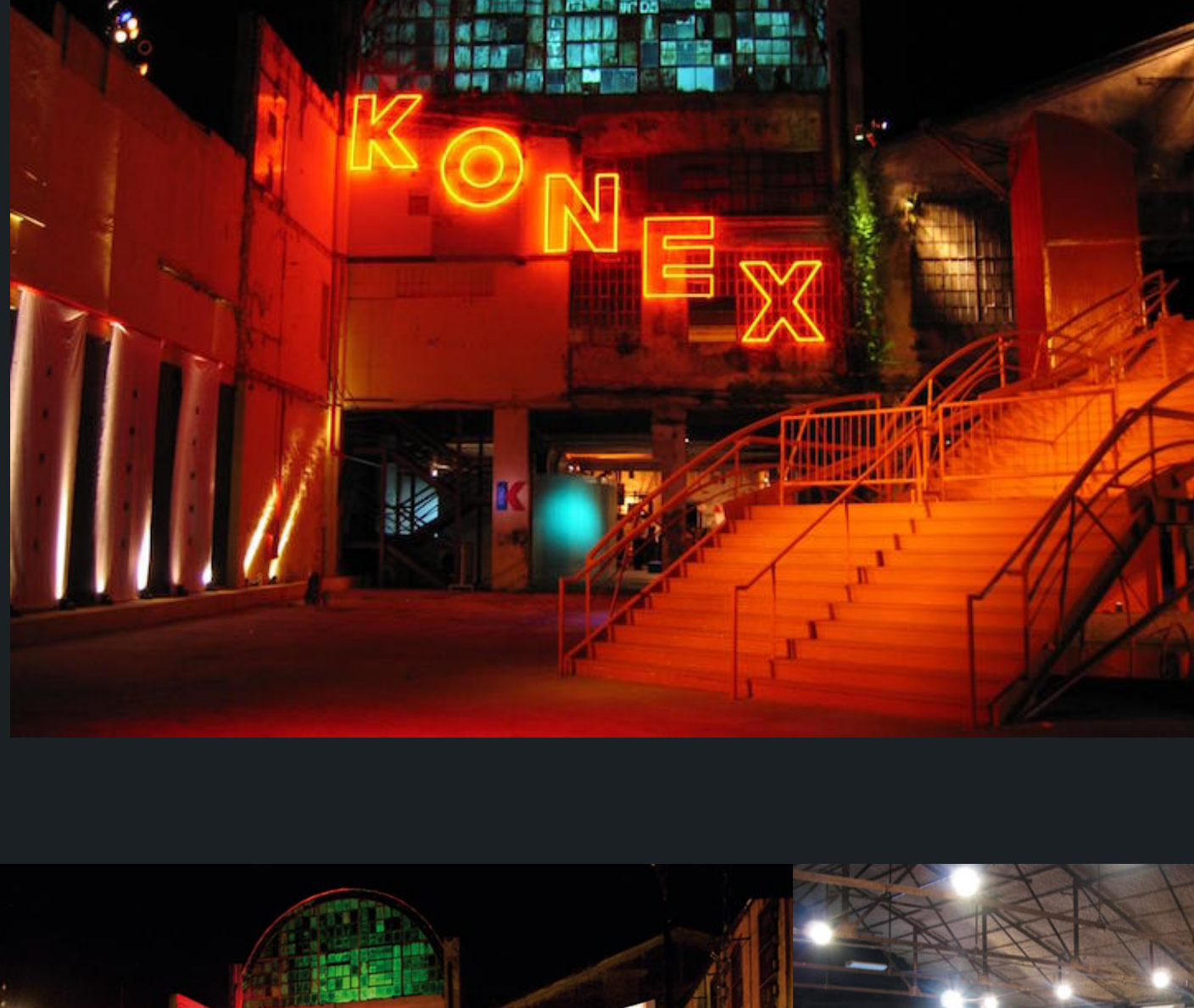
At present, over 120,000 English-speaking students are currently enrolled in IT courses at 50 educational institutions throughout the country. Argentina exhibits some of the highest standards of education in the region. Investors and Startups from all around the globe highlight local human resources for their creativity and talent for innovation as one of the sector's biggest strengths.

### The City

NodeConf Argentina will be held in Buenos Aires, Argentina, a city known for its warm people and richful mix of cultures. Lately, the city and the country have seen incredible growth of the entrepreneurial and technological ecosystem. Adoption of Node.js has soared over the past few years, with multiple startups seeking server-side JavaScript talent.



### Location 02 |

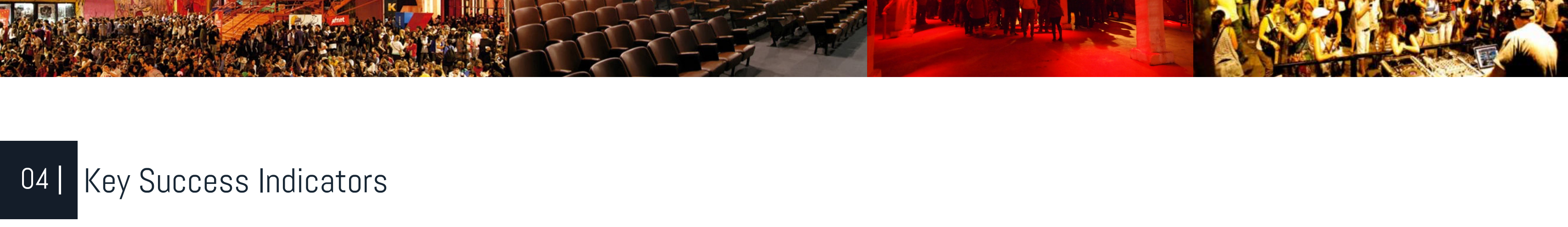


### The Venue 03 |

The "Ciudad Cultural Konex" complex is one of the top Buenos Aires venues – having held art exhibitions, theater & entertainment, cultural enrichment events, and business conventions.

The complex is massive: 2655m2 with a generous front yard, several large gathering areas, and two spacious auditoriums – which explains the wide variety of events that have been held at CKK in the past.

When combined with its amplitude and unique layout, its design has attracted several development conventions in the past, making it a well-regarded venue that's recognized by many locals for its convenience, conception, and generous dimensions.



### 04 | Key Success Indicators

We are a small team of experienced event organizers who have already delivered in the past. Together, we've organized countless local NodeSchool, NodeBots, and BeerJS events, as well as other regular meetups.

> Nicolás is a frequent conference speaker, a published author, a prolific open-source contributor, and passionate about community-building in Buenos Aires – where he organizes BeerJS and co-organizes NodeSchool events. He knows the conference scene inside out and understands what turns an event into an unforgettable experience.

> Alejandro initially brought NodeSchool to Buenos Aires, jumpstarting the local Node.js community. He is passionate about education, electronics, open-source, and community-driven events. These days, he also helps organize NodeBots and a local Node.js meetup. He knows how to foster an inclusive environment where attendees can share their knowledge, learn, feel safe and make friends.

> Leandro has over 15 years experience in development, managing teams ranging from infrastructure to interface design. He's an IoT enthusiast and an early Node.js adopter. Leandro produced important cultural events in the City of Buenos Aires, having worked in public broadcasting for several years. He brings a wealth of event-organizing experience to the table.

> Lars is a JavaScript hacker and has been using Node.js in production for several years in his role as the technical lead of a Buenos Aires—based startup. Growing the local Node.js community is what drives him: he helps organize NodeSchool and a local Node.js meetup. He is passionate about offering community-building opportunities, as well as spreading technical knowledge about Node.js.



Nicolás



Alejandro



Leandro



Lars

### Brand Placement 05 |

Our goal is to make NodeConf Argentina the ideal sponsorship opportunity for you and your company, for years to come.

Your brand will be looking at connecting with attendees and our general audience before, during, and after the conference.

#### Before the event

- Website
- Social networks
- Press releases
- Announcements newsletter

#### During the event

- Session video recordings
- Promotional overview video
- Photographic coverage
- Merchandising giveaways
- Direct contact with attendees
- Exposure for brand managers
- Twitter feed

#### After the event

- Uploaded session videos
- Conference overview video

### 06 | Sponsorship Opportunities

As NodeConf Argentina is taking place in a developing nation, we must pay close attention to our ticket fees (from \$100 to \$180 vs. \$500+ abroad) and keep them accessible to local attendees.

Our cost structure – however – is similar to that of US or Europe-based conferences. Our sponsors are our most important partners and we are willing to go the extra mile to accommodate your needs and wants.

Whether you are looking for brand exposure, new hires, to launch a product, or you have something a bit more creative in mind, we have a sponsorship opportunity for you.

#### Platinum US\$ 15.000

Full credit for one of the following core components – offered on a first-come, first-served basis:

- Conference Venue
- Closing Party
- Day One Presentations
- Day Two Presentations
- Videography

You can provide us with any or all of the following. You handle production costs and shipping.

- A short – 5-minute or less – welcome presentation video
- Up to 2 free-standing banners
- Materials for inclusion in the attendee care package\*

You also have a right to:

- 20 full-pass conference tickets
- Logo placement on NodeConf Argentina site
- Logo placement on printed materials
- Logo placement on published talk videos

\* Discretionary: the attendee care package will be carefully confected, so we'll ask for a certain degree of creativity on your part!

#### Gold US\$10.000

Full credit for one of the following core components – offered on a first-come, first-served basis:

- Real-time English/Spanish Interpreters
- Day One After Party
- Day One Meal
- Day Two Meal
- Broadband
- Workshop (3 available)

You can provide us with any or all of the following. You handle production costs and shipping.

- Up to 2 free-standing banners
- Materials for inclusion in the attendee care package\*

You also have a right to:

- 10 full-pass conference tickets
- Logo placement on NodeConf Argentina site
- Logo placement on printed materials
- Logo placement on published talk videos

\* Discretionary: the attendee care package will be carefully confected, so we'll ask for a certain degree of creativity on your part!

#### SilverUS\$ 5.000

Full credit for one of the following core components – offered on a first-come, first-served basis:

- Lanyards
- Coffee & Tea Stations
- Networking & Gating Areas

You can provide us with any or all of the following. You handle production costs and shipping.

- A free-standing banner
- Materials for inclusion in the attendee care package\*

You also have a right to:

- 5 full-pass conference tickets
- Logo placement on NodeConf Argentina site
- Logo placement on printed materials
- Logo placement on published talk videos

\* Discretionary: the attendee care package will be carefully confected, so we'll ask for a certain degree of creativity on your part!

#### StartupUS\$ 2.000

Only available to companies with 10 employees or less.

You can provide us with materials for inclusion in the attendee care package\*. You handle production costs and shipping.

You also have a right to:

- 2 full-pass conference tickets
- Logo placement on NodeConf Argentina site
- Logo placement on printed materials
- Logo placement on published talk videos

\* Discretionary: the attendee care package will be carefully confected, so we'll ask for a certain degree of creativity on your part!

### NodeConf Argentina Sponsors to Date

These opportunities will fill up fast, please let us know of your interest as soon as you can. We are looking forward to hosting you and your team in Buenos Aires for the first-ever Latin American Node.js conference.

### 07 |

Sponsors are strongly encouraged to help promote diversity at NodeConf Argentina. Please consider this when assigning your sponsored tickets. You can also purchase diversity tickets, which will be donated on your behalf to those who need them the most.

If you are unable or uninterested in using your complimentary tickets, we can donate them to somebody who cannot afford to pay for it. Please inquire for a list of donation candidates, and we'll be more than happy to provide one.

We greatly appreciate your support in helping promote diversity in our community.

To sign up for a sponsorship slot, request additional information, or about any questions you may have. You can reach us at [sponsorship@nodeconf.com.ar](mailto:sponsorship@nodeconf.com.ar) or – if you prefer – call +54 9 11 5035 7692 and ask for Leandro.

THANK YOU!

