



euro python

Online
July 23-26 2020

The European
Python
Programming
Conference





europython

2020

The Largest European Conference for Python

For over 20 years, Python, renowned for its simplicity, reliability and flexibility, has become a leading programming language both in the industry and in research. And what better place than EuroPython to keep your finger on the pulse of anything Python related?

EuroPython was the first major Python community conference ever organised by volunteers. It started in 2002 in Charleroi, Belgium. It has become the largest European Python conference, and one of the largest world-wide. With around 1200+ participants in previous years, EuroPython is a hub for all programmers, students and companies interested in the Python programming language.

This year we will run the conference as an online event for the first time. We are aiming at making this new format just as exciting as the in-person event and additionally increase our reach worldwide, creating a gathering place for Pythonistas around the world and with more diverse backgrounds than ever before.

Welcome to EuroPython 2020 Online,
the largest Python conference in Europe

Latest updates

MacBook Pro



europython

July 23-26 2020

Online

Join the European Python Community

The EuroPython conference is the highlight of the year for the European community of programmers. All Python enthusiasts, from novice programmers to leading experts, have their place in this conference: experienced programmers present their know-how, students widen their knowledge and beginners will learn a lot in a very short time. Distinguished by its unique atmosphere to embrace diversity, share knowledge, create synergies and support networks around Python programming, EuroPython is the perfect place for companies to connect with the Python community and get in touch with motivated developers. In fact, EuroPython has become a renowned hub for international companies and highly qualified programmers, providing an excellent platform for job opportunities, recruitment, networking, sharing and learning.



Photo: EuroPython 2018

Since the first EuroPython in 2002, a great amount of effort has been put into making the annual EuroPython Conference ever more successful. Contributors all around Europe, working closely with the on-site team every year, strive to keep the conference growing both in impact and attendance.

Like so many other organisations, we had to make the difficult decision of canceling this year's in-person conference in Dublin due to COVID-19. However, now more than ever, we want to provide a platform for the community to come together and this will be our very first **EuroPython 2020 Online** conference. We hope to attract as many as 1,000 Python developers, students and enthusiasts from all over the world to celebrate our love for Python and the community. We invite you to join our endeavour to make the Python community stronger and experience Python as something more than just a programming language.

EuroPython 2020 Online

Dates and Location EuroPython 2020 will be held online, July 23-26 July, 2020.

The conference presents a full-featured 2-day programme with high quality talks and top-class keynotes for attendees of all levels (Thursday and Friday). These days are accessible to holders of paid tickets only.

This is followed by two days of sprint/hackathon (Saturday and Sunday), where we will run several online sprints for Python developers to get together and make quick progress on a project they are interested in. The sprint days require registration, but are otherwise free of charge.

Sponsors will be able to use all 4 days to get in touch with attendees, run a sponsor exhibit, demos, games, coding challenges, competitions, or even additional talks and training sessions on the sprint days.

23th
JULY
26th



The Online Setup

For the online edition, we will be using two main parts: an audio/video system for presentations and a text based chat & interact system. We will bind the two together to create a single easy to use and navigate conference platform.

The main conference will be held on **4 parallel Zoom webinar audio/video tracks**, one of which will also serve as the plenary sessions for the opening, keynotes, lightning talks and closing sessions, just like what you'd expect from our in-person event.

Separately, we will use a Discord server with dedicated text and voice chat channels to keep our attendees buzzing with engagement and interaction throughout the conference.

We will share the above conference and chat systems with our sponsors of levels Silver and above.

So look no further if you wish to secure a virtual presence of your company in this unique EuroPython Online Edition.



Photo: Shutterstock

EuroPython 2019 Demographics

EuroPython 2019 was held in Basel, Switzerland, as an in-person event. For the EuroPython 2020 Online event we expect to have an even more diverse reach and are actively marketing the event worldwide.

Attendee Statistics

Total Tickets Sold	1,237	
Male	1,039	84.00 %
Female	136	11.00 %
Other	14	1.10 %
Unknown	48	3.90 %

Country distribution

Country	ISO	#Tickets	Percentage
Switzerland	CH	255	20.61 %
Germany	DE	187	15.12 %
UK	GB	95	7.68 %
France	FR	81	6.55 %
Netherlands	NL	67	5.42 %
USA	US	67	5.42 %
Poland	PL	46	3.72 %
Czechia	CZ	44	3.56 %
Romania	RO	30	2.43 %
Italy	IT	29	2.34 %
Austria	AT	26	2.10 %
Spain	ES	23	1.86 %
Sweden	SE	23	1.86 %
Denmark	DK	22	1.78 %
Norway	NO	21	1.70 %
Belgium	BE	20	1.62 %
Russia	RU	17	1.37 %
Serbia	RS	16	1.29 %
Lithuania	LT	15	1.21 %
Finland	FI	14	1.13 %
Israel	IL	14	1.13 %
Cyprus	CY	11	0.89 %
Ukraine	UA	11	0.89 %
Greece	GR	9	0.73 %



Photo: EuroPython 2019

Country	ISO	#Tickets	Percentage
Ireland	IE	9	0.73 %
Hungary	HU	8	0.65 %
Malta	MT	6	0.49 %
Slovakia	SK	6	0.49 %
Australia	AU	5	0.40 %
Bulgaria	BG	5	0.40 %
Brazil	BR	5	0.40 %
Korea	KR	5	0.40 %
Latvia	LV	5	0.40 %
Slovenia	SI	5	0.40 %
India	IN	4	0.32 %
Japan	JP	4	0.32 %
Estonia	EE	3	0.24 %
Oman	OM	3	0.24 %
Portugal	PT	3	0.24 %
Turkey	TR	3	0.24 %
Argentina	AR	2	0.16 %
Canada	CA	2	0.16 %
Qatar	QA	2	0.16 %
Belarus	BY	1	0.08 %
China	CN	1	0.08 %
Croatia	HR	1	0.08 %
Iceland	IS	1	0.08 %
Kuwait	KW	1	0.08 %
Kazakhstan	KZ	1	0.08 %
Moldova	MD	1	0.08 %
Nepal	NP	1	0.08 %
Saudi Arabia	SA	1	0.08 %

Feedback form results (182 feedback results in total)

Attendee Age Distribution

< 10 years	0	0.00 %
10-19 years	1	0.55 %
20-29 years	49	26.92 %
30-39 years	81	44.51 %
40-49 years	35	19.23 %
50-59 years	14	7.69 %
60-69 years	2	1.10 %
> 70 years	0	0.00 %

Attendee Python Experience Distribution

< 1 year	8	4.40 %
1-2 years	17	9.34 %
2-3 years	35	19.23 %
4-10 years	75	41.21 %
> 10 years	45	24.73 %

Attendee Classification (multiple selections possible)

Attendee	167	92.27 %
Speaker	28	15.47 %
Volunteer	18	9.94 %
Trainer	10	5.52 %
Sponsor	7	3.87 %
Organizer	1	0.55 %

Attendee Job Description (multiple selections possible)

Software engineer	133	73.08 %
Software architect	38	20.88 %
System Admin / DevOps	32	17.58 %
Scientist / Researcher	16	8.79 %
Student	15	8.24 %
Hobbyist	14	7.69 %
Engineering manager	13	7.14 %
Freelancer	13	7.14 %
Trainer / Coach	12	6.59 %
Business Consultant	9	4.95 %
Project manager	9	4.95 %
Educator	7	3.85 %
Data Scientist	6	3.30 %
Evangelist	5	2.75 %
Product manager	5	2.75 %
Executive	3	1.65 %
Graduate	0	0.00 %



SPONSOR

Photo: Shutterstock

Call for Sponsors

Sponsoring EuroPython guarantees you highly targeted visibility and the opportunity to present yourself and your company in a professional and innovative environment. You'll have a unique opportunity to meet many enthusiastic Python developers, users and professionals. As a sponsor of EuroPython 2020, you will directly help promote the work of a great open-source community which has become a powerhouse of technological development and innovation.

I would like to sponsor EuroPython, whom should I contact?

Please send an email to

sponsoring@europepython.eu

Become a sponsor and support EuroPython 2020!

Your benefits as a sponsor



Socialising:

Make contact with a vibrant network of innovators



Know-How Transfer:

Educate your staff and benefit from the knowledge of the community



Targeting:

Run a targeted marketing by reaching out directly to people interested in a topic



Head Hunting:

Take advantage of the conference for recruitment



Image Cultivation:

Present yourself as a Python-related open source company!



New Business:

Use the conference to attract new projects



Sponsoring:

Support a great open source community!

Standard Sponsorship Packages

Engage yourself as a sponsor of this special EuroPython 2020 conference through any of the following sponsorship packages! **For the online event, we have significantly reduced the package prices and added new online options to help you reach out to our attendees in a similar way as for the in-person event.**

Please contact sponsoring@europepython.eu for details.

	KEYSTONE	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	PATRON
Pricing							
Package price (VAT not included)	€12,500.00	€7,500.00	€5,000.00	€3,000.00	€2,000.00	€1,250.00	€750.00
Availability							
Number of slots available	1	4	10	unlimited	unlimited	unlimited	unlimited
Virtual presence							
Sponsor virtual room (room in Zoom) (includes possibility to run their own talks / trainings)	2 rooms, four days, all day, up to 300 participants	1 room, four days, all day, up to 100 participants	1 room, two days, all day, up to 100 participants	2 hour slot in virtual sponsor room	1 hour slot in virtual sponsor room	-	-
Sponsor chat room (channel on Discord) (used for the virtual rooms as chat)	4	1	1	1	1	-	-
Session passes							
Complimentary conference session passes	12	8	6	3	2	1	-
Conference session passes with 50% discount	12	8	6	3	1	1	1
Brand visibility							
Keynote room named after sponsor	YES	-	-	-	-	-	-
Mention in the opening session	YES	YES	-	-	-	-	-
Logo on EuroPython talk video overlay (edited videos only)	YES	YES	-	-	-	-	-
Logo on EuroPython banners	YES	YES	YES	YES	-	-	-
Logo on EuroPython website	YES	YES	YES	YES	YES	YES	YES
Logo in the EuroPython digital program guide	YES	YES	YES	YES	YES	YES	YES
Advertisement in program guide	Double page	Double page	Full page	Full page	Half page	Half page	Half page
Direct marketing							
Video ads (up to 20 seconds)	10	8	6	4	2	-	-
Attendee virtual bag insert: digital package	YES	YES	YES	-	-	-	-
Attendee virtual bag insert: PDF	YES	YES	YES	PDF or coupon	PDF or coupon	-	-
Attendee virtual bag insert: URL + coupon codes	YES	YES	YES	PDF or coupon	PDF or coupon	-	-
Recruiting							
Recruiting session participation	YES	YES	YES	YES	-	-	-
One recruiting ad on the website	YES	YES	YES	YES	YES	-	-
One recruiting email to attendees (opt-in)	YES	YES	YES	YES	YES	YES	-
Sponsored content							
Sponsored talk (30min)	YES	YES	YES	-	-	-	-
Sponsored poster	YES	-	-	-	-	-	-
Communication							
Sending at most 3 emails to most attendees (opt-in)	YES	-	-	-	-	-	-
Blog posts highlighting the sponsor	YES	YES	-	-	-	-	-
Questions in the conference feedback form	YES	YES	-	-	-	-	-
Mentions in the hallway track during breaks (short content to be delivered by sponsor)	8	6	4	2	1	-	-
One tweet to all @europepython subscribers	YES	YES	YES	-	-	-	-
One retweet to all @europepython subscribers	YES	YES	YES	YES	YES	YES	-
One reshare to all EuroPython LinkedIn group subscribers	YES	YES	YES	-	-	-	-
Sponsor / attendee interaction							
Organizer support for custom sponsor/attendee interaction	YES	-	-	-	-	-	-

KEYSTONE SPONSOR

EUR 12,500

(Availability: 1)

- ▶ Logo on EuroPython website, digital program guide, EuroPython banners, and talk video overlay on edited videos
- ▶ Mention in the opening session
- ▶ The keynote talks room will be named after the sponsor
- ▶ Advertisement (2 full pages) in digital program guide
- ▶ Attendee virtual bag inserts: digital package, PDF document, url and coupon codes
- ▶ 10 video ads (up to 20 seconds)
- ▶ 12 complimentary named conference session passes
- ▶ 12 named conference session passes with 50% discount
- ▶ 2 virtual rooms for 4 days, all day, up to 300 participants (includes possibility to run talks or trainings)
- ▶ 2 chat channels
- ▶ Recruiting
 - Participation in the recruiting session
 - 1 recruiting email to attendees
 - Recruiting ad on website
- ▶ 1 sponsored talk (30min)
- ▶ 1 sponsored poster
- ▶ Blog post highlighting the sponsor/interviews about what they do with Python
- ▶ 8 mentions in the hallway track during breaks
- ▶ 1 tweet to all subscribers of @europython
- ▶ 1 retweet to all subscribers of @europython
- ▶ 1 reshare to all EuroPython LinkedIn group subscribers
- ▶ Questions in the conference feedback form
- ▶ Sending up to 3 emails to attendees who opt-in to receive sponsor emails
- ▶ Organizer support for custom sponsor/attendee interaction

DIAMOND SPONSOR

EUR 7,000

(Availability: 4)

- ▶ Logo on EuroPython website, digital program guide, EuroPython banners, and talk video overlay on edited videos
- ▶ Mention in the opening session
- ▶ Advertisement (2 page ad) in digital program guide
- ▶ Attendee virtual bag inserts: digital package, PDF document, url and coupon codes
- ▶ 8 video ads (up to 20 seconds)
- ▶ 8 complimentary named conference session passes
- ▶ 8 named conference session passes with 50% discount
- ▶ 1 virtual room for 4 days, all day, up to 100 participants (includes possibility to run talks or trainings)
- ▶ 1 chat channel
- ▶ Recruiting
 - Participation in the recruiting session
 - 1 recruiting email to attendees
 - Recruiting ad on website
- ▶ 1 sponsored talk (30min)
- ▶ 1 sponsored poster
- ▶ Blog post highlighting the sponsor/interviews about what they do with Python
- ▶ 6 mentions in the hallway track during breaks
- ▶ 1 tweet to all subscribers of @europython
- ▶ 1 retweet to all subscribers of @europython
- ▶ 1 reshare to all EuroPython LinkedIn group subscribers
- ▶ Questions in the conference feedback form

PLATINUM SPONSOR

EUR 5,000

(Availability: 10)

- ▶ Logo on EuroPython website, digital program guide and EuroPython banners
- ▶ Advertisement (1 page ad) in digital program guide
- ▶ Attendee virtual bag inserts: digital package, PDF document, url and coupon codes
- ▶ 6 video ads (up to 20 seconds)
- ▶ 6 complimentary named conference session passes
- ▶ 6 named conference session passes with 50% discount
- ▶ 1 virtual room for 2 days, all day, up to 100 participants (includes possibility to run talks or trainings)
- ▶ 1 chat channel
- ▶ Recruiting
 - Participation in the recruiting session
 - 1 recruiting email to attendees
 - Recruiting ad on website
- ▶ 1 sponsored talk (30min)
- ▶ 4 mentions in the hallway track during breaks
- ▶ 1 tweet to all subscribers of @europython
- ▶ 1 retweet to all subscribers of @europython
- ▶ 1 reshare to all EuroPython LinkedIn group subscribers

GOLD SPONSOR

EUR 3,000

- ▶ Logo on EuroPython website, digital program guide and EuroPython banners
- ▶ Advertisement (1 page ad) in digital program guide
- ▶ Attendee virtual bag inserts: PDF document or url and coupon codes
- ▶ 4 video ads (up to 20 seconds)
- ▶ 3 complimentary named conference session passes
- ▶ 3 named conference session passes with 50% discount
- ▶ 2 hours slot in a virtual sponsor room (includes possibility to run talks or trainings)
- ▶ 1 chat channel
- ▶ Recruiting
 - Participation in the recruiting session
 - 1 recruiting email to attendees
 - Recruiting ad on website
- ▶ 2 mentions in the hallway track during breaks
- ▶ 1 retweet to all subscribers of @europython

SILVER SPONSOR

EUR 2,000

- ▶ Logo on EuroPython website and digital program guide
- ▶ Advertisement (½ page ad) in digital program guide
- ▶ Attendee virtual bag inserts: PDF document or url and coupon codes
- ▶ 2 video ads (up to 20 seconds)
- ▶ 2 complimentary named conference session passes
- ▶ 1 named conference session passes with 50% discount
- ▶ 1 hour slot in a virtual sponsor room (includes possibility to run talks or trainings)
- ▶ 1 chat channel
- ▶ Recruiting
 - 1 recruiting email to attendees
 - Recruiting ad on website
- ▶ 1 mention in the hallway track during breaks
- ▶ 1 retweet to all subscribers of @europython

BRONZE SPONSOR

EUR 1,250

- ▶ Logo on EuroPython website and digital program guide
- ▶ Advertisement (½ page ad) in digital program guide
- ▶ 1 complimentary named conference session pass
- ▶ 1 named conference session pass with 50% discount
- ▶ 1 recruiting email to attendees
- ▶ 1 retweet to all subscribers of @europython

EUROPYTHON PATRON

EUR 750

- ▶ Logo on EuroPython website and digital program guide
- ▶ Advertisement (½ page ad) in digital program guide
- ▶ 1 named conference session pass with 50% discount



Special Events & Additional Sponsoring Options

Special events are a list of very prominent advertisement options that are not associated with any of the sponsorship packages. They can be booked separately as either stand-alone advertisement or an extra on top of your package. Please check with our sponsor team at sponsoring@europepython.eu for availability.

Option	Price	Notes
Sponsored talk	▶ €1,250.00	▶ incl. 1 conference pass
Sponsored business poster	▶ €500.00	▶ no passes
Sprints sponsor	▶ €2,000.00	▶ incl. system costs
Track room named after sponsor	▶ €1,000.00	▶ per room
Conference system sponsor	▶ €3,000.00	▶ incl. system costs
Chat system sponsor	▶ €3,000.00	▶ incl. system costs
Video editing sponsor	▶ €3,000.00	

All prices are without applicable VAT. If you have any questions, please contact us for details.

Special Sponsorship Packages

The following are special sponsorship packages and discounts we offer in addition to the above packages:

Community Sponsor

EuroPython's community is its beating heart. You can help by supporting participation at the conference, through funding tickets for those who would otherwise be unable to attend.

Unfortunately, our organizers are stretched very thin and will not have the resources to coordinate as before. We are therefore calling upon our sponsors to actively seek participants to fund tickets for.

We have these discounts on offer for your support:

- ▶ sponsor **5 personal tickets** for the **price of 4**
- ▶ sponsor **10 personal tickets** for the **price of 7**
- ▶ sponsor **15 personal tickets** for the **price of 9**

After you have identified the attendees, simply email us with how many participants you wish to sponsor and we will email you back the coupon codes for the purchase.

As a special thanks, we give back something to our community sponsors by sharing from our social channels:

- ▶ a tweet message of gratitude
- ▶ a blog post about your generous support

Team Sponsor

This is a special kind of sponsor option. Instead of you paying extra, we give you something extra in return for attending our conference.

Attend the conference as a team at a discounted price:

- ▶ get **5 business tickets** for the **price of 4**
- ▶ get **10 business tickets** for the **price of 8**
- ▶ get **15 business tickets** for the **price of 11**

To add some extra attention, we'll send out:

- ▶ a mention on Twitter, welcoming your team.

An aerial photograph of a modern building's atrium, showing multiple levels with glass railings and people walking on the ground floor. The architecture is contemporary with a mix of concrete and glass.

SME / OSS Discounts

Since we know that sponsoring is not easy for small companies active in the Python community, to help SMEs involved in Python based projects, we provide these discounts:

If you are a small company or startup with less than EUR 250,000 annual revenue, you can receive:

- ▶ a **50% discount** at the **Patron** level, or
- ▶ a **20% discount** at the **Bronze** level, or
- ▶ a **10% discount** at the **Silver** level

For details, please email us.

Flexibility

Don't see a package that suits your needs? Do you have a unique idea? If you want to support EuroPython 2020, we can help you come up with a bespoke sponsorship package that is tailored for you.

Please get in touch and ask about individual arrangements:

sponsoring@europepython.eu

FLEXIBILITY



Photo: EuroPython 2019

Overview of Options and Benefits

Below is a detailed explanation of all the options and perks available for you, either as part of the standard Sponsorship Package or on their own.

Ad in Program Guide

Your advertisement will appear in the digital Program Guide, in full colour. This needs to be submitted by the sponsor in advance, in accordance with our size and colour specifications.

Attendee virtual bag insert

This is a digital swag bag that can be one or more of the following depending on the package level: digital package (a ZIP file with digital content); a PDF file; URL + coupon codes. These will be listed on a digital swag page on EuroPython's website.

Conference session pass

A complementary conference ticket, which gives free access to your employees to staff your virtual Zoom room, give a talk, participate in the recruitment session, or just to attend the program for their continuing development.

Conference session pass at a discounted rate

Sponsors can buy additional conference session passes at a 50% discounted Business Ticket rate through the ticket sales period.

Logo on banners

Your logo will appear on the banners on the website and the virtual sponsor exhibit page.

Logo on website and program guide

Your logo and a website link will appear on our website <https://ep2020.europython.eu/>, and in the digital Program Guide we'll make available for download.

Opening talk

The plenary opening talk on the first conference day (Thursday).

Recruiting ad on website and Job Board

Your job advertisement on the Job Board Page of the ep2020.europython.eu website. In addition, we can post it to the "Jobs" channel on Discord.

Recruiting mailing to attendees

One mailing (via email) to all attendees (who have consented via opt-in during registration). Mailing will be carried out by us for confidentiality.

Recruiting session

In this session, companies can provide a brief company introduction. The recruiting and CV evaluation can then happen during the conference in the Discord channel or virtual Zoom room that comes as part of your sponsorship package or was ordered separately.

Room sponsor

Your name will be used for one of the talk rooms.

Sponsor chat room

A dedicated text channel named after your company on EuroPython's Discord server. We will set up the channel for you before the conference and also link the Zoom room assigned to you in the description for easy access. You will then be given permission to manage the channel. The chat room can be used for text feedback for any presentations you've done in the Zoom room. But you can also customize it to your liking to attract more attention. The chat rooms will be available on all conference days and the sprint days.

Sponsor virtual room

A virtual Zoom meeting room for attendees to visit, inside which you will have the liberty to run talks, training sessions or other interactive activities. Depending on the chosen sponsorship tiers, this can range from 2 rooms for all 4 days with up to 300

participants in each, to an 1 hour slot in 1 room with up to 100 participants in each. The virtual rooms will be available on all conference days and the sprint days.

Sponsored talk (30')

You get one slot of 30 minutes as part of the official conference talks (Thursday or Friday).

Sponsored poster

You get to show a poster as part of the official conference talks (Thursday or Friday).

Sprint/Openspace

Your logo will appear as an official sprint sponsor on our website. You will also get 1 conference session pass.

Video ads

These are ad video files in MP4 format of 720p or 1080p resolution, each up to 20 seconds long.

You will get a number of slots where these promotional ads will be shown during the breaks of the main conference days. You can submit different ads files to be played in these slots. Or alternatively, the same file will be played multiple times.



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<https://ep2020.europython.eu/>
<https://blog.europython.eu/>