



# SOFTWARE ENGINEERING CAMP

## #SWEC18

11/16 – 11/18/18 in Erlangen

The Software Engineering Camp (#SWEC) stands for intense exchange of knowledge and experience around the topic “software craftsmanship”. The SWEC offers an innovative event format which is particularly driven by its participants and offers open exchange at eye level.

Instead of passively listening to presentations, participants can actively bring in the topics they are particularly interested in. The high motivation of all participants is a result of the format – at an unconference you only meet people who really want to join and actively shape the event.

An unconference gathers people who are interested in similar topics and who exchange their personal experience, points of view and perspectives. Each individual participant contributes valuable knowledge – even though he might not be fully aware of this value.

This event is a great opportunity for sponsors: they have the chance to easily and authentically present their organization to the target group at the Camp while the “dose” of presentation is infinitely variable, for instance, by using free tickets to suggest topic-relevant sessions. Discussions and experiences can be transported beyond the Camp weekend into the everyday work life of engineers.

The SWEC – just like any other bar camp – is funded by sponsors. The event fee should ensure that registrants really participate but only the support of sponsors enables covering expenses for the event location, infrastructure and catering.



## TARGET GROUP

This event targets software engineers and all those who are closely linked to them, such as technical product or project managers.

The event focuses on “software craftsmanship” and – unlike many other “coding events” such as hackathons or code festivals – less on technical but more on interpersonal aspects. Meta topics are addressed such as project roles and stakeholders, technologies and psychology, communities or dealing with complexity and uncertainty.

## SPONSORSHIP PACKAGES

As a sponsor, you address the target group across all media available. With our gold, silver and bronze packages, we integrate you in our extensive advertising measures. As an exclusive sponsor, you even more intensively address the key target group with your topic or product – we exclusively present you on our advertising materials and / or you can organize your own session.

## ADVERTISING EFFECT

Sponsors of the SWE-Camp not only reach a high number of target group contacts, but also strongly benefit from the image transfer of these popular and new events. In 2016, we organized this event for the first time and already had 100 participants in the first year. In 2017, the number of participants increased to 140.

## SUPPORTERS 2017

MyMüsli, t3n, DevOps, ASQF, The Amos Project (FAU), Lehrstuhl Informatik 2 (FAU), Open Spacer, SES, innovations.beirat, Openbit, Insert Effect, proudsourcing, Crossbar.io, Nuremberg Web Week, BergBrand, Voith (bronze sponsor), Method Park (key sponsor)

## CONTACT

Website: <https://swe-camp.de>

Email: [info@swe-camp.de](mailto:info@swe-camp.de)

Twitter: [@swe\\_camp](https://twitter.com/swe_camp)

## SPONSORS TARGETING

	<b>GOLD</b> 5.000€	<b>Silber</b> 2.000€	<b>Bronze</b> 1.000€
<b>Logo</b> on the SWEC homepage	Listing 1st Row Sponsors Area	Listing 2nd Row Sponsors Area	Listing 3rd Row Sponsors Area
<b>Logo</b> Right of SWEC logo use on sponsors' websites	✓	✓	✓
<b>Opening</b> Stating of sponsors in the opening speech	✓	✓	
<b>Press Release</b> Stating of sponsors	✓	✓	
<b>Rooms</b> Sponsoring of session rooms with logo à la "pitfall sponsored by"	✓		
<b>SWEC TV</b> Logo together with the key sponsor on the SWEC TV	✓		
<b>Session Present</b> Present for session presenter	✓		
<b>Social Media</b> Posts on Twitter	2	1	1
<b>Free Tickets</b> Free tickets for your employees	4	3	1

## Supporters

Supporters receive a space for their logo on the SWEC website.

### Catering

Food and beverages for the SWEC weekend (juices, Club Mate, lemonades, beer, coffee, cereals, veal sausage breakfast, dinner).

### Evening Party

Chance to co-organize the evening party on Saturday (food, beverages, DJ, sound and light equipment). For each category, there can only be one supporter.

