

# mDevCamp 2024

April 23, 2024

Prague Congress Centre





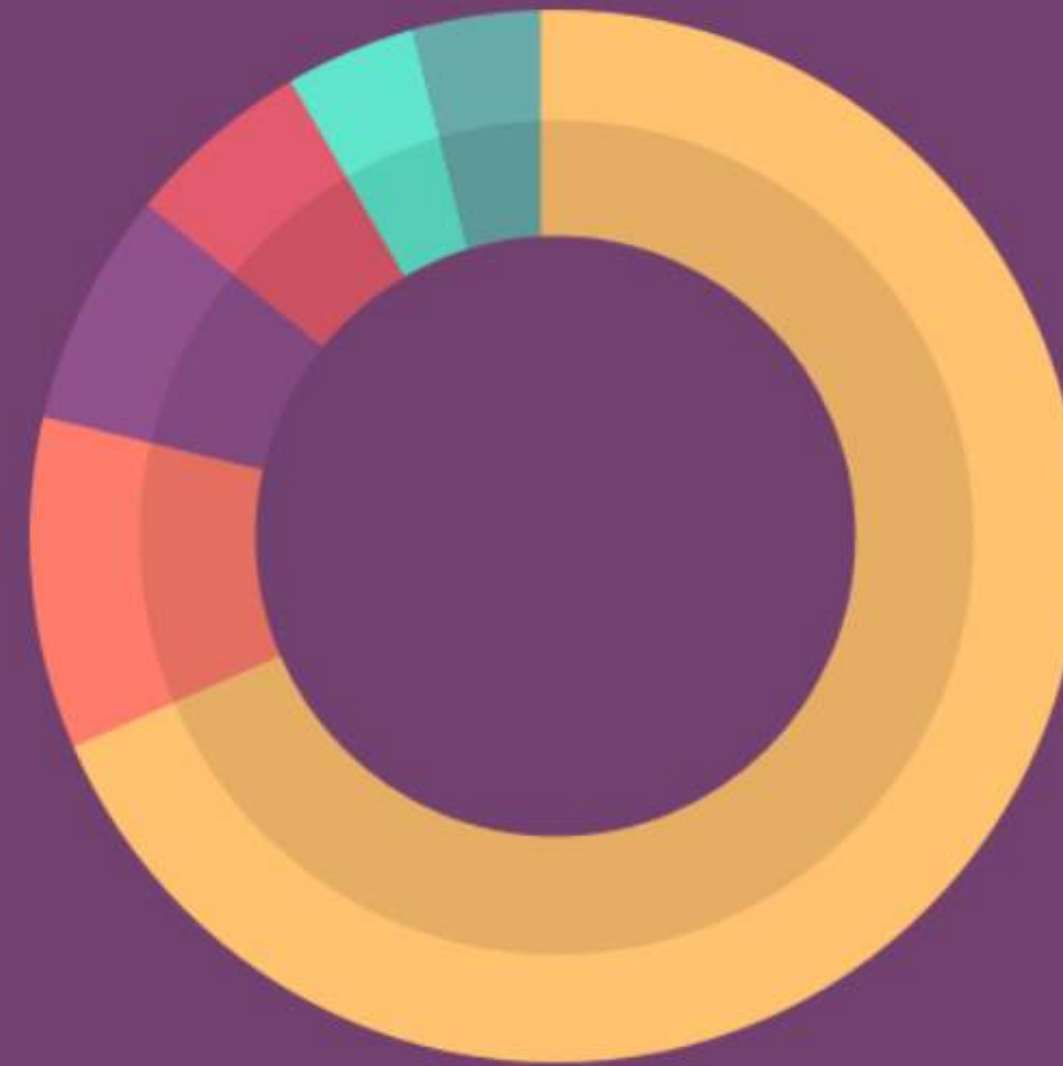




# ATTENDEES

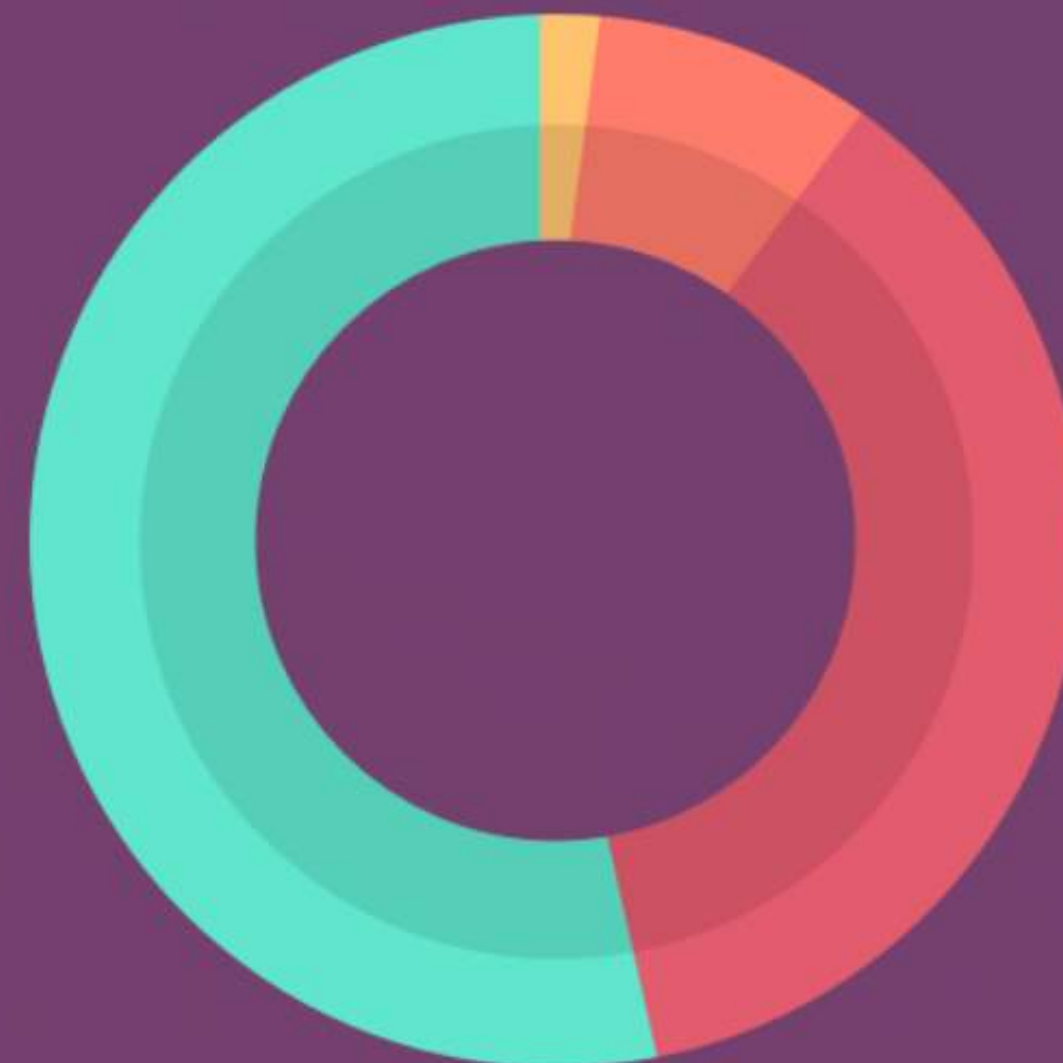
\*COMBINED DATA FROM 2018-2021

18-21



## Primary job description

- MOBILE DEVELOPER / 70 %
- DEVELOPER TEAM LEAD / 11 %
- ARCHITECT / 5 %
- PROJECT MANAGER / 4 %
- TESTER / QA ENGINEER / 3 %
- HR / 2 %



## Level of technical skills within job position

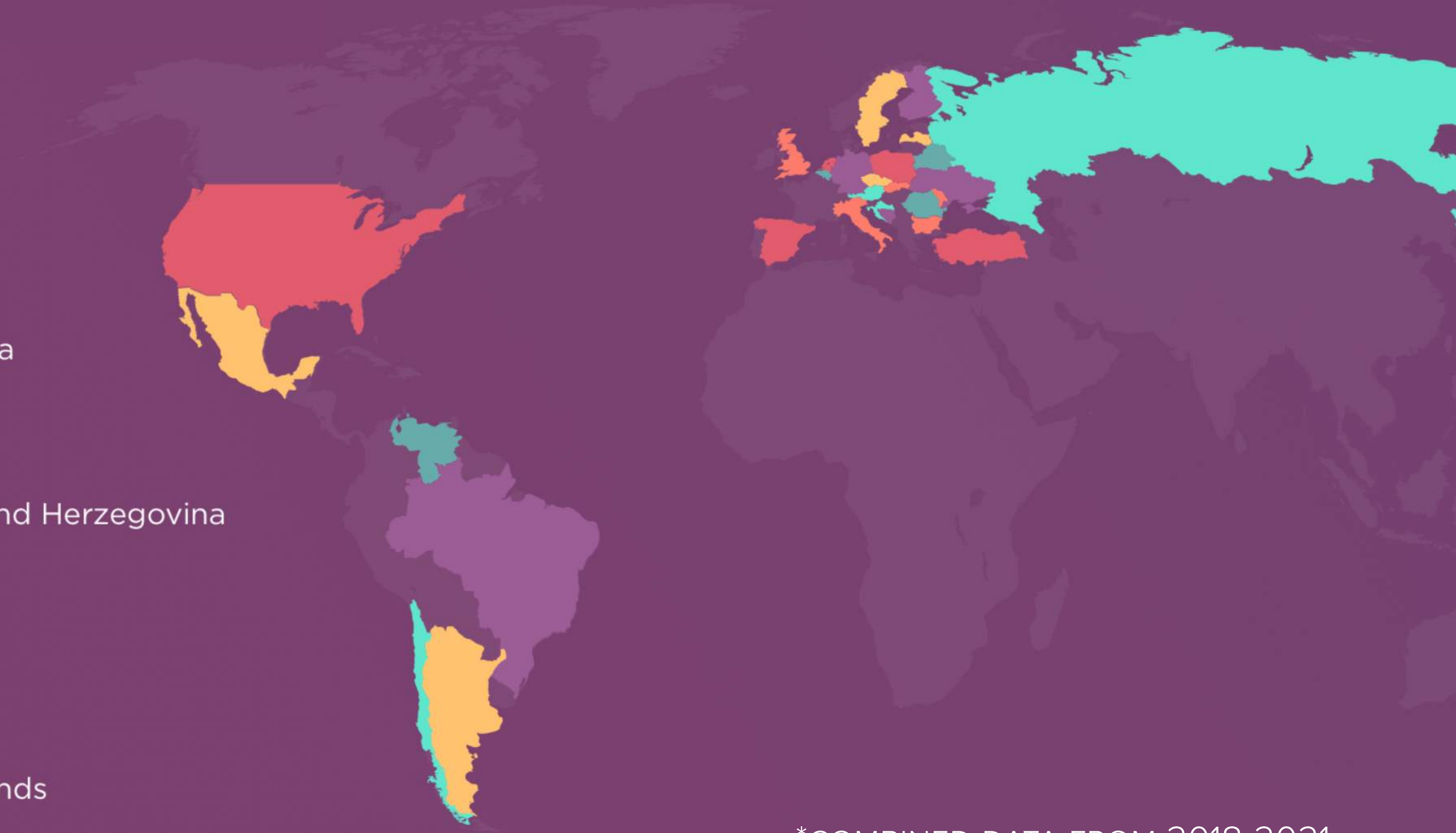
- BEGINNER / 2 %
- JUNIOR / 7 %
- MEDIOR / 38 %
- SENIOR / 53 %



# FROM 28 COUNTRIES

ATTENDEES + SPEAKERS

- Czechia
- Slovakia
- Poland
- Germany
- Austria
- Belgium
- Sweden
- Belarus
- Spain
- Ukraine
- Russia
- Venezuela
- Mexico
- Bulgaria
- Turkey
- Brazil
- Chile
- Romania
- Argentina
- UK
- USA
- Bosnia and Herzegovina
- Croatia
- Moldova
- Latvia
- Italy
- Netherlands
- Finland



\*COMBINED DATA FROM 2018-2021

# MEDIA & PR PRESENCE

\*DATA FROM 2019

newsletters

**12**

readers

**2320**

opens

**6535**

# ONLINE ACTIVITIES & PRESENCE

people reached

**128 950**

countries addressed

**6**

users engaged

**16 149**

banner impressions

**728 770**



mDevCamp 2024

# Partnership Packages



# CHAMPION PARTNERS

mDevCamp will provide the following

Value of  
500 000 CZK + /  
20 000 EUR +

## BRAND

- Large partner logo (+link) on our website
- Large partner logo
  - on intermission slides
  - in the credits of all YouTube videos
  - in various forms in the conference halls and/or in the foyer and other parts of the venue

## COMMUNITY

- Stand in the foyer area + 1st to select location
- 10 free tickets for the conference
- Possibility to organize workshop(s) at your own premises either day before or after the conference. It will be promoted as part of the conference program.  
+ possibly other activities based on our discussion and agreement

## COMMUNICATION

- **NEW!** Slot pre-reserved for partner-nominated speaker (this is not guaranteed, we reserve the right to approve/reject nominations based on quality of presented talk/speaker)
- Presented in
  - all press releases
  - email communication (mailing list with 2,000+ subscribers)
  - introduction and other selected partner content on social media
  - thank you comment in morning introduction and in wrap-up speech after the conference
- **NEW!** Special "hiring" newsletter where partner can advertise up to 2 open positions (each slot has 140 "old school Twitter-like" characters)

# MASTER PARTNERS

mDevCamp will provide the following

Value of  
200 000 CZK + /  
8 000 EUR +

## BRAND

- Partner logo (+link) on our website
- Partner logo
  - on intermission slides
  - in the credits of all YouTube videos
  - in various forms in the conference halls and/or in the foyer

## COMMUNITY

- Stand in the foyer area + 3rd to select location
- 4 free tickets for the conference
- Possibility to organize workshop at your own premises either day before or after the conference. It will be promoted as part of the conference program.  
+ possibly other activities based on our discussion and agreement

## COMMUNICATION

- **NEW!** Slot pre-reserved for partner-nominated speaker (this is not guaranteed, we reserve the right to approve/reject nominations based on quality of presented talk/speaker)
- Presented in
  - all press releases
  - email communication (mailing list with 2,000+ subscribers)
  - introduction and other selected partner content on social media
  - thank you comment in morning introduction and in wrap-up speech after the conference
- **NEW!** Special "hiring" newsletter where partner can advertise up to 2 open positions (each slot has 140 "old school Twitter-like" characters)



# PARTNERS

mDevCamp will provide the following

Value of  
100 000 CZK + /  
4 000 EUR +

## BRAND

- Small partner logo (+link) on our website
- Small partner logo
  - on intermission slides
  - in the credits of all YouTube videos
  - in various forms in the conference halls and/or in the foyer

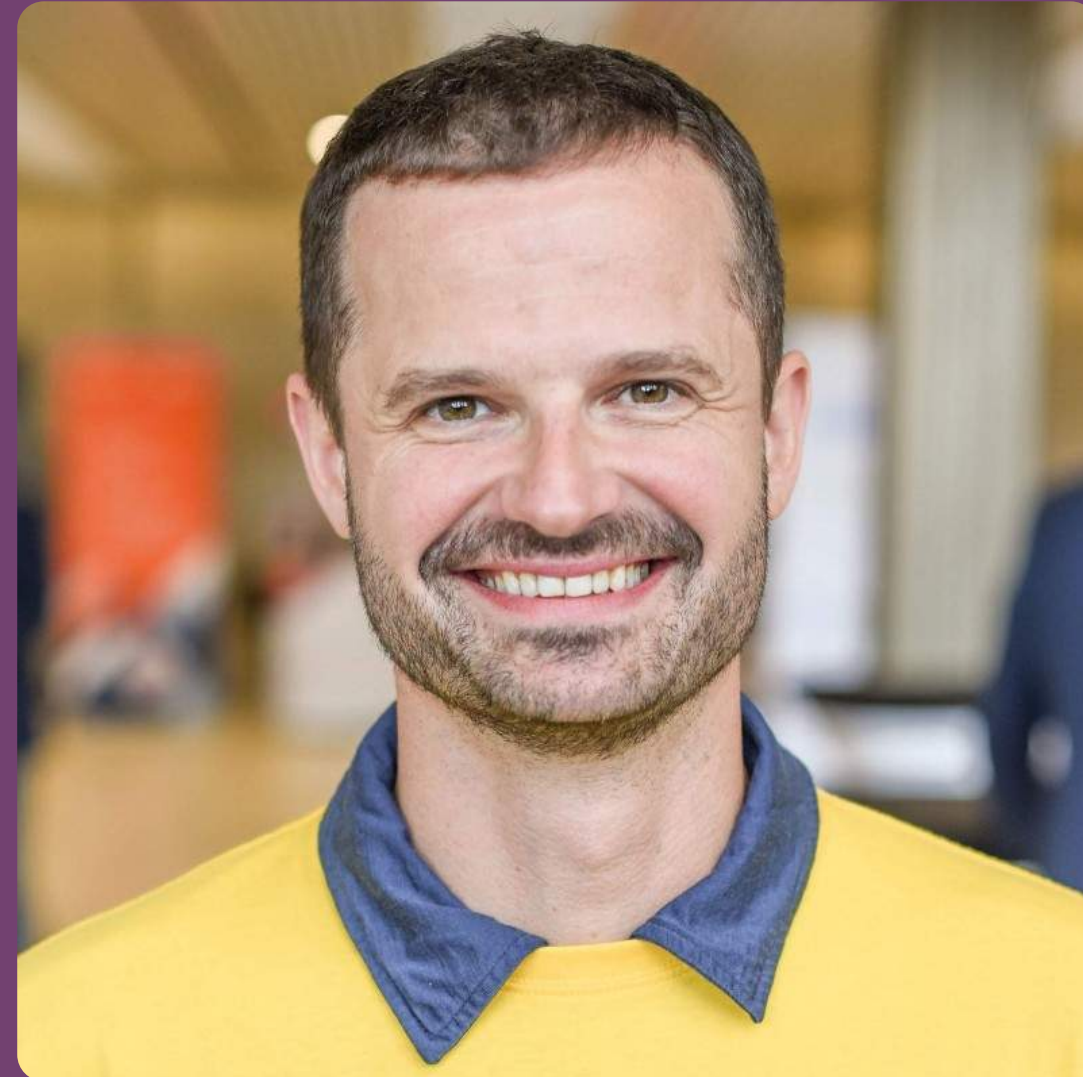
## COMMUNITY

- Small stand in the foyer area + 4th to select location
- 2 free tickets for the conference
- Possibility to organize workshop at your own premises either day before or after the conference. It will be promoted as part of the conference program.  
+ possibly other activities based on our discussion and agreement



# CONTACTS

Feel free to reach out!



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