A global unconference about Innovation. Technology. Awareness. Knowledge. Excellence.

and Software Craftsmanship

I T.A.K.E. Unconference

Sponsorship Opportunities
- 29-30 May 2014, Bucharest -

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I T.A.K.E. Unconference

Innovation. Technology. Awareness. Knowledge. Excellence.

Why be a sponsor?

The only **technology agnostic unconference** in Central and Eastern Europe!
We will **write code, talk code and present code**. Participants will find out new **concepts and ideas**.
Participants will **learn new techniques** to be better!
Find recognition and **associate your brand with Excellence.**
Prove your willingness to **support innovation, open mind ideas and vision.**
Increase your visibility as a Software Craftsmanship Supporter.

Who is it for?

For all who care about **good software** and techniques for software excellence.
We invite **programmers, testers, architects, technical managers** and **CEO's** to attend.
All that want to **learn** to become the **best**. We estimate **around 150-200 participants.**

Why is it special?

We love all **technologies** and languages the same! We focus on the fundamentals of software.
The unconference will be about **coding, testing and architecting.**
During **Open Space** participants will **talk code** with everyone.
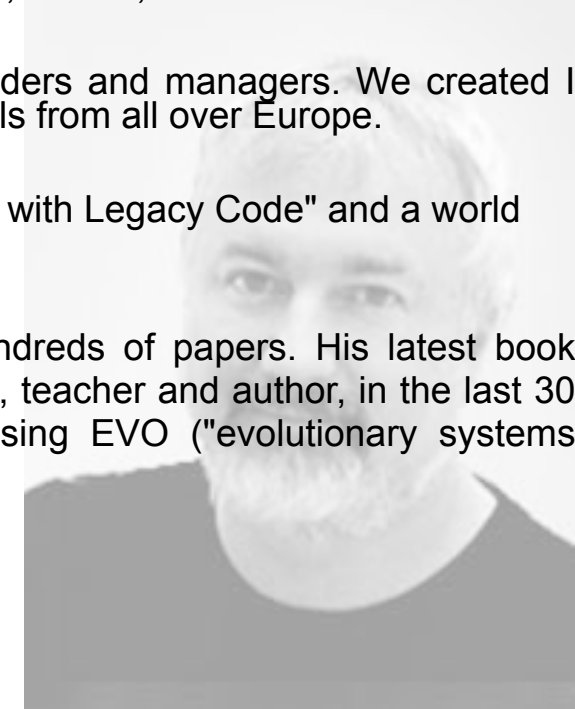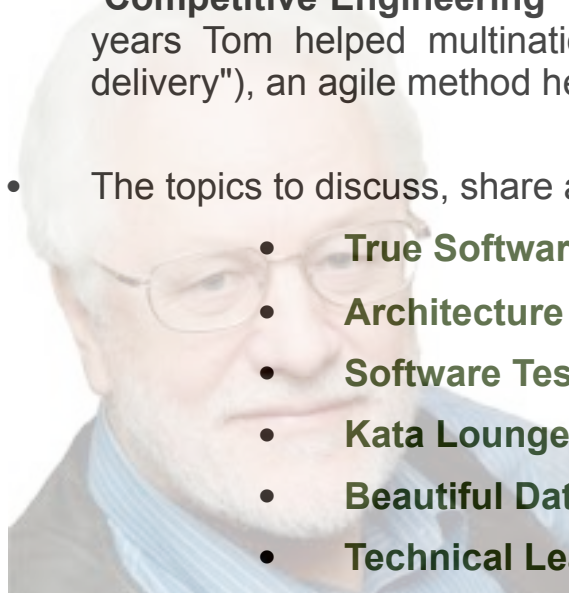
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I T.A.K.E. Unconference

- The unconference brings together international speakers and practitioners striving for quality, results, and technical excellence.

- This is the second edition of the exciting IT event for programmers, testers, technical leaders and managers. We created I T.A.K.E. Unconference to offer the participants the opportunity to meet software professionals from all over Europe.

- Our first confirmed keynote speaker is **Michael Feathers**, the author of "Working Effectively with Legacy Code" and a world renown consultant with over 15 years of experience with hundreds of organizations.

- **Tom Gilb** is the second confirmed keynote. He is is the author of nine books and hundreds of papers. His latest book "**Competitive Engineering**" is a substantial definition of requirements ideas. As consultant, teacher and author, in the last 30 years Tom helped multinational clients improve their organisations and methods by using EVO ("evolutionary systems delivery"), an agile method he created even before Scrum or XP.

- The topics to discuss, share and practice during the event are:
  - **True Software Stories**
  - **Architecture and Design Practices**
  - **Software Testing**
  - **Kata Lounge**
  - **Beautiful Data**
  - **Technical Leadership**

- More details about the 15 speakers, the keynotes and tracks are available here http://2014.itakeunconf.com/#program.

- There will be many ways to learn new things, share ideas, and get all the questions answered.

- The unconference content will be presented in English.

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Sponsorship packages

	Main Sponsor 3,700 EUR	"Beautiful Data" Track Sponsor 1,900 EUR	"True Software Stories" Track Sponsor 1,900 EUR	"Architecture and Design Practices" Track Sponsor 1,900 EUR	Lunch sponsor 2,300 EUR	Software excellence supporter 750 EUR	Coffee break sponsor 700 EUR	Geek Networking party sponsor 1,200 EUR	Drinks and networking open space sponsor 300 EUR
Conference tickets	3	2	2	2	2	1	1	1	-
Promotional items (agreed in advance with the organizers)	2	2	2	2	2	1	1	1	-
Logo on the conference website, linked to the sponsor's website	√	√	√	√	√	√	√	√	√
Logo on the conference brochure	√	√	√	√	√	√	√	√	√
Logo on the I T.A.K.E. rollup	√	√	√	√	√	√	√	√	√
Recognition in all media and email communications	√	√	√	√	√	√	√	√	√
Right to use sponsor status before, during and after conference	√	√	√	√	√	√	√	√	√
Thank you on conference opening and closing	√	√	√	√	√	√	√	√	√
Rollup in the main conference room	√	√	√	√	√	-	-	-	-
Logo on the conference bag	√	-	-	-	-	-	-	-	-
Company booth (size to be agreed with the organizers)	√	-	-	-	-	-	-	-	-
Rollup in the "True Software Stories" room	-	-	√	-	-	-	-	-	-
Rollup in the "Architecture and Design Practices" room	-	-	-	√	-	-	-	-	-
Rollup in the "Beautiful Data" room	-	√	-	-	-	-	-	-	-
Rollup in the lunch area	-	-	-	-	√	-	-	-	-
Rollup in the coffee break area	-	-	-	-	-	-	√	-	-
Rollup in the networking party area	-	-	-	-	-	-	-	√	-
Logo displayed on the slideshow presentation of each break in the "True Software Stories" room	-	-	√	-	-	-	-	-	-
Logo displayed on the slideshow presentation of each break in the "Architecture and Design Practices" room	-	-	-	√	-	-	-	-	-
Logo displayed on the slideshow presentation of each break in the "Beautiful Data" room	-	√	-	-	-	-	-	-	-
Logo displayed on the slideshow presentation of the lunch break	-	-	-	-	√	-	-	-	-
Logo displayed on the slideshow presentation of the coffee break	-	-	-	-	-	-	√	-	-
Logo displayed on the slideshow presentation of the Happy hour networking party	-	-	-	-	-	-	-	√	-
Items/prize offered by sponsors at Programming contest (more details about the contest soon)	√	√	√	√	√	√	√	√	-

Let us know **what type of partnership is the most interesting for you.**

This will initiate a discussion to get to know each other and agree the form of partnership, details of the deal etc.

Please contact Nicoleta Pirvan and we will be happy to assist you as needed:

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