

Sponsorship Brochure

21st October 2023
ICC Belfast

Bringing all the tech
communities together,
every year.



sponsors@nidevconf.com
[@NIDevConf](https://twitter.com/NIDevConf)



Thank you

for your support so far

Bringing all the tech communities together, every year.

Hello there,

We're excited to bring NIDC 2023 to life for our 7th annual conference. As you know, it's not just another tech conference. Some say it to be the event on the Northern Ireland tech calendar - bringing all the tech communities together, every year.

NIDC is all about connecting passionate individuals and eager learners across different tech disciplines all the way from development, to design, to security, to testing, to product, to games, to hardware, to leadership, to data and everything in between.

Last year we brought together over 500 people with 40 talks, 4 workshops, activities for kids, childcare and a bustling exhibition hall where they all got to meet you - the sponsors.

Everyone is invited to take part - kids with cool school projects, students, career changers & returners, and seasoned professionals. We believe that tech is for everyone, and NIDC is the place to learn, share, and grow.

Did we mention it's all organised by volunteers? A conference by the community, for the community.

But here's the thing - we can't do this alone. We rely on the financial support of our sponsors to make this conference

happen each year. With your help, our team of volunteer organisers can create an event that not only celebrates the Northern Ireland tech community but also provides a platform for tech enthusiasts to connect and collaborate.

Sponsoring NIDC is an opportunity to put your brand in front of a diverse and engaged audience, and to contribute to the growth of the community.

Since 2017, NIDC has been growing, and this year, after all early bird tickets sold out in 1 day, we're expecting our biggest conference yet.









Our sponsorship packages are designed to give you the best possible exposure, whether you are a global or local company. Your support means we can reach more people, create a better experience for our attendees, and continue to foster a thriving tech community.

We're looking forward to the possibility of partnering with you this year. Let's make NIDC 2023 the best one yet.

Thank you,

The NIDC Team

Sponsorship packages

Level	Slots available	Cost (excl. VAT)	Complimentary Tickets	Exhibitor Stand	Logo on Billboard Adverts*	Social Media Promotion	Logo on Home Page	Speaker Slots	Logo visibility at conference **	Videoed publicity interview
Diamond 	2	£10k	10	Yes (Double size)	Yes	Yes (Custom)	Yes	2	Prominent (on all print media, opening/closing slides, interstitials, stage flags, banners)	2 min
Platinum 	3	£8k	8	Yes	No	Yes (Custom)	Yes	1	Large (on opening/closing slides, interstitials, stage flags, banners)	1 min
Gold 	4	£6k	6	Yes	No	Yes	Yes	0	Medium (on opening/closing slides, interstitials, banners)	30 sec
Silver 	6	£4k	4	Yes	No	Yes	Yes	0	Medium/Small (on opening/closing slides, interstitials, banners)	No
Bronze 	8	£2k	2	No	No	No	Yes	0	Small (on opening/closing slides, interstitials, banners)	No
Supporter 	5	£300	Your logo on the sponsor page of the NIDC website and opening/closing slides at the event. <i>NOTE: Only available for SMEs with 50 or fewer employees globally.</i>							
Exhibitor 	15	£500	Stand in the exhibitors' area. Each stand comes with 2 exhibitor tickets for staffing. <i>NOTE: Purchase of this stand-only option is restricted to SMEs with 50 or fewer employees globally. Non-SMEs: stands available as an add-on with bronze sponsorship option.</i>							
Practical 	If you're interested in sponsoring specific items such as child care, t-shirts, printing, prizes, etc, let us know and we'll work out something mutually beneficial									

* Your logo will be featured on billboards across Belfast and in Derry during a campaign in August.

** Logo must be provided in good time in a vector format and/or high-resolution PNG with a transparent background (where appropriate). You should include single-colour versions of your logo if your brand uses them.

Below:

(Top) A sponsor interview video being played during a break between talks on one of the large screens.

(Bottom) Sponsor branding clearly visible on banners and podium fronts all through every talk.



Why become a sponsor?

As we mentioned earlier, some say NIDC is *the* event on the Northern Ireland tech calendar.

This year, NIDC is returning to the ICC at the Waterfront, Belfast, following a roaring success last year. After all early bird tickets for NIDC 2023 sold out in 1 day, we anticipate our biggest year yet with 750+ passionate individuals and eager learners coming together to learn, share and grow.

This conference is your opportunity to put your brand in front of a diverse and engaged audience, and to contribute to the growth of the community - whether you are a global or local company in Northern Ireland.

NIDC is devoted to inviting everyone interested in tech, from students, to career changers & returners, hobbyists, families, and professionals in the field to join in the event. We pride ourselves on the diversity of our event, with a focus on making it as accessible as we can.



(Below) The highly dedicated volunteer team for NIDC 2022
(Right) A selection of views from the main halls, breakout tracks, exhibitor areas and workshops from NIDC 2022



What can you expect?

A high quality community conference with 750+ attendees.

A great opportunity to promote your company and raise your brand awareness. NIDC will ensure that your brand is seen in-person by attendees and on social media.

A chance for members of your team to speak in front of an attentive audience, whether it be their latest project for the company or a technology they're passionate about.

A chance to connect with the tech community beyond the conference.

Interested in learning more?

Our sponsorship packages offer you a wide range of opportunities adapted to your needs and the level of visibility that you want to reach.

Also, in addition to existing packages, we are open to tailor-made partnerships.

Our Sponsorship Team is available for any questions you may have - please get in touch with us at sponsors@nidevconf.com

