EUROPYTHON

2021
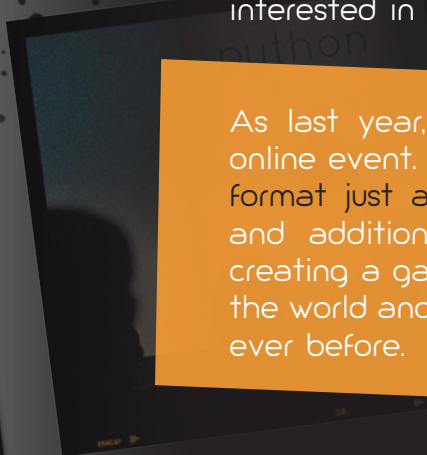
European
Python
Programming
Conference

EURO**PYTHON**
2021

The Largest European Conference for Python

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, one of the largest world-wide. This year, we are celebrating the 20th edition of the conference. With regularly more than 1200 participants, EuroPython is a hub for all programmers, students and companies interested in the Python programming language.

As last year, we will run the conference as an online event. We are aiming at making the digital format just as engaging 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.

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.

Since the first EuroPython in 2002, a great amount of effort has been put into making the annual EuroPython Conference ever more successful. Contributors from all around the world, strive to keep the conference growing both in impact and attendance.

euro
python

Dublin
july 20-26 2020

Last year, despite having to cancel our in-person conference in Dublin due to COVID-19, the community came together and made the first EuroPython Online a raving success. This year, we strive to continue our success and celebrate our love for Python and the 20th anniversary of EuroPython. EuroPython 2021 Online will be a special gathering to demonstrate how well our community is interconnected around the world in the face of the pandemic. 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
2021 Online

Dates and Location

EuroPython 2021 will be held online,
Jul 26 - Aug 1, 2021.

The conference presents a full-featured 7-day programme with high quality talks, top-class keynotes and training sessions for attendees of all levels.

▶ Training Days (July 26-27 Monday and Tuesday): training sessions, tutorials and workshops, accessible to combined-ticket holders only; any sponsor training and community-organised events will be accessible to conference-ticket holders who cannot access other paid training sessions.

▶ Conference Days (July 28-30 Wednesday-Friday): main conference and exhibit days, accessible to all paid conference-ticket holders

▶ Sprint Days (July 31-August 1 Saturday and Sunday): self-organised sprints for Python developers to make quick progress on a project together. The sprint days require registration, but are otherwise free of charge.

Sponsors will be able to use all three Conference Days to get in touch with attendees, run a sponsor exhibit, presentations, demos, games, coding challenges, competitions or book to deliver sponsored talks. Sponsored training sessions can also be booked to take place on the Training Days.

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 parallel 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 Matrix.org server with dedicated text channels. We will embed all the conference videos into the text channels to give our attendees a central place buzzing with engagement and interaction throughout the conference.

Sponsors of Gold and above will not only get a dedicated text channel on our Matrix.org server, these channels will also have audio & video calling services enabled, so you can give presentations or interact with our attendees at any time.

In addition, we know you all miss the in-person exhibit hall. To simulate the experience, we will set up a lounge area on our social platform wonder.me and give our sponsors of Silver and above a dedicated area to interact with our attendees, just like in our in-person booths.

Look no further if you wish to secure a virtual presence of your company in this unique EuroPython Online Edition!

EuroPython 2020 Demographics

EuroPython 2020 was held online. As a result we have had a more diverse reach across the world, than what's possible for the in-person event format due to cost, travel and visa restrictions.

For the EuroPython 2021 online event, we expect to have an even more diverse reach by permitting free stream-only access and by promoting a financial aid program to make it possible for people from lower income countries to join as well.

Attendee Statistics

Total Tickets Sold	1,083	
Male	875	80.80 %
Female	164	15.10 %
Other	6	0.60 %
Unknown	38	3.50 %

Country Distribution

Country	ISO	#Tickets	Percentage
UK	GB	188	17.36%
Germany	DE	144	13.30%
USA	US	76	7.02%
India	IN	69	6.37%
Netherlands	NL	53	4.89%
Ireland	IE	50	4.62%
France	FR	47	4.34%
Switzerland	CH	43	3.97%
Spain	ES	39	3.60%
Brazil	BR	27	2.49%
Poland	PL	25	2.31%
Austria	AT	23	2.12%
Israel	IL	21	1.94%
Italy	IT	19	1.75%
Argentina	AR	18	1.66%
Denmark	DK	14	1.29%
Taiwan	TW	13	1.20%
Romania	RO	12	1.11%
Sweden	SE	12	1.11%
Lithuania	LT	10	0.92%
South Africa	ZA	10	0.92%
Canada	CA	9	0.83%
Czechia	CZ	9	0.83%
Finland	FI	9	0.83%

Country	ISO	#Tickets	Percentage
Russia	RU	9	0.83%
Belgium	BE	7	0.65%
Greece	GR	7	0.65%
Serbia	RS	7	0.65%
Singapore	SG	7	0.65%
Australia	AU	6	0.55%
Japan	JP	6	0.55%
Luxembourg	LU	6	0.55%
Portugal	PT	6	0.55%
Ukraine	UA	6	0.55%
Hungary	HU	5	0.46%
Mexico	MX	5	0.46%
Norway	NO	5	0.46%
Bolivia	BO	4	0.37%
Slovenia	SI	4	0.37%
UAE	AE	3	0.28%
Chile	CL	3	0.28%
China	CN	3	0.28%
Egypt	EG	3	0.28%
Georgia	GE	3	0.28%
Korea	KR	3	0.28%
Nigeria	NG	3	0.28%
Turkey	TR	3	0.28%
Bulgaria	BG	2	0.18%

Country	ISO	#Tickets	Percentage
Belarus	BY	2	0.18%
Colombia	CO	2	0.18%
Cuba	CU	2	0.18%
Isle of Man	IM	2	0.18%
Azerbaijan	AZ	1	0.09%
Bangladesh	BD	1	0.09%
Dominican Republic	DO	1	0.09%
Algeria	DZ	1	0.09%
Ecuador	EC	1	0.09%
Croatia	HR	1	0.09%
Indonesia	ID	1	0.09%
Sri Lanka	LK	1	0.09%
Mauritius	MU	1	0.09%
Malawi	MW	1	0.09%
Malaysia	MY	1	0.09%
Nicaragua	NI	1	0.09%
Peru	PE	1	0.09%
Philippines	PH	1	0.09%
Pakistan	PK	1	0.09%
Saudi Arabia	SA	1	0.09%
Somalia	SO	1	0.09%
Eswatini	SZ	1	0.09%
Viet Nam	VN	1	0.09%

EuroPython 2020 Feedback Form Results

(173 feedback results in total)

Attendee Age Distribution

< 10 years	0	0.00%
10-19 years	4	2.31%
20-29 years	41	23.70%
30-39 years	73	42.20%
40-49 years	33	19.08%
50-59 years	8	4.62%
60-69 years	3	1.73%
> 70 years	1	0.58%

Attendee Python Experience Distribution

< 1 year	10	5.78%
1-2 years	21	12.14%
2-3 years	32	18.50%
4-10 years	66	38.15%
> 10 years	44	25.43%

Attendee Classification

(multiple selections possible)

Attendee	150	86.71%
Speaker	49	28.32%
Volunteer	7	4.05%
Trainer	3	1.73%
Sponsor	8	4.62%
Organizer	2	1.16%

Attendee Job Description (multiple selections possible)

Software engineer	97	56.07%	Educator	9	5.20%	Graduate	1	0.58%
Data Scientist	33	19.08%	Business Consultant	5	2.89%	Infrastructure architect	1	0.58%
Software architect	26	15.03%	Evangelist	5	2.89%	Developer Advocate	1	0.58%
System Admin / DevOps	20	11.56%	Executive	4	2.31%	Auditor	1	0.58%
Freelancer	15	8.67%	Project manager	4	2.31%	Power Systems Engineer	1	0.58%
Hobbyist	14	8.09%	Trainer / Coach	4	2.31%	Data Analyst	1	0.58%
Engineering manager	12	6.94%	Product manager	2	1.16%	Product owner	1	0.58%
Scientist / Researcher	11	6.36%	Data Engineer	2	1.16%	automation engineer	1	0.58%
Student	10	5.78%	CTO	2	1.16%	Video game developer	1	0.58%

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 2021, 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@europython.eu

Become a sponsor and support EuroPython 2021!

Your benefits as a sponsor

Socialising:
Make contact with a vibrant network of innovators

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

Image Cultivation:
Present yourself as a Python-related open-source company

Sponsoring:
Support a great open-source community

Know-How Transfer:
Educate your staff and benefit from the knowledge of the community

Head Hunting:
Take advantage of the conference for recruitment

New Business:
Use the conference to attract new projects

SME 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 10% discount at the Silver level, or
▸ a 20% discount at the Patron level

Team Volume Discount

Attending the conference as a team? We offer the following volume discount as a special thank you.

▸ 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.

For details, please email us at

sponsoring@europython.eu

Sponsorship Main Packages

Engage yourself as a sponsor of this special EuroPython 2021 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.

	KEYSTONE	DIAMOND	GOLD	SILVER	PATRON
Pricing					
Package price (VAT not included)	€12,500.00	€6,500.00	€2,500.00	€1,000.00	€500.00
Availability					
Number of slots available	1	2	unlimited	unlimited	unlimited
Virtual Presence					
Sponsor virtual space in lounge area on social platform (unlimited video chats with attendees, up to 15 people/circle)	☑	☑	☑	☑	–
Dedicated Sponsor Chat Channel (self-organised channel for text chats and video presentations)	☑	☑	☑	–	–
Session Passes					
Complimentary conference session passes	12	8	3	2	–
Conference session passes with 50% discount	12	8	3	1	1
Brand Visibility					
Keynote room named after sponsor	☑	–	–	–	–
Mention in the opening session	☑	☑	–	–	–
Logo on EuroPython talk video overlay (edited videos only)	☑	☑	–	–	–
Logo on social platform's background	☑	–	–	–	–
Logo on EuroPython banners (break slide)	☑	☑	☑	☑	☑
Appreciation banner in live opening and closing sessions	☑	–	–	–	–
Logo on EuroPython website	☑	☑	☑	☑	☑
Logo in the EuroPython digital program guide	☑	☑	☑	☑	☑
Advertisement in program guide	Double page	Double page	Full page	Half page	Half page
Direct marketing					
Video ads (up to 20 seconds)	30%	15%	5%	2%	–
Sponsor blurb (up to 100 words) on Virtual Swag page on the website	☑	☑	☑	–	–
Sponsor logo + promo URL on the Virtual Swag page on the website	☑	☑	☑	☑	–
PDF brochure in Virtual Swag page on the website	☑	☑	–	–	–
Recruiting					
Recruiting session participation	☑	☑	☑	–	–
One recruiting ad on the website	☑	☑	☑	☑	–
One recruiting email to attendees (opt-in)	☑	☑	–	–	–
Sponsored Content (listed on the official schedule) (presenter pass not included)					
Sponsored training slot (3h, optional streaming)	4	2	–	–	–
Sponsored talk (30min)	4	2	1	–	–
Sponsored poster	2	–	–	–	–
Communication					
Sending at most 3 emails to most attendees (opt-in)	☑	–	–	–	–
Blog posts highlighting the sponsor	☑	☑	–	–	–
Questions in the conference feedback form	☑	☑	–	–	–
Promo messages to attendees in chat platform during breaks (short content to be delivered by sponsor)	6	3	2	1	–
Promo messages about any self-organised after hours event	2	1	–	–	–
One tweet to all @europython subscribers	☑	☑	–	–	–
One retweet to all @europython subscribers	☑	☑	☑	☑	–
One reshare to all EuroPython LinkedIn group subscribers	☑	☑	–	–	–

Please contact sponsoring@europython.eu for details.

KEYSTONE
SPONSOR
€ 12,500
Availability: 1

- Logo on EuroPython website, digital program guide, EuroPython banners (break slide and social platform background) and talk video overlay on edited videos

- Mention and appreciation banner in live opening and closing sessions

- The keynote talks room will be named after the sponsor

- Advertisement (2 full pages) in digital program guide

- Attendee Virtual Swag page: logo, blurb (up to 100 words), promo URL and PDF brochure

- 30% of video ads (up to 20 seconds each)

- 12 complimentary named conference session passes

- 12 named conference session passes with 50% discount

- Sponsor virtual space in lounge area on social platform

- Dedicated sponsor chat channel

- Recruiting
    - Participation in the recruiting session
    - 1 recruiting email to attendees (opt-in)
    - Recruiting ad on website

- 4 sponsored training slots (3h each, with optional streaming)

- 4 sponsored talks (30min)

- 2 sponsored posters

- Blog post highlighting the sponsor/interviews about what they do with Python

- 8 promo messages sent on chat platform 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

DIAMOND
SPONSOR
€ 6,500
Availability: 2

- Logo on EuroPython website, digital program guide, EuroPython banners (break slide) and talk video overlay on edited videos

- Mention in live opening session

- Advertisement (2 full pages) in digital program guide

- Attendee Virtual Swag page: logo, blurb (up to 100 words), promo URL and PDF brochure

- 15% of video ads (up to 20 seconds each)

- 8 complimentary named conference session passes

- 8 named conference session passes with 50% discount

- Sponsor virtual space in lounge area on social platform

- Dedicated sponsor chat channel

- Recruiting

    Participation in the recruiting session

    1 recruiting email to attendees (opt-in)

    Recruiting ad on website

- 2 sponsored training slots (3h each, with optional streaming)

- 2 sponsored talks (30min)

- Blog post highlighting the sponsor/ interviews about what they do with Python

- 4 promo messages sent on chat platform 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

DIAMOND

GOLD
SPONSOR
€ 2,500

▸ Logo on EuroPython website, digital program guide, EuroPython banners (break slide)

▸ Advertisement (1 full page) in digital program guide

▸ Attendee Virtual Swag page: logo, blurb (up to 100 words) and promo URL

▸ 5% of video ads (up to 20 seconds each)

▸ 3 complimentary named conference session passes

▸ 3 named conference session passes with 50% discount

▸ Sponsor virtual space in lounge area on social platform

▸ Dedicated sponsor chat channel

▸ Recruiting

      Participation in the recruiting session

      Recruiting ad on website

▸ 1 sponsored talks (30min)

▸ 2 promo messages sent on chat platform during breaks

▸ 1 retweet to all subscribers of @europython

GOLD

SILVER
SPONSOR
€ 1,000

▶ Logo on EuroPython website, digital program guide, EuroPython banners (break slide)

▶ Advertisement (½ page) in digital program guide

▶ Attendee Virtual Swag page: logo with clickable promo URL

▶ 2% of video ads (up to 20 seconds each)

▶ 2 complimentary named conference session passes

▶ 1 named conference session passes with 50% discount

▶ Sponsor virtual space in lounge area on social platform

▶ Recruiting

   Recruiting ad on website

▶ 1 promo messages sent on chat platform during breaks

▶ 1 retweet to all subscribers of @europython

SILVER

EUROPYTHON PATRON
€ 500

- ▶ Logo on EuroPython website, digital program guide, EuroPython banners (break slide)

- ▶ Advertisement (½ page) in digital program guide

- ▶ 1 named conference session passes with 50% discount

Special Sponsorship Packages

In addition to our Main Sponsorship Packages above, we offer these Special Packages:

Financial Aid Sponsor

Many attendees need financial help to be able to attend the conference. EuroPython provides the Financial Aid program for this. But we usually have far more requests than what we can cover, so we'd really appreciate more sponsors stepping up to help.

By signing up as Financial Aid sponsor for at least EUR 2,000, you'll get:

▶ a mention on the website
▶ a mention in a blog post on Financial Aid
▶ a mention in the emails sent out to Financial Aid recipients

Community Sponsor

EuroPython's community is its beating heart. You can help by supporting participation at the conference, through funding their tickets.
We are calling upon our sponsors to actively seek participants and take the initiative to help fund their tickets.

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 ticket purchase. It is completely up to you how you want to distribute the tickets to support the community!

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

Additional Sponsorship Options

In addition to our Main Sponsorship Packages and Special Packages, we offer these very prominent advertisement options that are not associated with any of the packages above. They can be booked separately as either stand-alone advertisements or an extra on top of your package.

Please check with our sponsor team at

sponsoring@europython.eu

for availability.

Conference AV system sponsor ▶	€3,000.00	incl. system costs
Conference Chat system sponsor ▶	€3,000.00	incl. system costs
Sponsored training ▶	€1,250.00	incl. 1 conference pass
Sponsored talk ▶	€1,250.00	incl. 1 conference pass
Sponsored business poster ▶	€500.00	no pass included
Sprints sponsor ▶	€2,000.00	incl. system costs
Track room named after sponsor ▶	€1,000.00	per room

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

Flexibility

Don't see a package that suits your needs? Do you have a unique idea? If you want to support EuroPython 2021, 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@europython.eu

Overview of Options and Benefits

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

Advertisement 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.

Appreciation banner in live opening and closing sessions

A thank-you scrolling text displayed as part of the graphics of the livestream at the opening and closing sessions.

Conference AV system sponsor

By sponsoring the chosen system on which we run the online conference and covering the cost, your logo will appear as an official conference AV system sponsor on our website.

Conference chat system sponsor

By sponsoring the chosen chat system and covering the cost, your logo will appear as an official conference chat system sponsor on our website.

Conference session pass

A complimentary conference ticket, which gives free access to your employees to staff your chat channel and virtual space in the lounge area, give a talk, do a demo, participate in the recruitment session, or just attend the program for their continuing development.

Conference session pass with 50% discount

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

Dedicated sponsor chat channel

A dedicated AV enabled chat channel named after your company on the conference chat server. We will set up the channel for you before the conference and give you permission to manage it during the conference. You not only can use the text chat to interact with attendees, but also take advantage of the audio and video call feature to give presentations, talks, host coding sessions or network with interested attendees. You can self-organise exciting activities to attract more attention.

Logo on EuroPython banners

Your logo will appear on the EuroPython banner on the slides during breaks.

Logo on EuroPython talk video overlay

Your logo will appear on the edited EuroPython videos that will become publicly available after the conference.

Logo on social platform's background

Your logo will appear on the background of the chosen social platform where attendees mingle and network.

Logo on website and program guide

Your logo and a website link will appear on our website https://ep2021.europython.eu/, and in the digital Program Guide we'll make available for download.

Opening session

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

Promo messages to attendees in chat platform

You will submit short promo messages of a couple of sentences each, so an organiser can post them on your behalf in our chat system during the conference. These conferences can be generic or timed to your specific events.

Promo messages about self-organised after-hours event

If you want to organise any after-hours event and gain more traction with attendees, you can submit a short message so an organiser can post them on our chat system on your behalf, provided your sponsorship package includes this.

Recruiting ad on website

Your job advertisement will be on the Job Board Page of the website: https://ep2021.europython.eu/sponsor/job-board/.

Recruiting email to attendees

One 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, you can provide a brief company presentation, followed by recruiting discussions and CV evaluation. This will take place as part of the official conference program.

Sponsored poster

You get to show a poster as part of the official conference program (Wednesday to Friday).

Sponsored talk (30')

You get one talk slot of 30 minutes as part of the official conference program (Wednesday to Friday).

Sponsored training (3h)

You get one training slot of 3 hours as part of the official conference training program (Monday and Tuesday).

Sprints sponsor

Your logo will appear as an official sprint sponsor on our website.

Track room sponsor

One of our conference tracks will be named after your company.

Tweet and retweet to all @europython subscribers

If your package includes a tweet, you get to suggest a single tweet, which we'll then send to the followers of our @europython. If your package includes a retweet, a single retweet of one of your tweets will be sent to the followers of our @europython Twitter account.

Video ads

Ad video files in MP4 format of 720p or 1080p resolution, each up to 20 seconds long. Depending on your sponsorship level, the number of times we will play your company's videos will be reflected on the allocated percentage in your package. These promotional ads will be shown during the breaks of the main conference days. You can submit different ad files to be played in these ad slots. Or alternatively, the same file will be played multiple times.

Video editing sponsor

By sponsoring the video editing and covering the cost, your logo will appear as an official conference video editing sponsor on our website.

Virtual space on social platform

A virtual space where every attendee can move around, meet and have video chats with each other. On the social platform, hallway tracks, lounge areas, info-desk and exhibit hall will all be simulated. You will be given a dedicated area so that attendees can pop in to chat with you, similar to a booth. You can form a chat circle with up to 15 people at a time, but the amount of chat circles is unlimited. It is also possible to do a quick demo/presentation within the circle, but it is recommended to use the dedicated sponsor chat channel for better video quality.

Virtual swag

This is a digital swag bag that can be one or more of the following depending on the package level: sponsor blurb (up to 100 words of company introduction); a PDF file (that showcases the company and adds any promotional material); sponsor logo with promo URL (embedded in the logo to direct attendees to your marketing campaign). These will be listed on a Virtual Swag page on EuroPython's website.

EUROPYTHON

2021
Jul 26–Aug 1
Online

https://ep2021.europython.eu/

https://blog.europython.eu/