



**craft
hub**

CONFERENCES

2023

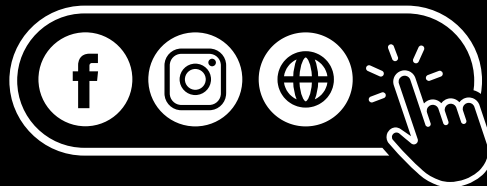


TABLE OF CONTENT

Roadmap

Portfolio

Reachable goals

Conference Brands

Pricing





Package options

Onsite product demo & workshop

Multiple sponsorship discount

Previous sponsors

ROADMAP

2023	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII
Conferences												
Multi-sponsored hackathons												
Custom hackathon or developer competition		X							X	X		

HYBRID

PORTFOLIO

CraftHub is an organization that makes knowledge available, helps communities to improve their skills, and continuously develops it. Today, we are a multifaceted IT event management company with a diverse portfolio.

CONFERENCES

Multi-sponsored:

CraftHub annually organizes: Craft, Stretch Crunch, Amuse, Impact

Customized (Powered by):

Since 2018 we are organizing custom conferences like Reinforce AI

Covered Topics:

Software development, Product, AI, Data, UX, Management

HACKATHONS

Multi-sponsored:

CraftHub yearly organizes multi-sponsored hackathons such as Hack&Heal, CraftHack, JunctionX Budapest

Customized:

We also organize custom made hackathons and ideathons for clients like DT-ITS, Bosch, Thyssenkrupp or Yettel

OTHER

Out of the box:

Under the category of tech related events we also organize:

- Ideathons
- Workshops
- Meetups
- In-house hackathons
- Developer competitions
- ...

Anything where IT related knowledge is shared with others.

WHY BECOME A SPONSOR?



Branding

Increase the online presence with awareness opportunities (PPC campaign impression, social presence, newsletters)



Recruitment

Reaching the most outstanding engineers and computer scientists. Talk about your company and its open positions and answer their questions near your sponsor booth.

Employer branding

Strong employer branding and potential recruitment activity among the senior generation. Even if they are not actively looking for a change they must list your company when time comes.

Software demo/sales

Our attendees are mix of users and decision makers. They can get to know and try out your product at your booth or through a workshop during the conference. You can even offer trial periods to all attendees and ask for their feedback.

WHY DELEGATE ATTENDEES?



Team building

For years, several companies organized team-building sessions around our conferences where they bring in colleagues from international departments to interact with each other in addition to delivering high-quality presentations.

Networking

All conferences are international events with world-known speakers from all around the world. At these events all participants have the opportunity to talk to these experts, learn from them and learn about their careers, motivations and paths to success in their field.

Self improvement

The conferences will introduce new perspectives and topics that will help participants to work more effectively in their daily tasks.



craft

SOFTWARE DELIVERY CRAFT MATTERS

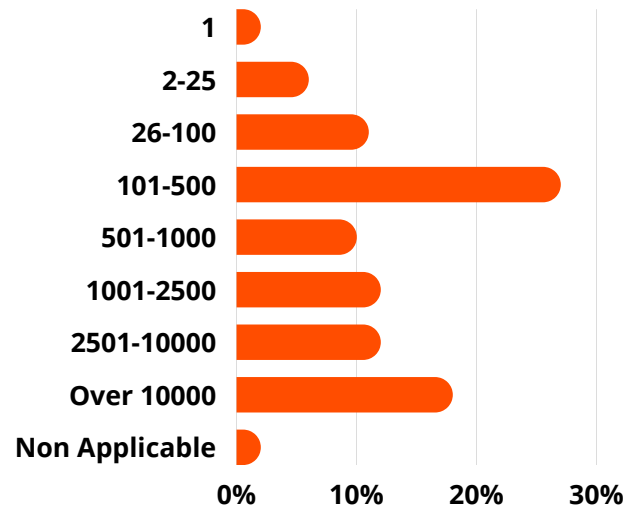


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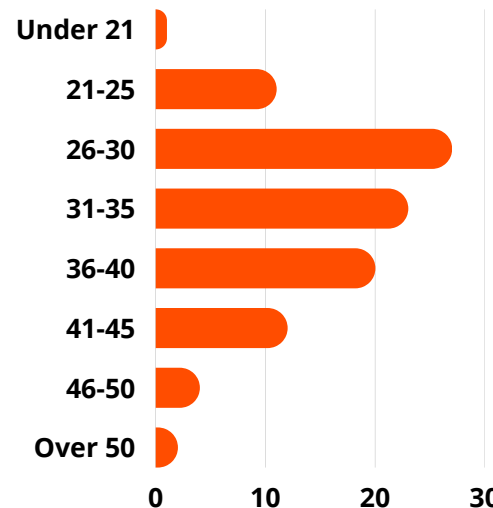
2022 IN NUMBERS

[HYBRID EVENT]

Company sizes



Age



Job title

Software Engineer	56.1%
Engineering Leadership	21.9%
Business Operation	6.6%
Software Architect	5.7%
Product	6.1%
Other	3.6%

TOP Countries:



Aftermovie:



compass
TECH SUMMIT

5-6 OCTOBER // BUDAPEST

5IN1 CONFERENCE

1500+ Attendees

5 Topics

Same date, same venue

Common sponsor and catering area

Separated stages



AI CONFERENCE

AI & ML



DATA CONFERENCE

DATA



UX CONFERENCE

UX/ UI



PRODUCT CONFERENCE

PRODUCT



LEADERSHIP AND MANAGEMENT CONFERENCE

IT MANAGEMENT
& LEADERSHIP

OCTOBER

crunch & amuse & impact

DATA CONFERENCE

UX CONFERENCE

PRODUCT CONFERENCE



&

&

REINFORCE
AI CONFERENCE

stretch

LEADERSHIP AND MANAGEMENT CONFERENCE

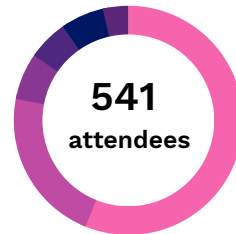
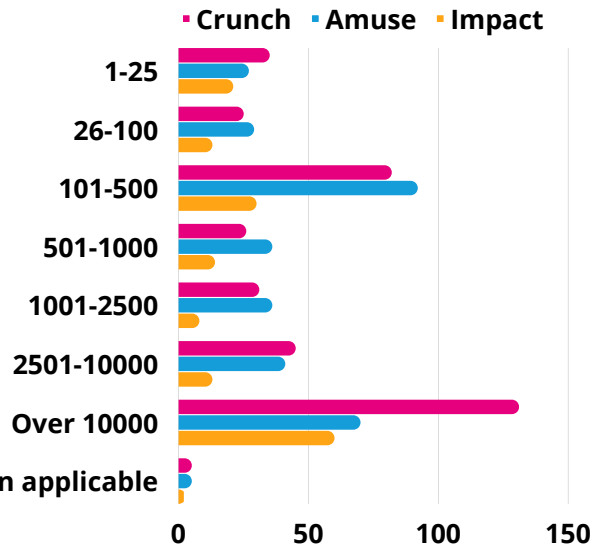


OCTOBER

2022 IN NUMBERS

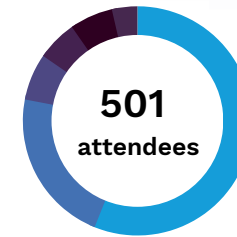
[HYBRID EVENT]

Company sizes

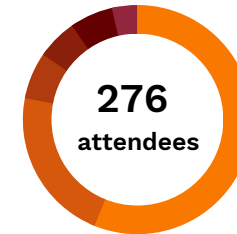


Job title

Software Engineer	21%
Data Engineer	14%
Data Scientist	13%
Data Analyst	13%
Team/tech Lead	8%
Other	6%
Executive	6%
Management	5%
BI Analyst	4%
HR	4%
Product	3%
Consultant	1%
ML Engineer	1%
Analytics Engineer	1%

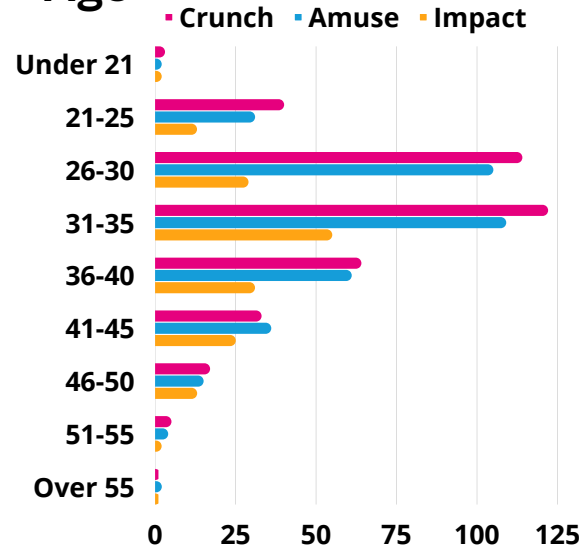


Designer	48%
Software Engineer	13%
Design Lead/Manager	11%
Executive	8%
Business Operation	7%
Researcher	7%
Product Manager	3%
Other	2%
Data specialist	1%



Product Management	33%
Executive	22%
Business Operation	13%
Engineering	11%
Business Analyst	8%
Delivery Manager	4%
UX	4%
Product	3%
Data Analyst	1%
Other	1%

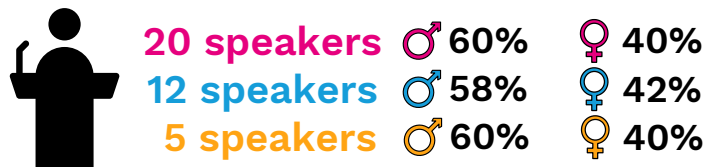
Age



TOP Countries:



Aftermovie:

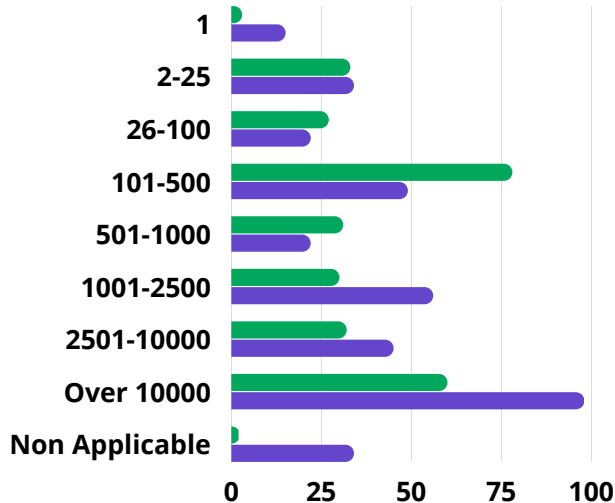


2022 IN NUMBERS

[HYBRID/ONLINE EVENT]

Company sizes

Stretch Reinforce



Stretch

Engineering Leadership	31%
Business Operation	21%
Top level management	16%
Product	14%
Software Engineer	13%
Agile Coach	3%
Other	2%

Job title

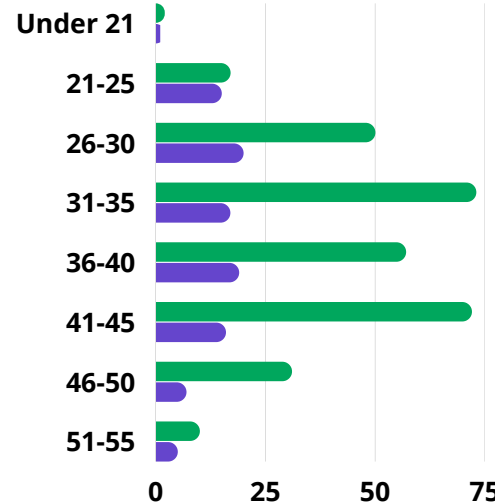
Reinforce

Software Engineer	40%
Engineering Leadership	13%
Product	13%
Business Operation	12%
Data Scientist	12%
Other	10%



Age

Stretch Reinforce



Stretch TOP Countries:



Reinforce TOP Countries:



Stretch Aftermovie:



Reinforce Aftermovie:



14 speakers  57%  43%

18 speakers  78%  22%

PRICING

CONFERENCES

POWERED BY

DIAMOND

PLATINUM

GOLD

SILVER

BRONZE

 <p>craft</p> <p>SOFTWARE DELIVERY CRAFT MATTERS</p>	Unique price	€24.500 Max. 2	€17.000 Max. 4	€11.000 Max. 8	€7.500 Max. 7	€3.500
 <p>compass TECH SUMMIT</p> <p>5-6 OCTOBER // BUDAPEST</p>	Unique price	€24.500 Max. 2	€17.000 Max. 4	€11.000 Max. 8	€7.500 Max. 7	€3.500

PACKAGES INCLUDE



Packages		Diamond	Platina	Gold	Silver	Bronze
Onsite (Offline)	Sponsor booth type	Custom	Custom	Standard	Standard	-
	Sponsor booth size	2x6m	2x4m	2x3m	2x2m	
	Consulting for creative appearance	✓	✓	-	-	-
	Talk on the innovation stage (30-45 min.)	✓	✓	-	-	-
	Onsite product demo workshop at the conference (up to 2 hours)	✓	✓	-	-	-
	Eligible to bring special attraction to booth	✓	✓	✓	-	-
	TV	✓	✓	✓	✓	-
	QR Code reader to scan badges	3 pcs	2 pcs	1 pcs	1 pcs	-
	Coffee break sponsorship (lunch break + extra branding possibility)	✓	-	-	-	-
	Coffee break sponsorship (short break)	-	✓	-	-	-
Online	Hopin online booth	Large	Medium	Small	Small	-
	Hopin message about your booth activity	✓	✓	✓	✓	-
Tickets	Free sponsor tickets (staff or attendee)	10 pcs	7 pcs	4 pcs	3 pcs	1 pc
	Purchasable early bird ticket quota	75 pcs	50 pcs	30 pcs	20 pcs	10 pcs

PACKAGES INCLUDE



Packages		Diamond	Platina	Gold	Silver	Bronze
Branding	Sponsor image video played once on main stage	1,5 min.	1 min.	0,5 min.	-	-
	Promo slide on info-screen	2 slides	1 slide	1 slide	-	-
	Logo on conference website	✓	✓	✓	✓	✓
	Logo next to MC at opening and closing	✓	✓	✓	-	-
	Logo at the end of the aftermovie	✓	✓	✓	✓	✓
	Logo after each recorded video	✓	✓	✓	✓	✓
	Logo on badge	✓	✓	✓	✓	✓
	Logo on info-screens	✓	✓	✓	✓	✓
	Can place useful swag in welcome bag	✓	✓	✓	✓	✓
	Logo on welcome bag	✓	-	-	-	-
Communication	Number of Twitter, Facebook and LinkedIn posts (same number on each media)	3 pcs	2 pcs	1 pc	1 pc	-
	Participating in pre-event email about booth activity	✓	✓	✓	✓	-
	Participating in pre-event job post email sent to open for job attendee list	✓	✓	✓	✓	
	Message in pre-event email	✓	-	-	-	-
	Message in post-event email	✓	✓	-	-	-
Attendee contacts	Offline booth visitors who allowed you to scan their badge	✓	✓	✓	✓	-
	Online sponsor booth visitors who played their game in the booth	✓	✓	✓	✓	-
	Full opt in attendee list (who said yes to sponsor contact)	✓	-	-	-	-

ADD-ON OPTIONS



Talk on innovation stage (30-45 min.)	€2500
Party sponsorship - Max. 1	€8000
Charging station sponsorship - Max. 1	€2000
Small Stage sponsorship (name, brand colors, 1 logo)	€6000
2nd largest Stage sponsorship (name, brand colors, 1 logo)	€9000
Staff is wearing branded T-Shirt for 1 day	€3500
Product demo workshop (up to 2 hours) - Max. 3	€3000
Artisan coffee + barista (one day)	€4000
Message in pre & post-event emails - Max. 3	€3000
Logo on attendees' welcome bag - Max. 3	€5000
Opt in attendee list (who are open for job opportunities)	€7500
Speaker dinner sponsorship - Max. 1	€5000
Extra attraction	Unique price
Diversity sponsorship Facebook campaign	€4000 + 10 early bird tickets

We wish to support members of underrepresented groups!

DIVERSITY SPONSORSHIP

We give voice to our support. Each package includes a €450 Facebook campaign with a creative that communicates your brand as driver of the given diversity program. The campaign runs for 2-3 weeks. Applicants can opt in to share their email address with your company. Selection process is up to the sponsor. Brochure with further details available!

An average campaign can reach

-  40.000 Impressions
-  1000 Clicks
-  20-60 Participants

ADD-ON OPTIONS

Extra attractions



Artist

€3000 NET

- Welcome drink giveaway from a tissue - 25 minutes
- Fire juggler (outside) - 12 minutes
- Artist show - 5 minutes



Circus carousel

€3000 NET



Travelling funfair

TBC



SOFTWARE DELIVERY CRAFT MATTERS



combined offer

Package	Craft price	Challenge price	Brand+ price	Craft & Challenge	Craft & Brand+
Diamond	€24.500	€8.000 €3.200	€5.000 €2.000	€27.700	€26.500
Platina	€17.000	€8.000 €4.000	€5.000 €2.500	€21.000	€19.500
Gold	€11.000	€8.000 €4.800	€5.000 €3.000	€15.800	€14.000
Silver	€7.500	€8.000 €6.400	€5.000 €4.000	€13.900	€11.500
Bronze	€3.500	€8.000	€5000	€11.500	€8.500

CraftHack is not considered a separate event if it is purchased in combined offer with Craft Conference, and therefore does not qualify for the quantity discount in addition to the discounts above.

ADD-ONS IN PICTURES

INNOVATION STAGE



COFFEE SPONSOR



WORKSHOP



EXTRA ATTRACTIONS



OFFLINE BOOTHS

CUSTOMIZED



We provide (optional):

- A table with colourful logo on the front side
- 2 chairs
- QR code reader
- 1 TV

THIS PICTURE IS JUST AN EXAMPLE. THE BOOTH IS CUSTOMIZABLE BY YOUR TEAM. BOOTH SIZE VARY BY PACKAGE!

STANDARD



We provide:

- A table with colorful logo on the front side
- White background with black logo above
- 2 chairs
- QR code reader
- 1 TV

BOOTH SIZE AND FURNITURE VARY BY PACKAGE!

Gold booth and background are bigger.

OFFLINE BOOTHS IN PICTURES

CUSTOMIZED

STANDARD

DIAMOND



GOLD



PLATINUM



SILVER



ONSITE PRODUCT DEMO & WORKSHOP

"SILENT"



- For intense product demo
- Remote, silent location
- Capacity: 15-25 people / session

"CENTERED"



- For informal shorter sessions (4 x 0,5 hours)
- Centered location in the middle of the sponsor area
- Capacity: 10-12 people / session

MULTIPLE SPONSORSHIP DISCOUNT

SPECIAL PRICES FOR SPECIAL SPONSORS



ONLY APPLIES: Conferences at least Silver (only for the package, not for the add-ons)
Hackathons at least Brand+ level | Customized events (Hackathon or Conference)

Please note! CraftHack hackathon is not a separate event if purchased as a combined offer with Craft Conference.

TRUSTED BY



CONTACT US

If you have ideas that you think would make a conference even more fun, let's talk about it!
Reach out in case of any questions!



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Sales related questions

Are you interested in hackathons and conferences?
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