craft
hub

# Sponsorship Brochure

## 2025 H1

**Get in touch with us!**
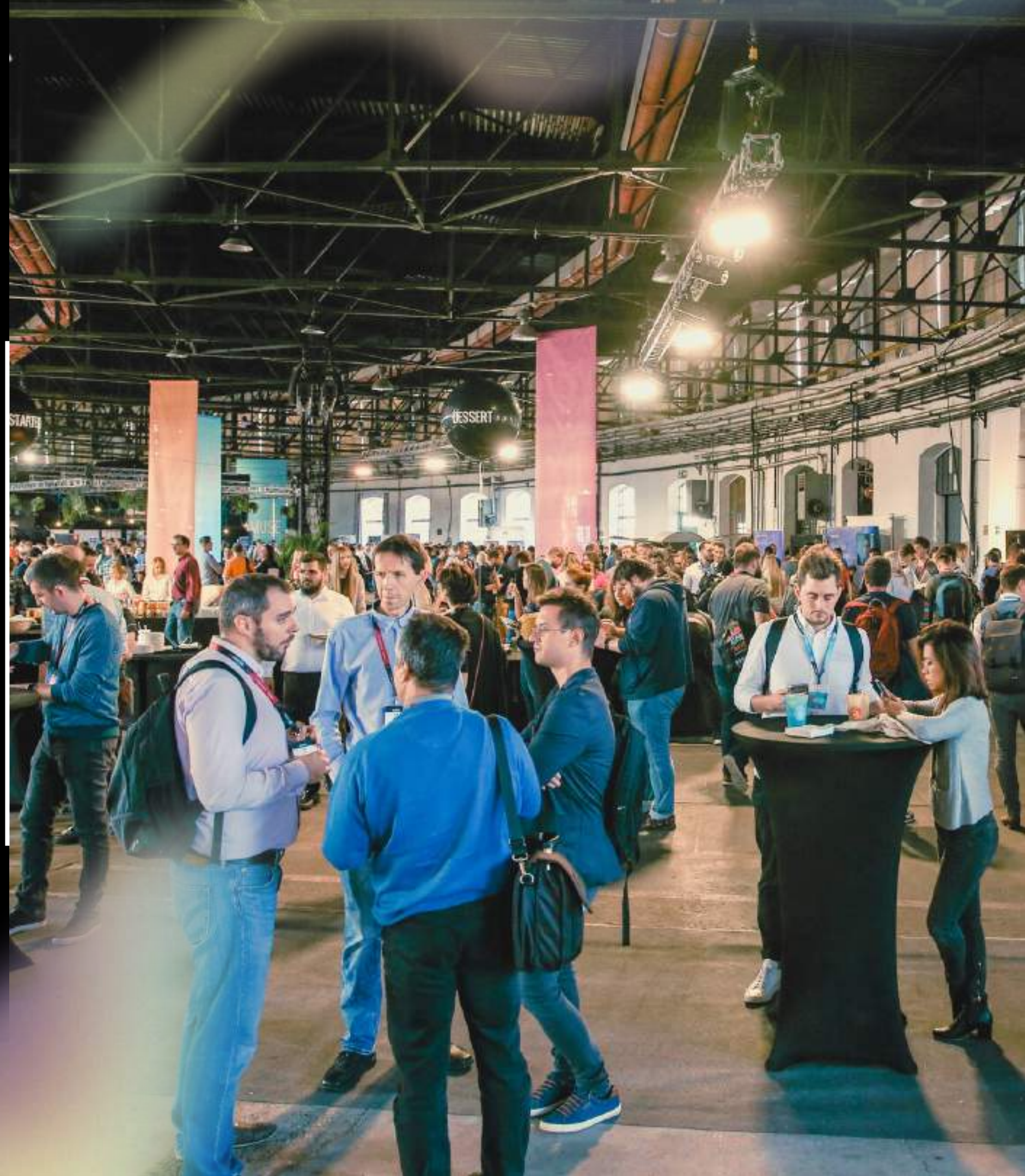
# List of contents
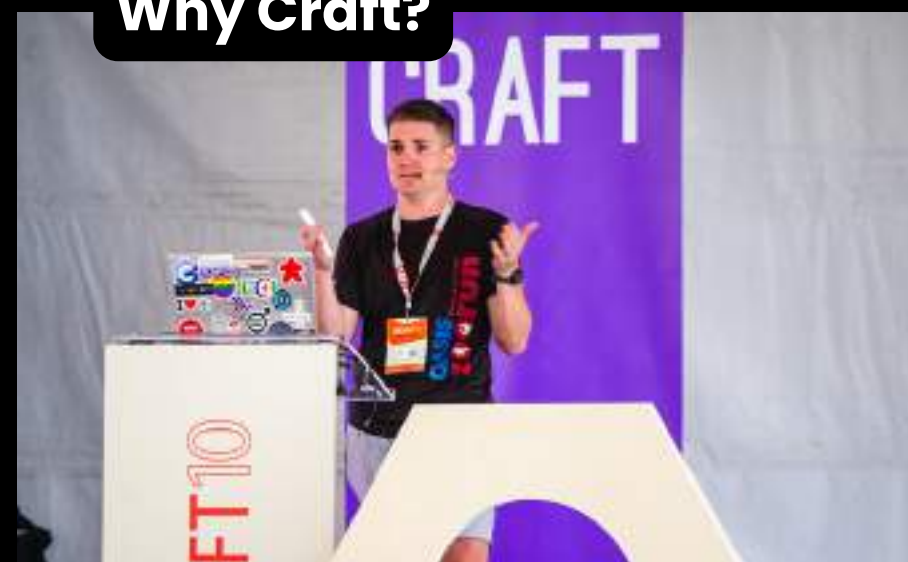
**About CraftHub**



**Craft Conference**



**Portfolio**



**Why Craft?**



**Conference prices**

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# Who we are?

CraftHub is a multifaceted **IT event management company** with a diverse portfolio of **conferences, hackathons, developer competitions, meetups and workshops** both online and offline. A hub that makes knowledge available and helps tech crafters continuously improve their skills.

## CHECK OUT WHAT WE DO



CraftHub Showreel Video | Where Tech Events Begin | 2...

WHERE TECH EVENTS

Watch on YouTube

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**4** years    **16+** events    **14k+** participants    **400+** speakers



# WANT TO BE PART OF IT?

Get in touch!

● event participants

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# Portfolio

## CONFERENCES

### Multi sponsored

**Annually organized events**: Craft and Compass Tech Summit or its replacing Sessions under the topics: AI & ML, Data, UX & UI, Engineering leadershipce

### Customized (Powered by)

We are organizing custom conferences **on demand** like Reinforce AI powered by Ericsson between 2018 and 2022

Covered Topics: Software development, Product management, AI & ML, Data, UX & UI, Engineering leadership

## COMPASS SESSIONS

### Customized (Powered by)

2024 fall we're organizing several mini conferences with multiple speakers from Hungary and abroad.
Covered topics: AI, Data, UX, Software, Leadership

## HACKATHONS

### Customized (Powered by)

We organize custom-made hackathons and ideathons for clients like **DT-ITS**, **Bosch**, **Thyssenkrupp**, **Yettel**, or **K&H Hack3**

In-house hackathons: We also organize internal hackathons for you and your team.
Powered by hackathons: We offer our services to create a personalized hackathon for our partners

## OTHER EVENTS

Under the category of tech related events we also organize:
- Ideathons
- Workshops
- Meetups
- In-house hackathons
- Developer competitions
- Etc.

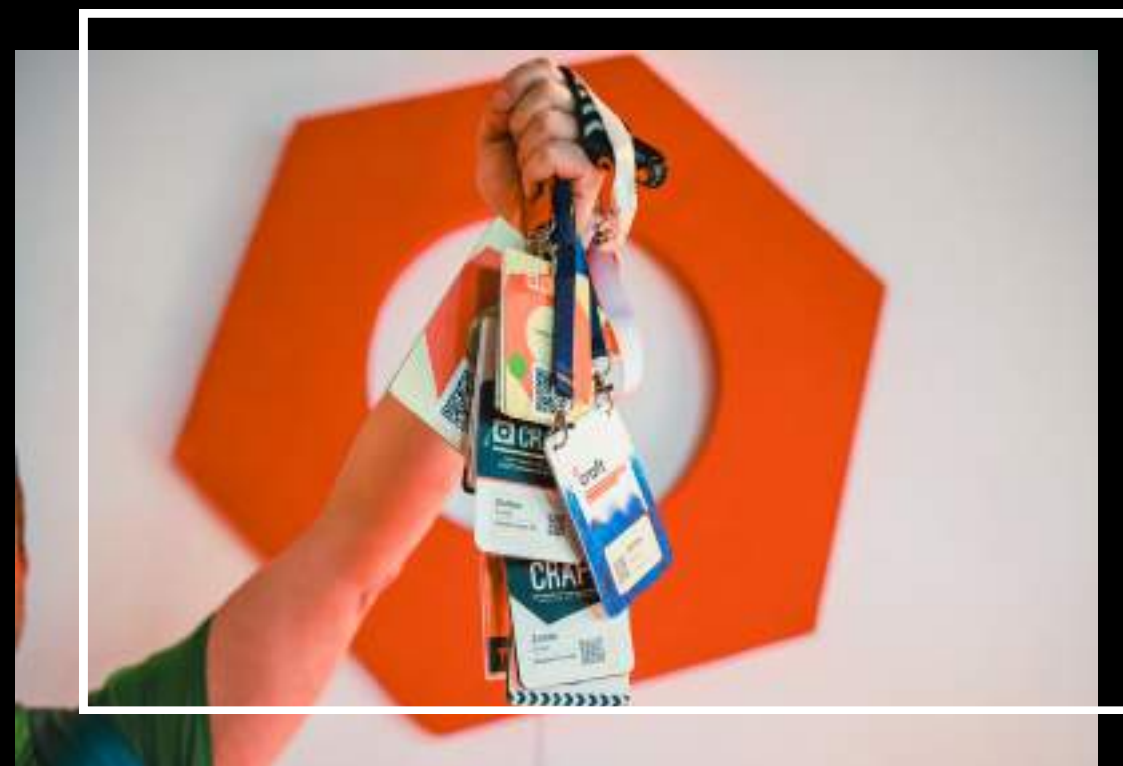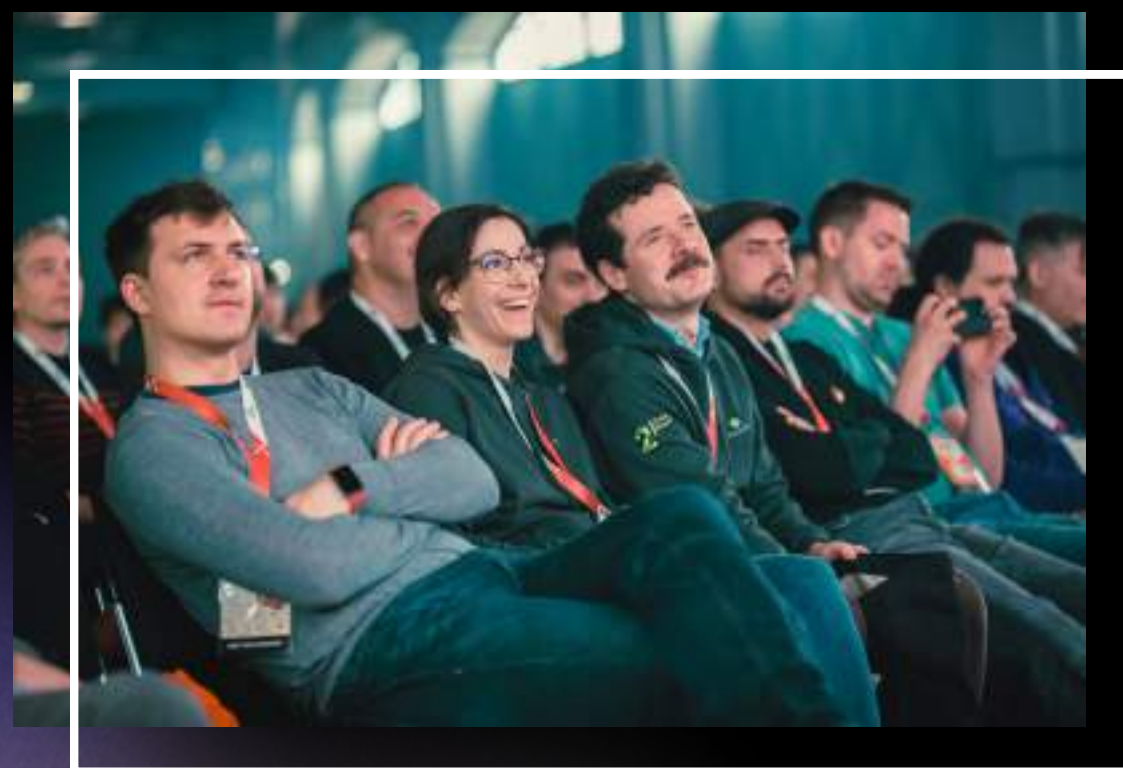**Anything where IT related knowledge is shared with others.**

## YOU'VE GOT AN IDEA?

**Share with us!**

# Craft Conference

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# Why become a conference sponsor?

## Recruitment Advantage

### UNCOVER YOUR FUTURE TEAM AMONG INDUSTRY ELITES AS A SPONSOR!

Elevate your talent acquisition strategy by sponsoring our event! Gain unparalleled access to a pool of senior-level tech professionals and rising stars both locally and internationally. Engage in meaningful conversations at your info booth, identify potential recruits who align with your company's vision, and establish lasting connections. As a sponsor, you're not just attending – you're curating your future team.

## Employer Branding Enhancement

### CULTIVATE YOUR COMPANY CULTURE FOR A GLOBAL AUDIENCE!

Elevate your employer branding efforts through event sponsorship, capturing the attention of an audience receptive to remote positions and relocation opportunities. Showcase your company's values and culture, demonstrating your commitment to providing an inclusive and flexible work environment. Attract exceptional talent that aligns with your forward-thinking ethos, wherever they may be.

## Software Demo and Sales Showcase

### UNVEIL INNOVATION, DRIVE SALES, AND GATHER INSIGHTS!

As a sponsor, you have the privilege of presenting your software's potential to a dynamic mix of users and decision-makers. Engage attendees at your booth or through workshops, allowing them to explore and experience your product firsthand. Elevate your sales strategy by offering trial periods to all attendees, gathering valuable feedback that informs your product's evolution. This multi-faceted approach ensures not only sales growth but also a deeper understanding of your target audience's needs

**Click to find out more!**

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# Why delegate attendees?

## Strengthen your team (Team-building) 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.



## Make Business Relationships (Networking)

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



## Know about the latest trends (Self-improvement)

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

WOULD YOU BUY TICKETS FOR 5+, 10+ COLLEAGUE? WANT TO GET THE BEST DEAL?
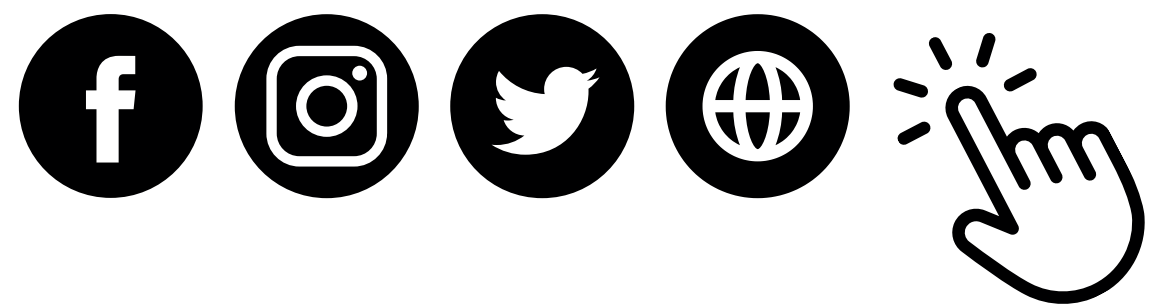
**Contact us so we can help!**

# Conferences

## IN NUMBERS

# craft

2025 MAY 29-30

CRAFT 2023

# Last event in numbers

80% ♂ ━━━━━━━━━ ♀ 20%

60% 🇭🇺 ━━━━━━━━━ 🌍 40%

## TOP Countries:

🇭🇺 🇷🇴 🇩🇪 🇺🇸 🇦🇹 🇳🇴 🇷🇸 🇸🇰

## Age

| | |
|---|---|
| Under 21 | |
| 21–25 | |
| 26–30 | |
| 31–35 | |
| 36–40 | |
| 41–45 | |
| 46–50 | |
| 51–55 | |
| Over 55 | |

0%  5%  10%  15%  20%  25%

**1750 attendees**

### Job title

| | |
|---|---|
| 34% | Software Engineer |
| 15% | Senior Engineer/ Lead Engineer/ Principal Engineer |
| 10% | Engineering Manager/ Team Lead |
| 9% | Architect (Technical/ Solution) |
| 4.1% | Senior Management (VP, CTO, CIO, Director) |
| 27.9% | Other |
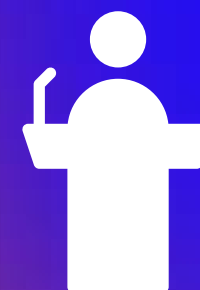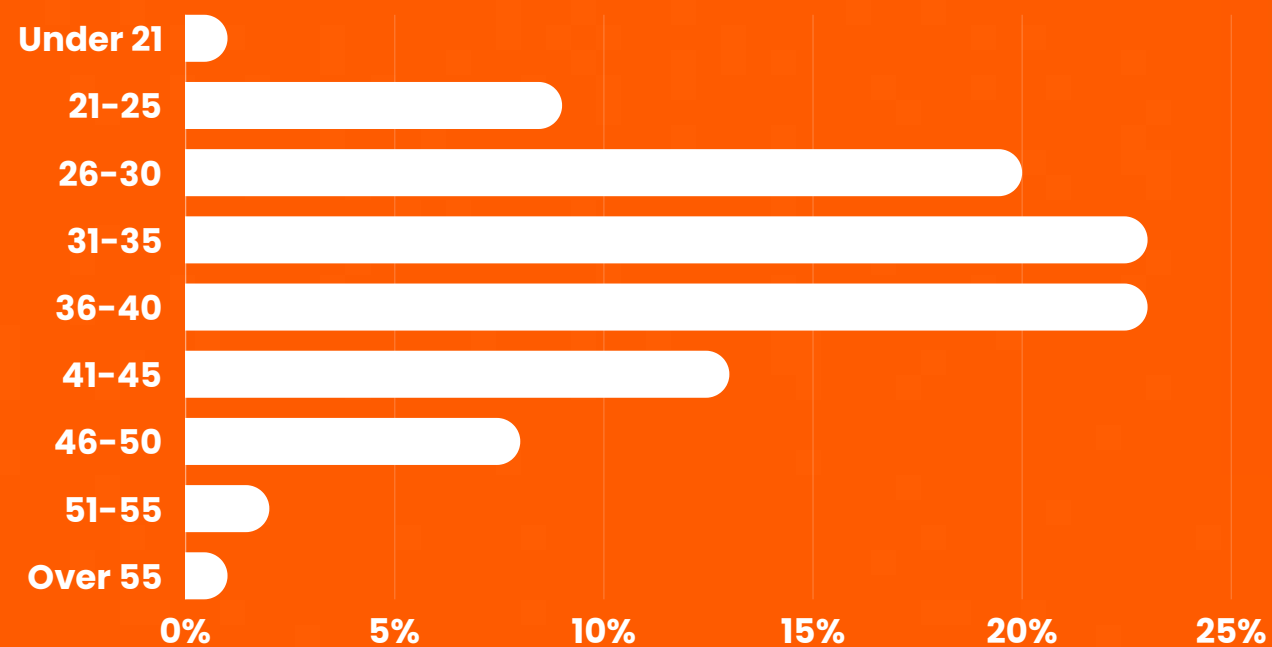
**93 speakers**
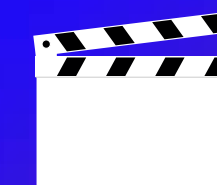
Aftermovie

Pictures

# Pricing

| | Diamond | Platinum | Gold | Silver | Bronze |
|---|---|---|---|---|---|
| Net | 28 990 € | 20 990 € | 12 990 € | 9 990 € | 3 990 € |
| Maximum (pcs) | 1 | 4 | 15 | 10 | unlimited |

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# On-site presence

Apart from the Bronze package and our Media Partners, all sponsors get the chance to participate at the conference and meet the conference participants through a variety of activities, such as sponsor booths, talks, workshops, fun activities and more.

## Sponsor booth

### Diamond

**Customized, 2x6 m area**



**Optional** semi circular (165x60x100 cm) desk with 2 bar stools/chairs, 1 TV (+1 optional), 3 QR readers to scan badges

Possibility to bring special attraction apart from the rollup

### Platinum

**Customized, 2x4 m area**



**Optional** semi circular (165x60x100 cm) desk with 2 bar stools/chairs, 1 TV (+1 optional), 2 QR readers to scan badges

Possibility to bring special attraction apart from the rollup

### Gold

**Standard, 2x3 m area**



Rectangle (150x70x90 cm) desk with 2 chairs, 1 TV and standard white background with black and white logo, 1 QR reader to scan badges

Possibility to bring special attraction apart from the rollup

### Silver

**Standard, 2x2 m area**



Square (100x100x83 cm) desk with 2 chairs, 1 TV and standard white background with black and white logo, 1 QR reader to scan badges

Can bring a rollup

# Packages include

| | Diamond | Platinum | Gold | Silver | Bronze |
|---|---|---|---|---|---|
| **Sponsor booth** | Customized, 2x6 m area | Customized, 2x4 m area | Standard, 2x3 m area | Standard, 2x2 m area | — |
| **Desk type** | Optional semi circular (165x60x100 cm) desk with 2 bar stools/chairs, 1 TV (+1 optional), 3 QR readers to scan badges | Optional semi circular (165x60x100 cm) desk with 2 bar stools/chairs, 1 TV (+1 optional), 2 QR readers to scan badges | Rectangle (150x70x90 cm) desk with 2 chairs, 1 TV and standard white background with black and white logo, 1 QR reader to scan badges | Square (100x100x83 cm) desk with 2 chairs, 1 TV and standard white background with black and white logo, 1 QR reader to scan badges | — |
| **Talk on the innovation "silent" stage (30 min talk + 15 min Q&A) - free ticket for the speaker** | ✔ | ✔ | Purchasable | Purchasable | — |
| **Workshop** | 2-hour-long | 1-hour-long | — | — | — |
| **Extra ticket for the Workshop speaker(s)** | 2 pcs | 1 pc | — | — | — |
| **Possibility to host a workshop in connection with the event** | ✔ | ✔ | ✔ | — | — |

# Packages include

| | Diamond | Platinum | Gold | Silver | Bronze |
|---|---|---|---|---|---|
| **Participation in stamp collection activity** | ✓ | ✓ | ✓ | — | — |
| **Possibility to participate in the raffle** | ✓ | ✓ | ✓ | — | — |
| **Online event platform booth** | ✓ pro | ✓ pro | ✓ | ✓ | — |
| **Full opt in attendee list** | ✓ | — | — | — | — |
| **Offline booth visitors** | ✓ | ✓ | ✓ | ✓ | — |

\* Sponsors will receive contact details of attendees who provide consent through badge scanning. Our process aligns with GDPR regulations in the EU.

# Packages include

| | Diamond | Platinum | Gold | Silver | Bronze |
|---|---|---|---|---|---|
| **Tickets** | 10 free sponsor tickets (staff or attendee)<br><br>75 tickets purchasable on early bird price | 7 free sponsor tickets (staff or attendee)<br><br>50 tickets purchasable on early bird price | 4 free sponsor tickets (staff or attendee)<br><br>30 tickets purchasable on early bird price | 3 free sponsor tickets (staff or attendee)<br><br>20 tickets purchasable on early bird price | 1 free sponsor ticket<br><br>10 tickets purchasable on early bird price |
| **Message in online event platform invite email** | ✓ | — | — | — | — |
| **Message in one of our post-event emails** | ✓ | ✓ | — | — | — |
| **Open positions in pre-event relevant opt in job post / product introduction email sent to attendees** | 3 open positions or product | 2 open positions or product | 1 open position or product | — | — |
| **Participating in pre-event email about sponsor giveaway prizes** | ✓ | ✓ | ✓ | — | — |
| **Posts** (Twitter, Facebook and LinkedIn) | 3 posts/platform | 2 posts/platform | 1 post/platform | 1 post/platform | — |

# Packages include

| | Diamond | Platinum | Gold | Silver | Bronze |
|---|---|---|---|---|---|
| Logo on conference website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on Stream layout | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo at the end of the aftermovie | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo after each recorded video | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on badge | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo on stage at the opening and closing | ✓ | ✓ | ✓ | — | — |
| Promo slide on info-screen in the sponsor arena | 2 promo slides | 1 promo slide | 1 promo slide | — | — |
| Sponsor video played once on main stage | 1,5 min long | 1 min long | 0.5 min long | — | — |

# Packages include

| | Diamond | Platinum | Gold | Silver | Bronze |
|---|---|---|---|---|---|
| **Eligible to branded meals & put out branded flyers on tables during 1 lunch break (at your own cost)** | ✓ | — | — | — | — |
| **Customized coffee rings** | 1 of the lunch breaks | 1 of the coffee breaks | | | |

## WANT TO GET AN EVEN BETTER LOOK?

**Choose Add-on options!**

# Add-on options

| | |
|---|---|
| **Workshop** | 3.000€ |
| **Innovation stage** | 3.500€ |
| **Party** | 8.000€ |
| **Diversity**<br>**10 offline and 10 online tickets are included** | 7.000€ |
| **Charging station** | 2500€ |
| **Barista /Artisan Coffee**<br>**2 trucks/day available, for 2 days it's only 4000€/day** | 5.000€ |
| **Opt-in list**<br>**Included in the Diamond package** | 8.500€ |
| **Stage sponsorship**<br>**The Main stage and the Innovation stage are not for sale, the 2nd largest stage is negotiable**<br>Logo above the tent entrance<br>Logo above the stage<br>Stage named after the sponsor<br>2 roll-ups on the side of the stage | 5.000€ |
| **Speaker dinner sponsorship**<br>3 guests may come<br>Signage on every table<br>Roll-up at the entrance | 5.000€ |
| **Unlimited ticket (online)**<br>We provide online access for your employees of the Hungarian and foreign subsidiaries without limit.<br>Registered users also have access to the recordings afterwards. | Over 70 offline paid tickets - Free<br>Between 70-50 offline paid tickets 5000 EUR + VAT<br>Under 50 offline tickets:: 10 000 EUR + VAT |

# Our best selling add-ons

### Innovation Stage

### Extra attraction
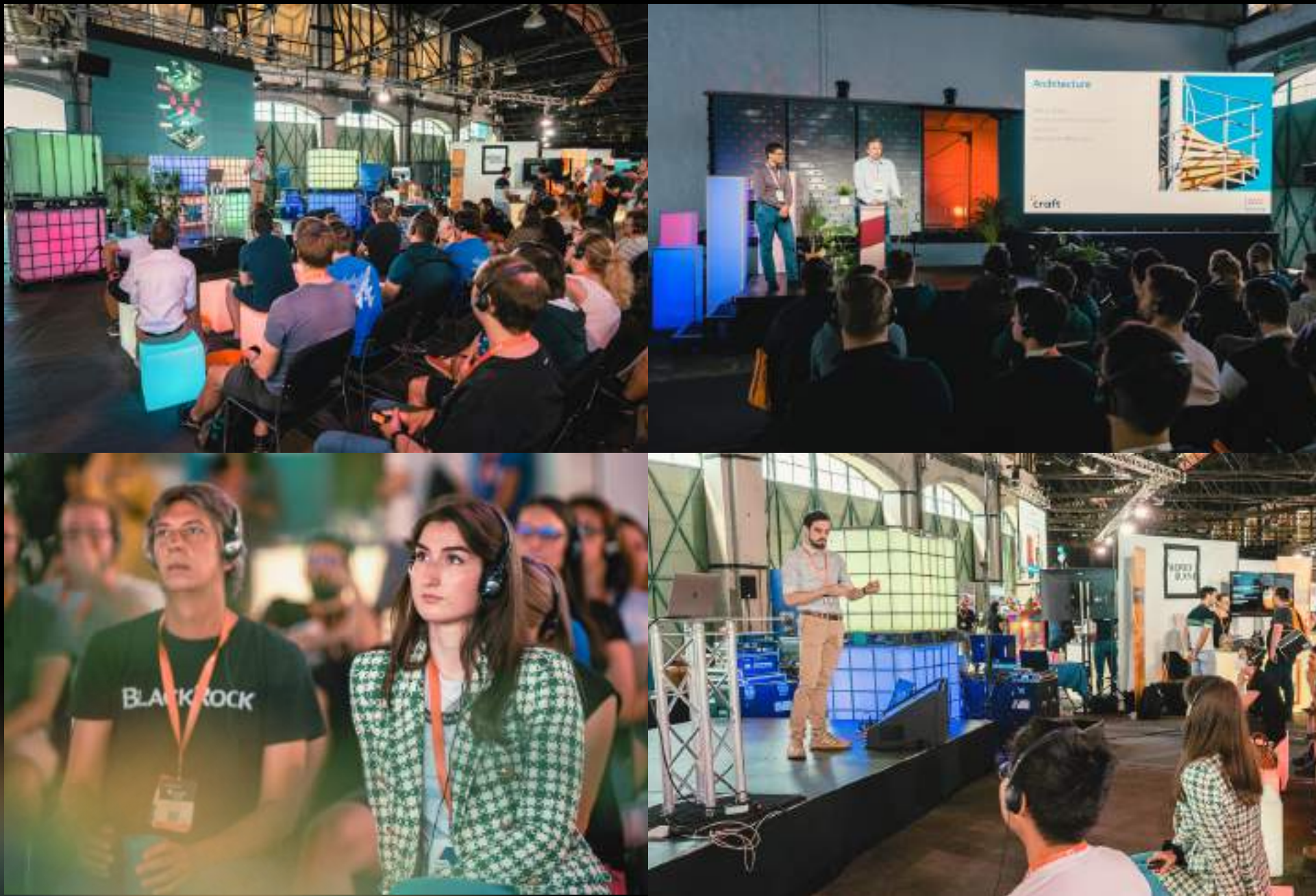
### Diversity sponsorship

### Artisan coffee & barista

# You have a speaker for the event?



If you want to present at the event, you can do so on the Innovation stage. This option is available to all our partners who choose at least the Bronze package.

**Price: 3.500€**

WOULD YOU PERFORM ON ANOTHER STAGE?

**Contact us!**

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# Want to support the diversity of the event?

Is diversity a priority for your brand?
It's at the core of ours.

With the Craft Diversity Package, you can run a seamless diversity program under your brand, hassle-free. We handle promotion and registration, allowing you to select 20 participants for our event. Boost your brand's inclusivity—without the logistics.

**Price: 7.000€ (including 10 offline and 10 online tickets)**

**Check out our latest Diversity Program campaigns**

BECOME A DIVERSITY PARTNER!

**Contact us!**

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# IN-HOUSE HACKATHON

Check out this article on why more and more companies are turning to in-house hackathons.

*"It not only brings in new ideas and new ways to solve problems for the company and its customers, but also has the added benefit of enabling staff to collaborate and share ideas"*

| | |
|---|---|
| **Language** | English or Hungarian |
| **Length** | 12 / 24 / 48 hours |
| **Number of attendees** | no limitation |
| **Venue** | Office or outside location |
| **Format** | Offline / Online / Hybrid |
| **Catering** | Based on client's need |
| **Communcation** | Our team prepared all needed material |
| **Preparation time** | 2-3 months |

# IN-HOUSE HACKATHON



## What our partner provides

Organization fee: **13,000 EUR**

Extra above the organization fee that our team provides based on client needs: catering / venue / decor / merch

## What you receive as a partner

- A turnkey internal hackathon
- A large event at their headquarters
- Professional execution
- A full communication campaign

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# POWERED BY HACKATHON
## (OPEN TO ANYONE NOT ONLY EMPLOYEES)

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With 4+ years of experience, we offer our services to create a personalized hackathon for our partners.
Our team is delivering turnkey hackathons including communication campaigns, attendee scouting, and execution.

## Concept

- English or Hungarian
- 1 or 2 partners
- 12 / 24 / 48 hours
- Topics based on needs
  (*software / hardware*)
- 100-150 attendees
- Venue: Office or other
- Offline / Online / Hybrid
- Catering is included
- Communication: our team
  prepares all needed materials
- 2-3 months preparation

## What you receive as a partner

A turnkey hackathon
Professional execution
A full communication campaign
Excellent hiring or branding tool

HACKATHON PRICES

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# HACKATHON PRICES

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| Infos | Location | Duration | Price | | Price includes: | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | Net (Ft) | Gross (Ft) | Location (technika, furniture, internet) | Catering | Merch, decor | Marketing, scouting, IT | HR expenses + expert support |
| Format: offline | Provided by partner | 24 h | **10,656,848** | 13,534,196 | ✗ | ✗ | ✓ | ✓ | ✓ |
| Type: internal | | 12 h | **9,915,848** | 12,593,126 | ✗ | ✗ | ✓ | ✓ | ✓ |
| 100 participants | Gamerland | 24 h | **18,436,789** | 23,414,721 | ✓ | ✓ | ✓ | ✓ | ✓ |
| 2 challenges | | 12 h | **15,836,789** | 20,112,721 | ✓ | ✓ | ✓ | ✓ | ✓ |

**12-hour long event**: from the morning until the evening
**24-hour long event:** 2 days, first day from the morning or after lunch, until next day's afternoon (no dinner on the second day)

Price does not include the reward that the winning team receives. The reward can vary from 2000 EUR to 5000 EUR.

# WHY CHOSE HACKATHONS?



**Varian testimonial**

**Bosch Hackathon video**

Challenge example

Winner project example

Some of our partners who have already trusted us with hackathon organizing:

BOSCH

Yettel.

thyssenkrupp

# HACKATHON STATISTICS
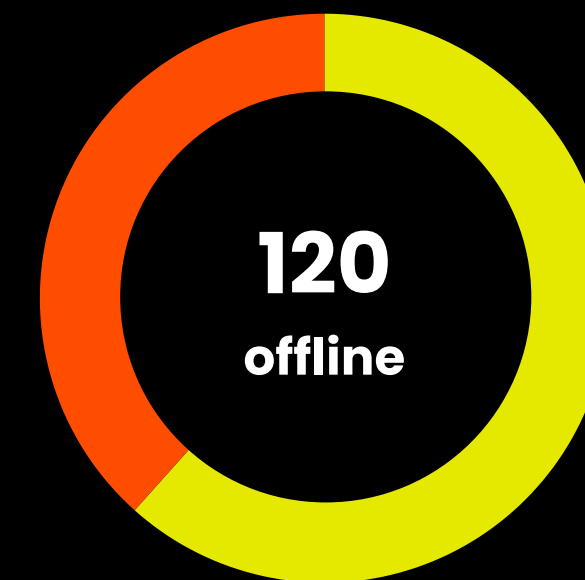## POWERED BY BOSCH EXAMPLE

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80% ♂ ▬▬▬▬▬▬ ♀ 20%

On-site nationality

75% 🇭🇺 ▬▬▬▬▬ 🌍 25%

TOP Countries

🇭🇺 🇷🇴 🇮🇳 🇭🇷 🇸🇰

**396**
attendees

**120**
offline

## TOP Skills

Python
C++
JavaScript
Backend Development

## Education

| | |
|---|---|
| 47% | Bsc |
| 18% | Msc |
| 18% | Secondary |
| 17% | Other |

## Age

| | |
|---|---|
| 5% | Below 18 |
| 41% | 18-21 |
| 38% | 22-25 |
| 16% | 25+ |

# ON-DEMAND WORKSHOPS

**craft hub**

## Concept

- English or Hungarian

- Length: 1-2 days

- Minimum number of attendees: 15 (can vary by speaker)

- Venue: client's office or online

- Catering: lunch and coffee break

- Our team provides materials for in-house communication

- 1 month preparation

- Topics: CraftHub provides an existing workshop list but can also reach out for new knowledge based on needs

## What our partner provides

Organization fee: Each workshop needs specification before quotation.

A workshop usual minimum attendee number is 15 person.

## What you receive as a partner:

Workshop based on actual and specific knowledge gap

# ON-DEMAND WORKSHOPS

**CraftHub has delivered hundreds of workshops in the last 12 years we decided to make them available on demand .
Each workshop duration/ price and minimum attendee number needs specification before quotation.**

Our most successful workshops from the past 4 years were:

- 2 days pre-event masterclass: Kevlin Henney - Architecture with agility
- 1 Day Workshop - Leah Tharin - Product strategy & opportunity validation
- 2 Days Workshop - Neal Ford & Mark Richards - Architecture: The hard parts
- 1 Day Workshop - Patrick Kua - Tech leadership masterclass
- 2 Days Workshop - Simon Brown - Software architecture for developers
- 2 Days Workshop - Neal Ford - Software Architecture: The Hard Parts
- 2 Days Workshop - Jerome Petazzoni - Advanced Kubernetes
- 1 DayWorkshop - Joseph Pelrine - Beyond Psychological Safety
- 2 DaysWorkshop - Uwe Friedrichsen - Quick start to resilient software design
- 2 DaysWorkshop - Allen Holub - Building Incremental Architecture
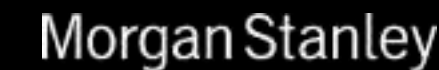- 2 DaysWorkshop - Richard Kasperowski - High-Performance Team Building

# Contact us

If you are interested in the events or would like more information, please contact us via sales@crafthub.events.

**Talk to sales**

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Are you interested in hackathons and conferences?
Look around on our website!

**CraftHub**

SPINOFF OF    Prezi    IBM Budapest Lab

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