



Developing Solutions for Real World Needs

Sponsorship Prospectus



DEVCON is Going Virtual!

Get ready for a new & exciting event format

March 9-11, 2021

**We'd Love to Partner with You For the Success
of Our Global Liferay Developer Conference!**



[PLAY VIDEO](#)



Event participation is free

**Online + Free =
High attendance rate from the
global Liferay community!**

We are taking you from this...



To this...



Virtual Event Concept

Facts & Figures



74%

Average attendance rate for all previous Liferay virtual events (Industry average of 54%)

98%

LOVE Liferay Virtual Events

AUDIENCE

We're broadening our target audience to include:

Tech Leads, IT Consultants, Developers, Engineers and Architects who know or are already working with Liferay (Community, Customers and Partners), as well as CE users and prospects.

PROMOTIONS

- **Direct email marketing:** 23,613 world wide contacts
- **Social Media promotion:** paid ads through Twitter, Facebook & LinkedIn
- **Event website:** www.liferay.com/devcon

Program Highlights

- **Live Moderation From Our Liferay Studio**
- **Inspiring Thought Leader Speakers**
- **Insightful Keynote Sessions**
- **Deep Dives & Workshops**
- **Networking Activities & Games**
- **Virtual Sponsor Areas**

Conference Program

DAY 1

Suitable for a broad audience (Liferay users plus those interested in Liferay).

Sessions will be focused on solutions with inspirational sessions by thought-leaders from the industry.

DAY 2

This is a day designed for Liferay nerds.

Sessions will be deep dives on the technical application of Liferay solutions plus presentations of new features.

DAY 3

On the final day we go even deeper with a mixture of workshops and “Ask Me Anything” sessions.

This day will be as interactive as possible.

Each day will begin at 3pm (CET) / 9am ET* to accommodate a maximum number of time zones. There will be roughly six hours of content per day; all content will be available on demand after the sessions play live.

*Time to be confirmed



DEVCON 2021
will be hosted on Scoocs
(previously iChair)

A virtual event platform providing a
unique and engaging digital experience

Virtual Event Platform

Hello Mariana, 124 35 / 1.345 89 / 1.850 World Wide Life

MARCH 9-11, 2021 | VIRTUAL EVENT

A New Age Begins. World Wide DEVCON

Get ready to get online and connect with Liferay developers across the globe, for an experience unlike any other before.

Day 1 **Day 2** **Day 3**

Agenda: Day 1 Tuesday, June 23, 2021

Room	Time	Speaker	Topic
Room B	09:30 - 10:00	Thomas Brown	Less Tech, More Mindset - Create Your Future Readiness with a Digital Customer Experience
Room B	11:30 - 12:00	George Miller	Beyond 2020: Defining and executing your Cloud Strategy
Room B	09:30 - 10:00	Anna Phoenix	Digitale Disruption - das Ende guter Kundenbeziehungen?
Room B	12:00 - 12:30	Testa	Customer Service Roadmap
Room B	13:30 - 15:00	Google	Cloud Strategy

Session Summary

Die Digitalisierung erlaubt Effizienz und Online-Handel. Die dabei erzielten Einsparungen gehen leider oft in Preisrängen verloren. Was passiert nun mit den Kundenbindungs- und den Kundenbeziehungen für den Vertrieb für "aufgeregte Kunden"? Bisher die Lösung bei "reiner" Adaption: mehr, um Kundenbeziehungen sorgsam persönlich zu pflegen! Will oder forschte der Kunde nach persönlicher Beratung? Bisher ist das Konzept "Innov. World Summer-Dunkel" absolut in seiner Kognition nie ganz so genau passiert. Bisher die Digitalisierung absolut nicht ganz "Kundenbeziehungen" oder sind mehr Werbung/Marketing durch höheren Wettbewerb der Grund, dass Kunden nur noch dann interagieren, wenn sie das Gefühl haben, im Mittelpunkt zu stehen?

Attendees: [Avatar 1] [Avatar 2] [Avatar 3] [Avatar 4] [Avatar 5] [Avatar 6] [Avatar 7] [Avatar 8]

Records: [Keynote] [Paper] [Document 1] [Document 2]

Chat:

- Philip Alvarado: Dear all, I look forward to seeing you all tomorrow!
- Philip Alvarado: Alerts there is no charge.
- Mariana Morais: Dear all, I look forward to seeing you all tomorrow! Please prepare one or two slides in which you present your contribution to the event!
- George Miller: Dear all, I look forward to seeing you all tomorrow!

MARCH 9-11, 2021 | VIRTUAL EVENT

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Robert Pattinson Johnson
Developer - Account
ONLINE SEND MESSAGE

Anna Phoenix
CEO - Liferay
ONLINE SEND MESSAGE

Megan Fox
Graphic & UX - IBM
ONLINE SEND MESSAGE

OUR PRODUCTS

Liferay

Liferay DXP + Portal 7.3
Level up your Dev Team

DEVCON Team
27 min ago

Die Digitalisierung erlaubt Effizienz und Online-Handel. Die dabei erzielten Einsparungen gehen leider oft in Preisrängen verloren. Was passiert nun mit den Geschäftsmodelle und den Kundenbeziehungen?



Feedback from previous Liferay virtual events



Liferay has demonstrated how to professionally execute a comprehensive online event - with the right attitude and the right tools.

André Bräkling
KEX AG



Liferay has shown that even in difficult times, it's possible to organize an event, that not only offers added value in terms of content, but that's also a lot of fun. A great experience all round!

Ulrich Rührmund
neusta webservices GmbH





It was a great experience and the efforts by team were remarkable. It was fun, full of learning, insightful and power packed with networking too. Thank you!

Devansh Bhatnagar
Infoaxon Technologies



Sponsorship Opportunities

Sponsorship Benefits

Sponsors will be able to elevate their brand visibility and connect with relevant members of the Liferay community.



Unique virtual space. You will have a unique space for your company to showcase your products and services. Attendees will be able to schedule meetings with you and watch presentations in your virtual space.



Lead generation. The virtual event platform will provide you with ways to connect with attendees in real time. Select sponsor levels will receive opt-in attendee info.



Speaking opportunities. Select sponsor levels are provided an opportunity to deliver a presentation to the audience.



Branding. Present your brand alongside Liferay's and position your company as a technological innovator.

Sponsorship Packages

	Limited to 2 sponsors	Limited to 4 sponsors	Limited to 10 sponsors
	Diamond	Platinum	Silver
Visibility and Positioning (before the event)			
Premium visibility in communications about the event	Yes	Yes	NO
Co-Branded Social Media Kit to promote your participation in the event	Yes	Yes	Yes
Creation of short promotional video (coordinated by Liferay)	Yes	Yes	NO
Visibility on the event website (premium visibility for Diamond)	Yes	Yes	Yes
Access to the complete attendee list*	Yes	NO	NO
Visibility and Positioning (during the event)			
Exclusive speaking slot on main stage (20 minutes)**	Yes	NO	NO
Speaking slot in track (parallel to other sessions)	NO	Yes	NO
Contact details of those attending your speaking slot*	Yes	Yes	NO
Pre-recorded video of your session made available on demand after your live session	Yes	Yes	NO
Promotional announcement about your sponsorship during the event	Yes	Yes	NO

* Contacts who have given their consent to the transfer of their data to sponsors for commercial purposes.

**Inclusion in the agenda will be subject to approval of the topic by the organization. Position in the agenda will be based on order of presentation received and approved.

Sponsorship Packages

Limited to 2
sponsors

Limited to 4
sponsors

Limited to 10
sponsors

Diamond

Platinum

Silver

Sponsor Virtual Space

Company profile on the event platform	Yes	Yes	Yes
Personalized game exclusively available at your virtual space	Yes	NO	NO
Booth representative(s) showcased at your virtual private space	Yes	Yes	Yes
Access to the list of attendees who engaged at your virtual space*	Yes	Yes	NO

Extras

Posting of presentation and session video on the event recap site	Yes	Yes	NO
1:1 with Liferay Executive or Product Manager (20 minute video call)	Yes	NO	NO

* Contacts who have given their consent to the transfer of their data to sponsors for commercial purposes.

Sponsorship Opportunities

DIAMOND Sponsor

Sponsorship Package includes

1. **Premium visibility in all communications** on the event website, in email campaigns, through our social media channels and on the virtual event platform.
2. **Co-branded social media kit** to promote your participation in the event.
3. Leading up to the event, Liferay will coordinate the **creation of one short promotional video** and will post it on our social media channels.
4. **Main stage speaking opportunity** on day two of the event (20 minutes).
 - a. Pre-recorded presentation should be focused on a customer case study, ideally showcasing the client (interview setup with you and the client or solely the client).
 - b. Sponsor will receive the contact details of the people who attended the session.
 - c. The pre-recorded video will be available on demand after the session on the virtual event platform. We will also make it available for all event registrants to see on the event recap page.
5. **Promotion during the event** through live mentions from our moderators, web banner and written announcement.
6. Custom branded **virtual sponsor space** to promote your company and its services. Includes access to **3 representatives** to “staff the space” for 1:1 communication with attendees. A generic login will be provided to allow multiple people to serve as staff for the space (no more than three at a time).
 - a. Showcase content in the space including videos and whitepapers
 - b. Includes a fun game, exclusive to your virtual space (ie. Pacman, Connect Four, Bubble Shooter)! Sponsors are encouraged to offer prizes to game winners to attract people to your space.
7. Access to the **full event attendee list** and also the list of contacts who have engaged at your booth. This will include only the contacts who have given their consent to the transfer of their data to sponsors for commercial purposes.
8. **1:1 with Liferay Executive or Product Manager**: Sponsor will be scheduled for one (1) 20-minute meeting with a Liferay Executive or Product Manager during the event. We will suggest the appropriate Liferay contact, depending on the topic you would like to discuss.

Sponsorship Opportunities

PLATINUM Sponsor

Sponsorship Package includes

1. **Partner logo featured in all communications** on the event website, in email campaigns, through our social media channels and on the virtual event platform.
2. **Co-branded social media kit** to promote your participation in the event.
3. Leading up to the event, Liferay will coordinate the **creation of one short promotional video** and will post it on our social media channels.
4. **Speaking opportunity** during the “Partner Track” of day two of the event (20 minutes).
 - a. Pre-recorded presentation should be focused on a customer case study, ideally showcasing the client (interview setup with you and the client or solely the client).
 - b. Sponsor will receive the contact details of the people who attended the session.
 - c. The pre-recorded video will be available on demand after the session for all attendees. We will also make it available for all event registrants to see on the event recap page.
5. Promotion during the event through web banner and written announcement.
6. Custom branded **virtual sponsor space** to promote your company and its services. Includes access to **two representatives** to “staff the space” for 1:1 communication with attendees. A generic login will be provided to allow multiple people to serve as staff for the space (no more than two at a time).
 - a. Showcase content in the space including videos and whitepapers
 - b. List of attendees who engaged with Sponsor in the virtual space. This will include only the contacts who have given their consent to the transfer of their data to sponsors for commercial purposes.

Sponsorship Opportunities

SILVER Sponsor

Sponsorship Package includes

1. **Partner logo featured in all communications** on the event website, in email campaigns, through our social media channels and on the virtual event platform.
2. **Co-branded social media kit** to promote your participation in the event.
3. Custom branded **virtual sponsor space** to promote your company and its services. You will have the opportunity to showcase your company's social platforms, videos and whitepapers. Includes access to **one representative** to “staff the space” for 1:1 communication with attendees. A generic login will be provided to allow multiple people to rotate as the person staffing the space (one at a time).

Past DEVCON Sponsors

MIMACOM

Ancud

monator

redtree
people meet content

Uymira^{USU}

webtown

ableneo
The innovation enablers

PRODYNA

OSGi[™]
Alliance

vaadin }>

inovex

FINALIST
open IT

A.C.A
IT-Solutions

FORMICA
PEOPLE MEET CONTENT

firelay
managed.services

componence

ti&m
big ideas. creative technology.

BECOME A SPONSOR!

Contact Us

Email us with questions or your sponsorship interest

devcon-sponsorships@liferay.com

Darren Sepanek

Head of Global Partner Marketing

Hannah Fischer

Partner Marketing Manager EMEA

Sponsorship requests will be accepted until **February 15, 2021**.

Special Discount

Sponsorships confirmed in writing before **January 31, 2021** will receive a 10% discount.

Pricing

Please contact our team for information on pricing.



THANK YOU!
SEE YOU AT DEVCON 2021