

WordCamp Antwerp 2018

Sponsor Packages

Help making the second Belgian WordCamp a fine one!

About WordPress

WordPress literally powers the web. Nearly 60% of all sites that use a content management system are powered by WordPress, making it the largest content management system. WordPress takes up a market share of over 25% of all sites on the internet and is 100% Open Source.

These are just mind-blowing statistics; so many people play with, work with or work on WordPress.

WP Meetup Antwerp

WordCamp Antwerp is being organized by a group of WordPress enthusiasts brought together through WP Meetup Antwerp. Established in 2013, WP Meetup Antwerp has a proven track record of providing regular meetups with great speakers, dealing with all kinds of topics and plays an active role in the Belgian WordPress community.

Even though WordPress community events are quite new in Belgium, we see huge interest from WordPress users all over Belgium. Our targets for WordCamp Antwerp are clear:

- Connecting WordPress users both locally and regionally.
- Promote Belgian meetup groups and help kick off new groups.
- Providing a platform for all WordPress users and developers alike to learn, connect, share and network.

We're absolutely convinced that from within our meetup group in Antwerp, we can generate a tremendous boost for the WordPress community in Belgium.

WordCamp Antwerp

From the core WP Meetup Antwerp team comes WordCamp Antwerp. This edition will be held Saturday March 3rd at the “Karel de Grote Hogeschool”, located in the heart of Antwerp.

On March 2nd WordPress’ers can join the contributor day.

WordCamp Antwerp is the only WordPress related conference in Belgium

On Saturday, we’ll present about 20 talks by national and international speakers, spread out over two tracks. These talks will be about WordPress, but also about related topics like web design, development skills, online marketing and entrepreneuring.

Why sponsor?

Without sponsors we can’t make an event like WordCamp Antwerp happen. Thanks to sponsorships we’re able to keep our ticket prices very low, which helps to make the event as open as possible. After all, we want to open up the WordPress community to as many people as possible.

When you sponsor WordCamp Antwerp, you’re not just getting your logo on the website of our conference, you’re part of the community and the event. You’re profiling yourself as a true sponsor of the WordPress project: as an expert in your field and a trusted partner of users/developers/owners.

We believe in providing true value for our sponsors, you’ll be in the midst of the action: both as a very visible sponsor and as community member and/or supporter.

Be part of the WordCamp!

How to sponsor

WordCamp Antwerp is a community event, not a classic conference.

We want everyone to be relaxed and to be able to focus on learning, sharing and getting to know each other.

This also applies for our sponsors: no stress or unnecessary work.

A bit further in this document, you'll find our sponsor packages. The packages show what you'll get depending on the sponsor budget you can or are willing to spend.

First: some things about the WordCamp sponsorship that might be different than you'd expect.

1. **Everyone can be a sponsor**

Yes, we mean: everyone. If you don't want to spend money: join the volunteer team (always kudos for that) or respond to our call for speakers. If you earn money on the shoulders of giants and you want to give back: our packages start at €250,00. Every effort will be well spent: we'll only make costs needed to create a fine and open WordCamp weekend.

2. **Sponsors introduce themselves**

During the intro-note, mostly the event-host announces the sponsors. This is fine but kinda impersonal. We would rather have our main sponsors introduce themselves.

This means the ice is broken and attendees can stick a face on a sponsor. It will help if your employees wear company t-shirts, or are identifiable as 'sponsor'.

Plus a nice extra for gold and diamond sponsors: we'll post an interview with you on our site and social media.

3. **Prominent hallway track presence**

For this edition, the idea is to give you as a sponsor a prominent place in the hallway track instead of landing you in a separate sponsor area.

As you may know, the hallway track might be the most important track of a WordCamp. We'll have a barista bar, a happiness bar your experts can join and lots of conversation space.

This means no big sponsor booths where you'd have to drop an employee throughout the day. This means less extra sponsoring costs: no extra employee-costs, because you don't need a sponsor booth staffed all day.

Instead we've added extra tickets to our sponsor packages: so join the WordCamp with your crew. Just make them visible with (for example) branded t-shirts. And you still can bring banners and swag for the hallway track, depending on your package. Plus we'll provide screens to display sponsor logo's, video's and/or animations throughout the day.

4. **Get extra visibility by participating**

Share your knowledge, experience and solutions. Get to know (future) clients.

We've mentioned the **happiness bar**: throughout the day there will be a dedicated 'bar' where WordCamp'ers can meet experts and ask questions. You're the expert, are you not? Take a seat at the happiness bar and help out: kudos guaranteed!

And have you considered to **give a talk** at the WordCamp? We won't guarantee sponsors a slot in our schedule, but as a sponsor you can respond to our call for speakers. And our schedule master will decide (make sure you don't submit a promotional talk; instead you can talk about problems, solutions and tips).

5. Animation and branding between room switches

During the room switches we display our sponsors at the slide wall. We are happy to allow movie and animations too. This and the hallway screens will surely make you even more visible.

6. Ideas?

Just reach out to us, we're always happy to hear how you might want to contribute to the WordCamp and/or the community.

Our Sponsor Packages

We're happy to present the different formula's we offer:

- **Bronze**, €250,00
Give back by contributing to the WordCamp. Perfect for freelancers or small businesses. And you'll get some kudos from all of us.
- **Silver**, €750,00
Support the WordCamp with a more substantial sponsor package: perfect for small businesses.
- **Gold**, €1.500,00
In the WordPress game as a medium-to-large business or agency? Gear up and go for Gold. Perfect when you want high visibility on the floor.
- **Diamond**, €2.500,00
You're a WordPress player and you go for nothing less than maximum visibility. For high brand WordPress businesses and hosting firms.

[Check out our sponsor packages in detail](#)

& contact us when you're interested in one of these sponsor packages.

If you're looking for something special, don't hesitate to get in touch with us. There are several possibilities if you're looking for a custom form of sponsorship. Maybe even in kind sponsoring?

Conference Details

WordCamp Antwerp 2018

March 2nd and 3rd

Karel de Grote Hogeschool

Nationalestraat 5

2000 Antwerp, Belgium

Website: <https://2018.antwerp.wordcamp.org/>

Twitter: <https://twitter.com/wordcampant>

Facebook: <https://www.facebook.com/WordCamp-Antwerp-1276955788999442/>

Contact

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