



Software Engineering Conference Russia 2018

Presentation for sponsors

October 12-13, Moscow

# SECR is...

Covering the entire IT Industry of Russia in 2 days

SECR is one of the oldest and most significant events in the IT space of Russia. What makes conference unique – is its wide thematic focus. Designed to collect on one site all participants of the market and cover software development process in all its aspects.

Wide range of topics from the classic issues of software development to the most relevant trend topics of the current year.

Audience from various fields: experts, business community, representatives of science, beginners.





# About SECR in one slide

14 years in Russia



Up to 700 participants annually



2500+ followers on social networks



Experienced programmers,  
project managers, directors,  
representatives of the scientific community



Program Committee:  
50+ representatives from 10 countries,  
among them are doctors  
and candidates of sciences



Quarter of participants return to the SECR  
at least 2 times in 3 years





# What SECR can bring to your company

## Recruiting, search for specialists, HR-brand development;

Search and recruitment of highly qualified specialists is a big issue for many IT companies. SECR – is an excellent opportunity to introduce your company at 1 time to a wide audience of professionals in various IT- fields and specializations, united by active interest for their work and professional development..

At one event SECR gathers top programmers, managers, testers, UX-specialists, analysts, professionals in solving rare problems, best students and many others.

Participating as a partner, you get the opportunity to communicate with the audience on behalf of the company, collect contacts, announce open vacancies and look for potential employees and partners.

In addition, the fact of support and the possibility of participation in SECR for employees, develops the HR-brand of the company among industry experts.

## Image and status.

SECR is the landmark and exclusive event. The SECR sponsor status strengthens your image and position as the market leader, demonstrates company's involvement in the development of the industry and develops the brand of the company as a whole.



# Sponsor Packages (separate options on the next slide)

Contact us, to construct individual package for your specific goals.

Benefits	Gold sponsor	Silver sponsor	Sponsor	
Complimentary sponsor's speech during the opening ceremony	2 minutes	1 minute	—	
* Company presentation on one of the conference topics (30–40 minutes)	✓	—	—	
* Case study presentation of the sponsor's company partner / reseller	✓	—	—	
Stand placement in the foyer area	✓	—	—	
Roll-up placement in the main conference hall	✓	✓	✓	
Roll-up placement in the foyer area	✓	✓	—	
Roll-up placement in the all conference halls	✓	—	—	
Logo placement on the conference stands and rollups	✓	✓	✓	
Logo placement on participant badges and the printed program	✓	—	—	
Promotional materials included in conference bags	✓	✓	—	
An interview with an executive from sponsor's company published at the conference website (Press-center section)	✓	—	—	
Company logo and description on the conference website	✓	✓	✓	
An announcement in the social networks	✓	✓	✓	
Complimentary conference registrations	4	3	2	
	Price, RUB (VAT is not applicable)	550 000	320 000	200 000

\* Pending approval of the presentation topic by the Program Committee

# Extra options

Name	Description	Price, RUB (VAT is not applicable)
Pens sponsor	Your company logo will be placed on the event pens (to be distributed to each attendee)	15.000
Promo-materials in conference bags	One item up to A4 format	20.000
Vacancy announcement	A vacancy announcement in social networks or at the conference	20.000
Lanyards sponsor	Your company logo will be placed on the event lanyards	30.000
Notepads sponsor	Your company logo will be placed on the event notepads (to be distributed to each attendee)	40.000
Bags sponsor	Your company logo will be placed on the event bags (to be distributed to each attendee). Sponsor can provide his company's promo-bags	50.000
Rollup placement	Roll-up placement in the foyer area	50.000
Student sponsor	This will allow students to attend the conference with the discount. The options are discussed individually.	От 70.000
T-shirts sponsor	Your company logo will be placed on the event T-shirts (to be distributed to each attendee)	150.000
USB sponsor	Your company logo will be printed on the USB flash drives with the conference materials (to be distributed to each attendee)	200.000
Party sponsor	Poster with the company name/logo placed at the party area. Company representative welcome speech. Recognition in the conference agenda.	250.000

## Contact us

Together we will select the most suitable set of options  
or create an individual package.

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# Want to know more about SECR?





# Conference mission

The development of Russian IT industry by providing a unique platform for:

- exchange of experience;
- presentation of scientific research;
- introduction of IT sphere into business;
- communication between representatives of different IT specialties;
- stimulating the development of quality solutions for the problems of IT field.



# Conference Positioning

“SECR is the place where you should be”

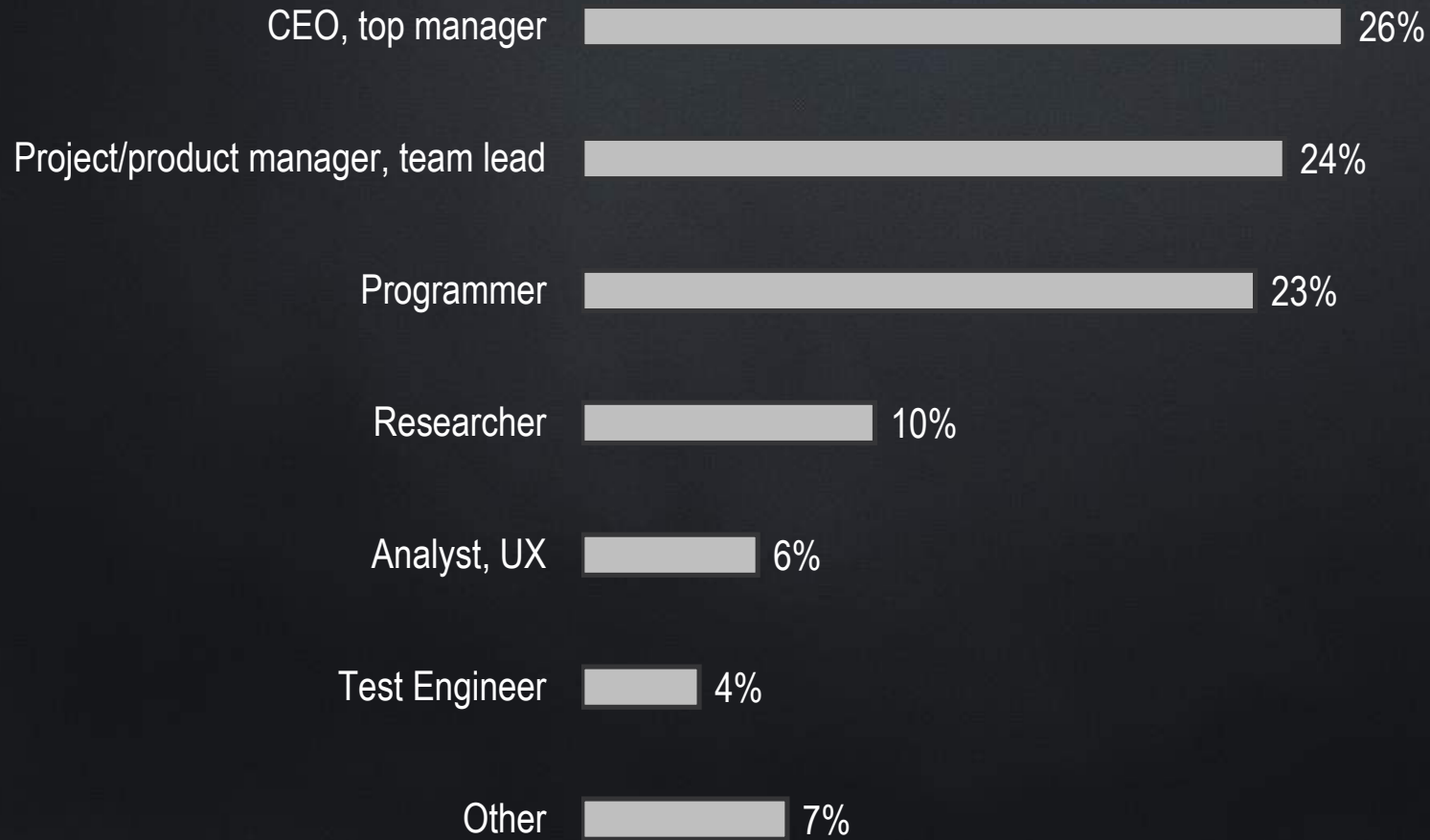
The conference is positioned, as “must-attend”, and exclusive event for professionals. It gathers experienced specialists who are interested in both: industry, as a whole and development in areas, close to their main specialization.

SECR is a landmark, prestigious event. You can see it in the high quality of reports, strict selection of speakers, worthy organization, and in what kind of people come to the conference.





# Audience 2015-2017







# Geography 2015-2017

Moscow 41%

Saint-Petersburg 38%

Other city 17%

Other country 5%

# The big history of SECR

2005 -2010



In 2005 the first SECR conference was held in Moscow. The event was aimed to gather around it all Russian IT community and international experts.

The first conference venues were "Infospace" and the cultural center of the Higher School of Economics.

2009 -2011



"SECR: Banks" was held as a separate day of the conference program.

*Now the topic "Software development for the financial sector" is included in the main themes list.*

2011-2016



SECR moves to one of the largest and modern venues in Moscow - Digital October.

The conference program is gradually expanding to 3, and then 5 simultaneous streams of reports.

In 2012 the Bertrand Meyer Award was established. It is annually awarded to the best research articles in the field of Software Engineering

Since 2015 the classic themes of the conference and topical trend issues of the industry are divided into 2 separate blocks.

Every year SECR gathers from 600 to 800 participants.



2017



For the first time SECR was held in St. Petersburg

# These 13 years SECR was supported by the industry leaders:



DELL EMC



VEEAM



ORACLE



DINS



Join!



# Contact us

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