



Stachka

# VI International IT Conference

Lenin's Memorial, Ulyanovsk,  
14-15 april 2017

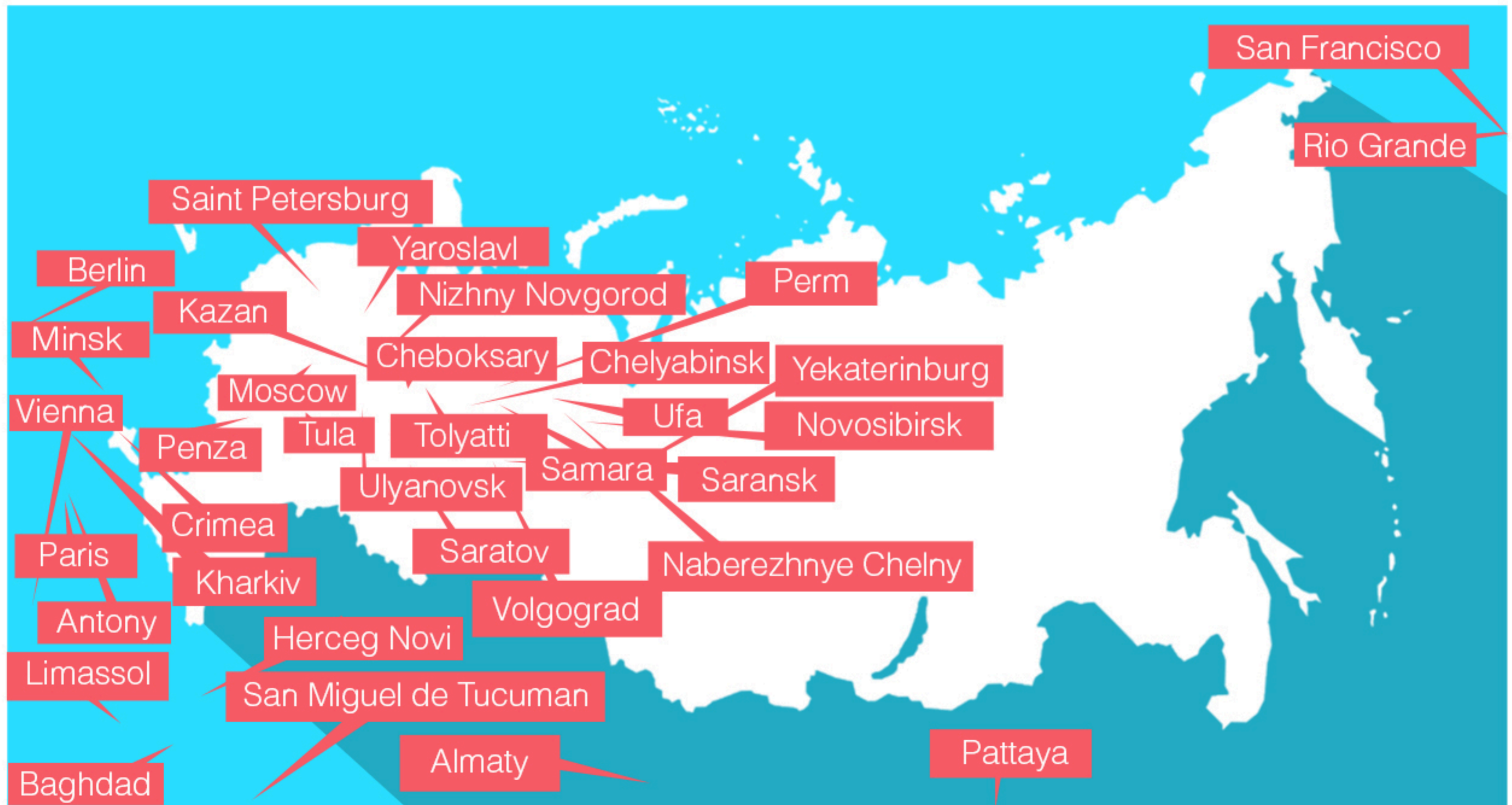
# Stachka 2016: How it all was...



# Map

## Extending boundaries

Participants from over 63 different cities and 17 countries from around the world attended "Stachka" in 2016.



# Participants

2014

2015

2016

3500 participants

3500 participants

5000 participants

We expect 5500 participants in 2017.

# Our audience



IT specialists



CIOs



Business  
community  
representatives



ITC students

## Audience coverage (in 2016)



# 152 847

Users visited the Conference website during the preparation and the event.

# Conference topics



## Digital marketing

Digital, Content-marketing, SEO, Web analytics, lead generation.



## Education and career

Regional IT-communities, for managers and HR's, for teachers, for students.



## Business

Instruments, e-commerce, on-line integration, startups.



## Development

Frontend и Backend, Database, DevOps, HighLoad, Mobile, Security, Testing, Requirements management, IT Project management, Graphics Production, Mashine learning, Progressive Engineering.

# Speakers

2014

speakers

112

118 reports

2015

speakers

130

153 reports

2016

speakers

2000

2300 reports





# Sponsor packages

Reach the maximum output as a Sponsor



General Sponsor



Platinum Sponsor



Golden Sponsor



Silver Sponsor

\* We are always open for unique cooperation options

		General	Platinum	Golden	Silver
Announcement	Sponsorship information in the post-event press-release	+	+	+	+
	Sponsorship information on the official Conference website	+	+	+	+
	Sponsor logo in the event communities in social media	+	+	+	-
Promotion opportunities	Placing advertising stand in the lobby		+	+	+
	Placing advertising banners in the Conference hall	7	5	3	2
	Sponsorship brochure in participant's kit	+	+	+	-
	Sampling (opportunity of distributing Sponsor souvenir product among the participants)	+	+	+	+
	Arranging campaigns and contests by Sponsor promotion staff during the Conference and farewell party	+	-	-	-
	Giving a speech on behalf of the Sponsor	+	-	-	-
	Promotion activities by sponsor staff at the Conference	+	+	-	-
Branding and logo placement	Placing Sponsor's logo with the stated sponsorship category on the Conference website	+	+	+	+
	Placing Sponsor's logo with the stated sponsorship category on all the advertising materials of the Conference	+	+	+	+
	Placing Sponsor's logo on the handouts and the participants badges	+	-	-	-
	Broadcasting Sponsor videos during the breaks between the reports	+	+	+	+
Others	Accreditation for Sponsors (including the official part)	5	3	2	2
	Announcing Sponsor company and the sponsorship category during the event	+	+	+	-
	Speech by Sponsor representatives during the event	+	+	-	-
	Photo report from Conference administrator	+	+	+	+
Cost (in rubles)	480 000	235 000	195 000	115 000	

Announcement	Information post about Sponsor in social media	75 000
	The opportunity to organize a contest in social media communities of the Conference (prize provided by the sponsor)	50 000
Branding and logo placement	Placing Sponsor's logo on the Conference website	75 000
	Placing Sponsor's in all the advertising materials of the Conference	90 000
	Placing Sponsor's logo on the handouts and the participants' badges	150 000
	Broadcasting Sponsor videos during the breaks between the reports	128 000
Promotion opportunities	Placing the advertising stand 2x2 meters in the lobby	50 000
	Placing the advertising stand 4x2 meters in the lobby	75 000
	Placing advertising banners and roll-ups in the Conference hall	25 000
	Sponsorship brochure in participant's kit	50 000
	Opportunity of distributing Sponsor souvenir products (non-paper media) among the participants	29 000
	Arranging campaigns and contests by Sponsor promotion staff during the Conference and farewell party.	29 000
	Giving a speech on behalf of the Sponsor (welcoming speech 2 minutes)	40 000
	Promotion activities by sponsor staff at the Conference	45 000
	Branding of the main hall, 1/2 (main stage)	55 000
	Section Sponsor	Main hall; placing 2 roll up stands on the stage; speech by Sponsor representatives during the section opening; taking part in setting the section program.
Regular hall; placing 2 roll up stands on the stage; speech by Sponsor representatives during the section opening; taking part in setting the section program.		89 000
Afterparty Sponsor		To be discussed personally

New level

# Digital market

"Stachka" was charted on the digital market infrastructure map in 2013.

404



Стачка



DIGI  
TAL *БЕЗ  
СНАЙКОНА*

РАЭ<sup>+</sup>К

TAG LINE  
агЕНТСТВО

# Contacts



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conference website

#nastachku

official tag