

WordCamp Prague 2020



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Cubex Centre Prague

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WordCamp – what is it?

WordCamps are official conferences, and they are all about WordPress – an open source web development and content management tool. WordPress is used by more than 42% of the most visited websites worldwide, making it the most popular CMS tool in the world.

Prague will host its seventh WordCamp in 2020, and our plans are just as ambitious as they were last year, when Prague's WordCamp became one of the largest in Europe. And that is why we are now looking for sponsors willing to help us.

WordCamp Prague 2020 will take place on the 29th of February at the [Cubex Centre Prague](#). The talks and lectures will be divided in three sections: one section for developers and one section for users, with six talks dealing with current topics in each section, while the third section will be focused on case studies and/or workshops.

The purpose of each WordCamp is to bring the WordPress community together and to introduce new WordPress trends, thoughts, and personalities. WordCamp Prague is a part of a global series of WordPress-dedicated conferences – see the entire list at <https://central.wordcamp.org/schedule/>. All the conferences are organized by volunteers and approved by the WordCamp.org headquarters.

Programme

WordCamp Prague is attended by a wide array of visitors, from beginners to pros, from starting bloggers to professional developers and consultants, and it is our carefully crafted programme and a chance to meet new people from similar fields that brings them all to WordCamp. In 2020, we expect around 500 visitors.

Our talks and lectures deal with various topics, not just WordPress CMS – we also have talks on general online marketing, SEO, web design and administration, and web hosting. Each year, Prague's WordCamp is attended by leading WordPress experts from the Czech Republic, Slovakia, and other countries, who are all there to share their know-how.

Our conference also includes something we call a “Happiness Bar” – a space where experienced users help those less experienced with their problems. The conference’s main programme is followed by an informal after-party which is usually attended by more than half of the visitors.

The next day, a Contributor Day is held with the goal to bring together those who would like to contribute to the WordPress community by helping with translations, or with planning of other events.

Day 1: Saturday	Day 2: Sunday
Conference	Contributor Day
Visitors: 500	Visitors: 15 – 30
Three sections of talks and lectures; one for users, one for developers, one focusing on workshops and/or case studies.	A moderated discussion board on various ways to contribute to the community, translation work
Place: Cubex Centre Prague	Place: PKC, Old Town Square 1/4

Sponsorship

Although WordCamp Prague is an official WordPress conference, it's not a traditional commercial conference that are commonly held in different fields. The main goal of WordCamp Prague is to help develop the open source community and to educate the users, which is why the tickets are priced at a very affordable rate.

Funds that are necessary to hold a WordCamp are obtained from sponsors, with the careful supervision of the WordCamp headquarters guaranteeing the conference's quality. Every WordCamp always receives a lot of attention, both domestic and international.

By becoming a sponsor, you get a great opportunity to promote your brand and show that you are actively involved in efforts to develop and improve this popular system even further. Your contribution will also make the visitors' conference experience even more fun and memorable.

There are several sponsorship tiers:

Tier	Sum	Total spots	Free spots
Lead sponsor	100 000 CZK	1	
Gold	50 000 CZK	5	
Silver	25 000 CZK	15	
Bronze	10 000 CZK	30	
Expert	1 500 CZK	∞	
Speakers' dinner (the day before the conference)	20 000 CZK	1	
After party (after the conference)	50 000 CZK	1	
Catering	? CZK	2	

To become a sponsor, you need to meet the following criteria:

- You do not abuse the WordPress trademark (e.g. you don't use the term "WordPress" in the names of your products and services).
- Your WordPress-related work is in accordance with the WP license and 100% compatible with the GPL.
- You do not support any forms of discrimination or intolerance.
- You do not support entities who don't meet the above-mentioned criteria.

If you have any questions or special requirements, please contact this year's lead organizer, Karolína Vyskočilová (prague@wordcamp.org, +420 737 878 726). Any other gifts from sponsors, such as notebooks, t-shirts and other merchandise promoting WordPress are always welcome, as well as technical support of the event.

Sponsorship benefits

Sponsors can gain many different benefits like free tickets, an opportunity to set up a booth or a roll-up banner at the premises, an introduction in an article published on the conference's [official website](#), an acknowledgment on social media (on Twitter [WordCamp Prague](#) and in a Facebook group [WordPress Czech Republic](#)), or an opportunity to put their logo and link on the conference's website.

To those wanting to go beyond sponsorship, Cubex Centre offers an option to rent multimedia spaces – more information will be available by the end of 2019.

	Lead	Gold	Silver	Bronze	Expert	Dinner	After-party	Catering
Price	100 000	50 000	25 000	10 000	1 500	20 000	50 000	?
Number of free tickets	10	8	5	3	1	2	5	?
Introduction at the event	✓					✓	✓	✓
Booth	✓ big	✓ big	✓ small					
Roll-ups in the corridors and conference halls	✓	✓						
Roll-up in the hall	✓	✓	✓			✓	✓	✓
Promotion at the registration desk	✓	✓	✓					✓
Guest post at the conference's website	✓ 2x	✓ 2x	✓	✓				✓
2 tweets (before and after the conference)	✓	✓	✓	✓				✓
A post in the Facebook group	✓	✓	✓	✓				✓

Sponsor's logo at the bottom of the website	✓	✓						✓
A logo with a link at the website	✓	✓	✓	✓		✓	✓	✓
A name with a link at the website	✓	✓	✓	✓	✓	✓	✓	✓
Extra benefits (see below)							✓	✓
Total spots	1	5	15	30	∞	1	1	2

Detailed description of selected benefits

Introduction at the event: depends on the type of the event. Lead and gold sponsors will be introduced at the start of the conference; the dinner sponsor will be given an opportunity to introduce himself at the dinner; the after-party sponsor will be given an opportunity to introduce himself at the after-party.

Booth: is included in the top three sponsorship tiers. Lead and gold sponsors can each have a big booth of their own at the [Cubex Centre lobby](#), which is also where a bar with refreshments will be placed. Silver sponsors can use a small, [standard conference booth](#) – these will be placed at the remaining premises.

Guest post at the conference's website: all sponsors will be introduced at the WordCamp's website right before the conference (from the lowest tier sponsors to the highest tier sponsors). Lead and gold sponsors will be also introduced at our website right after the registration is launched (or at another point, upon mutual agreement).

Detailed description of special forms of sponsorship

Expert: this tier is great for individuals or companies who run a business thanks to WordPress and who would like to give at least a small something back to the community by buying a special ticket. Your name will be published at the WordCamp's website, so you can show your clients that you are actively involved in the WordPress community. Plus, your company's name will be printed on your tickets.

Sponsor of the speakers' dinner: this is a unique opportunity to meet most of our speakers, get interesting opinions and insights on your services, and to spend some time networking.

After-party sponsor: the sponsoring partner will be given a chance to **start the after-party**, to introduce himself to the participants, and to place an **advertising stand** at the after-party. The after-party can include additional entertainment, too – for example, past years included a raffle with prizes being handed out by the sponsor. Beer cups with the logos of the conference and the sponsor that the visitors took home later were also popular.

Catering: a new sponsorship tier without any hard limits so far. Cupcakes in your company's official colours? Napkins with your logo? Or something bigger? We are open to discussion – just let us know how you would like to get involved and we will try to work something out!

None of the sponsorship tiers meets your needs, but you would like to support the conference anyway? Reach out to us and we will come up with a mutually beneficial form of sponsorship.

FAQ

Who is the conference for?

Most of our visitors use WordPress professionally – they are mostly developers, designers, consultants, and other users that use WordPress to make a living.

Here is a short summary of the questionnaire we sent out after the last year's conference:

- 83% of the last year's respondents plan to attend the conference again (15% are unsure)
- 87% of respondents thought the conference was excellent or very good
- 42% of respondents use regular webhosting or multiple domain hosting, 30% use VPS, 9% use multiple domain hosting, another 9% use a dedicated server, and 4% use a professional cloud service
- 86% of respondents are freelancers or work for companies involved in website-building
- 75% of respondents run/administer more than 2 websites
- 50% of respondents attended the after-party
- 50% of respondents were mostly interested in the developer section (with 41% preferring the user section)

What are the payment conditions?

The payment must be made within 10 days after the confirmation of the sponsorship tier. An invoice will be issued for the payment.

Can I give out my own merchandise at the registration desk?

Only silver and higher tier sponsors can hand out their own merchandise at the registration desk. But, if you bring merchandise mainly promoting WordPress and WordCamp, then you are welcome to present it at the registration desk.

Is WordCamp Prague 2020 going to bring something new?

We never had any complaints regarding the quality of our speakers or the conference as a whole in the past years, and we hope to maintain the same level of quality. In 2020, we want to give our visitors a chance to plan their day at the conference with more flexibility, and to support networking as much as we can, because we want to see the WordPress community grow. This year, we have also moved the conference to a new, more prestigious venue – the [Cubex Centre](#) in Prague.

WordCamp Prague 2020 – our team

Karolína Vyskočilová, lead organizer - <https://kybernaut.cz/>
karolina@kybernaut.cz, +420 737 878 726

Jana Beránková - <https://berankova.cz/>

Pavel Cahlík - <https://cahlik.cz/>

Tereza Doležalová

Michal Janata - <https://michaljanata.cz/>

Radek Kučera - <https://www.wpmax.cz/>

Adam Laita - <https://www.laita.cz/>

Vladimír Smitka - <https://lynt.cz/>

Tereza Suchanová - <https://holkaprovsechno.cz/>

Jan Štětina - <https://zaantar.eu/>

Pavel Urbánek - <https://www.wp-hosting.cz/>

Iveta Zlatníčková - <https://www.linkedin.com/in/iveta-zlatnickova-874879162/>