



# **Pragma Conference**

2015

October 9-10 Florence, Italy

**#Pragma Conference** is the first international conference in Italy entirely dedicated to iOS & OS X Development.

### **Workshop Day**

Friday, October 9


A day of practical, in-depth, 4-hour or 8-hour workshops taught by industry experts. The topics will span from consolidated Cocoa technologies and practices to the latest announced APIs, tools and frameworks. Each workshop will get you from zero to hero on a specific topic, with a hands-on experience and in-depth explanation.

### **Conference Day**

Saturday, October 10

The Conference Day is dedicated to sessions and networking: 16 speakers on 2 tracks will talk about the most interesting and cutting-edge topics of the Apple world. It's a unique opportunity to meet some of the most influential speakers to learn and discuss about novel frameworks, best practices and the latest development methodologies.

# .01 CONFERENCE



Anyone who wants to keep up to date.  
Professionals from affirmed companies, from  
startups and freelancers.

**Developers**  
**Startuppers**  
**Designers**  
**CTOs**

**.02 ATTENDEES**



# STARHOTELS Michelangelo

As befits a hotel in Florence, recently refurbished 4 star hotel pairs classic design with contemporary touches. Moments away you'll discover the glittering River Arno and a kaleidoscope of inspiring sights.



**Florence is one of the most beautiful cities in the World**

Florence is famous for its history: a centre of medieval European trade and finance and one of the wealthiest cities of the time, it is considered the birthplace of the Renaissance.



## .03 LOCATION





**PRAGMA  
CONFERENCE  
2013**  
FIRST EDITION

1 day  
2 tracks  
16 speakers  
17 sponsors  
154 attendees



**.04 #PRAGMACONF13**





**PRAGMA  
CONFERENCE  
2014**  
SECOND EDITION

2 days  
4 tracks  
20 speakers  
16 sponsors  
182 attendees



.05 **#PRAGMACONF14**



# #Pragma Conference is organized by #pragma mark, the first community of iOS and OS X developers in Italy

## #pragma mark

pragmamark.org

#pragma mark is a not-for-profit, non-commercial, non-political association, operating in the field of education and cultural diffusion of computer programming. The goal of the initiative is to share know-how, through a series of evening meetings, in depth workshops and an annual conference

## community

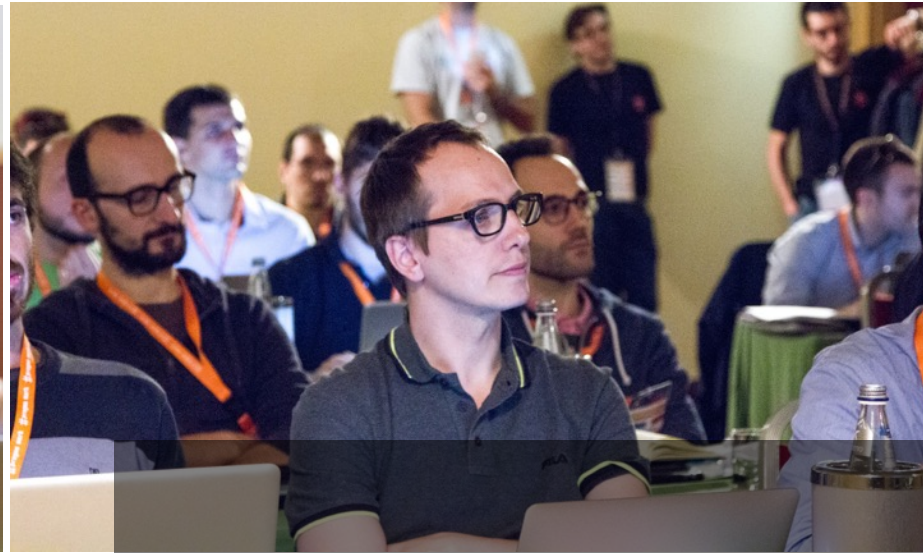
16 events, more than 500 members

We have been organizing workshops, conferences and meetings for 3 years gathering to our venues more than 800 attendees. We have 500 members on our Facebook group, and more than 750 followers on our Twitter account. With our newsletter we can reach more than 700 people



# .06 STAFF





## Call for Paper

The conference is open to all people who have something great to share with iOS & OS X developers or want tell his experience, methodologies and best practices.



## Code of Conduct

The conference is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, sexual orientation, disability, physical appearance, body size, race, or religion.



We are an open community

<https://www.facebook.com/groups/pragmamark/>

# .07 COMMUNITY



	Bronze	Silver	Gold	Platinum
FREE TICKETS FOR CONFERENCE DAY ONLY	0	1	2	3
30% DISCOUNT FOR FULL-PRICE PASSES	1	2	4	10
MENTION IN NEWSLETTER	YES	YES	YES	YES
MENTION ON SOCIAL NETWORKS	YES	YES	YES	YES
LOGO ON CONFERENCE WEBSITE	YES	YES	YES	YES
LOGO ON CONFERENCE PROGRAMME	YES	YES	YES	YES
LOGO ON CONFERENCE ROLLUPS	NO	YES	YES	YES
PERSONAL ROLLUPS IN BOTH ROOMS	NO	YES	YES	YES
FLYER AND GADGET IN FOLDER PROVIDED BY THE SPONSOR	NO	YES	YES	YES
KEYNOTE MENTION & 5 MIN PERSONAL INTRO	NO	NO	YES	YES
STAND AT THE VENUE (1 DESK, 2 SEATS)	NO	NO	YES	YES
1 DEDICATED SESSION	NO	NO	NO	YES
COSTS	€ 500 incl. VAT	€ 1000 incl. VAT	€ 2000 incl. VAT	€ 4000 incl. VAT

CUSTOM SPONSORSHIPS (BREAKS, LUNCH, PARTY, T-SHIRTS, GADGETS) AVAILABLE UPON REQUEST

# .08 PACKAGES



Take part of this adventure and become the sponsor of the most important Italian tech event. #PragmaConf is a **non profit conference**.  
Help us to keep the ticket price low!

### emails

#### SPONSORSHIP

sponsorship@pragmamark.org

#### SPEAKERS

speakers@pragmamark.org

#### GENERAL

info@pragmamark.org

### addresses

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#### WEBSITE

[pragmamark.org](http://pragmamark.org)

[pragmaconference.com](http://pragmaconference.com)

#PragmaConf is a non-profit event. We want to help grow a community of prepared developers and designers keeping knowledge affordable: that's why full ticket costs just Eur. 160.00 (VAT included).