



# Infobip Shift Conference

Zadar, Croatia

September 18 - 19, 2023

[shift.infobip.com](https://shift.infobip.com)



# What is Infobip Shift?

**The largest Developer event** in Southeastern Europe. This event, 15th in a row, will bring together more than 4.000 in-person and over 10.000 virtual attendees.

During these two days, Infobip Shift becomes a meeting place for brightest developers, startups, students and media in the most beautiful country in the world.







# About Us

With more than a **decade of experience** in producing Developer, Fintech and Artificial Intelligence Conferences, Shift has positioned itself as a leading regional tech conference producer and thus positioned Croatia on the IT map of Europe as one of the IT centers.

Acquired by Infobip, a **global cloud communications player** and first Croatian unicorn, Shift Developer conference will be able to grow to new heights, especially when it comes to setting the new production standards in terms of complexity and overall event experience using the latest technology trends.





# Infobip Shift in Numbers

**10k+**

VIRTUAL ATTENDEES

**4k+**

ATTENDEES

**100**

JOURNALISTS

**50**

SPEAKERS

**2**

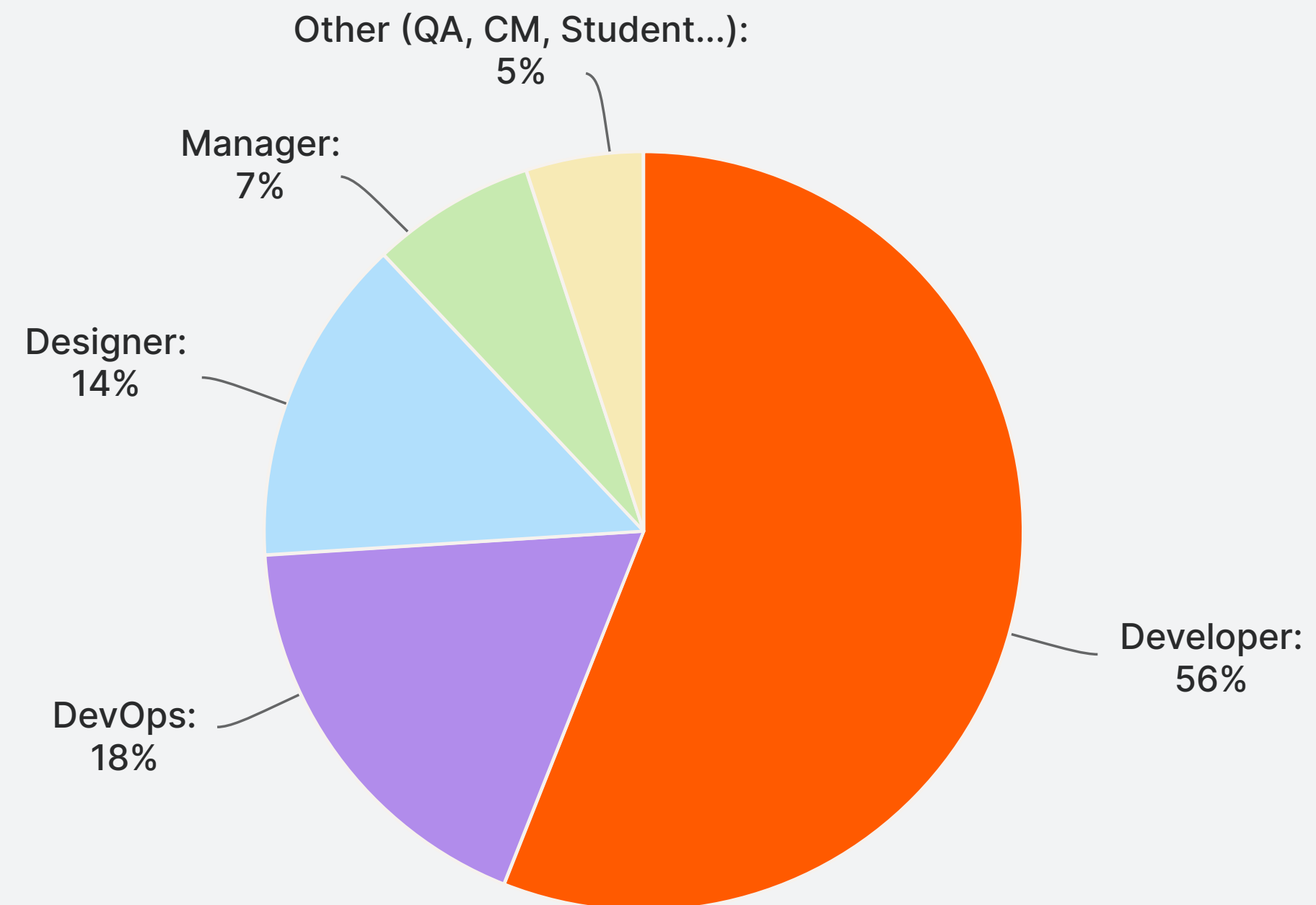
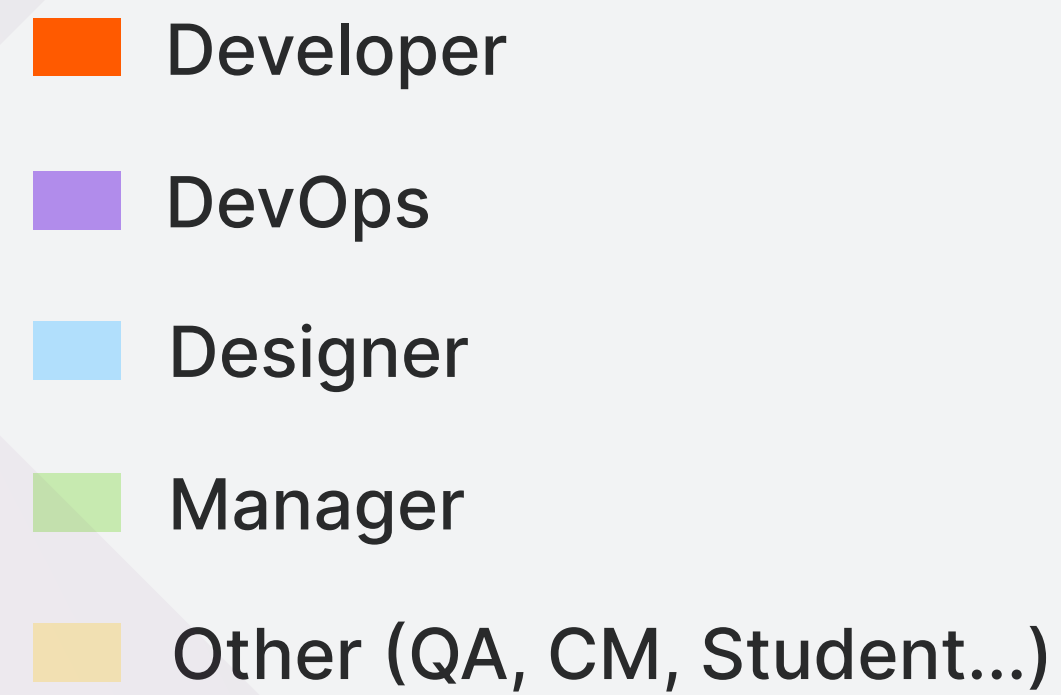
DAYS

**1**

UNFORGETTABLE  
EXPERIENCE



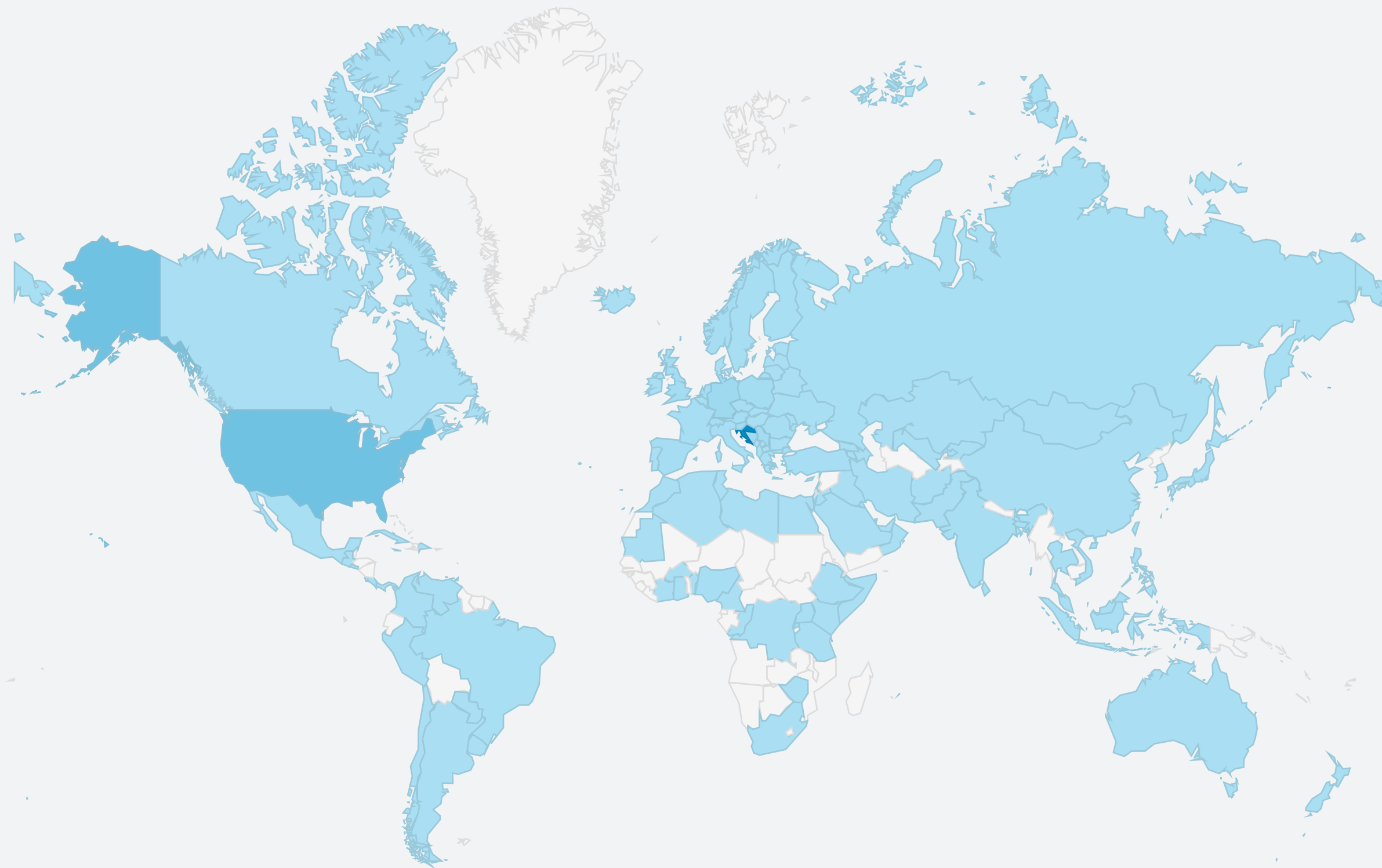
# Attendees by Type



based on Shift survey n=1300 answers



# Attendees by Location



Shift conference events attracted people from 112 countries around the globe



# Some of Our Previous Speakers



**Rasmus Lerdorf**

Creator of PHP

**php**



**Hakon Wium Lie**

Creator of CSS



**Una Kravets**

Developer Advocate at Google



**Rich Harris**

Graphics Editor at NY Times

**The New York Times**



**Kitze**

Founder of Sizzy

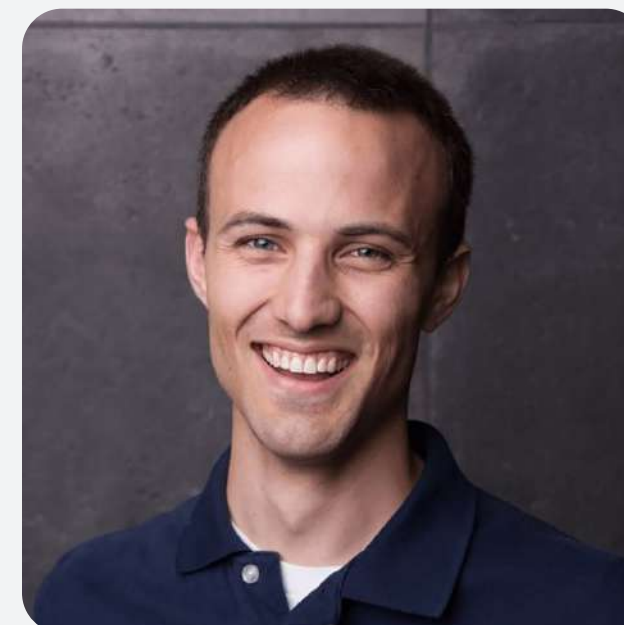
**Sizzy**



**Willian Martins**

JavaScript Formatter at Netflix

**NETFLIX**



**Kent C. Dodds**

JavaScript Engineer and Trainer  
at Kent C. Dodds Tech

**Remix**



**Vitaly Friedman**

Creative Lead  
at Smashing Magazine







# Journalists

Journalists at Infobip Shift come from some of the most influential media outlets in the world

**VentureBeat**

**Mashable**

**TE**

The  
Economist

**TNW**

and many more



# Location

**Zadar** is a city of romance and love, as well as a place of passion and spirit!

This is a town that does not mind exploring new art forms and ideas to enrich its extraordinary setting and complement its grand physique.

Zadar is both a **peaceful community** and a **dynamic modern center** that greets everyone with open arms and leaves a lasting mark on every enamoured visitor!





# Venue

The sports hall is named after Kresimir Cosic, the **best Croatian basketball player** of all time. It was built on the site of the former barracks as part of a large sports center, primarily intended for the city basketball club, but also for other indoor sports and numerous sports, cultural and entertainment events.

The hall has a regular, circular layout with a usable area approximately 14,300 m<sup>2</sup> on the first level and approximately 5,200 m<sup>2</sup> in the stands of the auditorium.

The arena's nickname is "**Peka**", which is a traditional Dalmatian cookware that resembles a bell-like dome.





# Some of Our Previous Partners



**GitHub**

**moz://a**

**SAMSUNG**







# What Can You Expect From Infobip Shift?

## Hybrid

What does that mean? Well for starters, all talks will be professionally streamed so anyone from around the world can tune in. Second, you will be able to chat remotely with everyone at the event - both live and remote, and lastly, you will be able to remotely ask all the speakers direct questions via our Remote only AMA with each of our speakers!

## Networking

With just under 4.000 in-person, and about 10.000 attendees joining virtually to discuss the latest development & technology trends, you'll be able to meet new people, share ideas and opinions without making it awkward. Everybody here is excited to meet - no matter where they are from.

## Prospecting

Apart from making new friends, you'll also be able to find new clients and partners. A lot of people come to our conference with problems, as well as solutions. Whether you've got the former or the latter, you'll certainly be able to find what you need.



# Potential Motivators



Increased  
Brand Awareness



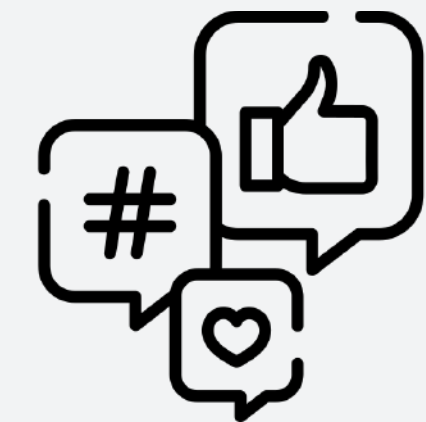
Positive Company  
or Product PR



Lead  
Generation



Opportunity to  
Meet and Greet



Media  
Attention



# Sponsorship Packages

	★	★★	★★★	★★★★	★★★★★
Tickets	2	5	10	20	30
Logo on Website	✓	✓	✓	✓	✓
Logo on Projectors During Breaks	✓	✓	✓	✓	✓
Logo on Printed Materials	✓	✓	✓	✓	✓
Exhibit Space		2×2m	4×2m	4×4m	8×4m
VIP Dinner Tickets			2	3	4
Workshop				On demand	On demand
Price	4.000€	8.000€	15.000€	25.000€	35.000€



# Exhibition Booths

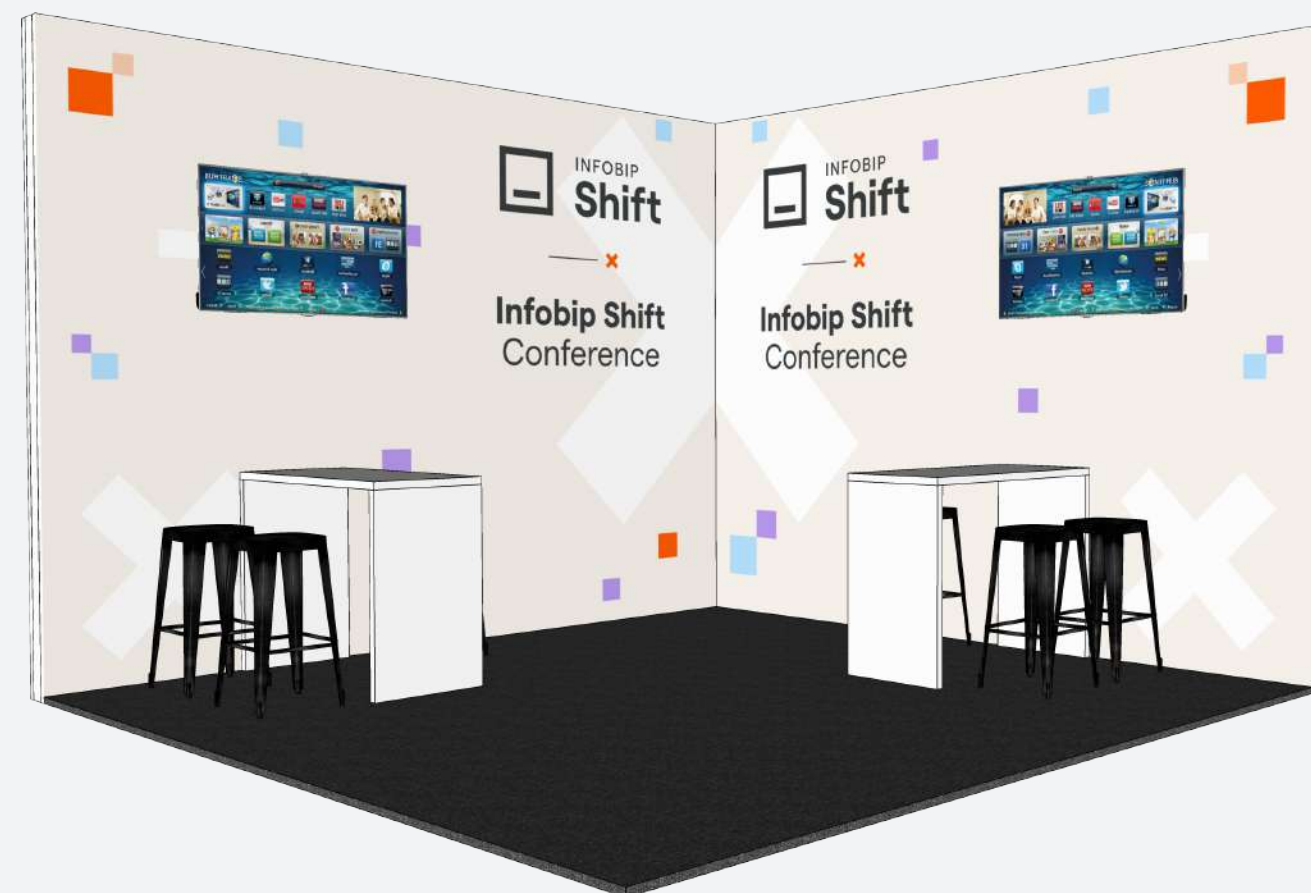
★★  
**2 STAR BOOTH**  
2×2m



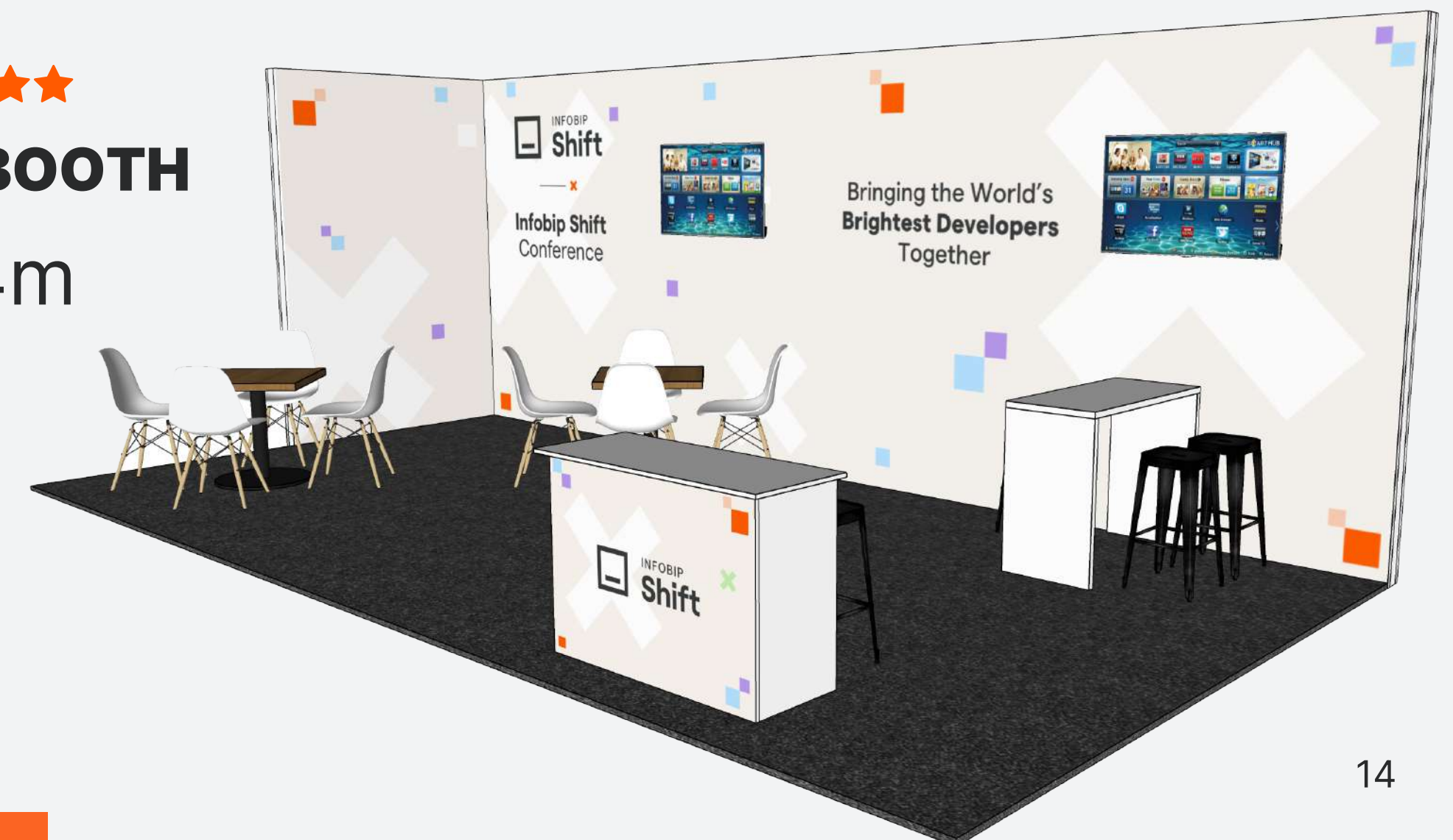
★★★  
**3 STAR BOOTH**  
4×2m



★★★★  
**4 STAR BOOTH**  
4×4m



★★★★★  
**5 STAR BOOTH**  
8×4m





# Sponsorship Addons

	Quantity	Price*	Note
Stage Sponsor	1	15.000 €	Brand presence on stage
Side Stage Sponsor	3	10.000 €	Brand presence on side stage
Garden Sponsor	2	10.000 €	Brand presence in garden area & wooden booth
Party Sponsor (per party)	2	7.000 €	Brand presence in party venue
Business Sponsor	2	5.000 €	Brand presence in business area
App Sponsor	1	5.000 €	Brand presence on mobile app
Stream Sponsor	1	5.000 €	Brand presence on streaming platform
A La Carte Sponsorship**	∞	custom	Custom sponsorship requests*

\***Price** is per quantity

\*\***A la carte sponsorship** is where a sponsor can select to sponsor an element of the event.  
For example, sponsoring the talent, a photo booth, the catering or something else.



# A La Carte Sponsorship

Looking for an alternative to the more expansive traditional sponsorship? There is an **a la carte sponsorship** model approach that provides individual sponsors the opportunity to be more targeted in their exposure.

A la carte sponsorship is the **customizable event package** that gives you the flexibility to market to specific audiences depending on your goals.

Regular sponsors will be the first to receive this sponsorship model option. The more you sponsor, the more exposure your brand will receive.







# → Contact us

We are open for all your ideas and suggestions for improving our event.

Looking forward to the future collaboration!

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