ADC

Sponsorship proposal

Our Attendees

36.3 %	🔵	UX/UI Designer
22 %	🔴	iOS Developer
18.2 %	🟡	Android Developer
6.3 %	🟢	Product Manager
3.6 %	🟠	Chief Executive / Founder
3.2 %	🟢	Engineering Manager
5 %	🔵	Other
1.8 %	🔴	Web Developer
1.5 %	🟡	Tech Lead
1.2 %	🟢	Back-end Developer
0.9 %	🟠	Full Stack Developer
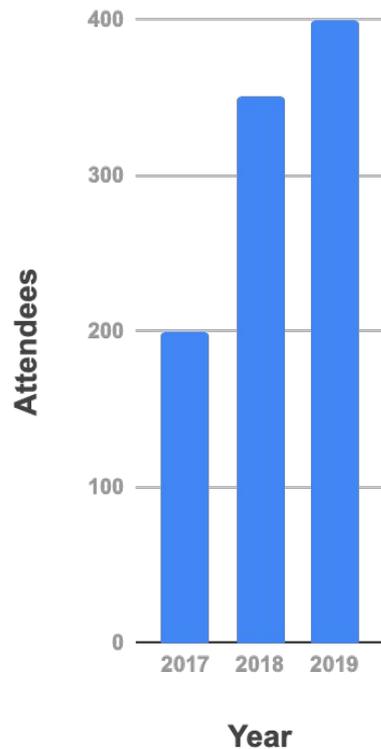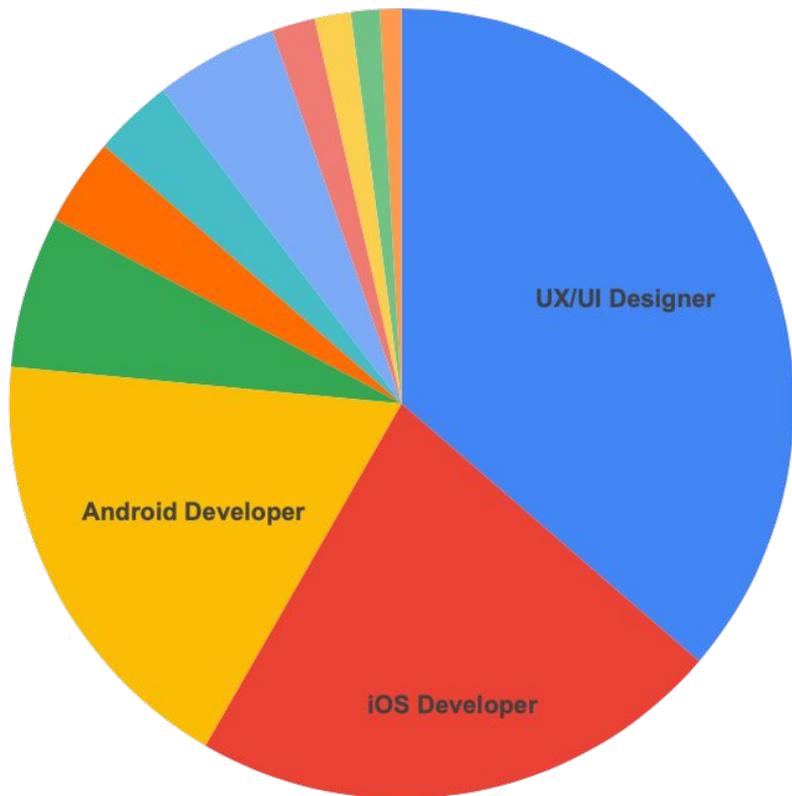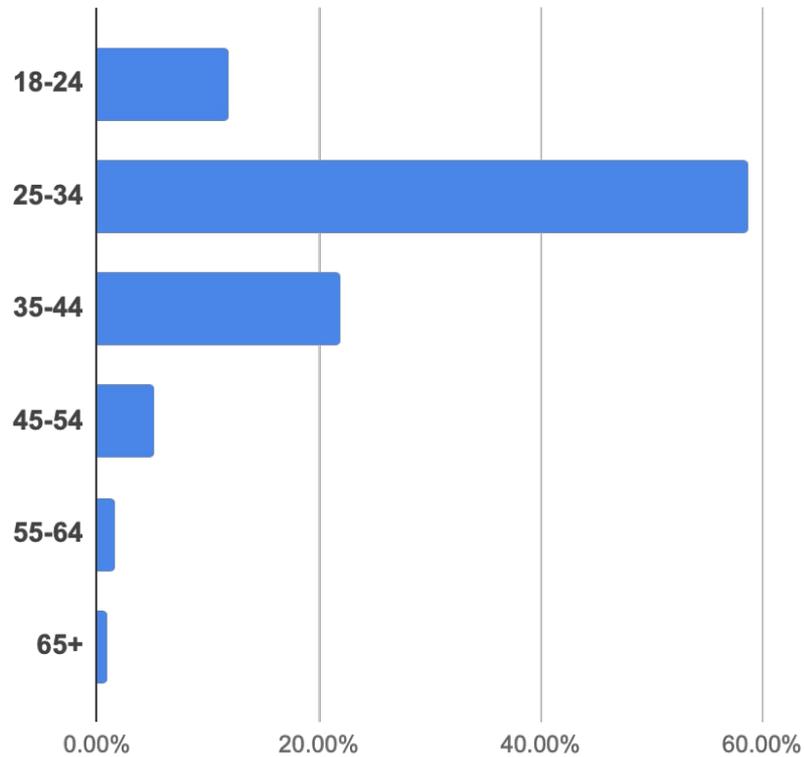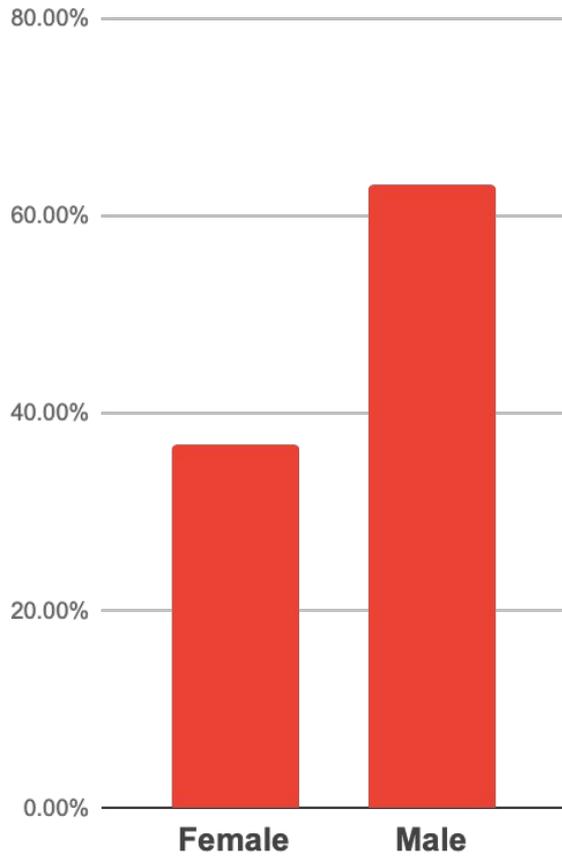
Germany	*21.1 %*
United States	*17.6 %*
Spain	*8 %*
Netherlands	*5.7 %*
United Kingdom	*5.5 %*
Norway	*3.7 %*
Poland	*3.4 %*
Italy	*2.8 %*
Sweden	*2.8 %*
Serbia	*2.7 %*
Austria	*2.6 %*
Belgium	*2.2 %*
Turkey	*2.1 %*
France	*2 %*
Romania	*1.9 %*
Croatia	*1.4 %*
Czech Republic	*1.2 %*
Ireland	*1.1 %*
Russia	*1.1 %*
Other	*11.1 %*

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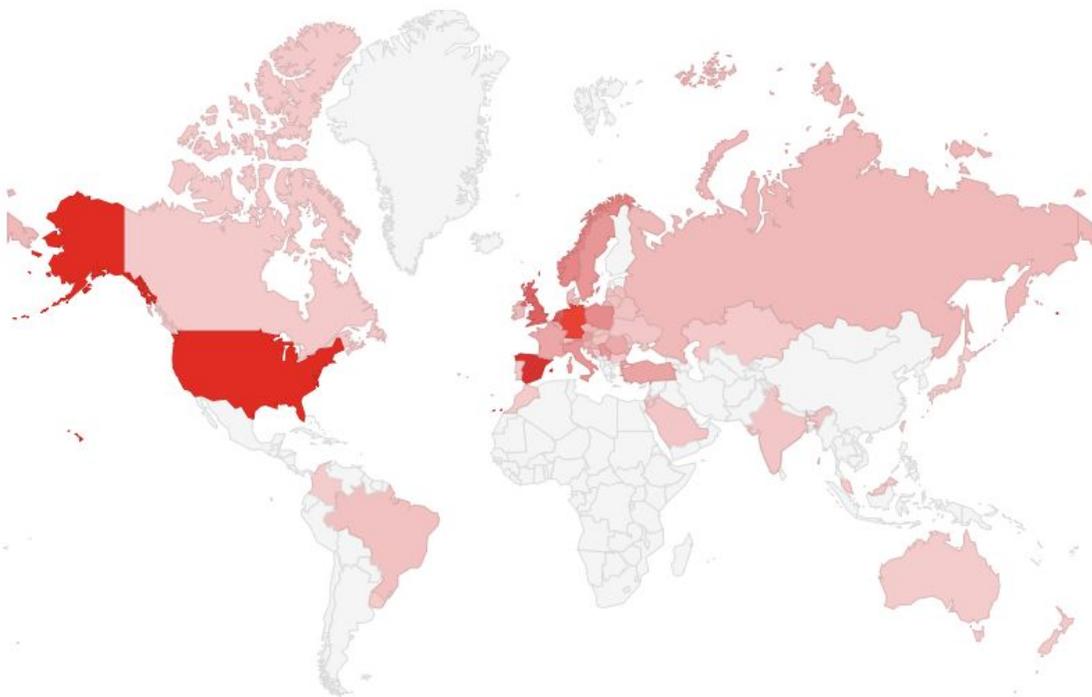
Quick facts about ADDC

- **A single track conference for designers and developers:** (UX, UI, iOS, Android) started in 2017. This year we will have our 4th edition of ADDC.
- **Venue:** Auditorio Axa in Barcelona, Spain
- **Next event:** June 23-25 2021
- **Website:** https://addconf.com
- **Number of attendees:** 200 in 2017, 350 in 2018, 400 in 2019.
- **Attendees break down by role:** UX/UI Designers 35% | iOS Developers 24% | Android Developers 18% | Others 23%.
- **Past sponsors:** Amazon, SoundCloud, Microsoft, Sketch, Google, WeWork, Strava, Deliveroo, 8fit, eDreams ODIGEO, Affinity, Jet Brains, Novoda, Wallapop, JET BRAINS, InstaX and many others.
- **Speakers from:** Google, Facebook, Spotify, Swift by Sundell, Shopify, N26, WeWork, Cool Blue, Hands on Games, Novoda, Uber, Glossom, The Neon project, Travelport Digital, Graf-ik, Hello web books, Flixbus, Egeniq, Surja Digital and many others.
- **Attendees from many industry leading companies attended in the past, including:** SoundCloud, Nike, AutoScout24, Raiffeisen, Financial Times, Bosch, Uber, Facebook, Shopify, Google, Booking.com, Dropbox, Strava, Spotify, Blacklane, SkyScanner, Sportradar, REWE, AxelSpringer, Volkswagen, As Citadele bank, Neofonie, Capital One, Daimler AG, J&L, TomTom, Hosco, DNB bank, Swedebank, NBC News, George Labs, Turkcell, Telenav, MBC Jordan, Forse Mobil, Workhuman, Basetis, iCarros, TripAdvisor, Technogym, Bitstamp, Airbnb, Axa, Sixt, Continental Automotive, IBM, Deliveroo, WeWork, Squarespace, Lidl, Motorola, Facebook, Wix, Sberbank, N26 and many others.

Past talk topics

- **Google:** Fearlessly Forward: My intuitive approach to Silicon Valley
- **Strava:** Building and scaling a culture of AB testing
- **Facebook:** How to make your professional dreams come true
- **N26:** How we built a design system for consistency across multiple frontend platforms at scale
- **IBM:** Everyone Does Research: A Case Study on Inclusive Qualitative Research Methods for Product Teams at IBM
- **Microsoft:** Designing for Interface Next
- **Spotify:** Design System and Component Libraries at Spotify
- **Deliveroo:** Consistency is Key - Working with a Design System
- **WeWork:** Good rules for Bad apps
- **Flixbus:** "Thrive with UX" How to drive change and create impact on your organization
- **Egeniq:** Think and solve for 'User Expectations'
- **Surja Digital:** Building great offline-first apps
- **Fitz:** The NPU Revolution
- **Just Mad:** Run Design Sprints and Become a Product Hero
- **Uber:** Building for Developers
- **Facebook:** Facebook Lite: Building for Emerging Markets
- **Google:** Designer/developer collaboration: what works and what doesn't
- **Microsoft:** So THAT'S how your phone knows where you are!
- **Swift:** Prototype Everything
- **Novoda:** Augmented Reality: From design to development

- **Cool Blue:** Apps can have design systems too!
- **Hands On Games:** What can we learn from games on UX and user behaviour
- **Glossom:** App Design for Women, by Women
- **Neon:** Humans vs Bots: Typos, Trolls and other challenges for NLP
- **Leapcure:** Design For Stigma
- **Graf-ik:** "Remote Control"
- **Kabel & Munk:** Into the Deep – or what would the 80s have done with depth sensing technology?
- **Affinity:** Vector meets Pixel: Affinity Designer
- **SoundCloud:** My dear designer... with love... your developer
- **Google:** Lost in translation
- **Stanfy:** Solve it. Don't just build it.
- **Steps:** Passion, pixels and anxiety!
- **Buffer:** Android Things: Building for the IoT
- **Lonely Planet:** The world in your hands: re-imagining mobile travel
- **Hyper:** Creating great animations on iOS
- **Spotify:** Motion and building effective developer-designer relationships
- **Intrepid:** UX discothèque: How to DJ design & development thinking!
- **Visyon:** VR killed the 16:9 star?
- **Shopify:** The Power of Emotion and Delight
- **Microsoft:** Streamline your app design and development for faster release cycles
- **Hello Web Books:** You Built an App! Now How to Get It Seen and Used

Past workshops

- **Adobe:** Research workshop: Design Research Beyond User Testing

- **Dim Sum Thinking:** iOS workshop: Seeing Map and FlatMap as Swift Design Patterns

- **Google:** Design workshop: Building Design Systems with Google's Material Design

- **Canonical Examples:** Android development workshop: Towards Good Coverage in Android)

- **TravelPort Digital:** Workshop for developers: Introduction to React Native and GraphQL for App Development

- **Shopify:** Workshop for designers: Wicked Problems

The story behind ADDC

Our team originally comes from the world of mobile app development and designers. As some of us are designers, and others developers, we know how valuable it is that design & development work together, hand in hand. Together not meaning just in the same room, but as a team and an ecosystem.

And from that we came to our goal as ADDC team:
Bringing developers and designers closer together, get them on the same page, get them inspired, and through our Speakers, Sponsors, and Workshops, show them how much it is possible to achieve if we work together with the same goal. It is not just cheaper for the company; the product is superior at the end, which means happy clients. And we all like happy clients.

Highlight videos from past events:

2019: https://www.youtube.com/watch?v=QwLqSAasd4E

2018: https://www.youtube.com/watch?v=2hvYulxKO28&t

2017: https://www.youtube.com/watch?v=jGYm2K6X9Bg&t

Social media channels:

Website: https://addconf.com/2020

Twitter: https://twitter.com/addconf

Instagram: https://www.instagram.com/addconf

Facebook: https://www.facebook.com/addconfcom

ADDC **MAIN PARTNER**	Price
- Official Main Partner of the event announced in the venue, all our publications, website & app - Your company mentioned in our emails and on our social media channels - 3 standalone e-mails to all attendees (One before and one after the event) - Included in the official partner newsletter to all attendees - 8 conference tickets included - Invitation of two persons from your company to the official Speakers Dinner - Invitation to participate in the main panel discussion - Your merchandise in our attendee swag bag - A 20-minutes talk in the main auditorium. This should not be a sales pitch, but a talk with valuable content for our attendees. We will ask you to submit your slides for approval. Your talk may contain limited references to your products. - ADDC Party sponsor: exclusive branding at the party - Exclusive Masterclass with up to 50 attendees. This should not be a sales workshop, but an activity with valuable takeaways for our attendees. We will ask you to submit the draft workshop for approval. The workshop may contain limited references to your products.	25,000 EUR All prices are in EUR and don't include any applicable Value Added Tax.

ADDC **PREMIUM PARTNER**	Price
- Official Premium Partner of the event announced in the venue, all our publications, website & app - Your company mentioned in our emails and on our social media channels - 2 standalone e-mails to all attendees (One before and one after the event) - Included in the official partner newsletter to all attendees - 4 conference tickets included - Invitation of one person from your company to the official Speakers Dinner - Invitation to participate in the main panel discussion - Your merchandise in our attendee swag bag - A 20-minutes talk in the main auditorium. This should not be a sales pitch, but a talk with valuable content for our attendees. We will ask you to submit your slides for approval. Your talk may contain limited references to your products.	10,000 EUR All prices are in EUR and don't include any applicable Value Added Tax.

ADDC **GOLD PARTNER**	Price
- Official Premium Partner of the event announced in the venue, all our publications, website & app - Your company mentioned in our emails and on our social media channels - Included in the official partner newsletter to all attendees - 2 conference tickets included - Your merchandise in our attendee swag bag	5,000 EUR All prices are in EUR and don't include any applicable Value Added Tax.
ADDC **JUNIOR PARTNER**	Price
- Official Junior Partner of the event announced in the venue, all our publications, website & app - Your company mentioned in our emails and on our social media channels - 1 conference tickets included	2,500 EUR All prices are in EUR and don't include any applicable Value Added Tax.

"Coming together is the beginning. Keeping together is progress. Working together is success."

— Henry Ford

Are you interested in becoming an ADDC 2021 sponsor?

Our process starts with a quick call to discuss your needs and the best sponsorship package for you.

Get in touch