



tweakers

DEVELOPERS SUMMIT



Tweakers Developers Summit 2022

There is no place like 127.0.0.1





Introduction

The Tweakers Developers Summit will return in 2022! More than five hundred developers come together for inspiring keynotes and in-depth innovative tech talks. As a company you want to show your face here! After a digital trip in 2021, it is time to physically return to DeFabrique in Utrecht and stoke the coding fire in our hearts. You could almost say it feels like coming home (127.0.0.1).

In 2022 you will see the well-known tracks again and as a partner you can join in various ways: from online visibility in the run-up to the event to giving a master class.



Developers Summit 2020/2021

The past two years

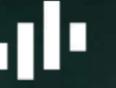
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Aftermovie 2020



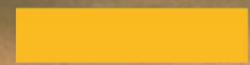



 “I’ll probably come here again next year”

“Enjoyed the presentations, they were really great.”

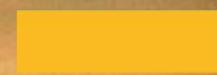
“I mainly come to learn”

- Visitors 2020




 “When you’re at work, you sometimes get tunnel visions because you’re doing the same thing over and over. So it’s nice to hear what other people are working on in terms of projects and to learn something from that.”

- Bezoeker 2020



Average ratings



Ratings talks

2020/2021

8,2 (2020) **8,8** (2021)

Keynotes/Masterclasses

7,6 (2020) **8,1** (2021)

Partnertalks

Location DeFabrique Utrecht

2020

8,6

Overall experience

8,0

Catering

8,4

Facilities





Visitors

<id> you are special

Visitors profile

based on 2020



Age

20-29 jaar	37%
30-39 jaar	10%
40-49 jaar	17%
50-49 jaar	4%
Unknown	32%

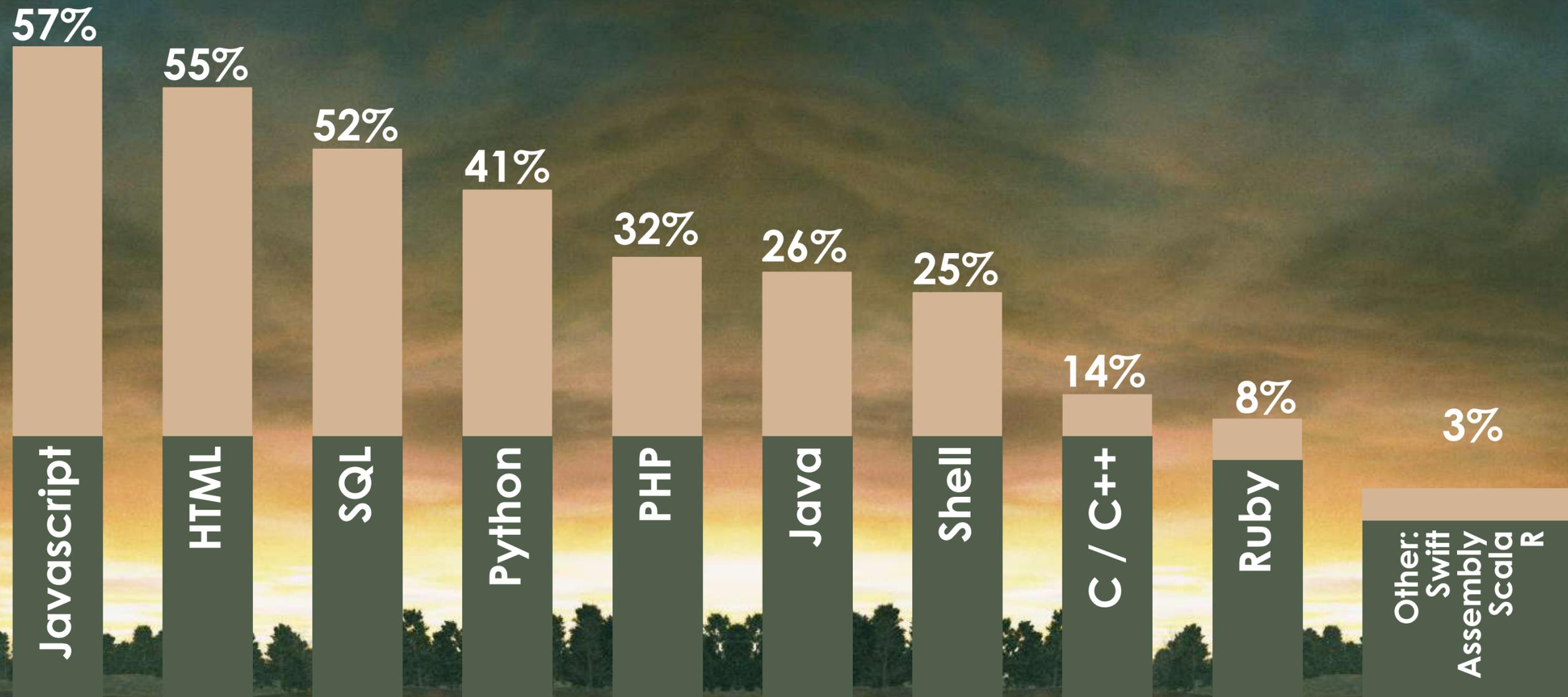
Profession

Senior developer	26,0%
Medior developer	18,4%
Lead developer	13,9%
Junior developer	7,2%
Student developer	3,8%
Developers in other IT-professions*	30,7%

**) 80% of the 'other' category is also made up of developers, but they use the following job titles:
Technical consultants, product developers, architects, DevOps engineers, network engineers, full stack developers*

Programming language

Based on visitors 2021



Partners

<id> you are special



```
● Dockerfile - problematic-project - Visual Studio Code
trivy-results.json  trivy-results-better.json  Pipfile.lock
Dockerfile > ...
You, 7 days ago | 1 author (You)
1 FROM python:3.7-buster
2
3 RUN apt-get update -y
4 RUN apt-get upgrade -y
5 RUN apt-get install -y build-essential
6
7 WORKDIR /usr/src/app
8
9 COPY requirements.txt ./
10
11 RUN pip install --no-cache-dir -r requirements.txt
12 You, 7 days ago | Initial commit
13 COPY . .
14
15 RUN "python" "db_init.py"
16
17 CMD [ "python", "./vulpy.py" ]

PROBLEMS  OUTPUT  DEBUG CONSOLE  TERMINAL
1: zsh

Low: 0.0
Medium: 15.0
High: 3.0

Files skipped (0):
~/Experiments/problematic-project
```

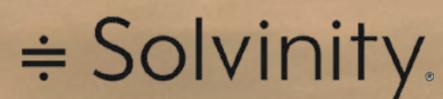


Partners



2020

2021



Partner quotes



“Great event at a great location! The target group was diverse, with many IT specialists. Very interesting for NS. There was also a really nice atmosphere!

- NS

“Tweakers Developers Summit is an event that we as a partner look forward to every year. You come into contact with developers at an inspiring location.”

- ANWB

Tweakers Developers Summit 2022

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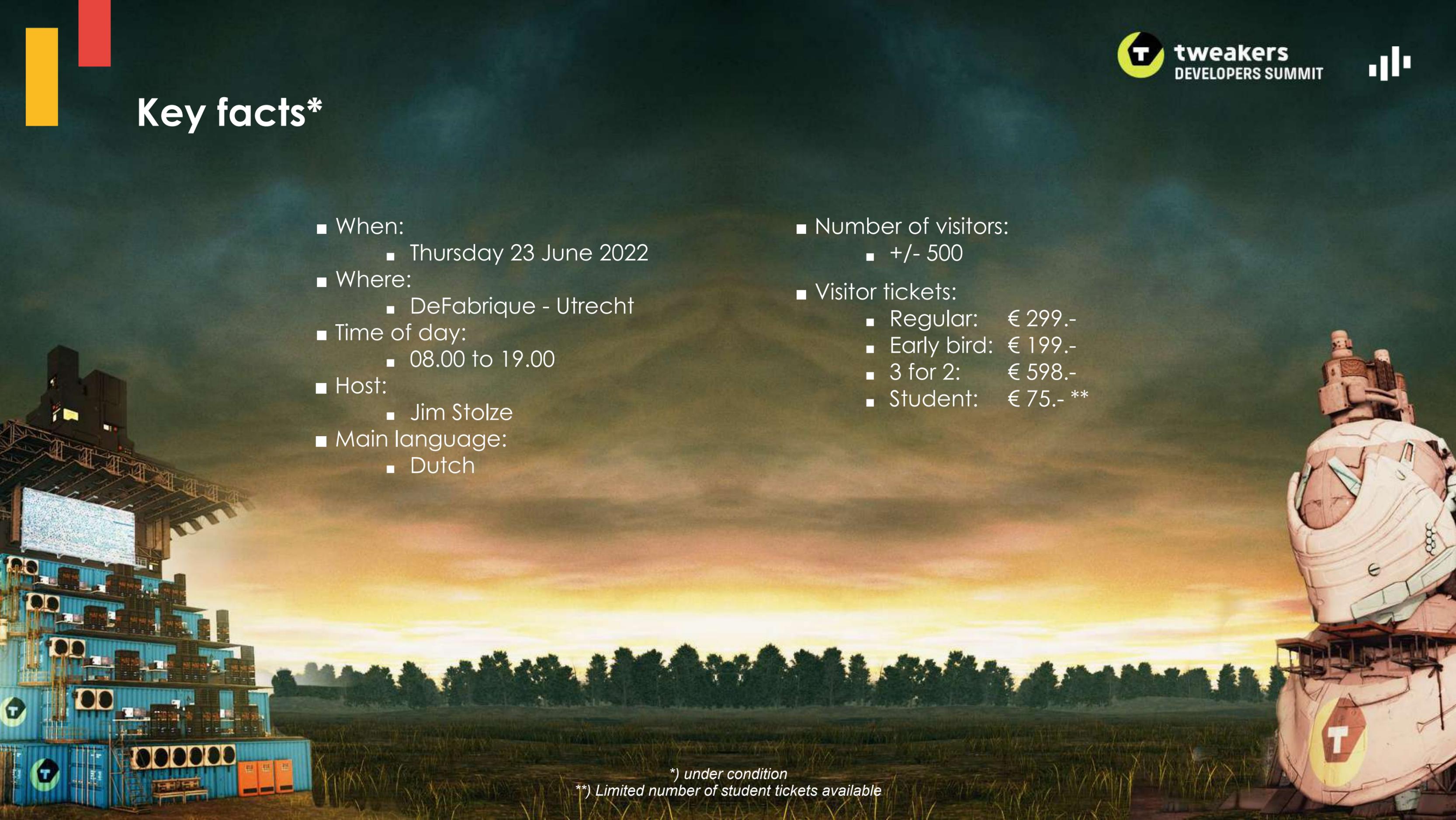


Key facts*

- When:
 - Thursday 23 June 2022
- Where:
 - DeFabrique - Utrecht
- Time of day:
 - 08.00 to 19.00
- Host:
 - Jim Stolze
- Main language:
 - Dutch
- Number of visitors:
 - +/- 500
- Visitor tickets:
 - Regular: € 299.-
 - Early bird: € 199.-
 - 3 for 2: € 598.-
 - Student: € 75.- **

**) under condition*

****) Limited number of student tickets available*



Tracks at the Tweakers Developers Summit



What are we talking about at an event that breathes development? The well-known tracks from the Developers Summit will return to the event again this year. Below you will find the different tracks in which visitors are informed, inspired and convinced. For more information and inspiration, you will find detailed explanations for each track in the appendices of this presentation.

1. Artificial Intelligence



2. Backend development



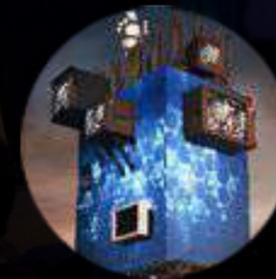
3. Frontend development



4. DevOps



5. Privacy & Security



6. Smarthome



Partnership options



Why become a partner?



- Claim *thought leadership*. Tell your story and show how innovative your business is.
- Get in contact with the IT/Developer target group.
- Collect valuable feedback such as: spontaneous and assisted awareness and booth, talk en comments assessment.
- Get extensive media exposure through brande articles and display advertising.
- Show your product/service to +/- 500 participants.
- Be featured in +/- five frontpage articles leading up to the event.



Interact at the Playground!



The Playground is literally central to the Developers Summit. This is the place where all the partners' booths are located and where everyone meets again after a talk. Experience shows that the degree of success on the booth is partly determined by offering interaction at your booth. In the following slides you build your own partner package. You will find a number of examples next to this message* with which you can increase the interaction. Of course we like to think along!

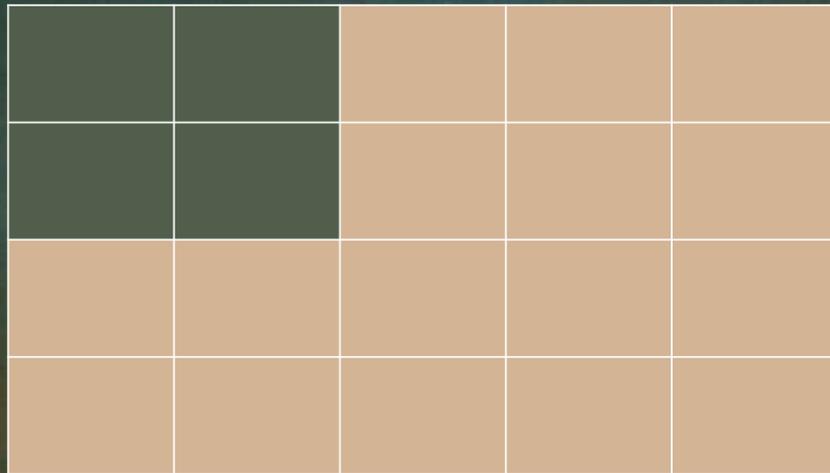
- Barista
- Catering
- Coding games
- Coding Escape Room
- 3d-printen
- Arcadegames
- Old skool-games
- VR-experience

**) Prices for the activities are on request.*

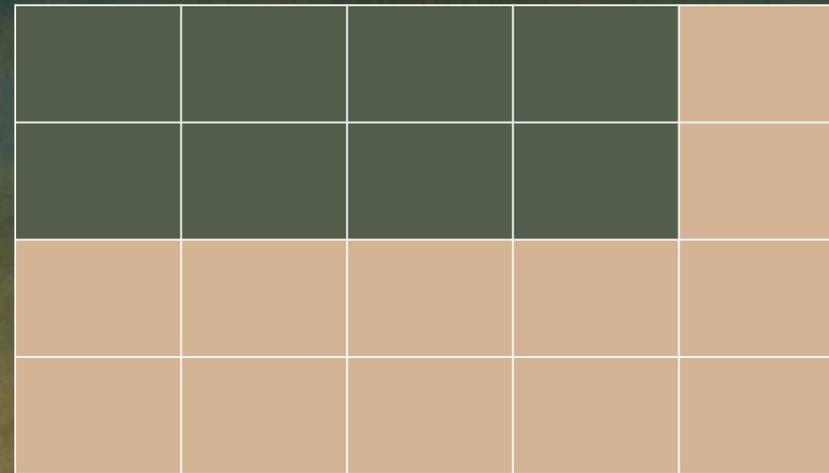
Step 1: Choose your booth space*



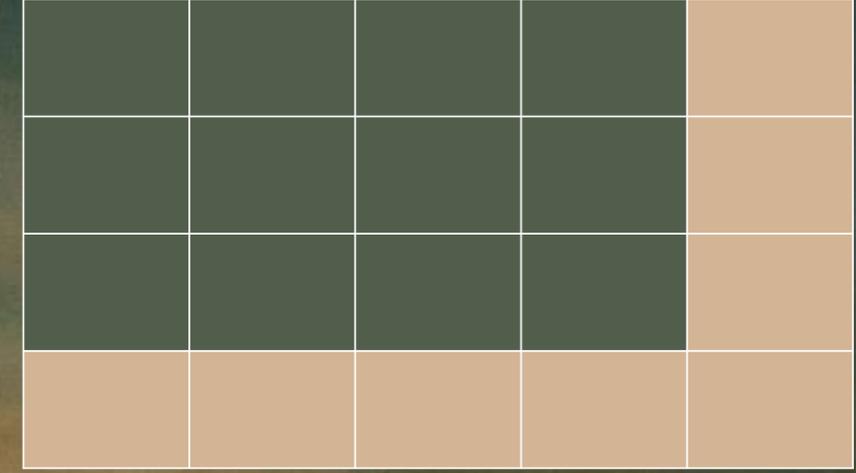
Booth space XS (4m²) € 3,600.-
€ 900.- p/m²



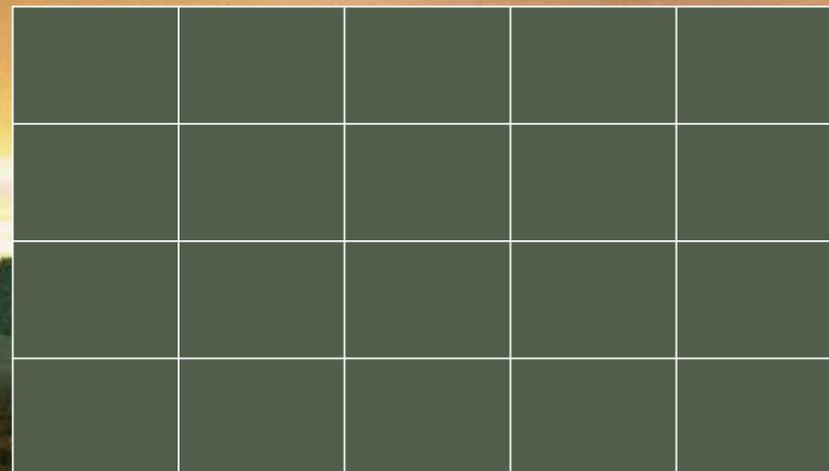
Booth space S (8m²) € 6,000.-
€ 750.- p/m²



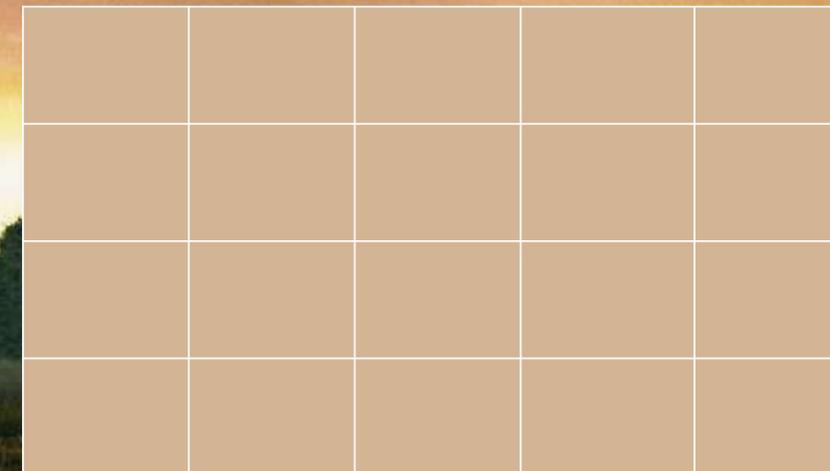
Booth space M (12m²) € 8,700.-
€ 725.- p/m²



Booth space L (20m²) € 14,000.-
€ 700.- p/m²



Concept by Tweakers On request



*Booth space is a mandatory part of any partnership

The booth space package includes:

At the event:

- Booth (size of your choice), incl. Electricity and standing table, to be decorated by yourself
- 4x ticket voor booth crew
 - XS-stand = 2 tickets
- Logo on screens during the event
- Digital goodie bag
 - Possibility to supply digital products, codes or something different!

Online:

- (Logo) mention on Zone
- (Logo) mention in display-ad campaign Developers Summit on Tweakers
 - 2,5 - 3 million impressions
 - Starting 4 to 6 weeks before the event
- (Logo) mention in promotion Developers Summit on social media
 - 250.000 - 300.000 impressions
 - Starting 4 to 6 weeks before the event
- (Logo) mention in aftermovie



Step 2: Do you want to speak at the Developers Summit?

Do you want to reach out to a large group more directly with a substantive in depth story? Or show the back of your tongue with a coding session? With a masterclass you open the doors to address and convince the target group as substantively as possible.

In order to strike the right chord with the audience, the content of the talk is tuned in collaboration with Tweakers. It should be a (in depth) technical story.

For an optimal reach of a talk, the combination with a branded article is recommended.

Masterclass

€ 7,500.-

- 45 minutes, including question round
- 50 to 90 participants
- Content is tuned with Tweakers
- 1-on-1 presentation training by a professional speaker coach from TedX focused on presentation techniques
- Including 150K impressions 'double banner' to promote the masterclass on Tweakers



Step 3: Ticket packages*

Buy extra tickets for a cheaper price



■ 4x Event ticket

€ 796.-

€ 199.- per ticket (regular: € 299.-)

■ 8x Event ticket

€ 1,512.-

€ 189.- per ticket (regular: € 299.-)

■ 12x Event ticket

€ 2,148.-

€ 179.- per ticket (regular: € 299.-)

*Four booth crew tickets are included (two tickets for XS booth)

Step 4: Online exposure packages*



Branded article

- Interview with expert
- Publication on frontpage
- 800-1200 words

€ 3,000.-



Mediabudget S

Example

- Desktop:
100K impressions
Billboard (of which 50K by AdDefend**)
from € 28,- CPM / 30% discount
- Mobile:
130K impressions
Mobile banner
from € 7,- cpm / 30% discount

€ 3,600.-



Mediabudget M

Example

- Desktop:
200K impressions
Billboard (of which 100K by AdDefend**)
from € 24,- cpm / 40% discount
- Mobile:
267K impressions
Mobile banner
from € 6,- cpm / 40% discount

€ 6,400.-



Mediabudget L

Example

- Desktop:
315K impressions
Billboard (of which 150K by AdDefend**)
from € 20,- cpm / 50% discount
- Mobile:
420K impressions
Mobile banner
from € 5,- cpm / 50% discount

€ 8,400.-

*Campaign around Developers Summit, up to four weeks after event. Topic aligned with Developers Summit. Rates based on ROS. Expressions exclusively for brand (single brand promotion).

**Digital formats deployed by AdDefend increase reach. The formats are also delivered to adblock users. AdDefend cannot collect tracking data. However, clicks, impressions and ctr are measured.

Partnership extra's

POWERED BY:

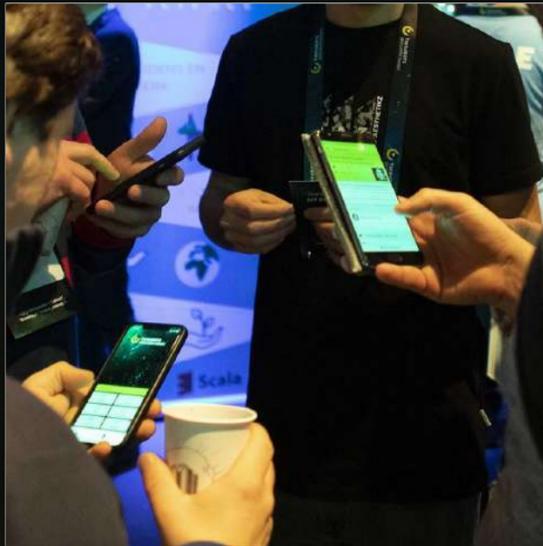


MEDICOR

MEDICOR

Step 5: Other sponsor items

Specials



Mobile app

- Main sponsor of the app during the event.
(80,2% uses the app)

from € 2,500.-



Signposts*

- Logo placement on the signposts at the event.

from € 2,000.-



Seat cover

- Lay a surprise on the 500 seats in the Perserij (main stage)

from € 1,500.-



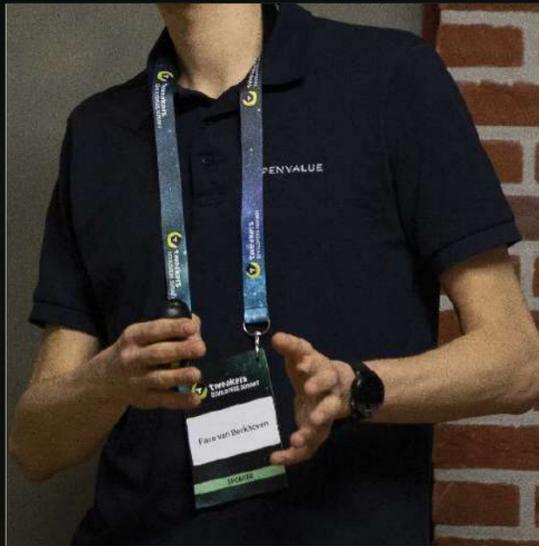
Stroopwafels

- 200 pieces (2 hours) in the morning of the event.

from € 1,500.-

Step 5: Other sponsor items

Specials



Keycord

- Provide the keycord with your logo

from € 1,500.-



Donutwall

- Special wall full of donuts branded with your logo

from € 1,500.-



Shuttleservice*

- Sponsor the shuttle service from station to venue

from € 1,500.-



Tailormade

- A unique proposal based on your goals

On request

*Shuttle service operates from 8:00 AM to 9:30 AM and from 5:30 PM to 7:00 PM

Calculation example

You want to focus on giving a masterclass, but you also want to be visible at the event itself. You want to promote your masterclass in advance with a branded article and finally you want to be present at the Developers Summit with many colleagues, in order to provide as much interaction with the visitors as possible. Then example #1 below would be a nice option. Of course, several combinations are possible!

EARLY BOOKING DISCOUNT

Become a partner of the Developers Summit before **January 31, 2022** and receive media **package S** (worth €3.600,-) for **free!**

Voorbeeld 1:

Booth space S (8m ²)	€ 6,000.-
Masterclass	€ 7,500.-
Branded article	€ 3,000.-
8x event ticket	€ 1,512.-
Signposts	€

Total € 20,012.-

Voorbeeld 2:

Booth space S (8m ²)	€ 6,000.-
Masterclass	€ 7,500.-
Branded article	€ 3,000.-

Total € 16,500.-

Voorbeeld 3:

Booth space XS (4m ²)	€ 3,600.-
Branded article	€ 3,000.-
	2,000.-

Total € 6,600.-

Register now and join the
Developers Summit 2022!



Contact



✉ salesit@dpgmedia.nl

✉ digital.recruitment@dpgmedia.nl



Terms and conditions

The General Advertising Terms and Conditions of Tweakers apply to this agreement. Among other things, these general terms and conditions can be found [here](#) (in Dutch).

- This creative concept remains the property of DPG Online Services B.V.
- Usage of the creative concept by advertisers and / or third parties is possible, but must be approved by Tweakers.
- Amounts are excluding VAT and all prizes or incentives that will be given away are charged with 43% gambling tax. This will be charged if the value of the incentive per winner is more than €449.-.



Appendix

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THANK YOU!

<http://developer.huawei.com/consumer/en>

HUAWEI
DEVELOPER DAY



HUAWEI
DEVELOPER DAY



Masterclass

Hot topics

Artificial intelligence

- De metaverse
 - Virtual reality and robotica
- Intelligent procesautomation (ipa)
 - Hyperautomation
 - Optimizing data flows so that there is better insight into where improvement is needed.
- Automate language assistent
 - Nlp (natural language processing)
 - Real voices as nlp
- Al in big data
 - Artificial intelligence that takes over input and assessment of people's data
- Iob (internet of behaviours)
 - User-driven data is analyze from a behavioral psychology perspective



1. Artificial intelligence

Mimicking our own intelligence to perform tasks is more prevalent than ever. A lot is happening in the field of artificial intelligence, machine learning, deep learning and data science. A field in which both scientific and other methods are used to generate value from data.

Hot topics Back-end

- Serverless applicaties
 - Cloud computing services (Google, Amazon & Microsoft)
- Push notifications
- Web Real-Time Communication (WebRTC)
- Trending Languages
 - Python
 - Ruby
 - Erlang/Elixir
- Containerization
 - Kubernetes
- Integratie virtual assistants
- Edge computing



2. Backend development

The user-invisible environment of a website, application or program that requires many specific programming languages and frameworks. It is the essential support for the frontend, is generally divided into database, server and application and allows the frontend to communicate with other programs and applications.

Hot topics Front-end

- JavaScript stays big
- ReactJS
- TypeScript
- Micro frontend architecture
- Animations and motion designs
- Gatsby
- GraphQL
- Testing of frontend-projects
- Jamstack



3. Front-end development

The connection between the design and the software that is necessary to bring an application, website or program into a technically working whole by means of programming, testing, implementing and drawing up frameworks and designs. All this to get the user experience as optimal as possible.

Hot topics Devops

- Integrated software delivery pipelines
 - Improving the CI/CD-pipelines
- Low-code devops automation
 - Automation of basic workflows (low-code)
- Security in proces
- Serverless architectures
- Kubernetes in devops
- Improvement of testing



4. Devops

Software development and software operations together. It encompasses the automation and monitoring process in building, integrating, testing, releasing, deploying and managing software infrastructures. The goal is to achieve shorter development cycles, increased delivery and reliability of software. All this in short lines with the goals set by the business.

Hot topics

Privacy & security

- The evolution of ransomware
- Usability of multi-factor authentication
- Zero Trust
- Increase in attacks on cloud services as these are up and coming
- Remote working and accessibility of data and systems



5. Privacy & security

An increasingly important part of setting up a computer or software is ensuring confidentiality, security, integrity and the availability of applications and data, and assessing, limiting and protecting against vulnerabilities, threats and attacks. The techniques must ensure that software is accessible, safe and continues to function.

Hot topics Smarthome

- Smart gardening
 - Measurements for plants and bio-life
- Smart beveiliging
 - Without camera's
- Open standard in smarthome-devices
 - Development of integrations
- AI & iot
 - Development of recommendations
 - Self learning houses
 - Smart kitchens
 - Smart bathrooms
- Smarthome & healthcare
 - Development in the field of air pollutants (Covid)
- Security of iot-devices
 - Smarthome-devices are known for their bad security.
- Mesh-wifi
 - Developing the connectivity improvement and more stable operation of the iot devices



6. Smarthome

The ways to make your home smarter are getting wider and better, but also more technical. Simple home automation is making way for more open source solutions. Smarthome and thus process automation can be implemented in many ways and built on different platforms. These assistants can control countless IoT devices that are "smart" or can be made smart.