

404fest.ru



#404FEST

2019

A FESTIVAL OF WEB EXPERTS

An iconic tech festival will gather more than 2000 headliners of the web industry for the tenth time, providing a unique opportunity to share best practices, discuss current trends and then go crazy at the afterparty. 2 days, 10 topical sections, 70 supreme presenters, stunning riverbank sunsets and festive air all around — that will be legendary!

SEPTEMBER 14-15, 2019
SAMARA, RUSSIA



1500+

web experts

from

50+

cities

70+

supreme
presenters

WHO ARE THOSE GUYS?

Age: 25-45



Mobile developers



Analysts



Web developers



Directors of digital companies



Advertising and marketing specialists



Design and usability specialists



Investors



Entrepreneurs

IDLERS!



WHERE ARE THEY FROM?

RUSSIA

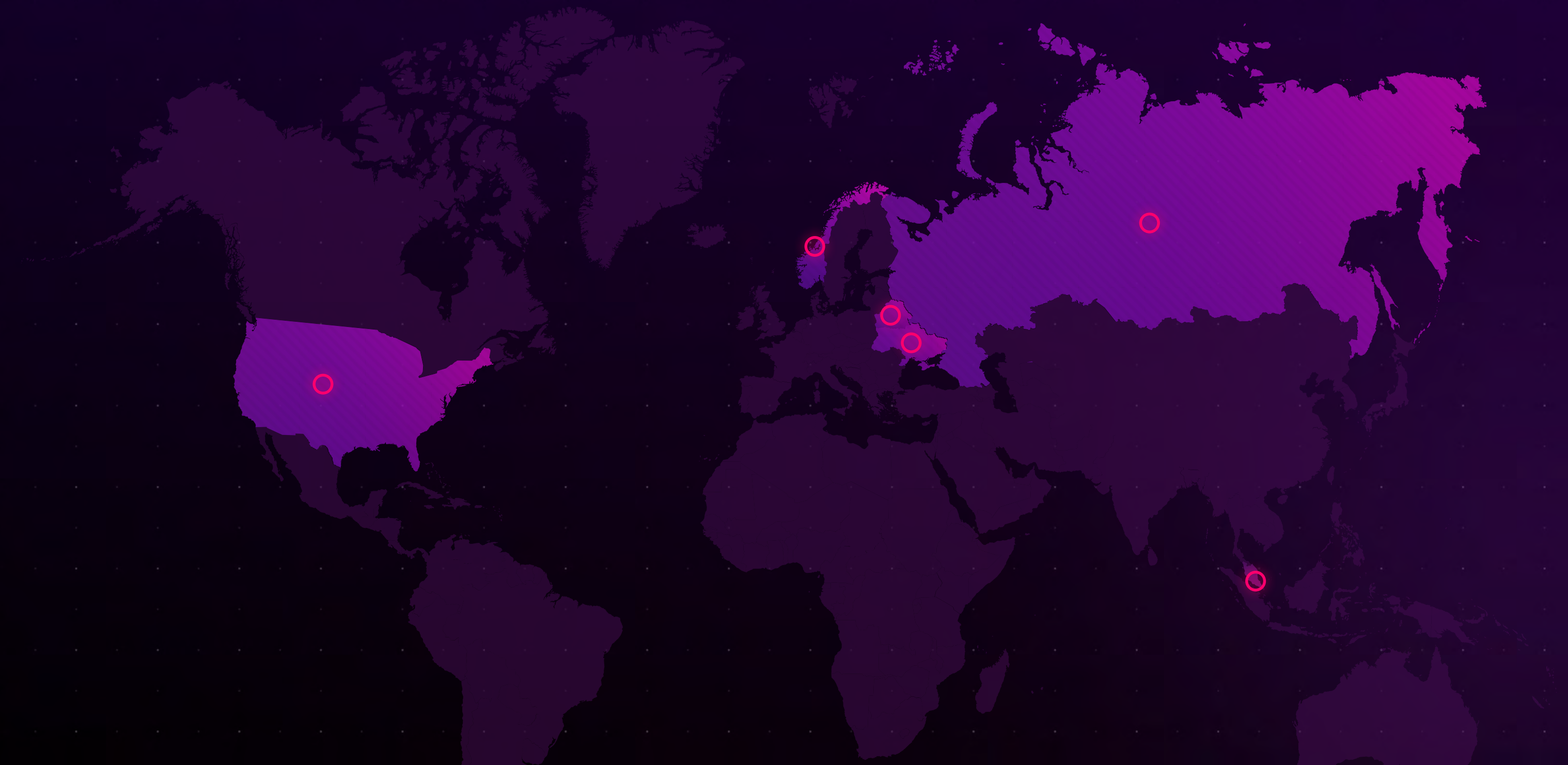
UKRAINE

BELARUS

USA

SINGAPORE

NORWAY



WHAT IS IT GOING TO BE ABOUT?



Backend



Frontend



Mobile applications



User Experience



Design



People management



Information society



Project management



PR and marketing



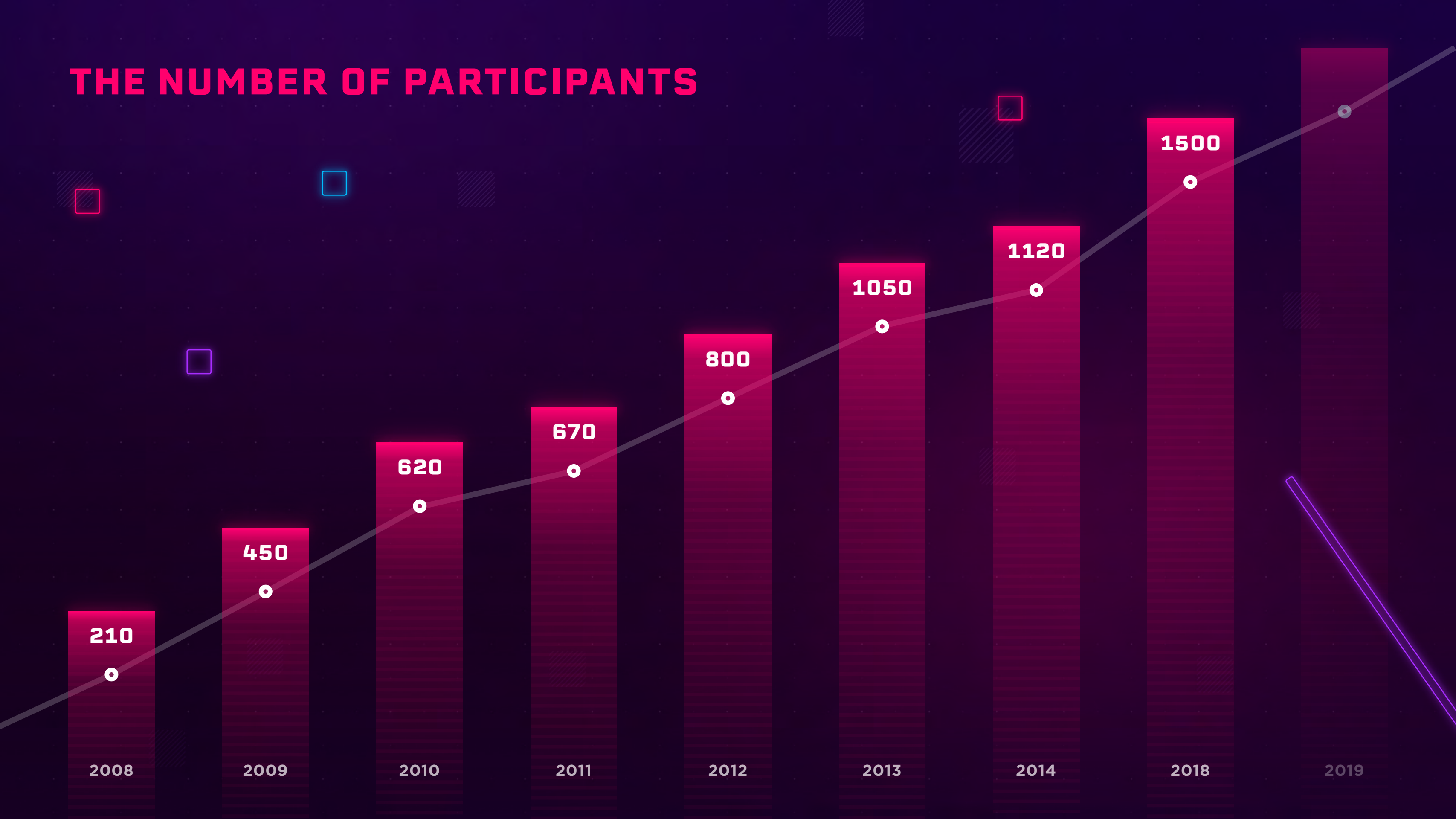
Startups



Blogosphere



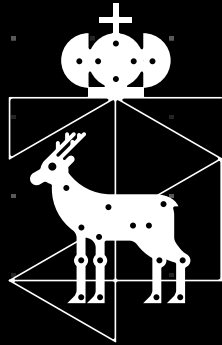
THE NUMBER OF PARTICIPANTS



HAVING GREAT TIME AT 404



WE'VE ALREADY DONE



Design weekend,
May 4-5, Samara 2018.

1700 120 100+

designers

presenters

TV stories

Just two random speakers from the list:



Dmitriy Azarov

Ad interim governor
of the Samara Region



Andrey Chibis

Deputy Minister of Construction, Housing
and Utilities of the Russian Federation



404FEST IN MEDIA

100+

Ad channels

2.5M+

Of the target audience reached

For instance:



Artemiy Lebedev

185.000+ followers



Habr.com

1 000 000+ users



TV broadcasts

1 000 000+ audience



Lifehacker.ru

2 000 000+ users



Mailout

27.000+ recipients

REGULAR SPONSOR PACKAGES

MEGA-SPONSOR

\$5,000

- Own promoters allowed at the venue
- Opportunity to run a competition with an announcement in the mobile app
- Booth in the hall
- Mention at the fest opening ceremony
- Mention in the fest summary articles
- Push-notifications multicast to the fest participants
- Logo on the site
- Logo on the press wall
- Logo link in the official fest app
- Mention in the social networks fest groups
- Roll-up at the venue

2 all inclusive fest tickets

GIGA-SPONSOR

\$10,000

◀ Same as the mega-sponsor's

- Logo on the mobile app homepage
- Logo in the mobile app event schedule
- Logo in the video ads and presentations recordings
- Possibility of placing interactive ads in the mobile app
- Logo on the participants' badges
- Priority in placing the booth

4 all inclusive fest tickets

WHAT'S THE PURPOSE?



Make a name associated with the iconic fest



Make direct contacts with target audience at the venue and indirect — through numerous publications in media and social networks



Present your goods, services or projects right to the target audience and get instant feedback



Build brand awareness among target audience



Find new clients or hunt new employees



Watch your hashtags promoted by the fest participants, enjoy new followers in the social networks



Thousands of people will see your ad in the app



INTEGRATION EXAMPLES

PALYCH'S CAKE

An enormous cake representing a 404 logo raised genuine excitement and received hundreds of likes on Instagram.

We are open to different formats of sponsor integration and will be happy to support the non-standard ones.



INTEGRATION EXAMPLES

WARGAMING PLAY SPACE

An opportunity to play tanks with Vasserman was provided at the fest!



INTEGRATION EXAMPLES

ADOBE MASTERCLASSES

Photoshop masterclasses were taught by Adobe, so that everyone could look good in the fest pics!



INTEGRATION EXAMPLES

AVITO BADGES WALL

Badges with funny user requests —
for all the participants!



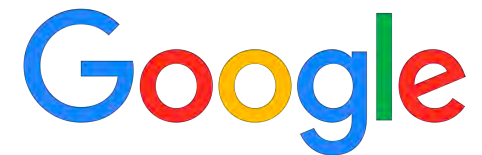
INTEGRATION EXAMPLES

MTS PHOTO BOOTH

Hundreds of bullet time effect shots —
in Instagram profiles all over Russia.



PREVIOUS FESTS SPONSORED BY



ЛАЙФХАКЕР



ORGANIZED BY



Eugene Demyanenko

Vice President of Design
and Marketing
Mercury Development

+7 927 261 85 39



Ruslan Demyanenko

Project Director
Mercury Development

+7 927 001 11 41



Denis Kortunov

Senior Design Director
Acronis

+7 927 209 87 70

We've been hosting the fests for 11 years and
each time we do our best to improve on.





PARTNERSHIP INFORMATION

✉ **partners@404fest.ru**

THANKS FOR YOUR ATTENTION!