

MeasureCamp Belgrade May 2026

SPONSORSHIP PACK

REVISED PRICING - Essential & Premium Tiers

belgrade.measurecamp.org

About MeasureCamp

Born in London in 2012, MeasureCamp is an unconference for Digital Analytics professionals. It has been held more than 150 times in cities around the world, from San Francisco to Sydney, attracting analytics practitioners, data scientists, conversion optimization specialists, and marketing managers.

MeasureCamp is a non-profit community event made possible by volunteer organizers and sponsor support. It's free to attend, features a fun networking vibe, and focuses on exchanging ideas and solving real-world problems.

MeasureCamp Belgrade 2025

- First MeasureCamp in Serbia held on April 5th, 2025
- 107 participants with 81.7% show-up rate
- 75.7% from Serbia, 24.3% international attendees from 15+ countries
- Mix of industry experts and beginners

What is an Unconference?

Unconferences encourage discussion and the exchange of ideas in smaller groups—an antidote to traditional passive conferences. The schedule is defined and curated by attendees on the day. Who presents and what topics are covered is decided after the opening session.

This gives attendees the ultimate opportunity to learn, develop, and network with peers, consultants, and vendors.

What Makes It Great to Attend

- Free to attend, one day on Saturday
- 30-minute sessions with 4+ parallel streams
- Variety of topics: hard skills, soft skills, market updates
- Mix of industry experts and beginners
- Rare opportunity to meet like-minded peers
- Excellent networking environment

Why Sponsor MeasureCamp Belgrade?

Philosophy

MeasureCamp is not a profit-making conference. It's organized through the love and passion of volunteers. It deliberately avoids becoming an event where corporations push their own agendas.

We seek sponsors who understand and support the unconference concept. While sponsors have an on-the-day presence, sponsorship does not secure any deeper rights to present than any other attendee.

Benefits of Sponsorship

- **Recognition as a strong supporter of the local analytics community**
- **Connect with clients and prospects in a non-sales, authentic environment**
- **Raise awareness and stay top-of-mind within your service area**
- **Branding shared with a unique and powerful audience of decision-makers**
- **Direct feedback on your tools/services from actual practitioners**

Revised Sponsorship Packages

We've streamlined our sponsorship offerings into two accessible tiers that deliver maximum value. Both packages include core benefits that matter most to sponsors.

Essential Package - €900

Perfect for companies looking to support the community and gain visibility among analytics professionals.

- **2 tickets to MeasureCamp unconference**
- Job posting on virtual and conference board
- Recognition in pre-conference communications
- Gratitude acknowledgment during opening and closing keynote
- Free-standing banner (roll-up) at venue
- Opportunity to provide merchandise to guests
- Logo featured in all event communications

Premium Package - €1,500

Ideal for companies wanting enhanced visibility and deeper engagement with the analytics community.

Includes everything in Essential, plus:

- **3 tickets total (1 additional ticket)**
- **Dedicated desk/booth location for the day**
- **Company logo featured at top of session board (limited to 4 sponsors)**
- **150-word company profile on social media with logo**
- **Dedicated page on Belgrade MeasureCamp website**
- **Priority visibility in all marketing materials**

Package Comparison

Benefits	Essential	Premium
Investment	€900	€1,500
Conference tickets	2	3
Job posting board	✓	✓
Pre-conference communications & keynote gratitude	✓	✓
Free-standing banner (roll-up)	✓	✓
Opportunity to provide merchandise	✓	✓
Dedicated desk/booth location	—	✓
Logo at top of session board (max 4)	—	✓

150-word company profile on social media	—	✓
Dedicated page on MeasureCamp website	—	✓

Special Opportunity: Venue Sponsorship

Support the community by providing a free venue capable of accommodating 100-200 people. The venue should include:

- One main room for all attendees (100-200 capacity)
- 3-5 smaller breakout rooms (20-100 people each)
- Presentation amenities: projector, flipchart, microphone/sound system
- Breakfast and lunch catering space
- Sponsorship booth space
- Public transport access

Venue sponsors receive Premium package benefits plus exclusive recognition as the venue partner.

Why We Adjusted Our Pricing

We've reduced our sponsorship prices by 25% from the original offering to make them more accessible while maintaining the quality of the event. Our goal is to build sustainable partnerships with companies who genuinely want to support the analytics community in Serbia and the region.

These prices reflect the real costs of running a professional unconference while keeping it free for attendees. Every euro goes directly into making MeasureCamp Belgrade an exceptional experience.

Ready to Sponsor?

We'd love to have you as a partner for MeasureCamp Belgrade 2026. Get in touch to discuss which package works best for your goals.

Contact us:

Email: belgrade@measurecamp.org

Website: belgrade.measurecamp.org

Let's build something great together.