



MeasureCamp Belgrade April 2025

SPONSORSHIP PACK



About MeasureCamp

- Born in London in 2012, as an “unconference” for the Digital Analytics.
- Held more than 150 times in numerous cities around the world.
- Fun vibe and free to attend. Networking, exchanging ideas and solving problems.
- Non-profit event organized by volunteers for the community, with the goodwill of sponsors.



Amsterdam • Auckland • Austin • Barcelona • Berlin • Bologna • Bratislava • Brno • Brussels • Bucharest • Cardiff • Chicago • Cincinnati • Colombo • Columbus • Copenhagen • Dubai • Dublin • Faro • Helsinki • Istanbul • Karachi • Lisbon • London • Lyon • Madrid • Malmo • Manchester • Melbourne • Milan • Montreal • Moscow • Nantes • New York • Newcastle • Paris • Prague • Rome • San Francisco • Split • St. Petersburg • Stockholm • Sydney • Toronto • Warsaw • Zurich

What is an unconference?

As a concept, unconferences are designed to **encourage discussion** and the exchange of ideas in smaller groups - an antidote to the traditional passive, large theatre-style conferences.

Schedule is **defined and curated by attendees**. Who presents and what is being presented is defined at the spot after the opening.

Attendees therefore have the ultimate opportunity to learn, develop and **network with peers**, consultants and vendors.

Who can attend?

MeasureCamp attracts a mix of analytics practitioners, data scientists, conversion optimisation specialists, online and social media marketing managers - all with a common interest in digital analytics.





What makes it great to attend:

- Free to attend, one day, Saturday
- Follow, discuss or hold your own lecture
- 30 minute sessions, 4+ parallel streams
- Variety of topics (hard skills, soft skills, therapy, market updates)
- Attended both by industry experts and beginners
- Rare opportunity to meet plenty of like minded peers
- Networking



MeasureCamp Belgrade

- 1st MeasureCamp opening in Serbia, April of 2025
- 120 estimated attendees
 - 60 local experts in digital marketing
 - 30 student tickets
 - 30 colleagues from abroad
- Top class lecturers in their natural habitat, volunteering and community building.



Unconference schedule

- MeasureCamp content is generated and curated by attendees, for attendees. Everyone who wishes to hold a discussion, workshop or presentation comes with a card prepared or filled out on the day.
- At the start of the day, those who wish to hold a session nominate their preferred time slot and room on a session board (which is then posted as a schedule on our website).
- There are multiple breakout rooms and areas, with eight 30-minute time slots held between 10:00h -17:00h. It's a bit crazy at the start but it's part of the MeasureCamp experience!
- MeasureCamp operates on the rule of two feet - if at any time delegates find themselves not contributing or learning, they can use their two feet to move into another session.
- Ultimately, MeasureCamp sets out to be the antidote to passive, one-way-street conferences with rigid structures and a lack of sharing of techniques and ideas. By delivering something unique MeasureCamp aims to be an annual must-attend event for all professionals in digital analytics and marketing.

What Is The Sponsorship About?

MeasureCamp is not a profit making conference. It is put on through the love and passion of the organisers and participants. It is deliberately aimed to avoid becoming an event where corporations push their own agendas.

We look for sponsors who understand and support the concept of an 'unconference' and that whilst they have an on the day presence, sponsorship does not secure any deeper rights to present on the day than any other attendee present.

Benefits:

- Recognition as a strong supporter of the local analytics community;
- Connect with clients in a non-sales environment;
- Raise awareness and be top of mind within your service area;
- Branding and support shared with a unique and powerful audience;
- Get feedback on your tools/services from actual practitioners;

Features:	Bronze	Silver	Gold	Diamond
Tickets to the MeasureCamp unconference	1	2	3	4
Job post board (Virtual and Conference)	✓	✓	✓	✓
Gratitude in the pre-conference communication, opening and closing keynote as community supporter	✓	✓	✓	✓
Free-standing banner (roll-up)		✓	✓	✓
Opportunity to provide merchandise to the guests		✓	✓	✓
Desk location			✓	✓
Company logo featured at the top of the session board on the day			✓	✓
Company name featured as one of the room names for the day (Maximum 4)			✓	
Company featured as the networking afterparty enabler (Maximum 1)				✓
Sponsorship pack price	600€	1200€	2000€	4000€

Optional Features:	Bronze	Silver	Gold	Diamond
A paragraph (150 words) about your company on our Social			✓	✓
Media + logo in all communications leading up to the event			✓	✓
Your own page on the Belgrade MeasureCamp website			✓	✓

Special opportunities for participation

Venue sponsorship

- Support the community with the free venue
- Venue capable accommodating up 100-200 people, one room for all attendees and 3-5 smaller ones for 20-100 people.
- Lecturer amenities, video projector, flipchart, microphone/sound system
- Breakfast and Lunch catering space
- Sponsorship boot space
- Public transport access



KEEN TO SPONSOR?

Get in touch:

belgrade@measurecamp.org

