FAST FLOW CONF
A TEAM TOPOLOGIES CONFERENCE
Tuesday, 10th Sept 2024 CodeNode, London

2024 Sponsorship Prospectus

Email hello@fastflowconf.com if you would like more information or to sponsor this event

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The World's Biggest Team Topologies Conference is Back!

FastFlowConf (FFC) is the first public event of its kind to focus on the approach and methodologies described in Team Topologies, by Matthew Skelton and Manuel Pais. Our mission is to bring together practitioners, experts, and enthusiastic beginners to share knowledge and ideas, as well as to grow the community.

Join the Community

The event will be a single-day, multi-track event with curated content including case studies and real-world, warts-and-all experiences! This is a volunteer-led event, run by community volunteers for the community. By sponsoring, you will increase your brand awareness and profile with practitioners, managers, and executives across companies of all sizes and industries.

FFC 2023 Success In Numbers

250+
In-Person Attendees

110%
Tickets Sold

10,500+
Online Session Viewers

£0
Taken as Profit or Remuneration

20,000
Impressions on LinkedIn

100%
Team Topologies Authors Named Matthew :)

10
Official TTVPs & TTAs

150+
Senior Leaders & Founders

100+
Hands-On Team Topologies Practitioners

900
Minutes of Original Team Topologies Thought Leadership

Details and More Information

When? Tuesday, 10th Sept 2024
Where? CodeNode, 10 South Place, London EC2M 7EB
Number Of Attendees? Estimated 275-325

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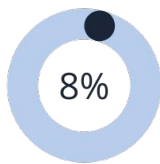
Sponsorship Benefits
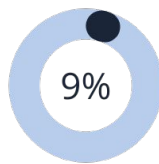
Who You'll Expect to Meet

Sponsoring FastFlowConf 2024 will expose your brand to practitioners, managers, and executives from companies of all sizes and industries including retail, banking, manufacturing, medical technology, education, government, and consulting.
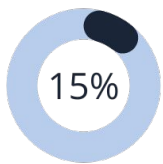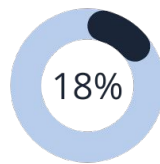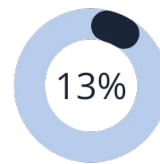
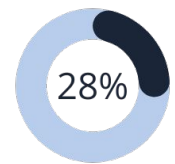| 15%	8%	9%	18%	13%	28%
VP / Director	Engineer / Architect	CxO	Consultant / Principal	Heads Of	Lead / Manager

The Benefits of Sponsoring

By sponsoring FastFlowConf 2024, your company will have the chance to position itself as a thought leader and innovator in the team topologies space. This is a unique opportunity to gain valuable exposure and establish your brand as a trusted and respected player or employer in the market.

Not only can you showcase your products and services to a highly targeted and engaged audience, but you'll also have the chance to participate in discussions and interactive sessions, and to network with attendees during the conference breaks.

This is a great opportunity to build relationships with key players in the community and to stay up to date.

By Supporting FFC You Will:

- Increase awareness of your brand with decision makers and practitioners at organisations large and small.

- Engage with new customers for your products and services.

- Discover what features and products potential customers may be looking for.

- Complement your current and future sales campaigns.

- Promote your vacancies to a community of practitioners.

- Enhance your profile within the Team Topologies, Product, VSM, DevOps, Cloud Native and SRE communities.

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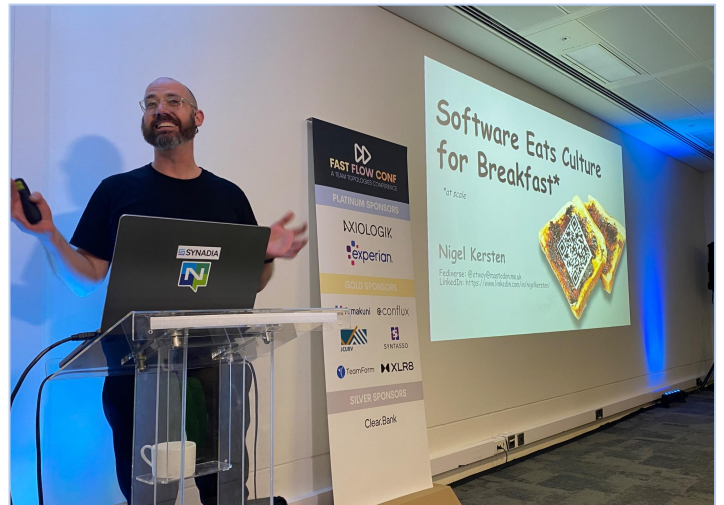
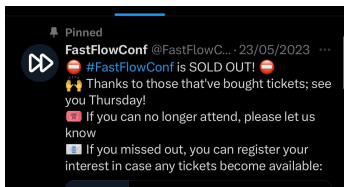# FAST FLOW CONF
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Highlights from 2023

An International Community of Team Topologies Thought Leaders

What People Said About #FFC23

FAST FLOW CONF
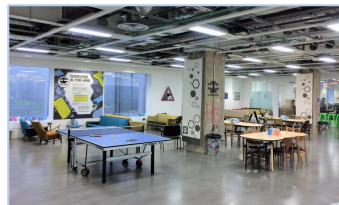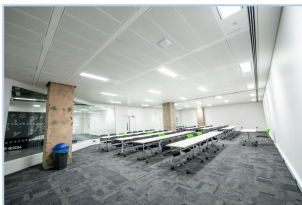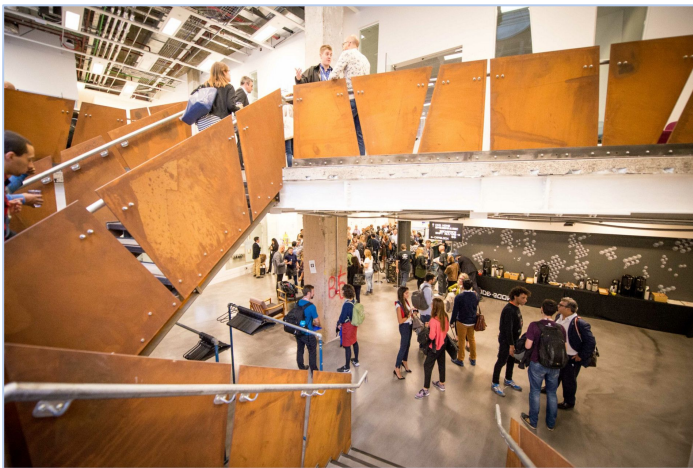## A TEAM TOPOLOGIES CONFERENCE
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Highlights from 2023

Given Our Sellout in 2023, We're Talking Over CodeNode

We're adding the **main 300-person auditorium** in addition to the spaces we had last year.

Note: The above photos are from other events held at CodeNode

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Package: Platinum - £10,000 +VAT

Marketing & Promotion

- **Keynote Pitch**: 1 minute on main event stage before opening keynotes.

- **Company logo on event website, and all marketing event marketing material in large size.** Includes opening slides, break slides, and event posters.

- **Social Media Promotion**: Promotion of your sponsorship via the FFC X/Twitter and LinkedIn accounts.

Lead Generation

- **Lead Scanning:** Scan attendee badges (QR Code) via the BadgerScan app for live lead capture.

Event Tickets

- **4 Complimentary Tickets:** Full access attendee tickets

On The Day

- **Large Booth:** 2x trestle table booth (150 cm (L) x 50 cm (W) x 74 cm (H) each)

- **Badge Logo:** Logo displayed on the conference badge

- **Keynote Shoutout:** Name recognition and logo display during opening remarks right before the keynote talks

- **Large Logo Displays:** Large logo display on event banners throughout the venue

- **Sponsor Passport:** Take part in the sponsor passport stamp and raffle, driving foot traffic to your booth.

- **1 hr Workshop:** Option to host a 1 hour workshop in a separate room

AXIOLOGIK

Create Impact,
Build Resilience
Control

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Package: Gold - £5,000 +VAT

Marketing & Promotion

- **Company logo on event website, and all marketing event marketing material in medium size.** Includes opening slides, break slides, and event posters.

- **Social Media Promotion**: Promotion of your sponsorship via the FFC X/Twitter and LinkedIn accounts.

Lead Generation

- **Lead Scanning:** Scan attendee badges (QR Code) via the BadgerScan app for live lead capture.

Event Tickets

- **2 Complimentary Tickets:** Full access attendee tickets

On The Day

- **Medium Booth:** 1x trestle table booth (150 cm (L) x 50 cm (W) x 74 cm (H) each)

- **Keynote Shoutout:** Name recognition and logo display during opening remarks right before the keynote talks

- **Medium Logo Displays:** Medium logo display on event banners throughout the venue

- **Sponsor Passport:** Take part in the sponsor passport stamp and raffle, driving foot traffic to your booth.

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Package: Silver - £2,000 +VAT

Marketing & Promotion

- **Company logo on event website, and all marketing event marketing material in small size.** Includes opening slides, break slides, and event posters.

- **Social Media Promotion**: Promotion of your sponsorship via the FFC X/Twitter and LinkedIn accounts.

Lead Generation

- **Lead Scanning:** Scan attendee badges (QR Code) via the BadgerScan app for live lead capture.

Event Tickets

- **2 Complimentary Tickets:** Full access attendee tickets

On The Day

- **Banner Space:** Small space for popup banner

- **Keynote Shoutout:** Name recognition and logo display during opening remarks right before the keynote talks

- **Small Logo Displays:** Medium logo display on event banners throughout the venue

- **Sponsor Passport:** Take part in the sponsor passport stamp and raffle, driving foot traffic to your booth.

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2024 Sponsorship Packages

Fast Flow Conf 2024 Packages

Package	Silver	Gold	Platinum
Package Price	£2000 + VAT	£5,000 + VAT	£10,000 + VAT
Complementary Tickets	2	2	4
Stand Size	Pop-up banner only	Medium	Large
Delegate Address	No	No	1 minute
Workshop	No	No	1 Hour
Marketing Logo Size	Small	Medium	Large

Email hello@fastflowconf.com to sponsor this fast growing community

Frequently Asked Questions

1. When and where is the event?

FastFlowConf 2024 will be held on 10th Sept 2024 at CodeNode London

2. What are the payment options?

We can accept payments via bank transfer (preferred) or credit card. Sponsorship is not confirmed until payment is received, and as such, no sponsor benefits – such as the logo on the website – will be available until we have received the full payment.

3. When do I need to pay?

If the event is more than 30 days away, the payment terms are net 30 from the date mentioned on the invoice. If closer than that then immediate payment is required.

4. What are the behaviour expectations for sponsors?

Sponsors are expected to follow our Code of Conduct. Activities that are disruptive to the event will not be tolerated.

5. How do I contact you about becoming a sponsor?

Thank you! If you have questions that are not answered here, please email hello@fastflowconf.com.

6. What does the booth space include?

All booths come with power and 2 chairs. Conference WiFi is freely available to use. TV screen rental is available for an extra fee. See the table on the first page for booth sizes. Booth location is set by the organisers based on the venue layout.

7. Do we get badge scanners or contact info for attendees?

Yes. Scan attendee badges (QR Code) via the BadgerScan app for live lead capture. We will not share attendee details directly, however scanning their code will allow you to gather their details whilst meeting GDPR requirements. Read more: https://www.badgerscan.org

8. Can we do giveaways or raffles?
Yes. Any raffle prize draws or giveaways will be done during afternoon breaks on both days. We will give you a short time slot for your giveaway activity. Just let us know.

9. Can we ship items to the venue?

Yes. Please note that it is your responsibility to remove all the material you came to the conference with by the close of the event or arrange collection in a timely manner.

Frequently Asked Questions cont.

10. What kind of swag should I bring?

It's up to you, but the organizers of FastFlowConf events prefer sustainable items. If you need ideas, please ask us.

11. What does my sponsor ticket let me access?

FastFlowConf is a community event, and we consider our sponsors part of the community. As such we don't differentiate between sponsors and attendees. Your tickets allow you full access to participate in the event and we encourage sponsors to attend the talks and open spaces as this will allow you to better engage with attendees.

12. Do any of the sponsorship tiers include a speaking slot?

FastFlowConf events don't include paid-for speaking slots, only the one-minute audience address slots as part of the platinum sponsorships. You are welcome to submit to our CFP: we have had sponsors speak in the past by following this route.

13. How many people do you expect to attend?

We expect around 275-325 attendees this year. Our 2023 event had 250 attendees

14. Who makes up the typical audience?

Our attendees are from the full spectrum of the Team Topologies community - from CxO seeking a new approach to shape their organisation, to team members building technical solutions.

In the past we have had attendees from a variety of company sizes, including several large companies attending across both public and private sectors.

15. What opportunities are there to interact with attendees?

We're an intimate, community-focussed event with limited sponsor and attendee numbers. The sponsor hall is also where food is served and where attendees will be during breaks.

We encourage you to fully participate in the conference, attending talks and open spaces alongside the attendees you want to reach.