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# SPONSORSHIP BROCHURE

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September 29  
October 1<sup>st</sup>  
2016

PARIS WEB • DESIGN, QUALITY AND ACCESSIBILITY

**PARIS WEB IS THE CONFERENCE BY AND FOR THE ACTUAL WEB COMMUNITY ACTORS. AS A SPONSOR YOU'LL BENEFIT FROM OUR VERY POSITIVE INFLUENCE IN THE PROFESSIONAL WORLD. WEB MAKERS. PARTNERING WITH US LETS YOU ENJOY OUR SUPER-HIGH-QUALITY AURA AMONG SKILLED WEB PROFESSIONALS.**

Paris Web exists since 2006 and consists of **two days of talks** and **one day** dedicated to **workshops**. It usually takes place in October.

This conference features **world-class experts** and is sold out every year. It targets **web professionals** and is praised by an always growing audience.

To build out 11<sup>th</sup> edition we're looking for partners with the same values we promote: accessibility, innovation and the development of a high quality web ecosystem.

In this brochure you'll uncover available options to a sponsor. But please note we're still open to negotiation and customizations.

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## PARIS WEB IN BRIEF

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### Past speakers

The past ten editions featured more than 200 renowned experts. Here is a non exhaustive list:

- **DANIEL GLAZMAN**, co-chairman of the **W3C**'s CSS WG
- **ADRIENNE CHARMET**, coordinator at **La Quadrature du Net**
- **STÉPHANE BORTZMEYER**, R&D engineer at **AFNIC**
- **VITALY FRIEDMAN**, founder and editor-in-chief at **Smashing Magazine**
- **AARRON WALTER**, author of “**Designing for emotions**”,
- **KARL GROVES**, Accessibility expert and director of training at **Paciello Group**
- **ESTELLE WEYL**, author of “**Mobile HTML5**” and “**HTML5 and CSS3 for the Real World**”
- **PETER-PAUL KOCH**, founder of the **Fronteers** conference
- **RACHEL ANDREWS**, author of “**CSS Anthology**” and editor for **A List Apart**
- **BRUCE LAWSON**, web standards evangelist at **Opera**,
- **MIKE MONTEIRO**, author of “**Design is a job**”,

In the past editions speakers from prominent companies like **Adobe**, the **BBC**, **BlaBlaCar**, **IBM**, **Pinterest**, **Microsoft**, **Meetic**, **Paypal**, **Yahoo**, and numerous members of the **W3C** joined in as well.

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## About our audience

Between 2006 and 2015, the audience for the two days of conference talks grew from 300 to **1,300 check-ins**. During workshops we usually host 250 people.

In our audience you'll find developers, UX experts, project leads, designers and consultants ranging from beginners to world-class experts. Hiring companies will have access to skilled professionals as **the skill level is very high overall**.

Many audience members are web technology enthusiasts with significant online presence either through their personal websites or their contributions to **opensource projects**.

They come from all kinds of entities, from **Fortune 500**-type big companies to **web agencies** and **government agencies** that want to foster their web strategy. You'll also find a striking number of **freelancers** coming to dust off their tech radar as well as a few **students** looking to raise their knowledge and skills.

We extend our audience beyond physically present people thanks to the **live online streaming** of the talks from our 2 rooms. In 2015, **9000** talks have been seen during our 2-day conference through the online streaming website.

All our talks are recorded and published a few days after the event: some of our talks have been watched **over 4,000 times**.

**CHECK OUT OUR PREVIOUS EDITIONS ON THE CONFERENCE'S WEBSITE [WWW.PARIS-WEB.FR](http://WWW.PARIS-WEB.FR), AND GET A SNEAK PEEK AT OUR BACKSTAGE ON [WWW.COULISSES.PW](http://WWW.COULISSES.PW)**



*Left, Karl Groves © Photo by Fabrice Le Guernec;  
Right, Amélie Boucher © Photo by Fabrice Le Guernec*



*Large Auditorium at Palais Brongniart © Photo by Fabrice Le Guernec*

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## Topics

Topics vary from year to year, but our recurring themes remain over the years as they're our DNA. Our main themes are **accessibility, UX, ways to implementation, business workflows, security, mobile, web design**, and obviously with **quality** topping it all.

Outside these areas we love broadening topics such as hacktivism or eco-accountability.

We publish a call for papers every year. Staff members, all volunteers, all seasoned web professionals, cast their trained eyes towards crafting a balanced and well-rounded program to address our audience's high expectations.

Here's a short list of talks that got high praise from our audience:

- **The mutation of a Web giant (Meetic) towards Mobile** (2014 Ed.)
- **JS + you = <3** (2014 Ed.)
- **Burnout, and how to avoid it** (2014 Ed.)
- **An introduction to CSS Grid Layout** (2015 Ed.)
- **Internet and liberties: for the digital actors' engagement** (2015 Ed.)
- **S.A.R.A.H. smart houses plugged into the IoT** (2013 Ed.)
- **Advanced Typesetting for Web** (2012 Ed.)
- **Death and UX: Digital Afterlife and Digital Legacy** (2015 Ed.)
- **Web Components, the right way** (2014 Ed.)



**PARIS  
WEB**



**2016 EDITION  
BEFFROI  
DE MONTROUGE**

**SEPTEMBER 29  
OCTOBER 1<sup>st</sup>  
2016**

**PARIS WEB • DESIGN, QUALITY AND ACCESSIBILITY**

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## The venue

The conference will take place on **September 29-30 at Beffroi de Montrouge.**

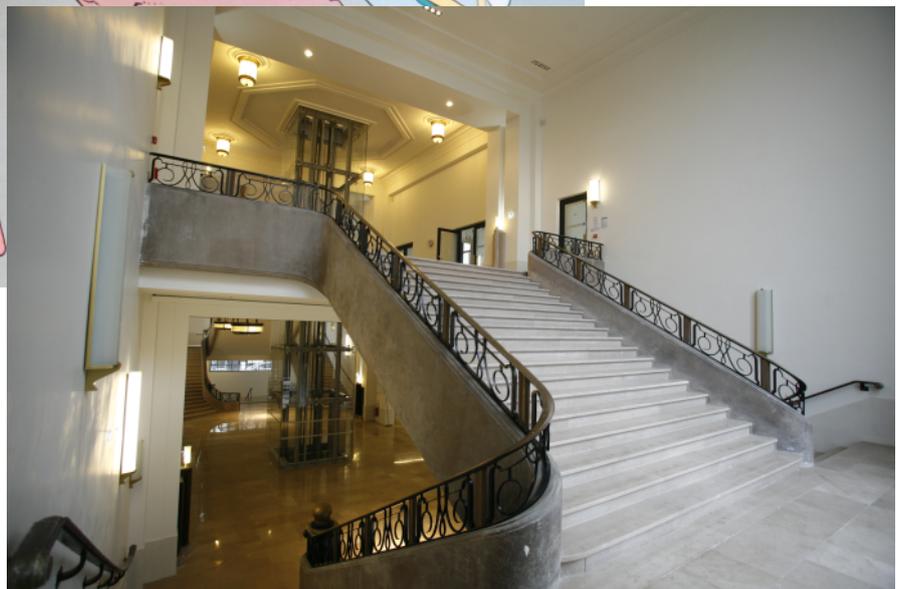
In this prestigious venue we welcome a large audience whilst providing high-quality access to disabled people of any kind.

The Beffroi is located right next to Paris and super easy to get to: it's right at the "Mairie de Montrouge" subway station on line 4, the easiest line to connect with.



*Left, Foyer Bar fresco, last work of Mœbius © Ville de Montrouge*

*Right, entrance hall of the Beffroi de Montrouge © Ville de Montrouge*



## The event

As this format has been so popular we'll still plan for a **dual-track** schedule. We'll also still organise the very affordable **hands-on tech workshops day** that targets both enthusiasts and students.

For 2016 our conference should see **1,300 check-ins**, plus online attendees through live streaming.

Last year **8000 talks** have been seen through our live broadcast. For our upcoming eleventh edition, we expect to beat this yet again.



Seen by most as the leading french-speaking event about Web best practices, our event is a yearly opportunity for professionals to get together again, network and discuss in a friendly and laid-back atmosphere. Many tell us they see Paris Web as a long-awaited oxygen boost that helps them “recharge” for the next 12 months.



Accessibility is a paramount concern in our event and one of its historical strengths: Paris Web is the only french-speaking event that provides live transcripts, French Sign Language on-stage translation and live French audio translation for English-language talks.

These features have always been praised by our audience and they're part of the features that make Paris Web a truly unique event.

“The 2016 edition will take place from September 29th through October 1st!



Many companies take advantage of the conference itself and the community party to network with the skilled audience and **hire new collaborators** across all fields of expertise: developers, UX specialists, designers, project leads, consultants, etc.

## Marketing and branding

Our website ([www.paris-web.fr](http://www.paris-web.fr)) is the information hub for our event. Other sources of information are our newsletter, RSS/Atom feeds and a Twitter stream (@parisweb, 8,200+ followers).

During the three days Paris Web generates a lot of buzzing traffic, making it a trending topic.

Our website enjoys **highly-qualified traffic**, with 83,000 visits (52,000 unique visitors) across the last 12 months, for 214,000+ page views.

Our newsletter has 1,000+ subscribers, with a high 40% opening rate. Googling “paris web” or “paris-web” yields **700,000+ results**. We run our online communication on the website across several months with audience peaks around the event itself.

A few days after the event we publish edited videos of all talks on our Vimeo account where **thousands of extra people** watch the event's talks.



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**Full-service  
Event**

We intend to provide again the following features and perks for Paris Web 2016:

- **VIDEO RECORDING AND FREE ONLINE STREAMING** for **all conference talks**,
- Online publication of **TALK SLIDES**,
- **LIVE AUDIO TRANSLATION** of all the talks in english,
- **LIVE ONLINE VIDEO STREAMING** of all conference talks, through our website,
- **LIVE TRANSCRIPT** and **LIVE ON-STAGE FRENCH SIGN LANGUAGE TRANSLATION** of all conference talks,
- **COMMUNITY PARTY** for all participants to socialize, gather and mingle at,
- **FREE ON-SITE LUNCH** for all speakers, attendees and staff,
- Speakers accommodation (hotels) and travel expense refund.

As new features for this year, we'd like to provide the following extras (if financially and technically feasible):

- **ENGLISH CAPTIONING** of videos,
- **LIVE AUDIO TRANSLATION** of conference talks from french to english.



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Paris-Web is a non-profit association (501(c) style) and the entire staff works on a volunteer basis. We strive to balance our budget whilst still running **the best french-speaking web conference there is**. Paris Web indeed holds a **reference status** among web conferences on all its key themes, be it accessibility, interoperability or web quality and best practices. We also achieved a **terrific reputation among a wide and diverse professional audience**.

In 2015 conference tickets were sold at a unique price of **€360 (tax incl.)**.

In order to make this pricing possible and still retain all provided services as described above, we rely on our **privileged partnerships with private companies or public entities**.

Every partner's involvement can be tailored. Yet a higher status and visibility is reserved for the more involved partners:

- **HIGHER VISIBILITY** across all our communication, website and conference videos,
- **IN-EVENT VISIBILITY**: bundling leaflets in audience bags, logo embedding on event slides and in staff stage presentations, on-site booths, etc.

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## A partnership for you

Your company can benefit a lot from sponsoring Paris Web 2016. Such a partnership would allow to:

- **DIRECTLY REACH YOUR CORE AUDIENCE** in the context of a high-quality and focused conference with an excellent reputation.
- **SHOW YOUR JOB OPENINGS** to highly-skilled professionals.
- **PITCH YOUR TECHNOLOGY AND TOOLS TO FUTURE CLIENTS AND DECISION MAKERS.** Your promotional material would be in the package every attendee gets at registration on the event's first day, and you can have valuable networking during all the "off" moments (catering, community drinkup, etc.).
- **TAKE ADVANTAGE OF THE STRONG IMAGE OF EXPERTISE** (both technical and methodological) **AND DYNAMISM** that Paris Web acquired.
- **GET YOUR OWN TALK** in a 30-minute-long slot on a topic near and dear to your heart (premium sponsors only, no sales pitch).

The Paris Web staff and event would help by:

- **PROMOTING YOUR COMPANY**
  1. on the conference's website,
  2. across our communication media (newsletters, online news, syndicated feeds...),
  3. during the conference itself (including its live streaming),
  4. in all published videos.

- **GIVING OUT LEAFLETS AND SWAG TO ALL ATTENDEES AND SPEAKERS** to introduce them to your services and technological advances around accessibility and web quality. An on-site physical booth can be considered.

We naturally remain open to any alternative proposal as long as it fits the philosophy of our event and provides a significant value to our audience.



*Left: live transcript  
© Fabrice Le Guernec*



*Right: live on-stage  
French Sign Language  
translation  
© Fabrice Le Guernec*

## Conditions

Come and contribute **financially or materially** to the event! These are the 3 main sponsorship contracts we propose.

	Partner € 3 000 *	Sponsor € 6 000 *	Premium ≥ € 12 000 *
Website	Partner page	Depending on € amount	All pages
Newsletter	Textual mention	Logo	Logo
Social networks	✓	✓	✓
On-stage announcements	✓	✓	✓
On-site display		✓	✓
Goodies **	✓	✓	✓
Brochure **		✓	✓
Logo embedding in edited videos		✓	✓
On-site booth			✓
30 minutes talk			✓
Complimentary attendee passes	1 pass 3 days	3 pass 3 days	6 pass 3 days

\* exclusive of VAT, as financial and/or material contributions.

\*\* yours to provide in a timely manner

Besides these predefined contracts we offer as well **a-la-carte sponsoring for services such as live transcripts, French Sign Language, the community party**, that do provide **EXCELLENT VISIBILITY**.

	Velotype € 6 000 *	FSL + € 6 000 *	Laynards € 6 000 *
Website		Partner page	
Newsletter		Logo with link	
Social networks	✓	✓	✓
On-stage announcements	✓	✓	✓
On-site display	✓	✓	✓
Goodies **	✓	✓	
Brochure **	✓	✓	✓
Logo embedding in edited videos	✓	✓	

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+French Sign language

	<b>Streaming</b> € 10 000 *	<b>VOD</b> € 15 000 *	<b>Lounge</b> To be negotiated
Website	Dedicated branding on page	Cover for one year on videos	Partner page
Newsletter		Logo with link	
Social networks	✓	✓	✓
On-stage announcements	✓	✓	✓
On-site display	✓	✓	✓
Brochure **	✓	✓	✓

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### Networking evening

We intend to organise something new during our 2016 edition: a networking evening. Indeed we can organize **on the same location as the conference** a big evening as the Beffroi de Montrouge includes a **1,000-m<sup>2</sup> area** for up to **800 people** or **50 exhibition booths**.

The party will be free to attend for the conference audience, but we want to open it for a symbolic contribution to a wider audience.

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### Let's be creative together !

More than a simple networking evening we could configure this space in **several ways based on your goals**: meeting rooms, hackathons, demos booths... Together we can find a way to **make this evening unforgettable**.

The exact details of your contribution and our return promotion would be written down in the sponsoring contract your company and the Paris-Web association would sign.

**PARIS WEB 2015 KEY FIGURES  
ARE AVAILABLE IN A SEPARATE  
DOCUMENT YOU SHOULD HAVE  
RECEIVED AS WELL.**





**GOT A QUESTION? FIRE AWAY!**

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