For designers, developers and users
What is WordCamp?

WordCamp is a non-profit event that aims to disseminate and share knowledge and experiences about WordPress, the most popular platform for website content management in the world.

Held in **48 countries**, the event is organized by volunteers from local communities — professionals who choose speakers/presenters and help with logistics, infrastructure and divulgation.

In 2016 WordCamp will take place for the **third time** in Belo Horizonte, Brazil, and around **300 participants** are expected.
Why?

WordPress is the system behind **75 million websites**. From personal blogs to web portals, e-commerce and social networks, the platform showed to be a tool that meets several demands of the market and society.

This was only achieved by the participation of a **community of developers** spread throughout the world, who are constantly working for improvements and news in the platform. WordCamp is part of this process.
How?

The one-day event comprises of conferences, debates and workshops about development, design and content, contemporary topics for professionals that use WordPress.

To stimulate participation and facilitate integration and exchange of ideas, the application fee is R$ 45 (45 BRL), fee lower than the fees charged for other events of this type. In addition of assuring full access to the event, including food supplies, the participants will receive corporate gifts offered by the organization and sponsors.
Target audience

WordPress involves people from several areas: developers, graphic designers, content producers, marketing analysts and many others. For all of them is important to keep up to date with news of the system and to know how to contribute in order to make their products more interesting.

Considering this, WordCamp seeks to diversify its activities with multidisciplinary topics and to gather professionals from different areas.
Data

2015
• 401 enrolled
• 29 speakers/presenters
• 35 activities
• 51% developers
• 41% communication professionals
• 8% designers
• 71% from other Brazilian States
• 27% from Minas Gerais
• 2% from other countries (Argentina, Australia, United States, India, Portugal)

2014
• 24 hours of conferences
• 350 enrolled
• 39% communication professionals
• 31% developers
• 21% entrepreneurs and bloggers
• 9% designers
• 63% from other Brazilian States
• 35% from Minas Gerais
• 2% from other countries (Argentina, Uruguay, Bolivia, Portugal, France, Belgium)
SHARES/2016

BECOME A SPONSOR

MASTER CHEESE MAKER

Miner worth its salt does not live without “piece of cheese”. After all, everyone knows that cheese is the greatest asset of Minas Gerais.

USD 555

- 05 tickets
- Space for booth at the event
- Gifts Distribution
- Logo and link on the official website
- Logo on event program (printed)
- Logo on the banners of the event
- Logo on the screen of the event
- Once the application
- Logo on the cover of Facebook
- Post with official announcement of sponsorship on the blog, Twitter and Facebook event
- Acknowledgement at the end of the event
TROPEIRÃO (Typical food of Belo Horizonte bean-based)

Feijão tropeiro is a classic of markets and of Belo Horizonte stadiums. But to be really tropeiro, has to be tropeirão.

USD 416

- 04 tickets
- Space for booth at the event
- Gifts Distribution
- Logo and link on the official website
- Logo on event program (printed)
- Logo on the banners of the event
- Logo on the screen of the event
- Once the application
- Post with official announcement of sponsorship on the blog, Twitter and Facebook event
- Acknowledgement at the end of the event
PÃO DE QUEIJO (Traditional bread made of cheese.)

The pão de queijo is undoubtedly a delightful original snack of Minas Gerais.

USD 278

- 03 tickets
- Gifts Distribution
- Logo and link on the official website
- Logo on event program (printed)
- Logo on the banners of the event
- Once the application
- Post with official announcement of sponsorship on the blog, Twitter and Facebook event
- Acknowledgement at the end of the event
SHARES/2016

BECOME A SPONSOR

* WordCamp is a voluntary event US-based non-profit. For exclusive agreements, please contact the organization.

** A 10% fee will be added to the amount refers to taxes and services.
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