



TestCon Europe 2021

HYBRID EDITION

Sponsorship Opportunities

About

- September 7-9, 2021 | Online and On-Site in Vilnius
- TestCon Europe is the leading conference for everyone willing to learn testing trends, best practices and make their contribution to the smoother software development cycle and quality.
- Target groups: Software Testers and QA Engineers, IT Managers, Consultants, Trainers.
- The online conference will be held using pine.events platform.
- You are buying online attendance package - on-site option comes as a gift.

3

DAYS

4

TRACKS

44

TALKS

10

WORKSHOPS

800+

ATTENDEES

Sponsorship Packages for Online Attendance

SPONSORSHIP PACKAGES	PLATINUM	GOLD	SILVER	BRONZE
List of attendee emails who agreed to receive promotions from partners	✓			
Virtual booth and company's placement in the lobby	✓			
Workshop opportunity	1			
Speaker opportunity (delivering a talk, hosting panel discussion or hosting virtual café)	2	1		
Promotional email to all attendees before/after conference	✓	✓		
Announcements for all conference participants during conference	✓	✓		
Scheduled marketing messages through Twitter, Facebook (during conference days)	✓	✓		
Logo on virtual stage track	✓	✓		
Livestream booth at virtual expo	Size 1	Size 2	Size 3	
Distribution of digital assets of gifts	✓	✓	✓	
Banners on conference platform different menus	✓	✓	✓	
Participating as discussor in panel discussion or virtual café	✓	✓	✓	
Complimentary tickets to 2-Days conference	7	5	3	1
Option to see the attendee list and chat on the platform	✓	✓	✓	✓
Option to schedule calls with speakers and attendees	✓	✓	✓	✓
Job listings on the platform	5	3	2	1
Your business card on the platform	✓	✓	✓	✓
Logo on platform letters to attendees	✓	✓	✓	✓
Logo on promotional mailings for the attendees	✓	✓	✓	✓
Logo on the conference website	✓	✓	✓	✓
Mentioning during Opening and Closing ceremonies	✓	✓	✓	✓
PRICE***	9 000 €	5 000 €	3 000 €	1 000 €

*The space for opportunities are limited, therefore we rely on first-come, first-served basis.

** Excluding VAT.

Sponsorship opportunities are defined more specifically further.

Sponsorship Packages for On-Site Attendance

SPONSORSHIP PACKAGES	PLATINUM	GOLD	SILVER	BRONZE
List of attendee emails who agreed to receive promotions from partners	✓			
Workshop opportunity	✓			
Booth at the conference area	2	1		
Quiz before the Closing Keynote *	✓	✓		
Speaker opportunity (delivering a talk, hosting panel discussion or hosting virtual cafe) *	2	1		
Logo on the main hall screen	✓	✓		
Promotional email to all attendees before/after conference	✓	✓		
Distribution of leaflets, gifts or other material **	✓	✓		
Participating as discussor in panel discussion or virtual café	✓	✓	✓	
Scheduled marketing messages through Twitter, Facebook (during conference days)	3	2	1	
Logo on the badge	✓	✓	✓	
Sponsor's roll-ups in the conference halls **	✓	✓	✓	
Logo on promotional mailings for the attendees	✓	✓	✓	✓
Sponsor's roll-ups at the conference area **	6	3	2	1
Complimentary tickets to 2-Days conference	7	5	3	1
Logo on the conference website	✓	✓	✓	✓
Logo on informational TV screens	✓	✓	✓	✓
Mentioning during Opening and Closing ceremonies	✓	✓	✓	✓

* The space for opportunities are limited, therefore we rely on first-come, first-served basis.

** Provided by Sponsor

*** Accommodation and travel expenses are covered by Sponsor.

**** Excluding VAT.

Sponsorship Package Explanation for Online Attendance

List of attendee emails who agreed to receive promotions from partners [Platinum]

With the ticket purchase each attendee marks if he/she is willing to receive emails from conference partners. Therefore we will be able to provide you emails of those, who chose such option. However you must comply with GDPR once received the contacts.

Workshop opportunity [Platinum]

You will be able to deliver 5-6 hours of workshop for one of the workshop days. At the same time your workshop will be published on conference website and promoted via emails, Facebook, Google ads and other channels.

Speaker opportunity: delivering a talk, hosting panel discussion or hosting virtual cafe [Platinum, Gold]

You will be able to deliver 45 min talk related to conference topic. The speaker`s information and talk description will be published on conference website and promoted via emails, Facebook, Google ads and other channels.

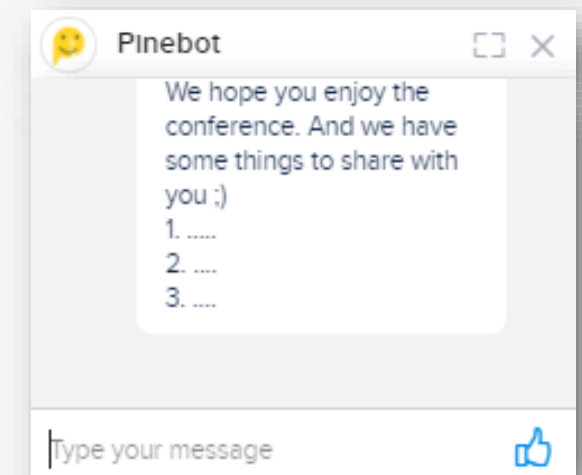
Promotional email to all attendees before/after conference [Platinum, Gold]

You will be included in promotional email(s) to all conference attendees. The sponsor needs to provide the information (text, banners) in advance. The information can vary from option to win a contest, book a meeting to links and information about products.

Announcements for all conference participants * [Platinum, Gold]

We will be able to send to all conference participants in advance aligned message as announcement on the platform.

* If the platform will not change



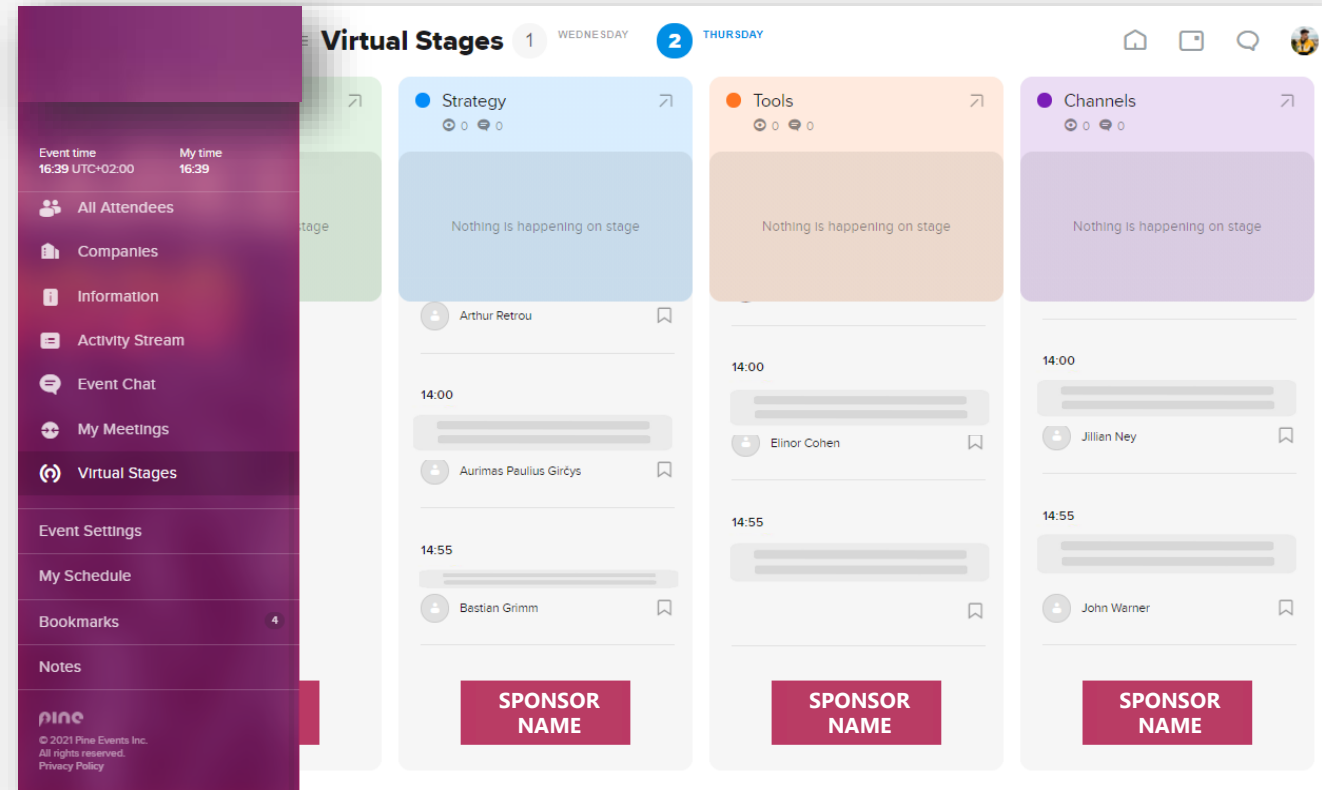
Scheduled marketing messages through Twitter, Facebook (during conference days) [Platinum, Gold]

During conference days we will be posting any relevant content about you in our Facebook and/or Twitter pages. The information has to be provided by Sponsor (text, visuals).

Logo on virtual stage track

[Platinum, Gold]

There will be 4 virtual stages on conference days. You will be able to put a banner (388x144) for one of them.



Size 1/2 livestream booth [Platinum, Gold, Silver]

At your Livestream booth you will be able to place:

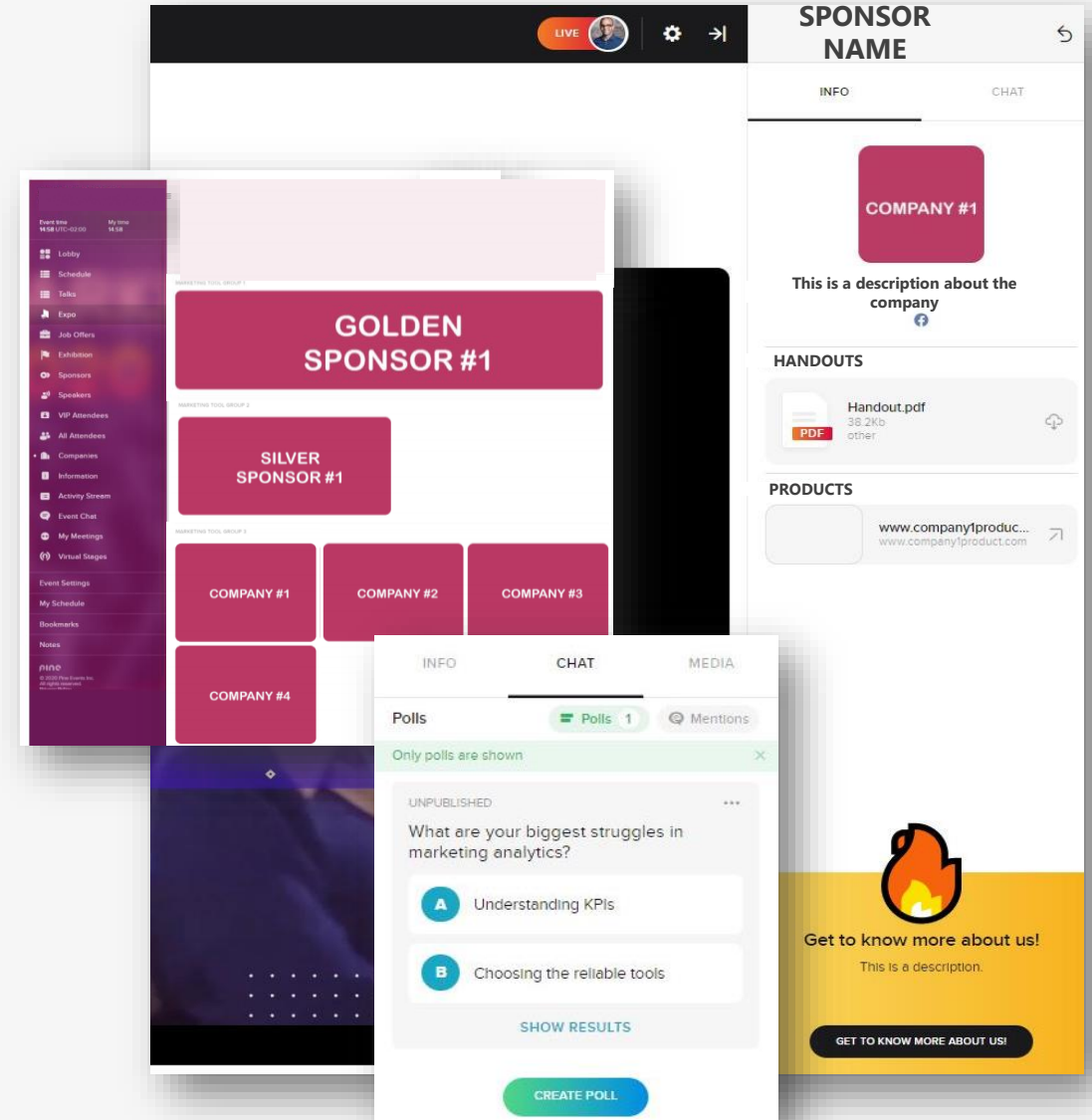
- **Links** to your products, services or company website
- **Handouts** to share any files with the attendees
- **Social profiles** of your company and/or company representatives
- **Logo** (200x200) which will be displayed on a white background
- **Description** about the company
- Your own **schedule** so attendees learn more what will happen at the booth
- **Polls** for any surveys or engagement
- **Call to action** for contests, offers or anything else.

Your **booth thumbnail** will be placed in the EXPO hall. Golden Sponsors thumbnail size is 2000x480, Silver Sponsors thumbnail size is 990x480. EXPO Pass thumbnail size is 654x480.

Your company representatives (up to 4) will be able to **go live** and provide the content you are willing to. Additionally, the **attendees** who join your booth will be able to **join the conversation**.

When you are not live on the booth – you will be able to place any **video/graphic files** for attendees to see in the meantime.

Each Livestream booth have different **chats** for attendees and sponsors to connect.



Distribution of digital assets or gifts [Platinum, Gold, Silver]

You will be able to provide and distribute promotional and gifts materials. The digital assets might include anything non-physical: memberships, discounts, promo codes, service trials, etc.

Participating in panel discussion or virtual café

[Platinum, Gold, Silver]

You will be able to participate as one of the main panelists in the discussion spaces. They are designed around specific topics to challenge ideas, exchange practices and help to solve issues. Virtual café is similar to debates and public discussion where attendees can also jump in, whereas panel discussion is the conversation between panelists only.

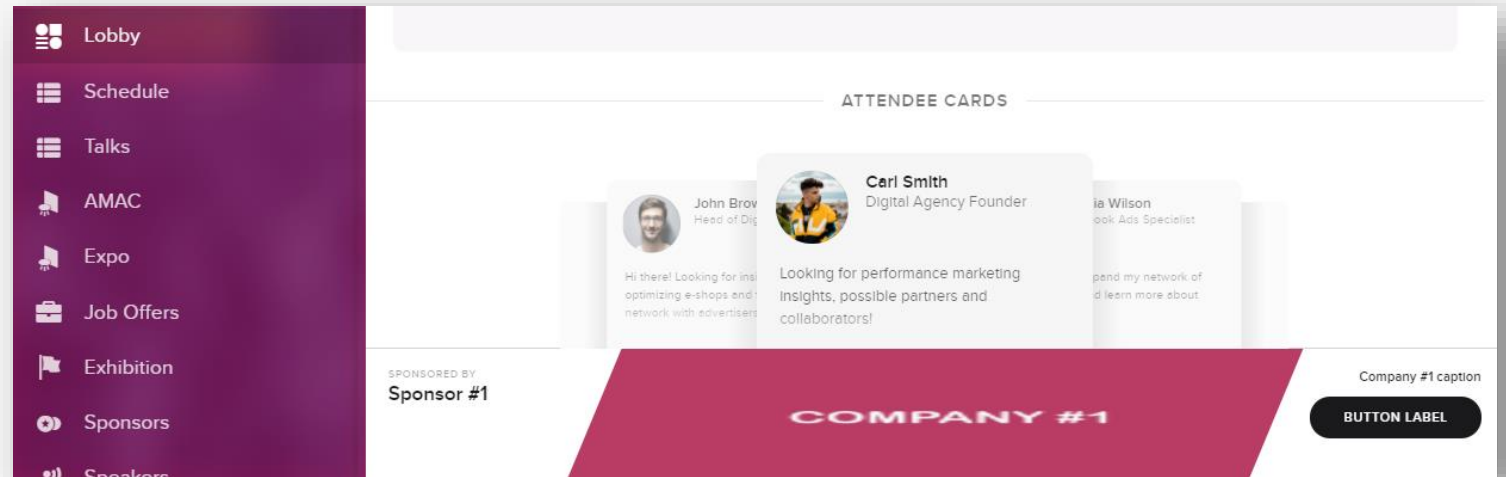
Banners on the conference platform menu

[Platinum, Gold, Silver]

You will be able to provide and we will add banners on conference platform menu. Banner include companys` name, caption, button name, button URL and cover image. Displays are aligned with the organizers.

Menu available for diplays on desktop:

- Lobby
- AMAC
- Expo
- VIP Attendees
- Activity Stream
- My Meetings
- Attendee Profile
- Session Stages
- Meeting



Complimentary 2-Day Conference Ticket

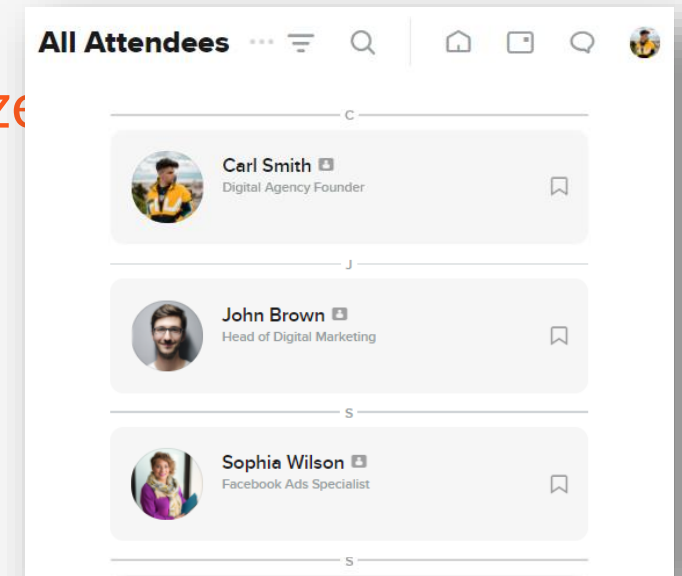
[Platinum, Gold, Silver, Bronze]

You will get free attendance and all related benefits as 2-Day Conference Ticket holder.

Option to see the attendee list and chat on the platform * [Platinum, Gold, Silver, Bronze]

During and some time before the conference you will be able to see all the attendees on the platform. Those who interest you – you will be able to drop a message and chat.

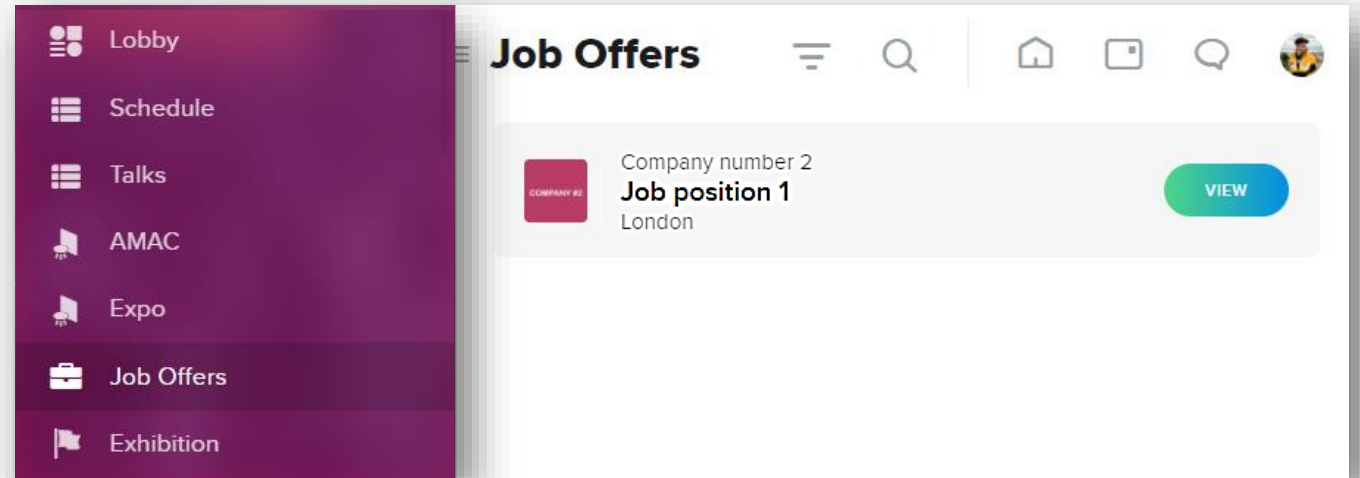
* If the platform will not change



Job Listings [Platinum, Gold, Silver, Bronze]

You will be able to post job offers in the job board and include the following information:

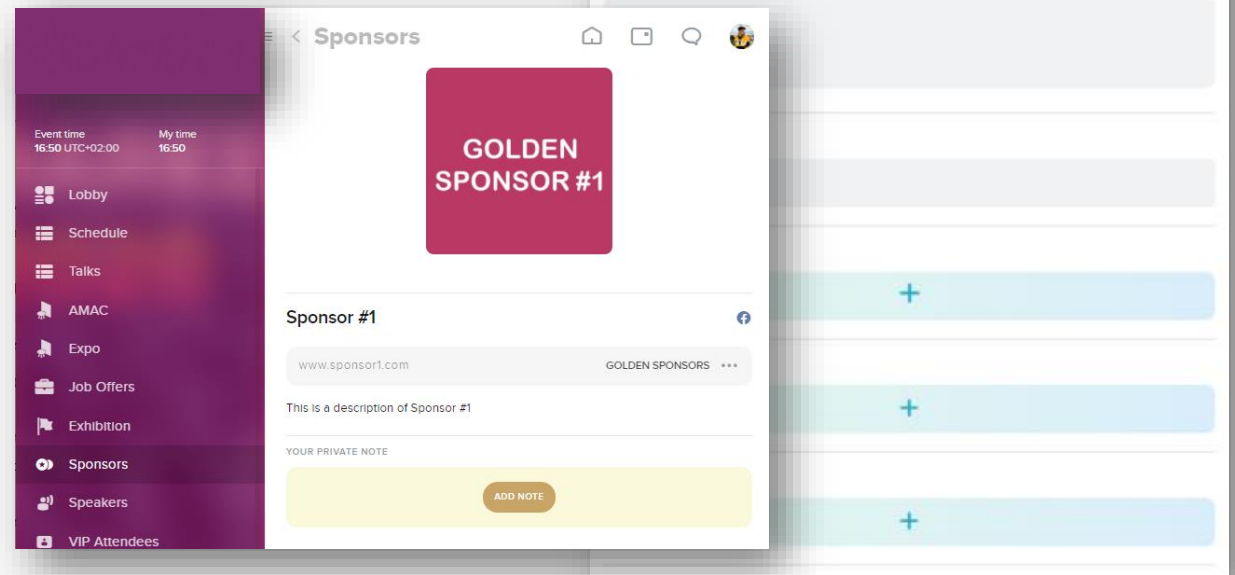
- Job title
- Tags
- Location
- If the job is remote
- Link to job description



Sponsors` business card

[Platinum, Gold, Silver, Bronze]

You will be able to create a business card about your company.



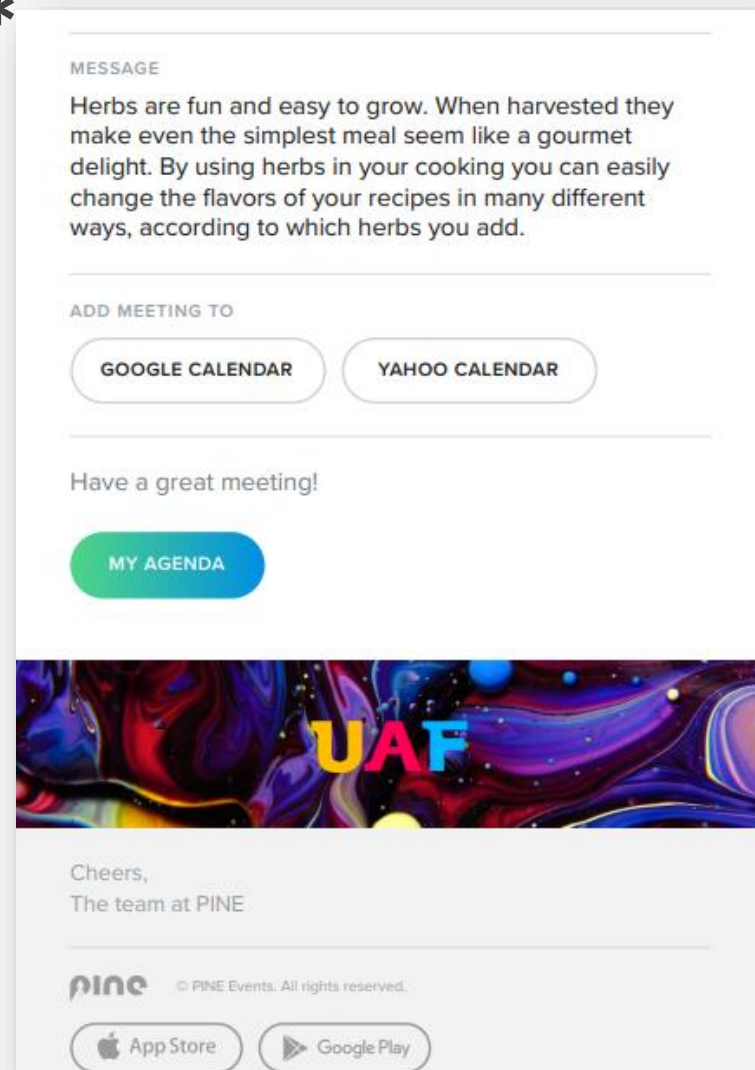
Logo on platform letters to attendees *

[Platinum, Gold, Silver, Bronze]

Your logo will be placed to the automatic conference platform letters on the following occasions:

- Welcome Note
- Requested Meeting
- Rescheduled Meeting
- Cancelled Meeting
- Confirmed Meeting

* If the platform will not change



Logo on the conference website

[Platinum, Gold, Silver, Bronze]

Your logo will be placed on the conference website`s homepage next to the other sponsors.

Logo on promotional mailings for the attendees

[Platinum, Gold, Silver, Bronze]

Once provided by you we will include your logo in the sponsors section in our promotional emails for the attendees.

Mentioning during Opening and Closing ceremonies

[Platinum, Gold, Silver, Bronze]

Conference host will mention you as a sponsor and description of your company/product (up to 1 sentence) 4 times (1st and 2nd conference days).

About Other Conferences



[WEBSITE](#)

Developers, IT Professionals,
IT Managers

**300-650
attendees**

**DevOps methodologies, tools and
approaches**



[WEBSITE](#)

Business, RPA Analysts and
Developers, Process Architects,
Operations Managers,
Transformation Leads

**300-450
attendees**

**RPA, business process optimization
and AI conference**



[WEBSITE](#)

Developers, Software Architects,
Business Intelligence
Developers, Testers, DevOps,
Data Scientists, Big Data,
Database Professionals

**300-550
attendees**

Software Development



[WEBSITE](#)

Digital Marketing Specialists

**3000+
attendees**

**Digital marketing mindset,
technologies, methods, practises**



[WEBSITE](#)

Software Testers and Test
Analysts, QA Engineers,
Developers, Test Managers,
Team Leads

**600-1000
attendees**

Software Testing and QA



[WEBSITE](#)

Developers, IT Professionals
and Users

**400-800
attendees**

**Big Data, High Load, Data Science
and Machine Learning and AI**