TestCon

TESTCON EUROPE 2024

OCTOBER 22-25, VILNIUS & ONLINE

SPONSORSHIP OPPORTUNITIES

ABOUT US

>> **WHEN?**
October 22-25, 2024

>> **ONLINE VS ONSITE**
The on-site conference will be held in Vilnius. The online conference will be held using Pine events platform.

>> **TARGET GROUPS**
TestCon Europe is the leading event primarily aimed at Software Testers and Test Analysts, QA Engineers, Developers, Test Managers, Team Leads.

TestCon Europe is the biggest software testing conference in Europe for everyone willing to learn testing trends, best practices and make their contribution to the smoother software development cycle and quality. The event features the hottest topics in industry covering: Test Management, Testing Techniques and Methodologies, Test Automation, Performance Testing, Testing the Internet of Things (IoT), Testing Metrics, Agile Testing, Test Team Leadership and Soft Skills.
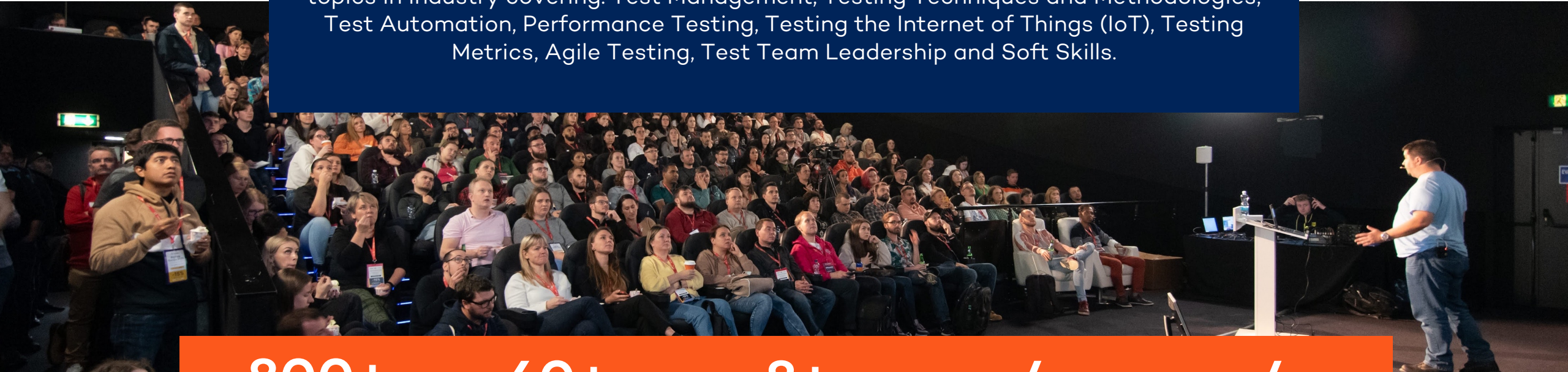
800+
ATTENDEES

60+
TALKS

8+
WORKSHOPS

4
TRACKS

4
DAYS

CONFERENCE BY NUMBERS

REGIONS

NORTHERN EUROPE
54%

WESTERN EUROPE
20%

CENTRAL & EASTERN EUROPE
18%

SOUTHERN EUROPE
5%

OUTSIDE EUROPE
3%

JOB ROLES
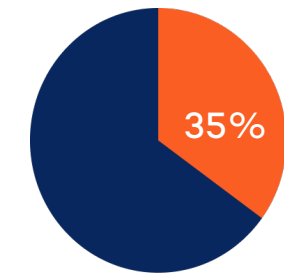
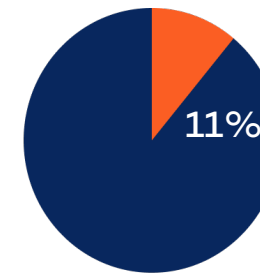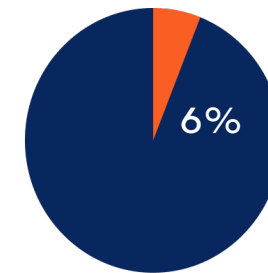| 35%	32%	11%	6%	16%
QUALITY ASSURANCE (QA) ENGINEERS	SOFTWARE TESTERS	MANAGERS & TEAM LEADS	TEST AUTOMATION ENGINEERS	OTHER
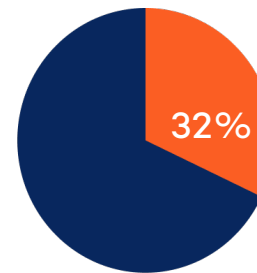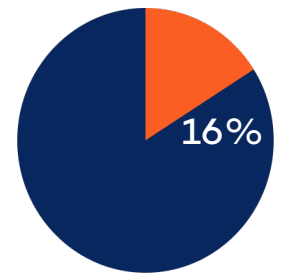
EXPERIENCE LEVELS

39%	**33%**	**18%**	**7%**	**3%**
SENIOR LEVEL	MID-LEVEL	ENTRY LEVEL	JUNIOR LEVEL	EXECUTIVE LEVEL

BRONZE

Basic Visibility: Ideal if your goal is to make your brand visible to the target audience

2.000

SILVER

Enhanced Visibility and Engagement: Perfect for companies wanting to increase brand visibility and share ideas with the target audience

5.000

GOLD

Market Presence and Networking: Tailored for those aiming to strengthen their market presence, engage with customers and partners face to face, and share valuable knowledge with participants

8.000

PLATINUM

Premium Leadership Showcase: Elevate your brand by choosing our top-tier package, designed to highlight your leadership and secure premium positioning within the esteemed TestCon Community

12.000

SOME OF OUR MOST RECENT SPONSORS:

accenture

tesena SMART TESTING

MOSTLY·AI

<epam>

metasite

GitButler

WiXEngineering

BATTERY.

KEYSIGHT

JET BRAINS

GODEL TECHNOLOGIES

SPONSORSHIP PACKAGES FOR **ONSITE ATTENDANCE**

ONSITE SPONSORSHIP PACKAGES	PLATINUM	GOLD	SILVER	BRONZE
List of online attendees emails who agreed to receive promotions from partners	X			
Hosting panel discussion (having your own topic, speakers and moderator, 40 min + 5 min Q&A)	1			
Speaker opportunity (delivering a talk 40 min + 5 min Q&A)	2	1		
Hosting conference track (opportunity to present moderator for interaction with speakers and audience on virtual track)	2	1		
Booth at the conference area	1	1		
Quiz before the closing keynote	X	X		
Logo on the main hall screen	X	X		
Distribution of leaflets, gifts or other material	X	X		
Participating as a discusser in an open panel discussion	X	X	X	
Social media posts (Facebook, Twitter, LinkedIn)	X	X	X	
Logo on the badge	X	X	X	
Logo on informational TV screens	X	X	X	X
Logo on informational mailings to attendees	X	X	X	X
Logo on the conference website	X	X	X	X
Sponsor's roll-ups at the conference area	5	3	2	1
Complimentary tickets to 3-days onsite conference	5	3	2	1
Mentioning during opening and closing ceremonies	X	X	X	X
PRICE FOR ONSITE SPONSORSHIP PACKAGES**	**12.000**	**8.000**	**5.000**	**2.000**
PRICE FOR ONLINE AND ONSITE SPOMSORSHIP PACKAGES**	**18.000**	**12.000**	**7.500**	**3.000**

*The space for opportunities are limited, therefore we rely on first-come, first-served basics | ** Excluding VAT.

Sponsorship opportunities are defined more specifically further

SPONSORSHIP PACKAGES FOR **ONLINE ATTENDANCE**

ONSITE SPONSORSHIP PACKAGES	PLATINUM	GOLD	SILVER	BRONZE
List of online attendees emails who agreed to receive promotions from partners	X			
Hosting panel discussion (having your own topic, speakers and moderator, 40 min + 5 min Q&A)	1			
Speaker opportunity (delivering a talk 40 min + 5 min Q&A)	2	1		
Hosting conference track (opportunity to present moderator for interaction with speakers and audience on a virtual track)	2	1		
Virtual booth at the sponsors' area	X	X		
Announcements (SMS, push & email notifications) for participants during the conference	X	X		
Distribution of digital handouts and products	X	X		
List of sponsor's booth visitors contacts	X	X		
Logo on a virtual stage track	X	X		
Logo in a streaming session screen	X	X	X	
Social media posts (Facebook, Twitter, LinkedIn)	X	X	X	
Banners on the conference platform's different pages	X	X	X	
Participating as a discusser in an open panel discussion	X	X	X	
Option to schedule calls with speakers and attendees	20	10	5	
Job listings on the conference platform	10	5	2	
Option to see attendees' list and chat on the platform	X	X	X	X
Business card on the platform	X	X	X	X
Logo on platform letters and promotional mailings to attendees	X	X	X	X
Logo on the conference website	X	X	X	X
Complimentary tickets to 3-days online conference	5	3	2	1
Mentioning during opening and closing ceremonies	X	X	X	X
PRICE FOR ONSITE SPONSORSHIP PACKAGES	**12.000**	**8.000**	**5.000**	**2.000**
PRICE FOR ONLINE AND ONSITE SPOMSORSHIP PACKAGES	**18.000**	**12.000**	**7.500**	**3.000**

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EXCLUSIVE CONFERENCE AFTER PARTY SPONSORSHIP PACKAGE

Take the unique privilege of hosting the much-anticipated after - party, providing an unforgettable experience for all conference attendees.

With a budget of approximately **6000 Eur**, your generous support will contribute to the success of the event and elevate your brand in the testing and QA community.

- Mentioning during opening and closing ceremonies
- 3 complimentary tickets to 3-days onsite conference
- Logo on the conference website
- Logo on promotional mailings to attendees
- Logo on informational TV screens
- Logo on the badge
- Social media posts (Facebook, Twitter, LinkedIn)
- Logo on the main hall screen
- SMS for participants during the conference

OUR CONTACT

RUGILE ANSKAITYTE

Conferences Coordinator

✉ info@testcon.lt

📞 +37061800999