



TESTCON EUROPE 2024

OCTOBER 22-25, VILNIUS & ONLINE
SPONSORSHIP OPPORTUNITIES

TESTCON
2024

WWW.TESTCON.LT



ABOUT US

»» WHEN?
October 22-25, 2024

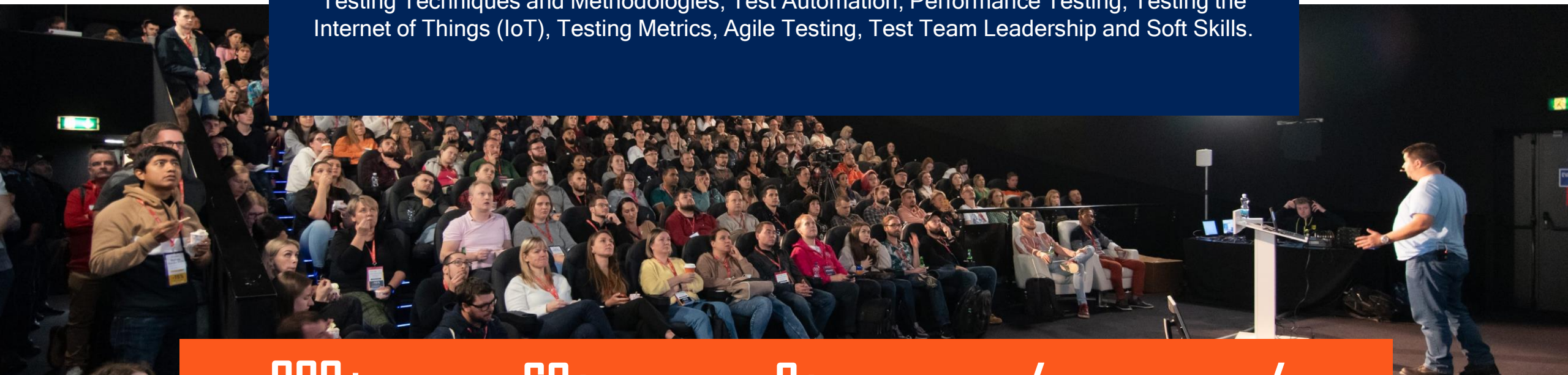
»» ONLINE VS ONSITE
The on-site conference will be held in Vilnius. The online conference will be held using Pine events platform.

»» 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



WESTERN EUROPE



CENTRAL & EASTERN EUROPE



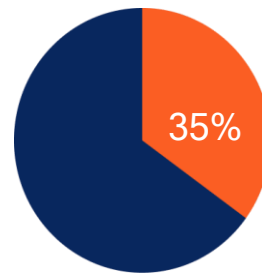
SOUTHERN EUROPE



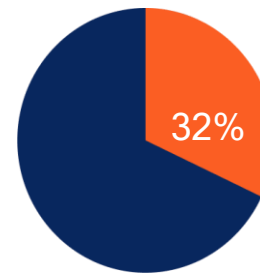
OUTSIDE EUROPE



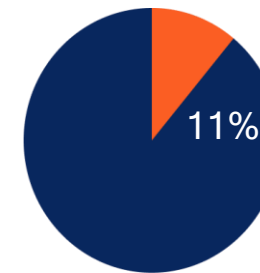
JOB ROLES



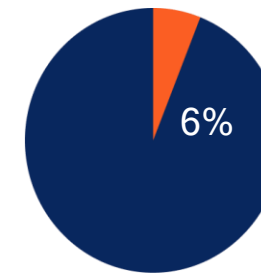
QUALITY ASSURANCE (QA) ENGINEERS



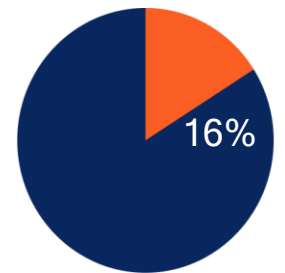
SOFTWARE TESTERS



MANAGERS & TEAM LEADS



TEST AUTOMATION ENGINEERS



OTHER

EXPERIENCE LEVELS

39%

SENIOR LEVEL

33%

MID-LEVEL

18%

ENTRY LEVEL

7%

JUNIOR LEVEL

3%

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:



GitButler



SPONSORSHIP PACKAGES FOR ONSITE ATTENDANCE

ONSITE SPONSORSHIP PACKAGES	PLATINUM	GOLD	SILVER	BRONZE
List of onsite 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)	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 discussor 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 SPONSORSHIP 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 discussor 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 SPONSORSHIP 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

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