



# C4Media

Connecting your  
brand with  
professional  
developers through  
QCon and InfoQ

# Our Story

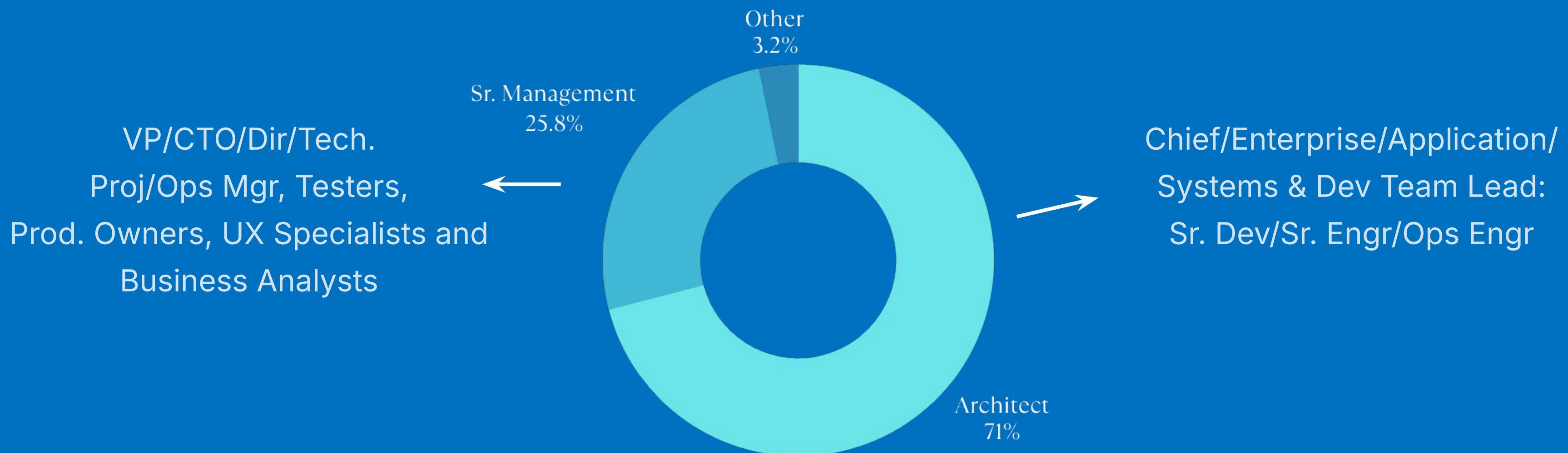
Founded in 2006 by developers *for* developers, our trusted content and events continue to help practitioners **discover new trends** and **make better technology decisions** at enterprise organizations.

We can **connect you to a highly technical audience** of senior software professionals worldwide that are **already researching ways to improve their tech stack**.



# Our Core Audience

We facilitate connections between marketers and a diverse audience of **software engineers, developers, architects, and engineering leadership**, enabling effective communication within multiple layers of **influencing and decision making roles**.



# Unique Differentiators

## WHAT MAKES C4MEDIA STAND OUT

### Multi-channel Engagement

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C4Media offers a **combination** of in-person events and virtual sponsorship opportunities, maximizing your visibility and engagement across multiple channels to reach a broader audience effectively.

### Proven Lead Generation

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Our **editorially driven**, vendor-neutral content fosters credibility with our audience. We can help promote you to yield effective lead generation and substantial brand exposure to leaders and decision-makers in the software industry.

### Global Reach

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With a QCon presence in major tech hubs like **London, New York, Boston, and San Francisco**, C4Media provides localized impact while also connecting you to a global audience of software professionals through InfoQ.

# The C4 Media Advantage

A unique ecosystem of products to build pipeline, develop trust, and increase awareness



# Where to start?

**InfoQ** is your quickest “on-ramp” to reach our audience. We offer programs called “Topic Sponsorships” to promote your technical content on-site, as well as weekly newsletters.

[\*\*Click to learn more\*\*](#)

**QCon Events** are hosted throughout the year across multiple cities and provide booth space to connect with attendees, speaking sessions, and branding opportunities.

[\*\*Click to learn more\*\*](#)

Our **Virtual Events** (Webinars and Roundtables) are great lead generating tools designed to provide live engagement opportunities.

[\*\*Click to learn more\*\*](#)

# In-Person Events Guide



## [QCon London](#)

March 16-18, 2026

700-800 Attendees

[Click to learn more](#)



## [QCon AI Boston](#)

June 1-2, 2026

350-500 Attendees

[Click to learn more](#)



## [QCon San Francisco](#)

November 16-18, 2026

700-800 Attendees

[Click to learn more](#)

# QCon London 2026 Sponsorship Prospectus



[QCon London](#)

March 16-18, 2026

700-800 Attendees

# QCon Sponsorship Tiers

	Bronze	Silver	Platinum
Sponsorship	Exhibit Space Only	Exhibit Space and <b>(1) Sponsored Solutions Track Session</b>	Exhibit Space, <b>(2) Sponsored Solutions Track Sessions</b>  One-Day Co-Branded Volunteer T-Shirt Sponsorship
Space	<b>Exhibit booth:</b> Table w/ a 6' table and two chairs. Bring your own signage - not to exceed 6' total width. *Booth sizes subject to change once location is finalized.  Free WIFI and Electrical.	<b>Exhibit booth:</b> Table w/ a 6' table and two chairs. Bring your own signage - not to exceed 6' total width.  Preferred Booth Selection *Booth sizes subject to change once location is finalized.  Free WIFI and Electrical.	<b>Exhibit booth:</b> Table w/ a 6' table and two chairs. Bring your own signage - not to exceed 6' total width.  Preferred Booth Selection *Booth sizes subject to change once location is finalized.  Free WIFI and Electrical.
Interaction	Lead scanning App provided for sponsor owned cell phones (iOS and Android compatible)	<b>One 50-minute presentation</b> in the Sponsored Solutions Track.  Lead scanning App provided for sponsor owned cell phones (iOS and Android compatible)	<b>Two 50-minute presentations</b> in the Sponsored Solutions Track.  Signage at the Welcome Event (1 of 3 Sponsors).  Lead scanning App provided for sponsor owned cell phones (iOS and Android compatible)
Exposure	Prominent <b>Logo exposure on QCon website</b> and at the event.  Logo included in post conference attendee marketing emails.	Prominent <b>Logo exposure on QCon website</b> and at the event.  Logo included as a Sponsor of our Women and Allies in Tech Breakfast.  Logo included in post conference attendee marketing emails.	Prominent <b>Logo exposure on QCon website</b> and at the event.  Logo included as a Sponsor of our Women and Allies in Tech Breakfast.  Logo included in post conference attendee marketing emails.
Access	2 Exhibit Passes (full 3-day conference access, sharable passes) for your booth staff. \$6,000 value.  3 Discounted 3-day conference passes (full access, individual passes). 50% off Published Price. \$4,500 value.	2 Exhibit Passes (full 3-day conference access, sharable passes) for your booth staff. \$6,000 value.  1 Full Speaker Pass (full 3-day access, individual pass). \$3,000 value.  3 Discounted 3-day conference passes (full access, individual passes). 50% off published price. \$4,500 value.	2 Exhibit Passes (full 3-day conference access, sharable passes) for your booth staff. \$6,000 value.  2 Full Speaker Passes (full 3-day access, individual pass). \$6,000 value.  3 Discounted 3-day conference passes (full access, individual passes). 50% off published price. \$4,500 value.

# Start-Up Sponsorships for QCon London

Start-Up Sponsor Tier	
<b>Sponsorship</b>	Exhibit Space Only (Fifth Floor)
<b>Space</b>	<b>Exhibit booth:</b> Two high top tables, two chairs. Bring your own signage - not to exceed 6' total width or 7' in height. *Booth sizes subject to change once location is finalized.
<b>Qualifying Requirements</b>	<ul style="list-style-type: none"><li>• Must be in business for less than three years</li><li>• Must have less than \$1M in revenue</li><li>• Must have fewer than 50 employees</li></ul>
<b>Exposure</b>	Prominent <b>Logo exposure on QCon website</b> and at the event.  Logo included in post-conference attendee marketing emails.
<b>Access</b>	<b>Two exhibit passes</b> for your booth staff.  50% off a full conference pass for a guest. (\$1000 value)  Free WIFI and Electrical.

# QCon AI Boston 2026 Sponsorship Prospectus



[QCon AI Boston](#)

June 1-2, 2026

350-500 Attendees

# QCon AI Boston

	Silver	Platinum
<b>Sponsorship</b>	Exhibit Space and <b>(1) Sponsored Solutions Track Session</b>	Exhibit Space, <b>(2) Sponsored Solutions Track Sessions</b>  One-Day Co-Branded Volunteer T-Shirt Sponsorship
<b>Space</b>	<b>Exhibit booth:</b> 6' table and two chairs. Bring your own signage - not to exceed 6' total width.  Preferred Booth Selection *Booth sizes subject to change once location is finalized.	<b>Exhibit booth:</b> 6' table and two chairs. Bring your own signage - not to exceed 6' total width.  Preferred Booth Selection *Booth sizes subject to change once location is finalized.
<b>Interaction</b>	<b>One 50-minute presentation</b> in the Sponsored Solutions Track.  Lead scanning App provided for sponsor owned cell phones (iOS and Android compatible)	<b>Two 50-minute presentations</b> in the Sponsored Solutions Track.  Lead scanning App provided for sponsor owned cell phones (iOS and Android compatible)
<b>Exposure</b>	<b>Logo exposure on Event website</b> and at the event.  Logo included in post conference attendee marketing emails.	<b>Logo exposure on Event website</b> and at the event.  Logo included in post conference attendee marketing emails.
<b>Access</b>	<b>One full conference pass</b> for your Solutions Track speaker (\$1000 value).  <b>Two exhibit passes</b> for your booth staff.  Three (3) 50% off a full conference pass for a guest. (\$500 value)  Free WiFi and Electrical.	<b>Two full conference passes</b> for your Solutions Track speaker(s) (\$2,000 value)  <b>One additional free conference pass</b> for a guest (\$1,000 value)  <b>Two exhibit passes</b> for your booth staff.  Three (3) 50% off a full conference pass for a guest. (\$500 value)  Free WiFi and Electrical.

# QCon San Francisco 2026 Sponsorship Prospectus



## [QCon San Francisco](#)

November 16-18, 2026

700-800 Attendees

# QCon Sponsorship Tiers

	Bronze	Silver	Platinum
Sponsorship	Exhibit Space Only	Exhibit Space and <b>(1) Sponsored Solutions Track Session</b>	Exhibit Space, <b>(2) Sponsored Solutions Track Sessions</b>  One-Day Co-Branded Volunteer T-Shirt Sponsorship
Space	<b>Exhibit booth:</b> Table w/ a 6' table and two chairs. Bring your own signage - not to exceed 6' total width.  *Booth sizes subject to change once location is finalized.  Free WIFI and Electrical.	<b>Exhibit booth:</b> Table w/ a 6' table and two chairs. Bring your own signage - not to exceed 6' total width.  Preferred Booth Selection  *Booth sizes subject to change once location is finalized.  Free WIFI and Electrical.	<b>Exhibit booth:</b> Table w/ a 6' table and two chairs. Bring your own signage - not to exceed 6' total width.  Preferred Booth Selection  *Booth sizes subject to change once location is finalized.  Free WIFI and Electrical.
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Exposure	Prominent <b>Logo exposure on QCon website</b> and at the event.  Logo included in post conference attendee marketing emails.	Prominent <b>Logo exposure on QCon website</b> and at the event.  Logo included as a Sponsor of our Women and Allies in Tech Breakfast.  Logo included in post conference attendee marketing emails.	Prominent <b>Logo exposure on QCon website</b> and at the event.  Logo included as a Sponsor of our Women and Allies in Tech Breakfast.  Logo included in post conference attendee marketing emails.
Access	2 Exhibit Passes (full 3-day conference access, sharable passes) for your booth staff. \$6,000 value.  3 Discounted 3-day conference passes (full access, individual passes). 50% off Published Price. \$4,500 value.	2 Exhibit Passes (full 3-day conference access, sharable passes) for your booth staff. \$6,000 value.  1 Full Speaker Pass (full 3-day access, individual pass). \$3,000 value.  3 Discounted 3-day conference passes (full access, individual passes). 50% off published price. \$4,500 value.	2 Exhibit Passes (full 3-day conference access, sharable passes) for your booth staff. \$6,000 value.  2 Full Speaker Passes (full 3-day access, individual pass). \$6,000 value.  3 Discounted 3-day conference passes (full access, individual passes). 50% off published price. \$4,500 value.

# Start-Up Sponsorships for QCon SF

Start-up Sponsor Tier	
<b>Sponsorship</b>	Exhibit Space Only (Pacific Level)
<b>Space</b>	<b>Exhibit booth:</b> Two high top tables, two chairs. Bring your own signage - not to exceed 6' total width or 7' in height. *Booth sizes subject to change once location is finalized.
<b>Qualifying Requirements</b>	<ul style="list-style-type: none"><li>• Must be in business for less than three years</li><li>• Must have less than \$1M in revenue</li><li>• Must have fewer than 50 employees</li></ul>
<b>Exposure</b>	Prominent <b>Logo exposure on QCon website</b> and at the event.  Logo included in post-conference attendee marketing emails.
<b>Access</b>	<b>Two exhibit passes</b> for your booth staff.  50% off a full conference pass for a guest. (\$1000 value)  Free WIFI and Electrical.

# InfoQ Virtual Sponsorships

Engaging Audiences Through Innovative Webinars



# InfoQ Webinars

**Frequency:** Every three weeks

1 Exclusive sponsor / Live, moderated Q&A

## Program Goals:

- **200 Minimum** WorldWide guaranteed leads
- Registrations to be generated via pre-event promotion of the live webinar and - if needed - via post-event promotion of the on-demand webinar
- The sponsor selects the topic and provides a speaker for Webinar (topic and content to be reviewed/approved by InfoQ for audience relevance)
- 30 mins presentation + 20 mins live Q&A (facilitated by InfoQ host)
- Promotion for webinar begins 45 days before the date of the live event
- Webinar content is owned by sponsor and can be syndicated outside of InfoQ indefinitely

*'I thought that your webinar process was professional and well done. Timing, expectations, and needs were clearly communicated and you all were very responsive throughout the process.'*  
- Datastax

## Available Dates (first come first serve):

<del>January 22, 2026</del>	Sold	<del>July 16, 2026</del>	Sold
<del>February 10, 2026</del>	Sold	<b>August 6, 2026</b>	
<del>March 5, 2026</del>	Sold	<b>August 27, 2026</b>	
<del>March 26, 2026</del>	Sold	<del>September 17, 2026</del>	Sold
<del>April 16, 2026</del>	Sold	<del>October 8, 2026</del>	Sold
<b>May 7, 2026</b>		<b>October 29, 2026</b>	
<del>May 28, 2026</del>	Sold	<del>November 19, 2026</del>	Sold
<del>June 11, 2026</del>	Sold	<del>December 10, 2026</del>	Sold
<del>June 25, 2026</del>	Sold		

# InfoQ Live Virtual Roundtables

live.infoq.com

## Event Sponsorship (Targeting 200-400 Registrants)

Prominent logo exposure, link and blurb

Live roundtable with domain-expert moderator-led attendee Q&A - 1 hour in duration

InfoQ Live pre-event marketing emails with sponsor mentions

InfoQ Live sponsor staff access pass included (access to full event)

1 Sponsor Event



2

**Frequency:** 6 per year

**Topics:** Editorial & Client Collaboration

**2025 Dates & Topics** - *All Dates Subject to Change*

Upcoming InfoQ Live dates shown below:

- ~~February 10, 2026~~ - Sold
- ~~April 22, 2026~~ - Sold
- **June 23, 2026** - Available
- ~~August 18, 2026~~ - Sold
- **September 22, 2026** - Available
- ~~November 10, 2026~~ - Sold

# InfoQ Lead Generation

Access to the InfoQ community throughout the year



## Content Promotion

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We promote your technical whitepapers, blogs, and eBooks within InfoQ's trusted content

## Brand Exposure

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Year-round visibility across the **InfoQ platform**, within topics relevant to you and your brand

## Flexible Packages

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Are you building a year-long strategy, or maybe just found some extra marketing budget at the end of the quarter? We offer tailored options to fit **your marketing objectives**.

# InfoQ.com Topic Sponsorships

## Digital Marketing / Content Promotion

**InfoQ LIVE**

**ROUNDTABLE**

**Measuring Value Realization Through Testing in Production**

**MODERATED BY**

Shane Hastie, Director of Community Development @ICAgile

TUESDAY, MARCH 16, 2021 11:30 AM EST

Karishma Irani Product Manager @LaunchDarkly

Sean Davis DevSecOps Advisor

Andreas Prins Director Engineer Hub @Mendix

Orit Golowinski Senior Product Manager Release Stage @

Mike Burrows JFounder @Agen



### Why InfoQ.com

- Align yourself within custom content only available on InfoQ.com
- Senior developer audience with decision-making authority
- A trusted site in the developer community since 2006

### We'll promote you to readers via:

- Content Promotion within relevant articles and topics
- Newsletters, topically focused Special Reports, and custom email blasts
- Microsites and branded messaging within relevant topics

### What can you expect?

- Topical alignment based on your products and services
- Lead gen or traffic based programs to our entire worldwide audience
- A flat fee (no varying CPM /CPLs)
- Detailed, weekly reporting

# InfoQ.com Topic Sponsorships

90 day campaigns ranging \$12,000 +

Select one of our Pre-built campaigns, or create your own

## What's in it for me?

Very little heavy lifting! Once we get your content, we'll manage the campaign for you (with your approvals of course!)	✓
Reach: We're constantly creating new content, from AI to DevOps to Architecture. We connect your content, branding, and messaging to readers that are already interested in your topics	✓
Detailed Reporting each week: We'll provide actionable insights into the campaign, and make recommendations as needed	✓

## What do you need from me?

Step 1: Goals: Are you capturing leads, or looking for a traffic driving program?	✓
Step 2: Provide 3-5 good technical content pieces, we'll make recommendations for the best results and also select your topics	✓
Step 3: Approve promotions we create throughout the campaign	✓

Our Topical Inventory is limited, please reach out to [sales@c4media.com](mailto:sales@c4media.com) for more details!

Facilitating the Spread of Knowledge and Innovation in Professional Software

# InfoQ

2,359,240 May unique visitors

**InfoQ Live July**  
Learn how to migrate an application to serverless and what are the common mistakes to avoid. Register Now.

Development

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## NEWS

**New PACMAN Vulnerability Affecting Apple Silicon CPUs**

SERGIO DE SIMONE ON JUN 28

**AWS and Microsoft Working Together on PyWhy, the New Home of Casual ML Library DoWhy**

DANIEL DOMINGUEZ ON JUN 28

**Java News Roundup: Classfile API Draft, Spring Boot, GlassFish, Project Reactor, Micronaut**

MICHAEL REDLICH ON JUN 27

**AWS Releases IoT ExpressLink: Cloud-Connectivity**

**C4Media**

# InfoQ.com Testimonials

## From Our Sponsors

*"The engagement with InfoQ feels more of a partnership than a client/vendor relationship. The customer service that InfoQ provides is much greater than what you would typically find in an ad platform. **They have taken much of the heavy lifting during the process and make standing up campaigns super easy.** The wide variety of ad formats is also great as **you aren't stuck with just running banners that rarely generate leads.** The lead volume and quality have been great as well."*

[Read More...](#)

- **John Staudenraus, Digital Marketing Manager @ VMware**

*"I'd absolutely recommend advertising on InfoQ to a peer. In the enterprise technology space, there are a lot of different channel options -- but the thing that I look at most frequently when evaluating a new channel is the audience....**The reason I recommend InfoQ is the strong overlap of the audience and IT decision-maker profile, along with the variety of different ad formats and targeting options that aren't available from most content syndication and advertising outlets in this space.**"*

- **Peter Zawistowicz, Director of Growth Marketing @ Gremlin**

## From Our Readers

*"You provide valuable and up-to-date information on various topics. **It's a very useful email subscription you have, I always read them.**"*

*"I love the reviews on books, conversations with authors, updates on tools, methodologies, architecture. **I always find something that helps me to improve on my career.**"*

*"I love how InfoQ classifies and tags stories. This makes it easier to find news that is **relevant to me.** I also appreciate the multiple levels of article abstracts, for the same reason.*

*Third, I appreciate how well the articles are annotated with links to other articles and sources. Finally, I appreciate how InfoQ suggests other content that is related to the article I am currently reading. **Honestly, InfoQ is my primary source for tech and IT news.**"*

# Partner with C4Media

GET IN TOUCH

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[sales@c4media.com](mailto:sales@c4media.com)