We help software development teams adopt new technologies and trends.
InfoQ Online Audience and Ad Products At-a-Glance

Align your message around high quality, TRUSTED content, by the community for the community.
No other online software development community invests as much in original content for software leaders driving innovation in their teams. Our technical, practitioner-editors hand select and edit every news item, article, presentation, and interview topic that we publish.

Our online ad programs create awareness, educate your audience, and generate qualified leads using a targeted contextually driven advertising engine.
Our Founding Story

- Floyd Marinescu, together with Roxanne Beverstein and Alex Popescu saw a need for unbiased content and information in the enterprise development community.
- InfoQ was launched on **May 25th 2006**.
- Our founders:
  - Believed that practitioners want to consume content written by their peers not non-technical journalists.
  - Were dismayed by the lack of passion and care of other traditional, “tech sites” of the early 2000’s.
  - Saw an opportunity to create a multi-language site so as to improve access to the latest technical trends for readers in China, Japan, and Brazil.
InfoQ Key Differentiator: Audience & Content

Authoritative, Practitioner Content

- All content is authored and peer-reviewed by software practitioners actively working in technical, senior roles
- InfoQ editors are CTOs, Architects, and Team Leads working at Red Hat, Microsoft, Paypal, Pivotal, Oracle, Mathematica

Helping Technical Leaders Stay Ahead of the Adoption Curve

- Senior software developers rely on InfoQ to keep ahead of the adoption curve. Our community editors aim to ensure that our readers never miss out on important trends.
InfoQ Key Differentiator: Our Advertising Platform

- **We do better than banner ads** - Banners are a traditional marketing solution and distracting to our highly technical readers.
- **No retargeting or user tracking** - We respect our readers’ privacy and don’t run third party scripts, ad tags or cookies.
- **100% Native Advertising** - All InfoQ ads are contextually served via our native ad platform. Our native ads cannot be ‘ad blocked’ and are completely independent of any third party, programmatic ad networks.
InfoQ Audience
Demographics

Audience (Registered Users)

- **69%** Architect: Chief/Enterprise/Application/Systems & Dev Team Lead: Sr. Dev/Sr. Engr/Ops Engr

Geographic (WW Visitors)

- **37%** North America
- **39%** EMEA
- **17%** APAC
- **4%** South America
InfoQ Audience Demographics

Registered Users

Architect: Chief/Enterprise/Application/Systems
& Dev Team Lead: Sr. Dev/Sr. Engr/Ops Engr

Q Q Q Q Q Q Q Q Q Q Q Q 69%

Owners, UX Specialists and Business Analysts

Q Q Q Q Q Q Q Q Q Q Q Q Q Q Q 31%
InfoQ Audience Demographics

Worldwide Visitors

- North America: 37%
- EMEA: 39%
- APAC: 17%
- South America: 4%
Company Size by Employees

- 37% work in companies > 1,000 employees
- 30% work in companies < 1,000 employees
- 33% work in companies < 100 employees

Company Size by Revenue

- 27% work in companies > $200m in revenue
- 10% work in companies > $100m in revenue
- 15% work in companies > $50m in revenue
- 14% work in companies > $20m in revenue
- 23% work in companies < $10m in revenue
InfoQ Company Size by Employees

- 37% work in companies > 1,000 employees
- 30% work in companies < 1,000 employees
- 33% work in companies < 100 employees
InfoQ Company Size by Revenue

- 23% < $10 million
- 14% > $20 million
- 15% > $50 million
- 10% > $100 million
- 27% > $200 million
## Content-Driven Lead Generation

<table>
<thead>
<tr>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content Syndication</strong></td>
<td>- For White Papers, podcasts, webinars, etc.</td>
</tr>
<tr>
<td>(Related Vendor Content)</td>
<td>- Host your assets on InfoQ or direct people to your own custom landing pages</td>
</tr>
<tr>
<td><strong>Related Vendor Content Plus</strong></td>
<td>- Use 2 assets</td>
</tr>
<tr>
<td></td>
<td>- Duration: 3 months</td>
</tr>
<tr>
<td></td>
<td>- Email Promotions monthly</td>
</tr>
<tr>
<td></td>
<td>- Newsletter Ads (within content) monthly</td>
</tr>
<tr>
<td><strong>eKit or Guide</strong></td>
<td>- An ‘all-in-one’ downloadable resource with multiple vendor assets</td>
</tr>
<tr>
<td><strong>Sponsored eBooks</strong> (InfoQ content)</td>
<td>- Sponsor InfoQ eBooks with content closely related to your products/solutions</td>
</tr>
<tr>
<td><strong>Sponsored eMags</strong> (InfoQ content)</td>
<td>- Sponsor an InfoQ article series in a downloadable format</td>
</tr>
<tr>
<td></td>
<td>Base Program</td>
</tr>
<tr>
<td>------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Number of assets</td>
<td>1</td>
</tr>
<tr>
<td>In-line Newsletter Ads</td>
<td>-</td>
</tr>
<tr>
<td>Email</td>
<td>5K names</td>
</tr>
<tr>
<td>Duration</td>
<td>1 month</td>
</tr>
</tbody>
</table>
Program Goals:

- Highly contextual: readers see and request your white paper assets from within highly relevant, editorial content published on InfoQ
- Host your asset on InfoQ or direct people to your own custom landing pages

Program Includes:

- **One (1)** asset in Related Vendor Content Section, contextually mapped to related content
- **Custom Email** - Sent to 5K subscribers on InfoQ Industry Notices list
- **Weekly Reporting** - Campaign performance and lead report
- One month campaign
Program Goals:

- Highly contextual: readers see and request your white paper assets from within highly relevant, editorial content published on InfoQ
- Host your assets on InfoQ or direct people to your own custom landing pages
- Generate a pipeline of highly qualified leads using multiple assets, targeted emails, and newsletter ads over three months

Program Includes:

- **Two (2)** assets in Related Vendor Content Section, contextually mapped to related content
- **Custom Email** - Sent to 15K subscribers on InfoQ Industry Notices list
- InfoQ newsletter in-line ads, **three (3)**
- **Weekly Reporting** - Campaign performance and lead report
- Three month campaign
Topic Sponsorships

Depending on your marketing objective(s) we offer five tiers of the Topic Sponsorship program:

Thought Leadership and Lead Generation

- Create Awareness
- Drive Traffic
- Establish Market Position

- Content Creation
- Demand Generation
- Editorial Support
- Establish Thought Leadership
- Solidify Market Position

Lite | Emerging | Core | Spotlight | Premium
## Topic Sponsorship Tiers Comparison

<table>
<thead>
<tr>
<th></th>
<th>Lite</th>
<th>Emerging</th>
<th>Core</th>
<th>Spotlight</th>
<th>Premium</th>
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<tbody>
<tr>
<td>Topic Selection</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Related Vendor Content</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Related Sponsor Box</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
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<td>Podcast</td>
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<td>✔</td>
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<td>✔</td>
</tr>
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<td>Microsite</td>
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<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<td>Special Report</td>
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<td>✔</td>
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<td>✔</td>
<td>✔</td>
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<tr>
<td>Lead Guarantee</td>
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<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Content Sponsorship</td>
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<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>eMag</td>
<td></td>
<td></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Architects’ Newsletter</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>QCon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Duration</td>
<td>Quarterly</td>
<td>Annual or Quarterly</td>
<td>Annual or Quarterly</td>
<td>Annual or Quarterly</td>
<td>Quarterly or Annual</td>
</tr>
</tbody>
</table>

Duration details:
- Quarterly
- Annual or Quarterly
- Annual or Quarterly
- Annual or Quarterly
- Quarterly or Annual
Program Goals:

- Ideal for bootstrapped startups and small companies to show activity, demand and relevance
- Custom designed for companies with small or no marketing teams yet requiring impact among the software development audience

Program Includes:

- **One (1)** asset in Related Vendor Content Section, contextually mapped to related content
- **Related Sponsor Box** - Your logo and description within your topic
- **Two (2)** social media posts per month on @InfoQ Twitter account (36.2K Followers)
Program Goals:

- Aligns your company, technology or solution with an emerging topic within InfoQ
- Draws a dotted line from the emerging topic to your messaging, positioning your company as a Thought Leader in an emerging market segment
- Builds trust and awareness, and is a strategic program designed to align and build credibility within a specific niche area

Program Includes:

- **One (1)** asset in Related Vendor Content Section, contextually mapped to related content
- **Related Sponsor Box** - Your logo and description within your topic
- **15-second** pre-roll messaging on two InfoQ podcast series. Total of eight (8) InfoQ podcasts
- **Eight (8)** Content item sponsorships
- **A Microsite** on the main content pages for your selected topics
- InfoQ newsletter in-line ads, two per month
- **Two (2)** social media posts per month on @InfoQ Twitter account (36.2K Followers)
Program Goals:

- Focuses on creating awareness and generating leads with alignment in editorial content that targets your key audience
- Ideal for companies with a steady lead generation objective within a specific topic area

Program Includes:

- **Three (3)** Related Vendor Content assets contextually mapped to editorial
- **A Microsite** on the main content pages for your selected topics
- **Related Sponsor Box** - Your logo and description within your topic
- Special report newsletter on one or more of your selected topics, mailed to 230,000 subscribers
- InfoQ newsletter in-line ads, **two (2) per month**
- **Two (2)** social media posts per month on @InfoQ Twitter account (36,2K Followers)
- **200 leads**
Program Goals:

- Associate with learning content and deeper engagement/content pieces that are unique and editorially focused
- Produce top of funnel leads as well as sales-ready leads

Program Includes:

- Three (3) "Related Vendor Content" assets contextually mapped to editorial
- A Microsite on the main content pages for your selected topics
- Related Sponsor Box - Your logo and description within your topic
- Special report newsletter on one or more of your selected topics, mailed to 230,000 subscribers
- eMag sponsorship of <eMag Title/Topic> (3 month)
- 500 eMag opt-in leads
- 15-second pre-roll messaging on one InfoQ podcast series. Total of four (4) InfoQ podcasts
- Six (6) Content item sponsorships
- InfoQ newsletter in-line ads, two (2) per month
- Two (2) social media posts per month on @InfoQ Twitter account (36.2K Followers)
- 250 leads / quarter
Program Goals:

- Designed for maximum impact and influence and receives priority to scheduling, sponsor opportunities and editorial alignment
- Dives deep into branding, awareness, demand generation, education, influence and thought leadership

Program Includes:

- **Three (3)** "Related Vendor Content" assets contextually mapped to editorial
- **A Microsite** on the main content pages for your selected topics
- **Related Sponsor Box** - Your logo and description within your topic
- Special report newsletter on one or more of your selected topics, mailed to 230,000 subscribers
- eMag sponsorship of <eMag Title/Topic> (**3 month**)
- **500** eMag opt-in leads
- The Software Architects’ Newsletter, exclusive sponsorship: Native ad promoting your asset (either hosted on InfoQ for lead gen, or driving traffic to your landing page)
- **15-second** pre-roll messaging on one InfoQ podcast series. Total of twelve (12) InfoQ podcasts*
- **Fourteen (14)** Content item sponsorships**
- InfoQ newsletter in-line ads, two (2) per month
- **Two (2)** social media posts per month on @InfoQ Twitter account (36.2K Followers)
- **250 leads** / quarter
<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
</table>
| **Special Report**                         | • Featured Topic Newsletter  
• Sent to 270,000 subscribers                                                   |
| **Architects’ Newsletter**                | • Featured Topic Newsletter  
• In-line sponsor ads  
• Related sponsor box                                                        |
| **Content Sponsorship**                   | • Sponsor one specific content item, such as a video interview or a presentation that pertains to your company/technology  
• Includes 5 fixed links in RVC pointing to your site  
• Your logo and a short sentence describing your company/offer |
| **Partner Portal**                         | • A custom website that we build and host for you  
• Acts as a resource center that syndicates educational content that supports your campaign messages  
• Includes your content links as well as content from InfoQ or other sources that supports your message |
| **Podcasts**                               | • Position your message in front of technology executives, architects, technical team leads, and senior software engineers  
• Exclusive sponsorship of four (4) consecutive podcasts (one/week over four weeks)  
• Includes Run-of-Site RVC placement (2 months)  
• Four (4) inline Newsletter Ads  
• Program Duration: 3 months |
## InfoQ Programs and Materials Specifications

### Branding and Reach

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Details</th>
</tr>
</thead>
</table>
| **Newsletter Ad**  | • Our HTML newsletter is published weekly and is distributed to 270,000 subscribers/issue  
• Ads run within content, seven ads per issue |
| **Dedicated Email Blast** | • You can rent our list of subscribers who opt-tin to hear more about vendor solutions  
• 260,000 worldwide names  
• Can be geo-targeted |
| **Microsite** | • Native, “skyscraper-style” ad unit that runs on topic landing page(s)  
• Can be used to promote white papers, product downloads, events, blogs, etc.  
• Width of the microsite: 260 pixels; Length determined by number of assets  
• We suggest that you run no more than 15 assets |
Monitor your applications built in Java, .NET, Ruby, PHP and Node.js. Get unmatched visibility into the way web applications behave. Visualize web transactions from end to end, with performance metrics of all components starting from URL to SQL, queries allowing you to identify and resolve performance degradation no matter where they originate.

Obtain a holistic view of your application behaviour and troubleshoot errors with Site24x7. View the following key metrics for any dependent resource: response time, throughput, status of connection, and failed request count. Identify any abnormalities—like increases in response time or throughput—at a single glance and inspect them without delay.

InfoQ Content Syndication:
Related Vendor Content (RVC) ad unit
InfoQ Branding and Reach: **Microsite** and Related Sponsor Box

**GridGain**

An in-memory computing platform can add speed and scalability to your data-intensive applications.

- High Performance, Real-time Data Architecture for the Internet of Things
  - Learn how in-memory computing addresses the most common use cases and challenges associated with the real-time processing and storage of IoT-generated data.

- A Machine and Deep Learning Primer
  - Learn how in-memory computing can make machine and deep learning faster, while reducing complexity and expense.

- In-Memory Computing Options for Oracle Database Deployments
  - Learn more about in-memory computing options for your Oracle database deployment.

- Introducing the GridGain In-Memory Computing Platform

**NGINX**

Free ebooks to design, deploy, and manage modern applications:

- **Cloud Native DevOps With Kubernetes**
  - This full, complete O'Reilly book shows developers and operations staff how to apply industry-standard DevOps practices to Kubernetes in a cloud-native context.

- **Service Mesh for Microservices**
  - Learn how a service mesh provides a configurable infrastructure layer that makes service-to-service communication flexible, reliable, and fast.

- **Microservices: From Design to Deployment**
  - Learn benefits and drawbacks of microservices, whether it makes sense for your project, and how to apply it.

** RELATED VENDOR CONTENT **

- [Free O'Reilly eBook] - Kubernetes Cookbook
- Keep Calm and Authenticate: Why Adaptive is the Next Best Thing
- The Only Good Reason to Adopt Microservices
- Modern Java EE Design Patterns - an O'Reilly book. Download now.
- Application Performance Management in a Containerized World

** RELATED SPONSOR **

NGINX Plus is the complete application delivery platform for the modern web. Start your 30 day free trial.
InfoQ Content-Driven Lead Gen: **eMag Sponsorship**

Before you download this book...

Using open source components in your applications? Want to ensure that they are secure without impacting agility? Integrate open source security into your DevOps pipeline with WhiteSource.

- Yes, I would like to be contacted by WhiteSource for newsletters, promotions and events per the terms of WhiteSource’s Privacy Policy (https://www.whitesourcesoftware.com/privacy-policy/)

Note: By checking the box you grant InfoQ permission to share your contact info with this sponsor.

[PROCEED TO DOWNLOAD (PDF)]
Spinnaker and the Distributed Monorepo
Jon Schneider presents a continuous delivery platform with application monitoring, automated canary analysis, and organization-wide code search showing how to identify and repair applications. (Presentation)

See what’s new in DevOps including:
- The InfoQ eMag: DevSecOps in Practice
- What’s New in Linkerd v2
- Seven Steps for Improving Cloud Security with Business Integration
- And more...

SPONSOR AD
High Performance, Real-time Data Architecture for the Internet of Things
This white paper explores how in-memory computing addresses the most common use cases and challenges associated with the real-time processing and storage of IoT-generated data. Download Now.

Development Latest Content
QCon SF 2018: Security Panel
The panelists discuss current security issues and ways to mitigate them. (Presentation with transcript included)
InfoQ Thought Leadership and Branding: Podcasts

Sponsored by LightStep

LightStep delivers confidence at scale for those who develop, operate, and rely upon today's powerful software applications; and this confidence amplifies and accelerates software's positive impact on our lives. Answer questions and diagnoses 100% of anomalies, spanning mobile, monoliths, and microservices across every service in real time.

Show Notes

In your talk "Graal: Not just a new JIT for the JVM" - what's the TLDR?
Easy Mobilization for Java EE

Mobilizing your Java EE applications may seem like a daunting task:

- The requirements to support BYOD devices are inevitable.
- Adopting a native development strategy would require your team to learn a whole set of skills that span a wide range of devices and platforms.
- A web-based approach may align better with your legacy systems, but will it be able to deliver the expected mobile user experience? Moreover, can mobile browser implementations support all the features that users will demand?

ICEmobile’s comprehensive suite of universal mobile web controls enables you to augment your existing Java EE web applications with mobile interfaces. Its device detection, adaptive rendering, and automated theming produce device-optimized markup that deliver a true mobile user experience to a wide range of devices, using pure web-based techniques.

Download the White Paper →

Download The White Paper →
InfoQ: Recruitment
We can customize and tailor the programs to your marketing objectives!

sales@c4media.com
QCon is a practitioner-driven conference designed for professional software architects and senior software developers & team leads who want to bring trends from innovator and early adopter companies home to their team.
QCon: Key Differentiators

- Every QCon program committee is unique & comprised of six technical leaders that meet weekly - for six months - to select topics & speakers
- Our committee prefers Engineers over Evangelists, Practitioners over Trainers/Coaches, Team Leads over Consultants
- Track and session topics are focused on the Innovators and Early Adopters in software companies
- >100 speakers presenting across 15 tracks over three days
- Peer learning opportunities: 25 min breaks, open spaces, social events
QCon Attendees

24%
Software Developer / Programmer / Engineer

46%
Technical Team Lead and Higher (including):
- Technical Team Lead
- Senior Management (VP, CTO, CIO, Director)
- Architect: Technical / Application (platform specific)
- Technical Project Manager
- Architect: Solution / Systems Integration
- Technical Project Management

30%
Senior Developer / Engineer

Make software purchasing decisions in their organisations.
Play a strong role in recommending, influencing, or vetoing such decisions.
QCon

Topical Focus

Topics focused on the **Innovators** and **Early Adopters** in software companies:
- Talks driving Innovation and Change
- Patterns & Practices, not Products
- Implementable Ideas

![Diagram showing QCon's Topical Focus]

- Deep Learning
- Blockchain
- AI
- Rust
- CRI
- Web Assembly
- Software Ethics
- Probabilistic Programming
- Service Mesh

- Serverless / Lambda
- Chaos Engineering
- Reactive Programming
- gRPC
- Kubernetes
- GraphQL
- JDK9 & Beyond
- Machine Learning
- Observability

- Immutable Infrastructure
- Microservices
- Event Driven Architectures
- Distributed Systems

Innovators

Early Adopters

Early Majority
QCon Attendee Demographics

Attendee Roles
- 14% Architect: Enterprise/Chief/Systems/Application
- 67% Technical Team Lead: Sr. Developer/Programmer/Sr. Engineer/Ops Engineer
- 13% Sr. Management Director/VP/CTO/CIO

Company Size
- 59.31% Company Size 1000+
- 10.11% Company Size 500-999
- 7.89% Company Size 250-499
- 13.44% Company Size 100-249
- 9.25% Company Size 1-99

Top 3 Industries
- 28% Financial/Banking/Insurance/Real Estate/Legal
- 12% Government/Education/Healthcare
- 12% Computer/Business Services/Consulting
QCon Attendee Demographics

Attendee Roles

Technical Team Lead:
Sr. Developer/Programmer/Sr. Engineer/Ops Engineer

Q Q Q Q Q Q Q Q Q Q 67%

Architect: Enterprise/Chief/Systems/Application

Q Q Q Q Q Q Q Q Q Q 14%

Sr. Management Director/VP/CTO/CIO

Q Q Q Q Q Q Q Q Q Q 13%
QCon Attendee

Company Size

- 59.31%: Company size 1000+
- 10.11%: Company size 500-999
- 7.89%: Company size 250-499
- 13.44%: Company size 100-249
- 9.25%: Company size 1-99
QCon Attendee

Top 3 Industries

- Financial/Banking/Insurance/Real Estate/Legal: 28%
- Government/Education/Healthcare: 12%
- Computer/Business Services/Consulting: 12%
QCon 2020

Sponsorship Packages
<table>
<thead>
<tr>
<th></th>
<th>Bronze</th>
<th>Silver</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship</td>
<td>● Exhibit Space Only</td>
<td>● Exhibit Space and (1) Sponsored Solutions Track Session</td>
<td>● Exhibit Space, (2) Sponsored Solutions Track Sessions and (1) Branding Option - Additional Signage or Keynote Chair Drop ONLY 2 Platinum Spots Available</td>
</tr>
<tr>
<td>Space</td>
<td>● Exhibit booth: Standard booth (3mX2mX2.5m) w/ table and two chairs. Bring your own signage.</td>
<td>● Exhibit booth: Standard booth (3mX2mX2.5m) w/ table and two chairs. Bring your own signage.</td>
<td>● Exhibit booth: Standard booth (3mX2mX2.5m) w/ table and two chairs. Bring your own signage.</td>
</tr>
<tr>
<td>Interaction</td>
<td></td>
<td>● One 50-minute presentation in the Sponsored Solutions Track.</td>
<td>● Two 50-minute presentations in the Sponsored Solutions Track. One additional Branding Option.</td>
</tr>
<tr>
<td>Exposure</td>
<td>● Prominent Logo exposure on QCon website and at the event.</td>
<td>● Prominent Logo exposure on QCon website and at the event.</td>
<td>● Prominent Logo exposure on QCon website and at the event.</td>
</tr>
<tr>
<td></td>
<td>● Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list</td>
<td>● Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list</td>
<td>● Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list</td>
</tr>
<tr>
<td>Access</td>
<td>● Three exhibit passes for your booth staff.</td>
<td>● One full conference pass for your Solutions Track speaker.</td>
<td>● Two full conference passes for your Solutions Track speaker(s)</td>
</tr>
<tr>
<td></td>
<td>● 50% off a full conference pass for a guest.</td>
<td>● Three exhibit passes for your booth staff.</td>
<td>● One additional free conference pass for a guest.</td>
</tr>
<tr>
<td></td>
<td>● Free WiFi and Electrical.</td>
<td>● 50% off a full conference pass for a guest.</td>
<td>● Three exhibit passes for your booth staff.</td>
</tr>
<tr>
<td></td>
<td>● Badge scanner available with a refundable deposit.</td>
<td>● Free WiFi and Electrical.</td>
<td>● Free WiFi and Electrical.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>● Badge scanner available with a refundable deposit.</td>
<td>● Badge scanner available with a refundable deposit.</td>
</tr>
</tbody>
</table>

**Additional Sponsorships**

- **Chair Drop** - One piece of content on all chairs before one of the Keynote sessions (based upon availability)
- **Power Up Zone** - Sponsor could include table top signage, swag or any other types of collateral to display; Power Up Zone sponsorship mention on the website
- **Lunch Sponsorship** - Exclusive Sponsorship of Lunches during (3) QCon conference days; Signage near the lunch location; Company logo and profile with link posted on the QCon website
- **Breakfast/Break Sponsorship** - Exclusive Sponsorship of the continental breakfast and breaks during (3) QCon conference days; Signage near breakfast and break location; Company logo and profile with link posted on the QCon website
- **Hors d’oeuvres Sponsorship** - **Exhibitor Reception** - Exhibitor Reception Hors d’oeuvres at Vendor booth to increase traffic to your booth by offering upgraded snacks during the exhibitors’ reception.
- **Party Sponsorship** - TBD
- **Coffee Sponsorship** - TBD
- **Bag Sponsorship** - TBD
<table>
<thead>
<tr>
<th>Sponsorship Packages</th>
<th>Sponsor Lounge - Shubert Complex</th>
<th>Bronze</th>
<th>Silver</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsorship</strong></td>
<td>Exhibit Space Only</td>
<td>Exhibit Space Only</td>
<td>Exhibit Space and (1) Sponsored Solutions Track Session</td>
<td>Exhibit Space. (2) Sponsored Solutions Track Sessions Additional Branding Opportunity or Keynote Chair Drop ONLY 2 Platinum Spots Available</td>
</tr>
<tr>
<td><strong>Space</strong></td>
<td>Exhibit booth: Standard booth (6x5 feet) w/ two high top tables and two chairs. Bring your own signage.</td>
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</tr>
<tr>
<td><strong>Interaction</strong></td>
<td>One 50-minute presentation in the Sponsored Solutions Track.</td>
<td>Two 50-minute presentations in the Sponsored Solutions Track.</td>
<td>Signage at the Welcome Event (1 of 3 Sponsors).</td>
<td></td>
</tr>
<tr>
<td><strong>Exposure</strong></td>
<td>Prominent Logo exposure on QCon website and at the event. Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list</td>
<td>Prominent Logo exposure on QCon website and at the event. Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list</td>
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</tr>
<tr>
<td><strong>Access</strong></td>
<td>Two exhibit passes for your booth staff. Free WIFI and Electrical. Badge scanner available with a refundable deposit.</td>
<td>Two exhibit passes for your booth staff. 50% off a full conference pass for a guest ($1,000 value) Free WIFI and Electrical. Badge scanner available with a refundable deposit.</td>
<td>One full conference pass for your Solutions Track speaker. ($2,000 value) Two exhibit passes for your booth staff. 50% off a full conference pass for a guest ($1,000 value) Free WIFI and Electrical. Badge scanner available with a refundable deposit.</td>
<td>Two full conference passes for your Solutions Track speaker(s) ($4,000 value) One additional free conference pass for a guest ($2,000 value) Two exhibit passes for your booth staff. Free WIFI and Electrical. Badge scanner available with a refundable deposit.</td>
</tr>
</tbody>
</table>
Additional Sponsorships

- **Chair Drop**: One piece of content on all chairs before one of the Keynote sessions (based upon availability)
- **Power Up Zone**: Sponsor could include table top signage, swag or any other types of collateral to display; Power Up Zone sponsorship mention on the web site
- **Lunch Sponsorship**: Exclusive Sponsorship of Lunches during (3) QCon conference days; Signage near the lunch location; Company logo and profile with link posted on the QCon website.
- **Breakfast/Break Sponsorship**: Exclusive Sponsorship of the continental breakfast and breaks during (3) QCon conference days; Signage near breakfast and break location; Company logo and profile with link posted on the QCon website.
- **Coffee Sponsorship**: TBD
- **Bag Sponsorship**: TBD
<table>
<thead>
<tr>
<th></th>
<th>Bronze</th>
<th>Silver</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship</td>
<td>• Exhibit Space Only</td>
<td>• Exhibit Space and 1) Sponsored Solutions Track Session</td>
<td>• Exhibit Space, 2) Sponsored Solutions Track Sessions</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Additional Branding Opportunity or Keynote Chair Drop</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ONLY 2 Platinum Spots Available</td>
</tr>
<tr>
<td>Space</td>
<td>• Exhibit booth: Standard booth (8x8 feet) w/ a 6’ table and two chairs. Bring your own signage.</td>
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<td>• Exhibit booth: Standard booth (8x8 feet) w/ a 6’ table and two chairs. Bring your own signage.</td>
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<td>Interaction</td>
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</tr>
<tr>
<td>Access</td>
<td>• Three exhibit passes for your booth staff. 50% off a full conference pass for a guest. ($1000 value)</td>
<td>• One full conference pass for your Solutions Track speaker ($2000 value).</td>
<td>• Two full conference passes for your Solutions Track speaker(s) ($4000 value)</td>
</tr>
<tr>
<td></td>
<td>• Free WiFi and Electrical. Badge scanner available with a refundable deposit.</td>
<td>• Three exhibit passes for your booth staff. 50% off a full conference pass for a guest. ($1000 value)</td>
<td>• One additional free conference pass for a guest ($2000 value)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Free WiFi and Electrical. Badge scanner available with a refundable deposit.</td>
<td>• Two exhibit passes for your booth staff. Free WiFi and Electrical. Badge scanner available with a refundable deposit.</td>
</tr>
</tbody>
</table>

**Additional Sponsorships**

- Chair Drop - One piece of content on all chairs before one of the Keynote sessions (based upon availability)
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- Breakfast/Break Sponsorship - Exclusive Sponsorship of the continental breakfast and breaks during (3) QCon conference days; Signage near breakfast and break location; Company logo and profile with link posted on the QCon website
- Hors d'oeuvres Sponsorship - Exhibitor Reception - TBD
- Party Sponsorship - TBD
- Coffee Sponsorship - TBD
- Bag Sponsorship - TBD
# QCon 2020 Conference Calendar

<table>
<thead>
<tr>
<th>City</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
<td>March 2 - 6, 2020</td>
</tr>
<tr>
<td>Beijing</td>
<td>May 2020</td>
</tr>
<tr>
<td>São Paulo</td>
<td>May 4 - 6, 2020</td>
</tr>
<tr>
<td>Guangzhou</td>
<td>May 2020</td>
</tr>
<tr>
<td>New York</td>
<td>June 15 - 19, 2020</td>
</tr>
<tr>
<td>Shanghai</td>
<td>October 2020</td>
</tr>
<tr>
<td>San Francisco</td>
<td>November 16 - 20, 2020</td>
</tr>
</tbody>
</table>

*Tentative and subject to change*
QCon 2020
Sponsorship Packages

Receive a 15% discount when you contract for five or more events at one time.

Unable to commit to five events? Additional discounts are still available:

<table>
<thead>
<tr>
<th>Sponsorship Package</th>
<th>Discount</th>
</tr>
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<tbody>
<tr>
<td>2 events</td>
<td>5%</td>
</tr>
<tr>
<td>3 events</td>
<td>8%</td>
</tr>
<tr>
<td>4 events</td>
<td>11%</td>
</tr>
</tbody>
</table>

2020 event sponsorships are selling out fast! Contact us to book your sponsorship today!

sales@c4media.com
www.qconferences.com