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.
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 Q Q Q Q 69%


Q 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%
- South America: 4%
- APAC: 17%
**InfoQ Company Size by Employees and Revenue**

**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>InfoQ Programs and Materials Specifications</th>
<th></th>
</tr>
</thead>
</table>
| **Content Syndication (Related Vendor Content)** |  ● For White Papers, podcasts, webinars, etc.  
● Host your assets on InfoQ or direct people to your own custom landing pages |
| **Related Vendor Content Plus** |  ● Use 2 assets  
● Duration: 3 months  
● Email Promotions monthly  
● Newsletter Ads (within content) monthly |
| **eKit or Guide** |  ● An ‘all-in-one’ downloadable resource with multiple vendor assets |
| **Sponsored eBooks (InfoQ content)** |  ● Sponsor InfoQ eBooks with content closely related to your products/solutions |
| **Sponsored eMags (InfoQ content)** |  ● Sponsor an InfoQ article series in a downloadable format |
# Content Syndication Programs

<table>
<thead>
<tr>
<th></th>
<th>Base Program</th>
<th>Plus Program</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of assets</strong></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>Inline Newsletter Ads</strong></td>
<td>-</td>
<td>3X</td>
</tr>
<tr>
<td><strong>Email</strong></td>
<td>5K names</td>
<td>15K names</td>
</tr>
<tr>
<td><strong>Duration</strong></td>
<td>1 month</td>
<td>3 months</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** 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

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

Create Awareness
Drive Traffic
Establish Market Position
## 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>
<tr>
<td>Podcast</td>
<td></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Microsite</td>
<td>✔</td>
<td></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Special Report</td>
<td></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Lead Guarantee</td>
<td></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Content Sponsorship</td>
<td></td>
<td></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>eMag</td>
<td></td>
<td></td>
<td></td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Architects' Newsletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✔</td>
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<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>

- ✔️ indicates a feature is available at the respective tier.
**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** asset in Related Vendor Content Section, contextually mapped to related content.
- **Related Sponsor Box** - Your logo and description within your topic.
- **Two** 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, awareness and is a strategic program designed to align and build credibility within a specific niche area.

Program Includes:

- **One** 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** 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 per month**
- **Two** 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 per month
- **Two** 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
- Architect’s 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 per month
- **Two** social media posts per month on @InfoQ Twitter account (36.2K Followers)
- **250 leads / quarter**
<table>
<thead>
<tr>
<th>InfoQ Programs and Materials Specifications</th>
<th>Thought Leadership and Community Development</th>
</tr>
</thead>
</table>
| Special Report | • Featured Topic Newsletter  
• Sent to 270,000 subscribers |
| Architects’ Newsletter | • Featured Topic Newsletter  
• Inline 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 VCR 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 consecutive podcasts (one/week over four weeks)  
• Includes Run-of-Site VCR placement  
• (2 months)  
• 4 inline Newsletter Ads  
• Program Duration: 3 months |
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Newsletter ad</strong></td>
<td>● Our HTML newsletter is published weekly and is distributed to 270,000 subscribers/issue.</td>
</tr>
<tr>
<td></td>
<td>● Ads run within content, seven ads per issue.</td>
</tr>
<tr>
<td><strong>Dedicated Email Blast</strong></td>
<td>● You can rent our list of subscribers who opt-tin to hear more about vendor solutions.</td>
</tr>
<tr>
<td></td>
<td>● 260,000 worldwide names</td>
</tr>
<tr>
<td></td>
<td>● Can be geo-targeted</td>
</tr>
<tr>
<td><strong>Microsite</strong></td>
<td>● Native, “skyscraper-style” ad unit that runs on topic landing page(s)</td>
</tr>
<tr>
<td></td>
<td>● Can be used to promote white papers, product downloads, events, blogs, etc.</td>
</tr>
<tr>
<td></td>
<td>● Width of the microsite: 260 pixels. Length determined by number of assets.</td>
</tr>
<tr>
<td></td>
<td>● We suggest that you run no more than 15 assets.</td>
</tr>
</tbody>
</table>
InfoQ Content Syndication:
Related Vendor Content (RVC) ad unit
InfoQ Branding and Reach: Microsite and Related Sponsor Box
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)
InfoQ Branding & Reach: Newsletter Ads and Special Report

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...

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 TL;DR?
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.
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 Attendees

Make software purchasing decisions in their organisations.

Play a strong role in recommending, influencing, or vetoing such decisions.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Role Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>24%</td>
<td>Software Developer / Programmer / Engineer</td>
</tr>
<tr>
<td>46%</td>
<td>Technical Team Lead and Higher (including):</td>
</tr>
<tr>
<td>30%</td>
<td>Senior Developer / Engineer</td>
</tr>
</tbody>
</table>

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

- 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

Architect: Enterprise/Chief/Systems/Application

Sr. Management Director/VP/CTO/CIO
QCon Attendee

Company Size

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

Top 3 Industries

28%
Financial/Banking/Insurance/Real Estate/Legal

12%
Government/Education/Healthcare

12%
Computer/Business Services/Consulting
QCon 2020

Sponsorship Packages
<table>
<thead>
<tr>
<th>Sponsorship</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>One 50-minute presentation in the Sponsored Solutions Track.</td>
<td>Two 50-minute presentations in the Sponsored Solutions Track.</td>
<td>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>Access</td>
<td>Three exhibit passes for your booth staff. 50% off a full conference pass for a guest. Free WiFi and Electrical. Badge scanner available with a refundable deposit.</td>
<td>One full conference pass for your Solutions Track speaker. Three exhibit passes for your booth staff. 50% off a full conference pass for a guest. Free WiFi and Electrical. Badge scanner available with a refundable deposit.</td>
<td>Two full conference passes for your Solutions Track speaker(s). One additional free conference pass for a guest. Three exhibit passes for your booth staff. 50% off a full conference pass for a guest. 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)
- **PowerUp Lounge** - Sponsor could include table top signage, swag or any other types of collateral to display; PowerUp Lounge 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
- **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>
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<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 Crop 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>
<td>Exhibit booth: Standard booth (6x5 feet) w/ two high top tables and two chairs. Bring your own signage.</td>
<td>Exhibit booth: Standard booth (6x5 feet) w/ two high top tables and two chairs. Bring your own signage.</td>
<td>Exhibit booth: Standard booth (6x5 feet) w/ two high top tables and two chairs. Bring your own signage.</td>
</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. Free ad 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. Free ad in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list</td>
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<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. 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>One full conference pass for your Solutions Track speaker. ($2,000 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>
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QCon New York 2020
### QCon New York 2020

#### Sponsorship Packages

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Details</th>
</tr>
</thead>
</table>
| **Sponsorship**              | ● Exhibit Space and (1) Sponsored Solutions Track session  
                              | ● Sponsor Signage and Networking at Closing Reception on final evening. (30-Minute Reception)  
                              | ● Food and drinks are an additional fee. |
| **Space**                    | ● Exhibit booth: Standard booth *(6x5 feet)* w/ two high top tables and two chairs. Bring your own signage. |
| **Interaction**              | ● One 50-minute presentation in the Sponsored Solutions Track. |
| **Exposure**                 | ● Prominent Logo exposure on QCon website and at the event.  
                              | ● Free ad in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list |
| **Access**                   | ● 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. |

#### Additional Sponsorships

- **Chair Drop** - One piece of content on all chairs before one of the Keynote sessions (based upon availability)
- **PowerUp Lounge** - Sponsor could include table top signage, swag or any other types of collateral to display; PowerUp Lounge 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>
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<tr>
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<tr>
<td><strong>Sponsorship</strong></td>
<td>• Exhibit Space Only</td>
<td>• Exhibit Space and (1) Sponsored Solutions Track Session</td>
<td>• After Hours Event, Exhibit Space, (2) Sponsored Solutions Track Sessions ONLY 2 Platinum Spots Available</td>
</tr>
<tr>
<td><strong>Space</strong></td>
<td>• Exhibit booth: Standard booth (8x8 feet) w/ a 6’ table and two chairs. Bring your own signage.</td>
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<tr>
<td><strong>Interaction</strong></td>
<td></td>
<td>• One 50-minute presentation in the Sponsored Solutions Track.</td>
<td>• Two 50-minute presentations in the Sponsored Solutions Track.</td>
</tr>
<tr>
<td><strong>Exposure</strong></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>
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<tr>
<td><strong>Access</strong></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). 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). One additional free conference pass for a guest. ($2000 value)</td>
</tr>
<tr>
<td><strong>Additional Sponsorships</strong></td>
<td>• Chair Drop - One piece of content on all chairs before one of the Keynote sessions (based upon availability)</td>
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<tr>
<td></td>
<td>• PowerUp Lounge - Sponsor could include table top signage, swag or any other types of collateral to display; PowerUp Lounge sponsorship mention on the web site</td>
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<td></td>
<td>• 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</td>
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<td></td>
<td>• 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</td>
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<tr>
<td></td>
<td>• Hors d’oeuvres Sponsorship - Exhibitor Reception - TBD</td>
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<td>• Hors d’oeuvres Sponsorship - Exhibitor Reception - TBD</td>
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<tr>
<td></td>
<td>• Party Sponsorship - TBD</td>
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<td></td>
<td>• Coffee Sponsorship - TBD</td>
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<td>• Bag Sponsorship - TBD</td>
<td>• Bag Sponsorship - TBD</td>
<td>• Bag Sponsorship - TBD</td>
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<tr>
<td>City</td>
<td>Date</td>
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<td></td>
</tr>
<tr>
<td>London</td>
<td>March 2 - 6, 2020</td>
<td></td>
<td></td>
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<tr>
<td>Beijing</td>
<td>May 2020</td>
<td></td>
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<tr>
<td>São Paulo</td>
<td>May 4 - 6, 2020</td>
<td></td>
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<tr>
<td>Guangzhou</td>
<td>May 2020</td>
<td></td>
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<tr>
<td>New York</td>
<td>June 15 - 19, 2020</td>
<td></td>
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<tr>
<td>Shanghai</td>
<td>October 2020</td>
<td></td>
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<tr>
<td>San Francisco</td>
<td>November 16 - 20, 2020</td>
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</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>
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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