Mediakit: Event Sponsorships

QCon
QConferences.com

QCon plus
Qconplus.com

InfoQ
InfoQ.com

C4 Media
Continuum

InfoQ
by
InfoQ

ENGINEERING CULTURE
by
InfoQ

QCon
plus

The Architects' Newsletter

THE
InfoQ
PODCAST

Guides (Books & eMags)

InfoQ
LIVE
live.infoq.com
Who we are and what we do

We help software development teams adopt new technologies and trends ... via

Our website: InfoQ
In-depth research & articles, news, podcasts, eMags, eBooks, curated newsletters, guides, trend reports, presentation videos, interviews

Our in-person events:
QCon San Francisco Oct. 24-26, 2022
QCon London: March 26-29, 2023
QCon San Francisco Oct. 2-4

Our live, virtual events:
QCon Plus, InfoQ Live, Webinars
Why advertise on InfoQ / QCon

1. Senior developer audience with decision-making authority
2. Qualified leads and brand-building via our events and online ad programs
3. High-value brand association with original content that is custom-curated and edited by professional software practitioners for professional software practitioners
4. Proven track record of thought-leadership in the software industry (15 years)
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.
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.
Technical focus

Topics focused on the **Innovators** and **Early Adopters** in software companies:

- Talks driving Innovation and Change
- Patterns & Practices, not Products
- Implementable Ideas

![Software Adoption Curve](image)

**Data Mesh**

**Deep Learning**

**Blockchain**

**LinuxKit**

**C# 8**

**WebAssembly**

**Autonomous Vehicles**

**Holacracy**

**Developer Experience**

**Evolutionary Architecture**

**Function as a Service**

**Data Engineering**

**IoT Platforms**

**Chaos Engineering**

**Java 11**

**Rust**

**Deliberate Culture Design**

**Remote-Only Teams**

**Microservice Architectures**

**Kubernetes**

**Event-Driven Architecture**

**Streaming Data Analytics**

**Immutable Infrastructure**

**Observability / Telemetry**

**ASP.NET Core**

**Building High Performing Teams**

**Pragmatic Agility**
“Accelerating human growth through technology”

Helping Technical Leaders Stay Ahead of the Adoption Curve

All content is authored and peer-reviewed by software practitioners actively working in technical, senior roles.

Industry leaders such as:

Dianne Marsh - Director of Engineering at Netflix

Randy Shoup - CTO, KIXEYE; previously Director of Engineering, Google App Engine

Adrian Cockcroft - VP of Cloud Architecture at AWS

Brian Goetz - Java Language Architect at Oracle

Martin Thompson - is both following and writing for InfoQ.
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
Topic Sponsorships
Depending on your marketing objective(s) we offer five tiers of the Topic Sponsorship program:
<table>
<thead>
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<th></th>
<th>Emerging</th>
<th>Core</th>
<th>Spotlight</th>
<th>Premium</th>
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<td>Architects’ Newsletter</td>
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<td>QCon</td>
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<td><strong>Duration</strong></td>
<td>Annual or Quarterly</td>
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<td>Quarterly or Annual</td>
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</table>
**2022-23 Strategic Campaign Planning Map**

**QCon San Francisco 2022**
October 24-26, 2022

Silver and Bronze sponsorships still available

**Monthly Custom Webinars**

2022 dates sold out, now booking Jan 2023 and beyond

**QCon London 2023**
March 26-29 2023

Platinum, Silver, and Bronze sponsorships available

**InfoQ**

Promoting your content on relevant articles on InfoQ provides you with engaged leads and traffic from a highly valued audience of influencers and decision makers

**InfoQ**

Guaranteed Leads from exclusive sponsorships like eMags and monthly custom webinars.

**InfoQ**

Over 1.6 million unique visitors monthly
275k Registered Users WorldWide
70% Architects, Engineers, Dev Team Leads
30% CTO, VP of Tech, Business Level Mgmt.

<<< Leads / Traffic Campaigns on InfoQ.com: campaign duration of 90 - 365 days >>>

Dates subject to change

sales@c4media.com
InfoQ Webinars

Frequency: 1 per month
1 Exclusive sponsor
Live, moderated Q&A

2022 Webinars are sold out
Availability beginning Jan 2023

“"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

Program Details:

- **200 Minimum** WW guaranteed registrations
  - 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)
- 20 mins presentation + 20 mins live Q&A (facilitated by InfoQ host)
- Promotion for webinar begins 30 to 45 days before the date of the live event
- Webinar content is owned by sponsor and can be syndicated outside of InfoQ indefinitely
- **Cost per Webinar: $17,500 USD**

Sample Session: **Does Java Have a Future in a Cloud Native World** password: datastax

sales@c4media.com
QCon Plus Format: Two Week Global Sponsorship (online)

*Turn key operation, very little heavy lifting from sponsors needed*

- Present videos, demos, and other resources, capture leads, and communicate directly via live chat with approximately **1000-1500 paying attendees**.
- Sponsors can receive a 40 minute speaking session, in-depth 2-hour workshops, and custom landing pages to capture high quality, engaged leads (sessions are first broadcast live and later provide...
- Editorial content concentrates around 4 days per week, during which speakers and audience interact live.
- Editorial Tracks and session topics are focused on the Innovators and Early Adopters in software companies.
- >50 speakers presenting across 16 tracks over two weeks

**Weekly Conference Format:**

```
<table>
<thead>
<tr>
<th>WED</th>
<th>Keynote 1</th>
<th>Session 1</th>
<th>Session 2</th>
<th>Session 3</th>
<th>Interactive Session</th>
<th>Sponsored Case Study</th>
<th>Sponsored Roundtable</th>
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</thead>
<tbody>
<tr>
<td>THU</td>
<td>Session 1</td>
<td>Session 2</td>
<td>Session 3</td>
<td>Interactive Session</td>
<td>Sponsored Case Study</td>
<td>Sponsored Lab</td>
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<tr>
<td>FRI</td>
<td>Workshops</td>
<td>Workshops</td>
<td>Sponsored Lab</td>
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</tr>
</tbody>
</table>
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Dates TBD

sales@c4media.com
QCon 2022-23

Sponsorship Packages

sales@c4media.com
### Sponsorship Packages

**Fall 2022 (In-Person)**

**October 24-26**

<table>
<thead>
<tr>
<th>Bronze</th>
<th>Silver</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$17,500 USD</strong></td>
<td><strong>$27,500 USD</strong></td>
<td><strong>$37,500 USD</strong></td>
</tr>
</tbody>
</table>

#### Sponsorship

- Exhibit Space Only
- Exhibit Space and (1) Sponsored Solutions Track Session
- Exhibit Space, (2) Sponsored Solutions Track Sessions
- Additional Branding Opportunity or Keynote Chair Drop
- ONLY 2 Platinum Spots Available

#### Space

- Exhibit booth: Standard booth (6x4 feet) w/ a 6' table and two chairs. Bring your own signage - not to exceed 6' total width.
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#### Interaction

- One 50-minute presentation in the Sponsored Solutions Track.
- Two 50-minute presentations in the Sponsored Solutions Track.
- Signage at the Welcome Event (1 of 3 Sponsors).

#### Exposure

- Prominent Logo exposure on QCon website and at the event.
- Logo included in post conference attendee marketing emails.
- Prominent Logo exposure on QCon website and at the event.
- Logo included in post conference attendee marketing emails.
- Prominent Logo exposure on QCon website and at the event.
- Logo included in post conference attendee marketing emails.

#### Access

- Two exhibit passes for your booth staff.
- One full conference pass for your Solutions Track speaker ($2000 value).
- Two exhibit passes for your booth staff.
- 50% off a full conference pass for a guest. ($1000 value)
- Free WiFi and Electrical.
- Two full conference passes for your booth staff.
- One additional free conference pass for a guest ($2,000 value)
- Two exhibit passes for your booth staff.
- Free WiFi and Electrical.

#### Additional Sponsorships

- Chair Drop - One piece of content on all chairs before one of the Keynote sessions (based upon availability)
- Power Up Zone - TBD
- Lunch Sponsorship - Exclusive Sponsorship of Lunches during 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 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

*Booth sizes subject to change once location is finalized.*

sales@c4media.com
## Sponsorship Packages

### Spring 2023 (In-Person)  
1000 Attendees

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Bronze</th>
<th>Silver</th>
<th>Platinum</th>
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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>
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<td><strong>Exposure</strong></td>
<td>Two exhibit passes for your booth staff. 50% off a full conference pass for a guest ($1000 value). Free WiFi and Electrical.</td>
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<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.</td>
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| **Access**           | Chair Drop - One piece of content on all chairs before one of the Keynote sessions (based upon availability)  
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- Party Sponsorship - TBD
- Coffee Sponsorship - TBD
- Bag Sponsorship - TBD

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*Booth sizes subject to change once location is finalized.*

**QCon London**

www.qconlondon.com

sales@c4media.com
QCon San Francisco

Sponsorship Packages

Fall 2023 (In-Person)
1100-1200 Attendees

October 2nd-6th

Booth sizes subject to change once location is finalized.*

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<thead>
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<th>Sponsorship</th>
<th>Bronze $18,375 USD</th>
<th>Silver $28,875 USD</th>
<th>Platinum $39,375 USD</th>
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<td><strong>Two exhibit passes for your booth staff.</strong></td>
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<td><strong>One full conference pass for your Solutions Track speaker ($2000 value).</strong></td>
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sales@c4media.com
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<tr>
<th>Q1</th>
<th>January-March</th>
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<tbody>
<tr>
<td>Custom Webinars</td>
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<td>Q2</td>
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<tr>
<td>Custom Webinars</td>
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<td>March 26th-31st</td>
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<td>QCon Plus - Virtual Conference</td>
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<td>Q3</td>
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<td>Q4</td>
<td>October-December</td>
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<tr>
<td>Custom Webinars</td>
<td>October 19th, October 9th, December 14th</td>
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