



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.

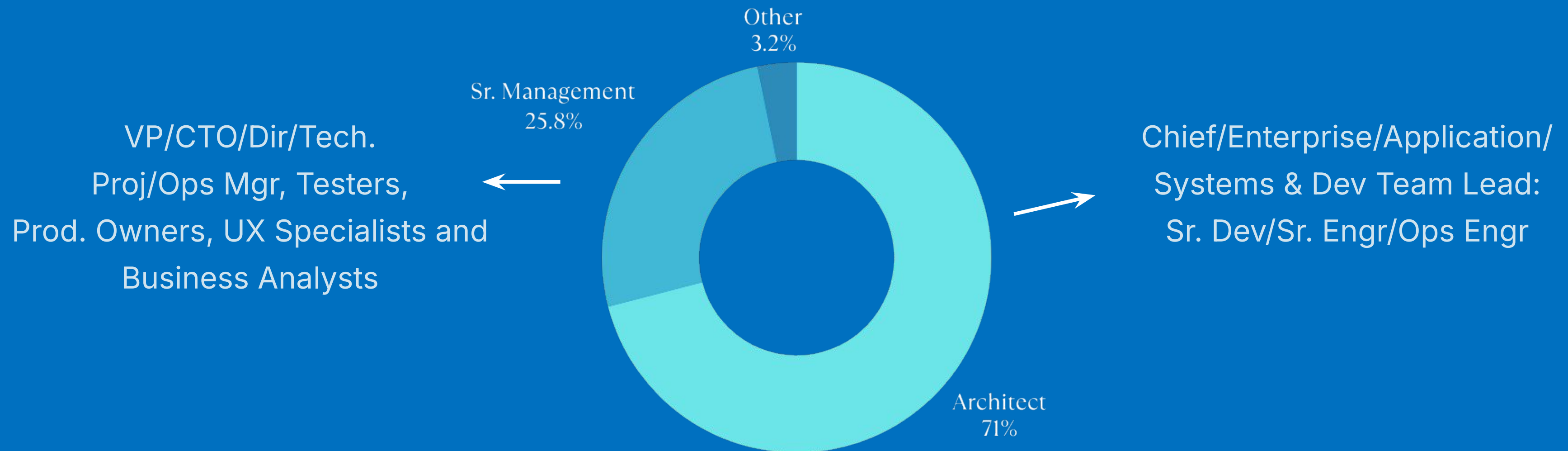
We can **connect you to a highly technical audience** of senior software professionals worldwide that are **already researching ways to improve their tech stack**.

Our Editorial Focus for 2026



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

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

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

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](#)

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

[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](#)

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 (1) Sponsored Solutions Track Session	Exhibit Space, (2) Sponsored Solutions Track Sessions One-Day Co-Branded Volunteer T-Shirt Sponsorship
Space	Exhibit booth: 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.	Exhibit booth: 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.	Exhibit booth: 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)	One 50-minute presentation in the Sponsored Solutions Track. Lead scanning App provided for sponsor owned cell phones (iOS and Android compatible)	Two 50-minute presentations 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 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 as a Sponsor of our Women and Allies in Tech Breakfast. Logo included in post conference attendee marketing emails.	Prominent Logo exposure on QCon website 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
Sponsorship	Exhibit Space Only (Fifth Floor)
Space	Exhibit booth: 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.
Qualifying Requirements	<ul style="list-style-type: none">• Must be in business for less than three years• Must have less than \$1M in revenue• Must have fewer than 50 employees
Exposure	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. 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
Sponsorship	Exhibit Space and (1) Sponsored Solutions Track Session	Exhibit Space, (2) Sponsored Solutions Track Sessions One-Day Co-Branded Volunteer T-Shirt Sponsorship
Space	Exhibit booth: 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.	Exhibit booth: 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.
Interaction	One 50-minute presentation in the Sponsored Solutions Track. Lead scanning App provided for sponsor owned cell phones (iOS and Android compatible)	Two 50-minute presentations in the Sponsored Solutions Track. Lead scanning App provided for sponsor owned cell phones (iOS and Android compatible)
Exposure	Logo exposure on Event website and at the event. Logo included in post conference attendee marketing emails.	Logo exposure on Event website and at the event. Logo included in post conference attendee marketing emails.
Access	One full conference pass for your Solutions Track speaker (\$1000 value). Two exhibit passes for your booth staff. Three (3) 50% off a full conference pass for a guest. (\$500 value) Free WIFI and Electrical.	Two full conference passes for your Solutions Track speaker(s) (\$2,000 value) One additional free conference pass for a guest (\$1,000 value) Two exhibit passes 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

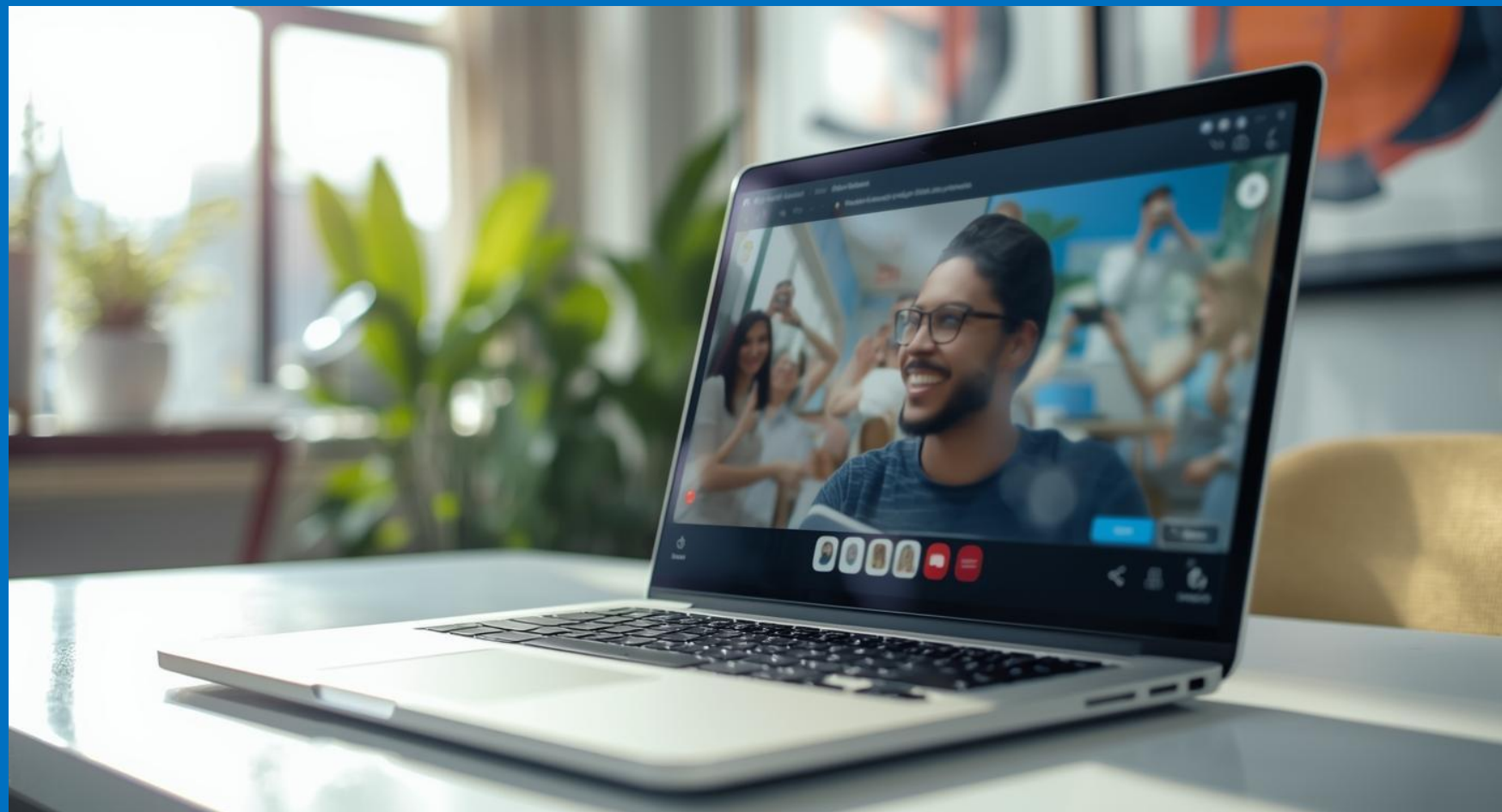
	Bronze	Silver	Platinum
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Start-Up Sponsorships for QCon SF

	Start-up Sponsor Tier
Sponsorship	Exhibit Space Only (Pacific Level)
Space	Exhibit booth: 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.
Qualifying Requirements	<ul style="list-style-type: none">• Must be in business for less than three years• Must have less than \$1M in revenue• Must have fewer than 50 employees
Exposure	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. 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):

January 22, 2026	Sold	July 16, 2026	Sold
February 10, 2026	Sold	August 6, 2026	
March 5, 2026	Sold	August 27, 2026	
March 26, 2026	Sold	September 17, 2026	Sold
April 16, 2026	Sold	October 8, 2026	Sold
May 7, 2026		October 29, 2026	
May 28, 2026	Sold	November 19, 2026	Sold
June 11, 2026	Sold	December 10, 2026	Sold
June 25, 2026	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)	2
1 Sponsor Event	

Frequency: 6 per year

Topics: Editorial & Client Collaboration

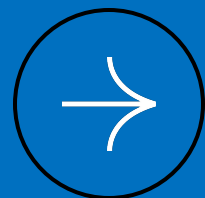
2025 Dates & Topics - *All Dates Subject to Change*

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

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

Brand Exposure

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

Flexible Packages

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



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

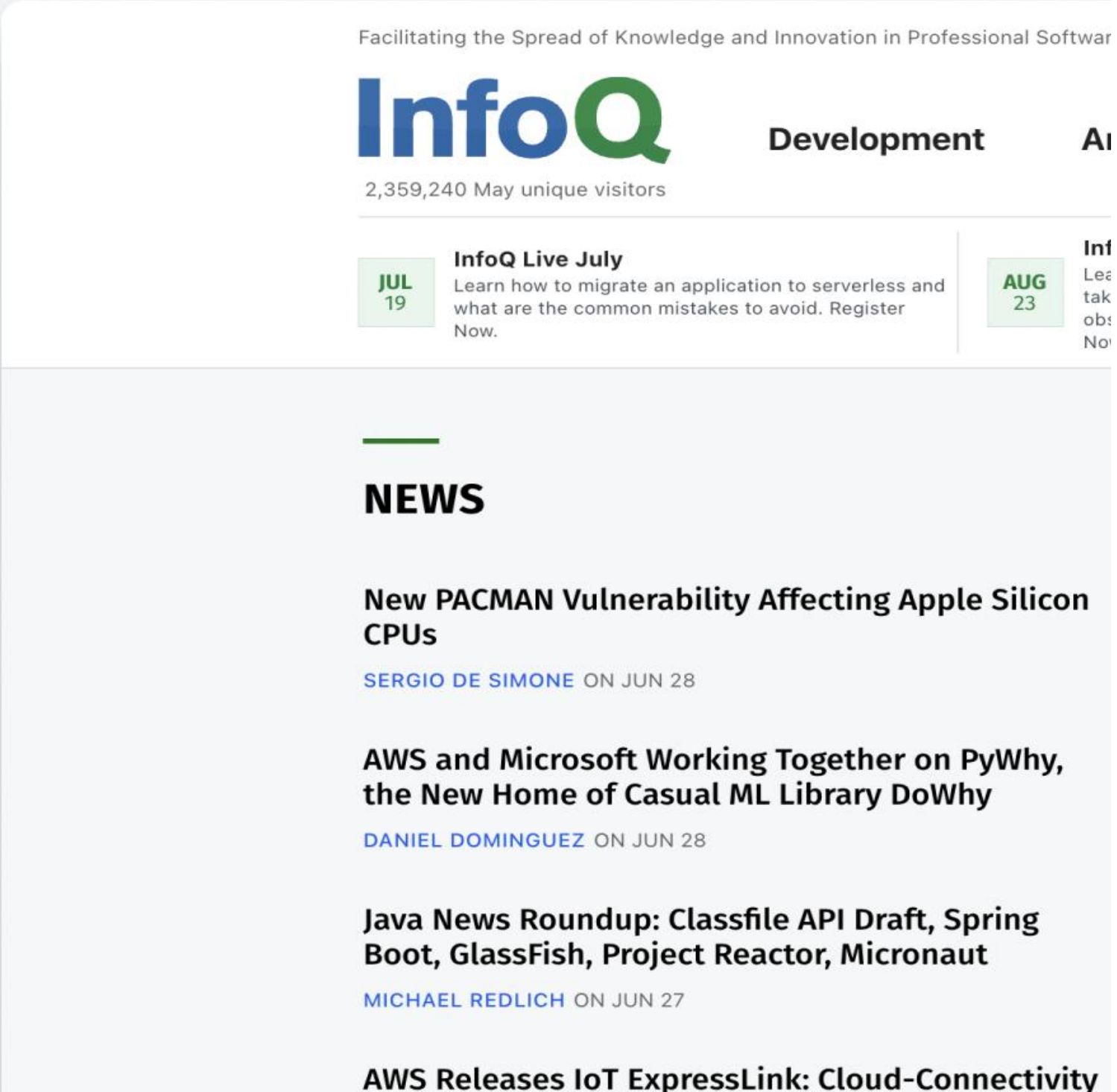
What’s in it for me?

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 for more details!



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

sales@c4media.com