



We help promote your products and services to professional developers ... via



InfoQ.com

Online News Source since 2006

Featuring:

Digital Marketing/Content Programs,
Webinars, Newsletter Promotions,
Targeted Email Blasts, eMags,
Live Virtual Roundtables



Our in-person events

[QCon London](#) April 7-9, 2025

[InfoQ Dev Summit Boston](#) June 9-10, 2025

[InfoQ Dev Summit Munich](#) Oct 15-16, 2025

[QCon San Francisco](#) November 17-19, 2025

[InfoQ Dev Summit NYC](#) December 2025

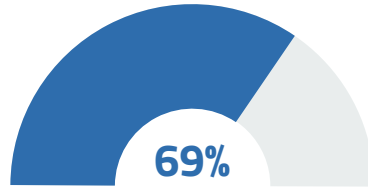


Our Audience

Professional Software Developers
researching new trends in Software
Development

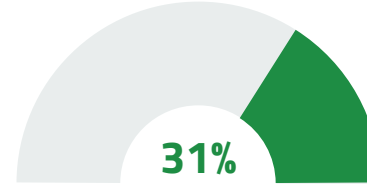
Registered Users

InfoQ Audience Demographics



Architect:

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

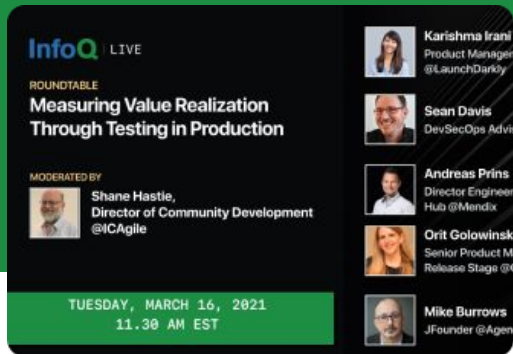


Sr. Mgmt:

VP/CTO/Dir/Tech. Proj/Ops Mgr & Agile Coaches,
Consultants, Testers, Prod. Owners, UX Specialists and
Business Analysts

InfoQ.com Topic Sponsorships & Webinars

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 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
- [Reach out for pricing and availability](#)

'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 16th	Sold	June 26th	Sold
February 6th	Sold	July 17th	Sold
February 27th	Sold	August 7th	Sold
March 20th	Sold	August 28th	Sold
April 10th	Sold	September 18th	
May 1st	Sold	October 9th	Sold
May 22nd	Sold	October 30th	Sold
June 12th	Sold	November 13th	
		December 11th	

InfoQ Live Virtual Roundtables

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	Reach out for pricing

Frequency: 5 per year

Topics: Editorial & Client Collaboration

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

Topics can be swapped to focus on these areas if needed:

- January 21st, 2025 - Sold
- April 22nd, 2025 - Sold
- June 24th, 2025 - Sold
- August 19th, 2025 - Sold
- September 23rd, 2025 - Available
- November 12, 2025 - Sold

In-Person Events Guide



InfoQ Dev Summit Munich

October 15-16, 2025

250-500 Attendees



QCon San Francisco

November 17-19, 2025

800-1000 Attendees



QCon AI New York

December 16-17, 2025

300-500 Attendees



QCon London

March 16-18, 2026

800-1000 Attendees



InfoQ Dev Summit Boston

June 1-2, 2026

250-500 Attendees

Dev Summit / QCon AI Sponsorship Tiers

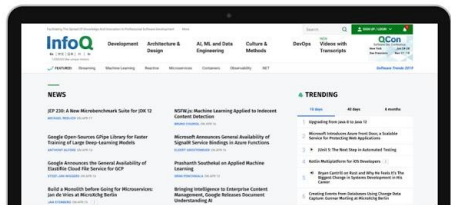
	Bronze	Silver	Platinum
Sponsorship	Exhibit Space Only	Exhibit Space and (1) Sponsored Solutions Track Session	Exhibit Space, (2) Sponsored Solutions Track Sessions One-Day Co-Branded Volunteer T-Shirt Sponsorship
Space	Exhibit booth: 6' table and two chairs. Bring your own signage - not to exceed 6' total width. *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.	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	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. 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.	Logo exposure on Event website and at the event. Logo included in post conference attendee marketing emails.
Access	Two exhibit passes for your booth staff. Three (3) 50% off codes for a full conference pass for a guest. (\$500 value) Free WIFI and Electrical.	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 London & San Francisco Sponsorship Levels

	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		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 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.

Ask how to qualify for **Start-Up Sponsorships** at QCon SF

InfoQ



C4Media

Connecting Sponsors with influencers and decision makers

For more information, email me at

Sales@C4Media.com

QCon

by InfoQ

International Software Conferences



Architects' Newsletter

News

Google Expands Cloud BigTable Replication Capabilities Globally in Beta

Google announced the expansion of [Cloud BigTable's replication capabilities](#) in Beta, providing customers with the flexibility to make their data available across regions worldwide. The enhancement will allow

Minibooks and eMags

DevSecOps IN PRACTICE

The Three Faces of DevSecOps
DevSecOps is here to stay. As more developers use the term, they are also adopting the practices that support DevSecOps. This book explores the challenges of adopting DevSecOps and provides a roadmap for success.



.NET CORE

KUB PAST, PRESENT, FUTURE

Podcasts

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