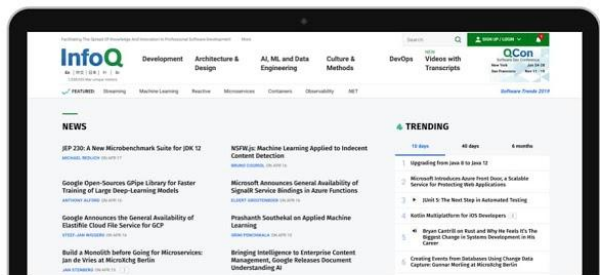


# InfoQ



# C4Media

We help software development teams  
**adopt new technologies** and **trends**



## 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 enhancements will allow

## Minibooks and eMags

### DevSecOps IN PRACTICE

The Three Faces of DevSecOps  
DevSecOps is here to stay as more vendors use the term. But what is it? A security solution that supports DevOps methodologies, or adapts to DevOps methodologies, or embraces the DevOps philosophy?

Five Lessons Security Can Learn from DevOps  
New approaches in security are needed to address the challenges of DevOps. They must incorporate practices that rely on modularity, automation, standardization, auditability, and mirrored systems.

A Security Approach  
DevSecOps

## .NET CORE

### KUBERNETES

### PAST, PRESENT, FUTURE

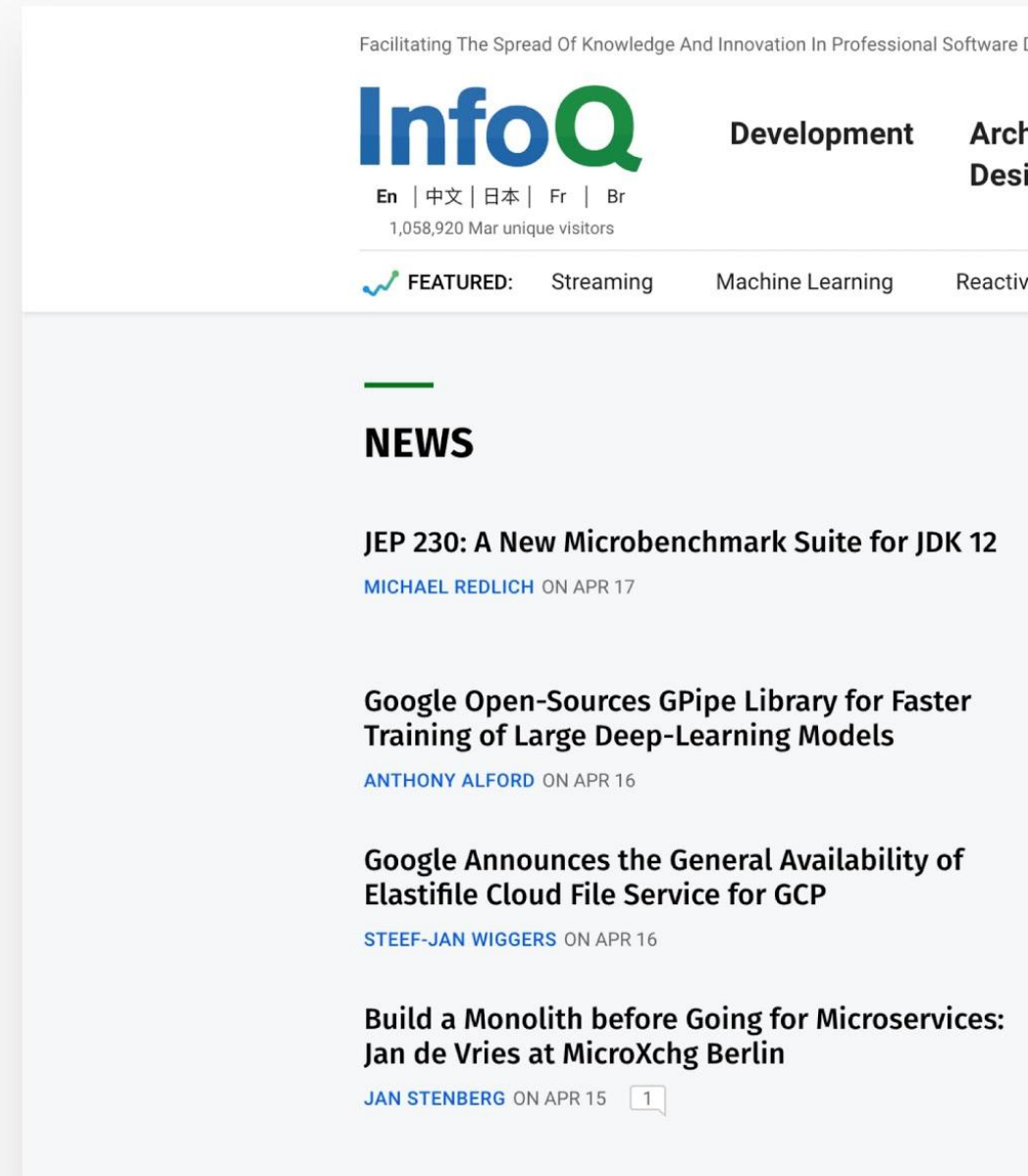
## Podcasts

THE  
**InfoQ**  
PODCAST

ENGINEERING  
CULTURE  
BY  
**InfoQ**

# 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
- **31%** Sr. Mgmt: VP/CTO/Dir/Tech. Proj/Ops Mgr & Agile Coaches, Consultants, Testers, Prod. Owners, UX Specialists and Business Analysts

## 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

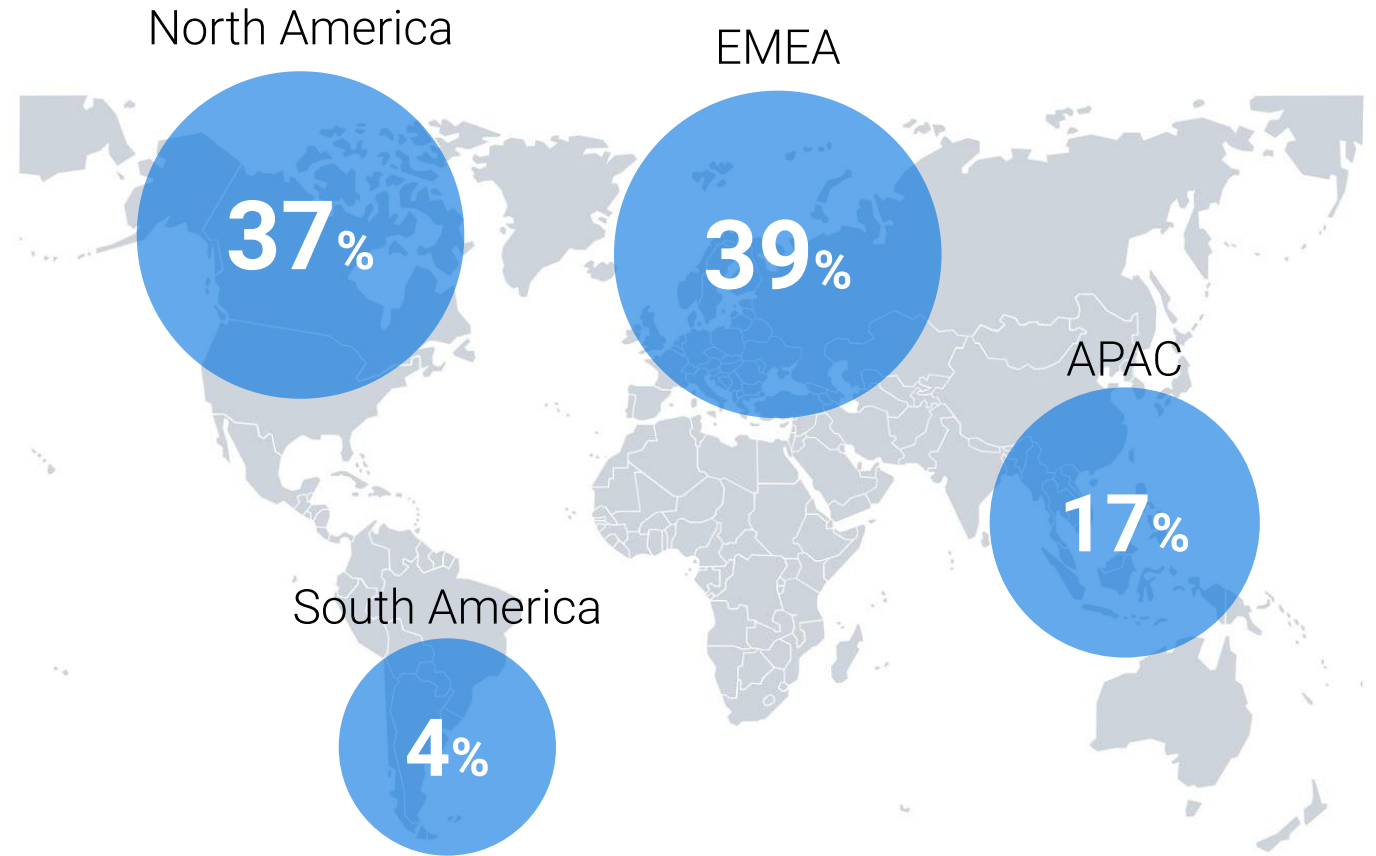


Sr. Mgmt: VP/CTO/Dir/Tech. Proj/Ops Mgr &  
Agile Coaches, Consultants, Testers, Prod.  
Owners, UX Specialists and Business Analysts



# InfoQ Audience Demographics

Worldwide Visitors



# InfoQ Company Size by Employees and Revenue

## Company Size by Employees

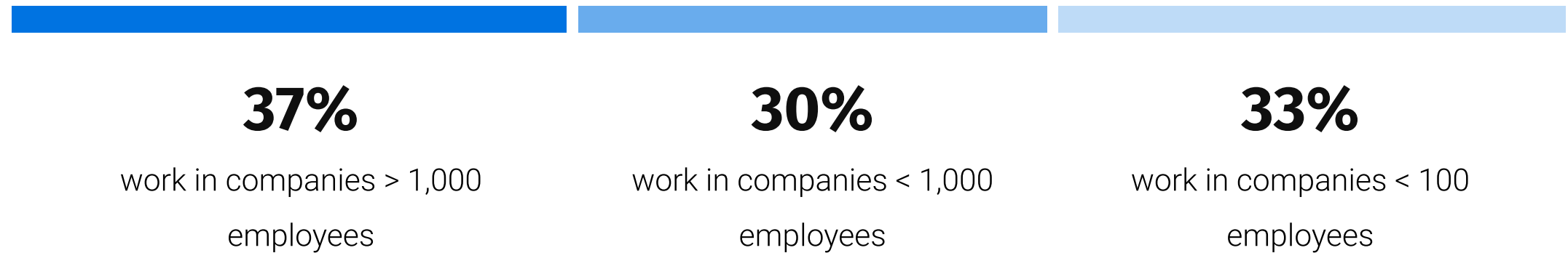
- **37%** work in companies > 1,000 employees
- **30%** work in companies < 1,000 employees
- **33%** work in companies < 100 employees

## Company Size by Revenue

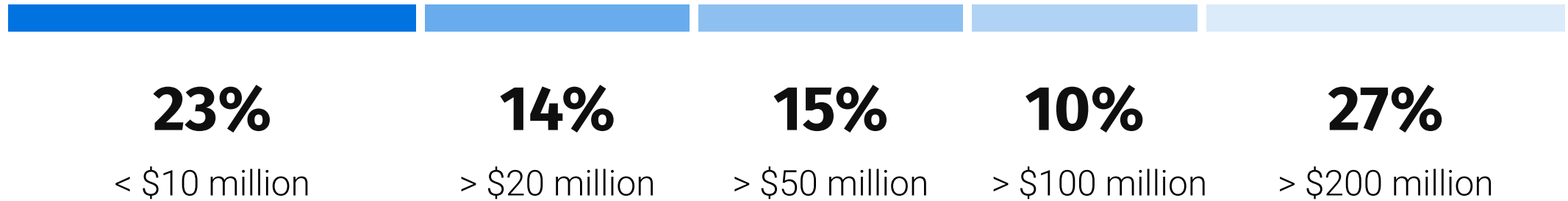
- **27%** work in companies > \$200m in revenue
- **10%** work in companies > \$100m in revenue
- **15%** work in companies > \$50m in revenue
- **14%** work in companies > \$20m in revenue
- **23%** work in companies < \$10m in revenue



# InfoQ Company Size by Employees



# InfoQ Company Size by Revenue





# InfoQ Programs and Materials Specifications

## Content-Driven Lead Generation

### Content Syndication (Related Sponsored Content)

- For White Papers, podcasts, webinars, etc.
- Host your assets on InfoQ or direct people to your own custom landing pages

### Related Sponsored 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

	Base Program	Plus Program
Number of assets	1	2
In-line Newsletter Ads	-	3X
Email	5K names	15K names
Duration	1 month	3 months



## Content Syndication Base Program

### 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 Sponsored 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



## Content Syndication Plus Program

### 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 Sponsored 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
Create Awareness			Establish Thought Leadership	
Drive Traffic			Solidify Market Position	
Establish Market Position				

Lite

Emerging

Core

Spotlight

Premium

# Topic Sponsorship Tiers Comparison

	Lite	Emerging	Core	Spotlight	Premium
Topic Selection	✓	✓	✓	✓	✓
Related Sponsored Content	✓	✓	✓	✓	✓
Related Sponsor Box	✓	✓	✓	✓	✓
Podcast		✓		✓	✓
Microsite		✓	✓	✓	✓
Special Report			✓	✓	✓
Lead Guarantee			✓	✓	✓
Content Sponsorship				✓	✓
eMag				✓	✓
Architects' Newsletter					✓
QCon					✓
Duration	Quarterly	Annual or Quarterly	Annual or Quarterly	Annual or Quarterly	Quarterly or Annual



## InfoQ Topic Sponsorship Lite

### 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 Sponsored 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)



# InfoQ Topic Sponsorship Emerging

## 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 Sponsored 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)



## InfoQ Topic Sponsorship

### Core

### 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 Sponsored 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**



# InfoQ Topic Sponsorship Spotlight

## 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 Sponsored 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



# InfoQ Topic Sponsorship Premium

## 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 Sponsored 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





# InfoQ Programs and Materials Specifications

Thought Leadership  
and Community  
Development

## 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 RSC 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 RSC placement (2 months)
- Four (4) inline Newsletter Ads
- Program Duration: 3 months



# InfoQ Programs and Materials Specifications

Branding and Reach

## 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-in 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

# InfoQ Content Syndication: Related Sponsored Content (RSC) ad unit

### RELATED SPONSORED CONTENT






#### Top 5 Git Security Mistakes

Despite its widespread use, many are still making critical security mistakes in how they use Git. We have compiled a list of the top 5 Git security mistakes along with some suggestions on how to keep your code and Git repos secure.

SPONSORED BY

**WhiteSource**

### RELATED SPONSORED CONTENT

-  [Digital Transformation Game Plan – Download Now \(By O'Reilly\)](#)
-  [Free Scrum Master Learning Path](#)
-  [Reducing MTTD For High-Severity Incidents: A How-To Guide for SREs](#)
-  [Free Product Owner Learning Path](#)
-  [Chaos Engineering: Finding Failures Before They Become Outages](#)


### RELATED SPONSOR



## LaunchDarkly

**LaunchDarkly Feature Management Platform.**  
Dynamically control the availability of application features to your users. [Start Free Trial.](#)

### Related Sponsored Content







#### 2020 State of Database DevOps

Redgate

#### The 2020 State of Database DevOps Report from Redgate

Redgate

-  [SRE Best Practices for Incident Management](#)
-  [Powerful Feature Flags in React](#)
-  [Data Modeling in Apache Cassandra: Five Steps to an Awesome Data Model](#)
-  [Serverless Security Explained](#)

# InfoQ Branding and Reach: **Microsite** and Related Sponsor Box



CONTENT IN THIS BOX PROVIDED BY OUR SPONSOR



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

CONTENT IN THIS BOX PROVIDED BY OUR SPONSOR



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 SPONSORED CONTENT



Digital Transformation Game Plan – Download Now (By O'Reilly)



Free Scrum Master Learning Path



Reducing MTTD For High-Severity Incidents: A How-To Guide for SREs



Free Product Owner Learning Path



Chaos Engineering: Finding Failures Before They Become Outages

## RELATED SPONSOR



LaunchDarkly

LaunchDarkly Feature Management Platform. Dynamically control the availability of application features to your users. [Start Free Trial.](#)

## RELATED SPONSORED CONTENT



Serverless Security Explained



Product Comparison Report for Key-Value Stores



When, Where & Why to Use NoSQL?



A NoSQL Database Architecture for Real-Time Applications



What Are The Most Secure Programming Languages

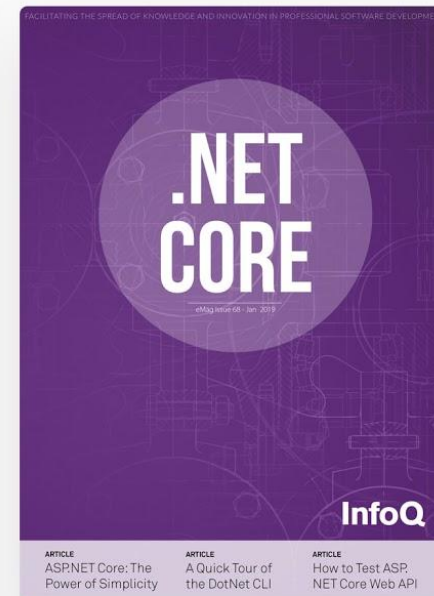
## RELATED SPONSOR



[An In-Depth Look at the DevOps Toolchain.](#)



# 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...](#)



## 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



**InfoQ**  
Oracle Labs' Duncan Macgregor on Gra...

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29:41

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 APPLE PODCASTS

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[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?



# InfoQ Branding & Reach: Dedicated Email Blast

## Easy Mobilization for Java EE

[Download the White Paper →](#)



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 →](#)

# InfoQ: Recruitment


### RELATED EDITORIAL

- [How to Get Productive with Spring Boot](#)
- [Running Spring Boot Applications as GraalVM Native Images](#)
- [Learning Spring Boot: First as a Student, Then as a Teacher](#)
- [Write Less Code with Kotlin and Spring Boot](#)
- [FF4J: Feature Toggling for Spring/Spring Boot Applications](#)

### RELATED SPONSORED CONTENT

- [A NoSQL Database Architecture for Real-Time Applications](#)
- [SRE Best Practices for Incident Management](#)
- [Achieve better user experience with Application Performance Monitoring and Troubleshooting](#)
- [Architecting for Reactive Microservices - an O'Reilly book pack. Download now.](#)
- [Top 5 Git Security Mistakes](#)

### RELATED SPONSOR



**QCon.ai is Hiring!**

(Advisory, Consulting Role)

Join our team as the new [QCon.ai Conference Chair](#).

Shape the Future of QCon and software development - [Apply Here!](#)

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**QCon.ai is Hiring!**

**QCon.ai Content Chair, Europe  
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Software Teams to AI & ML**

- **Maintain the content vision of the conference**
- **Own the selection of keynotes, speakers, and Track Hosts**
- **Ideate and execute on content-specific improvements**
- **Interview 20 of the speakers combined from rising stars and thought leaders**

with  
tips

QCon

Software Dev Conference

New York Jun 24-28

San Francisco Nov 11 - 15

[QCon is Hiring! Part-time AI/ML Chair](#)

15 second audio pre-roll

Rod Johnson Chats about the Spring Fr...

7.3K

APPLE PODCASTS

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Today's episode is sponsored by Gremlin. Gremlin's Chaos Engineering platform lets you intentionally inject failure into your system to find weaknesses before they cause problems for your users. [Use Gremlin for Free at gremlin.com/free.](#)

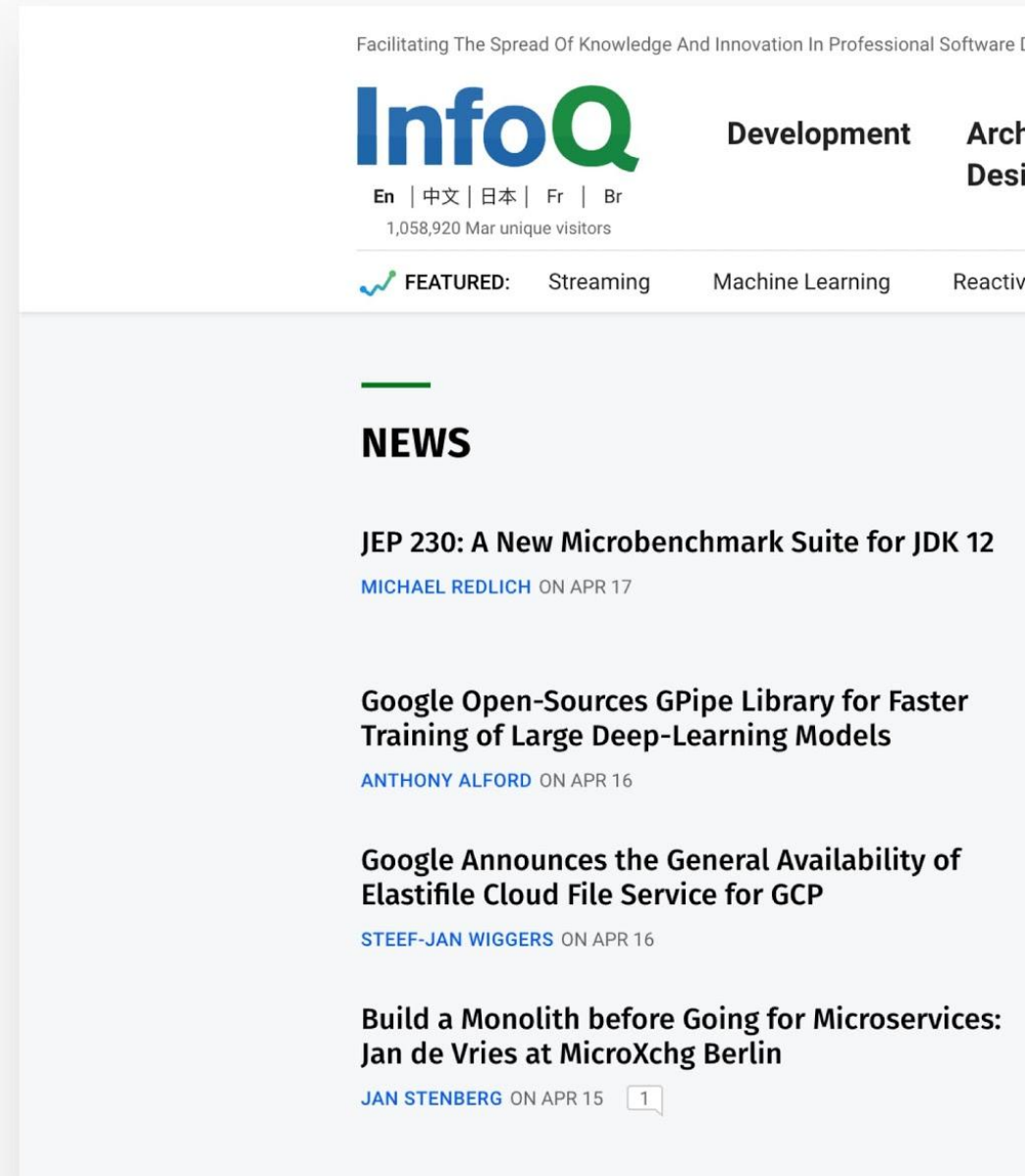


**Your Competencies**

- Expert in the fields of AI/ML and

**We can customize and tailor  
the programs to your  
marketing objectives!**

[sales@c4media.com](mailto:sales@c4media.com)



# QCon

by InfoQ





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

Make software purchasing decisions in their organisations.

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

**24%**

Software Developer /  
Programmer / Engineer

**46%**

Technical Team Lead and Higher  
(including):

**30%**

Senior Developer / Engineer

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

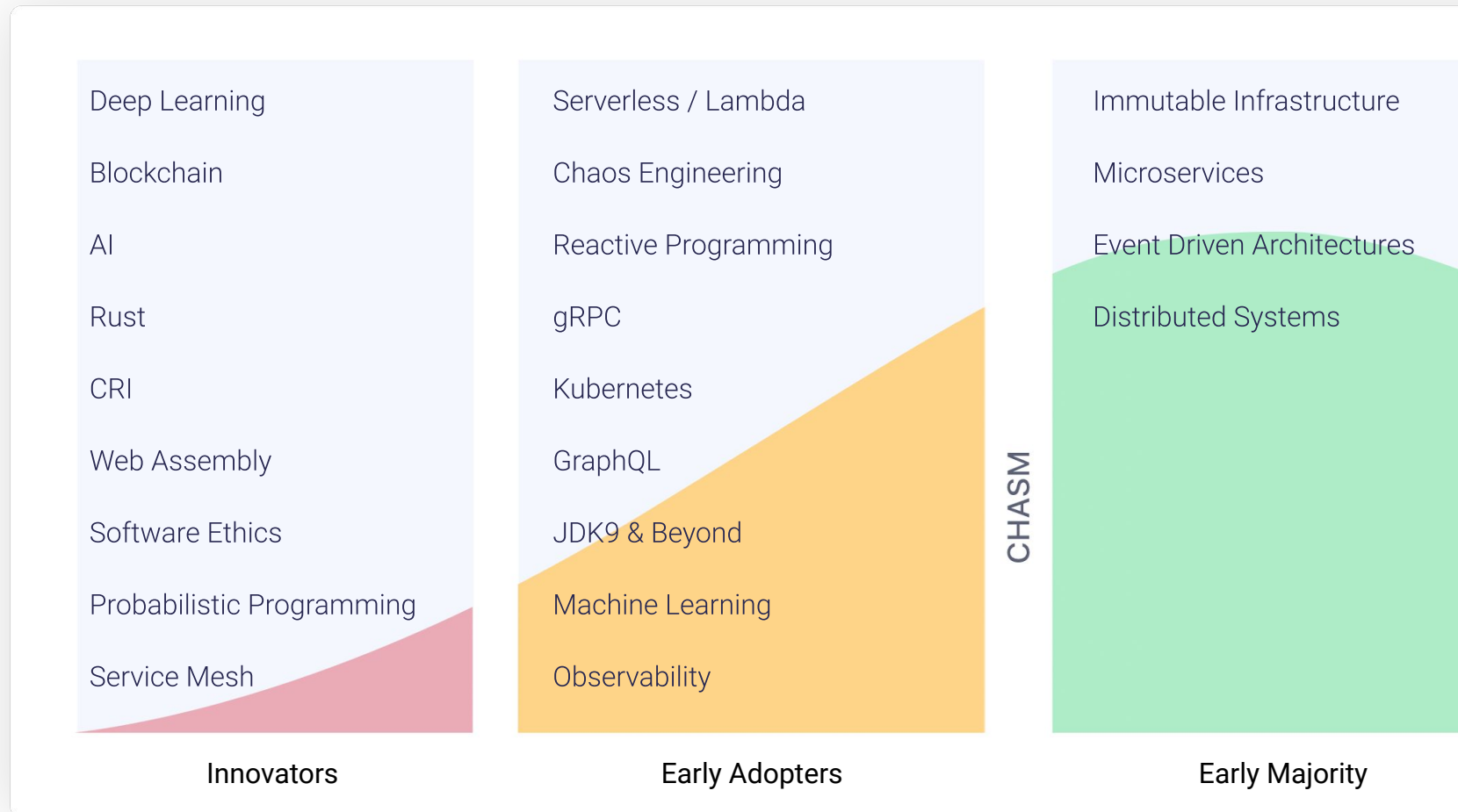


# QCon

## Topical Focus

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

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





# 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



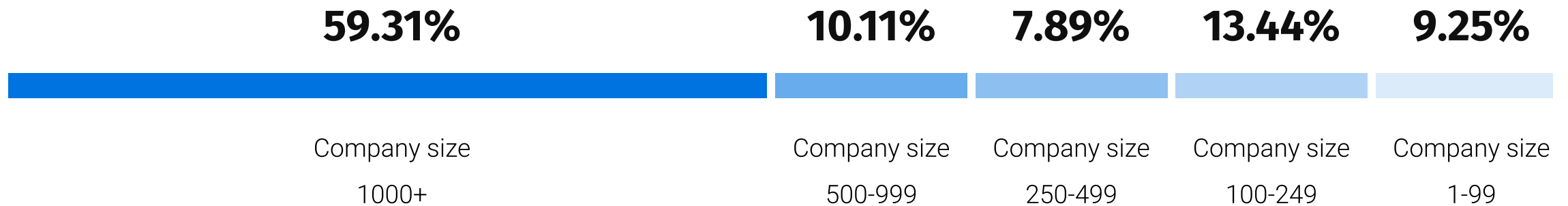
Architect: Enterprise/Chief/Systems/Application



Sr. Management Director/VP/CTO/CIO



# QCon Attendee Company Size



# QCon Attendee Top 3 Industries

**28%**

**12%**

**12%**

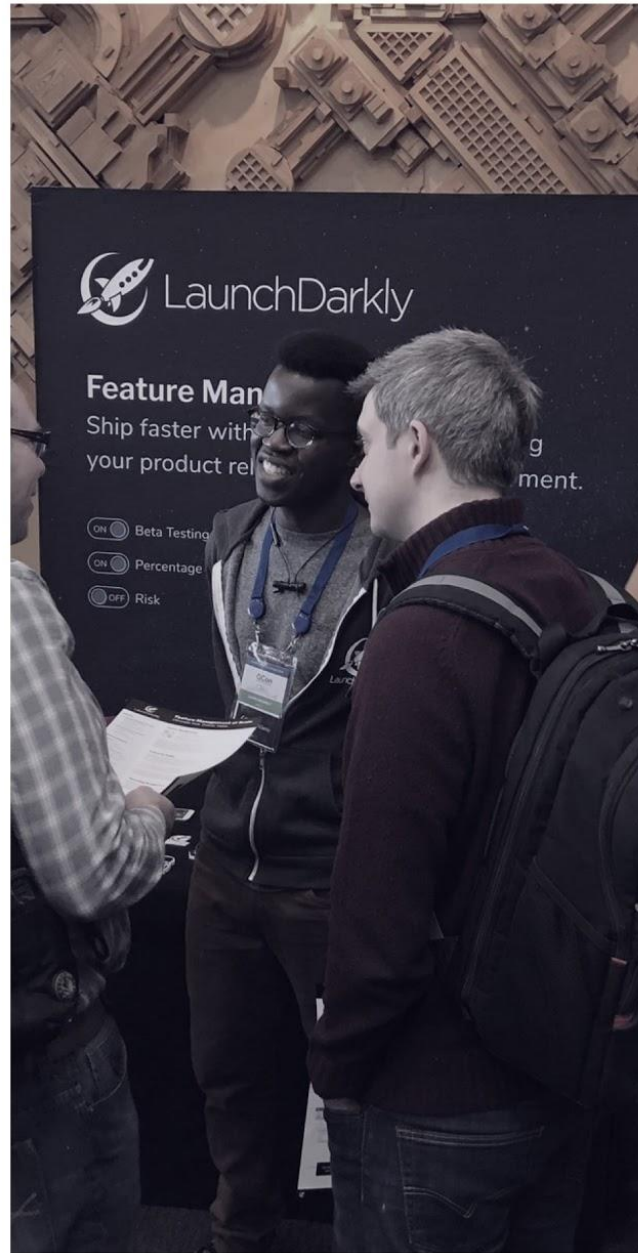
Financial/Banking/Insurance/Real Estate/Legal

Government/Education/  
Healthcare

Computer/Business Services/  
Consulting

# QCon 2020

## Sponsorship Packages



# QCon London 2020

## Sponsorship Packages

	Bronze	Silver	Platinum
<b>Sponsorship</b>	<ul style="list-style-type: none"> <li>Exhibit Space Only</li> </ul>	<ul style="list-style-type: none"> <li>Exhibit Space and <b>(1) Sponsored Solutions Track Session</b></li> </ul>	<ul style="list-style-type: none"> <li>Exhibit Space, <b>(2) Sponsored Solutions Track Sessions</b> and (1) Branding Option - Additional Signage or Keynote Chair Drop</li> <li><b>ONLY 2 Platinum Spots Available</b></li> </ul>
<b>Space</b>	<ul style="list-style-type: none"> <li><b>Exhibit booth:</b> Standard booth (3mX2mX2.5m) w/ table and two chairs. Bring your own signage.</li> </ul>	<ul style="list-style-type: none"> <li><b>Exhibit booth:</b> Standard booth (3mX2mX2.5m) w/ table and two chairs. Bring your own signage.</li> </ul>	<ul style="list-style-type: none"> <li><b>Exhibit booth:</b> Standard booth (3mX2mX2.5m) w/ table and two chairs. Bring your own signage.</li> </ul>
<b>Interaction</b>		<ul style="list-style-type: none"> <li><b>One 50-minute presentation</b> in the Sponsored Solutions Track.</li> </ul>	<ul style="list-style-type: none"> <li><b>Two 50-minute presentations</b> in the Sponsored Solutions Track.</li> <li>One additional Branding Option.</li> </ul>
<b>Exposure</b>	<ul style="list-style-type: none"> <li>Prominent <b>Logo exposure on QCon website</b> and at the event.</li> <li>Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list</li> </ul>	<ul style="list-style-type: none"> <li>Prominent <b>Logo exposure on QCon website</b> and at the event.</li> <li>Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list</li> </ul>	<ul style="list-style-type: none"> <li>Prominent <b>Logo exposure on QCon website</b> and at the event.</li> <li>Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list</li> </ul>
<b>Access</b>	<ul style="list-style-type: none"> <li><b>Three exhibit passes</b> for your booth staff.</li> <li>50% off a full conference pass for a guest.</li> <li>Free WIFI and Electrical.</li> <li>Badge scanner available with a refundable deposit.</li> </ul>	<ul style="list-style-type: none"> <li><b>One full conference pass</b> for your Solutions Track speaker.</li> <li><b>Three exhibit passes</b> for your booth staff.</li> <li>50% off a full conference pass for a guest.</li> <li>Free WIFI and Electrical.</li> <li>Badge scanner available with a refundable deposit.</li> </ul>	<ul style="list-style-type: none"> <li><b>Two full conference passes</b> for your Solutions Track speaker(s).</li> <li><b>One additional free conference pass</b> for a guest.</li> <li><b>Three exhibit passes</b> for your booth staff.</li> <li>50% off a full conference pass for a guest.</li> <li>Free WIFI and Electrical.</li> <li>Badge scanner available with a refundable deposit.</li> </ul>

## 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.
- **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



# QCon New York 2020

## Sponsorship Packages

	Sponsor Lounge - Shubert Complex	Bronze	Silver	Platinum
Sponsorship	<ul style="list-style-type: none"> <li>Exhibit Space Only</li> </ul>	<ul style="list-style-type: none"> <li>Exhibit Space Only</li> </ul>	<ul style="list-style-type: none"> <li>Exhibit Space and <b>(1) Sponsored Solutions Track Session</b></li> </ul>	<ul style="list-style-type: none"> <li>Exhibit Space, <b>(2) Sponsored Solutions Track Sessions</b></li> <li>Additional Branding Opportunity or Keynote Chair Drop</li> <li><b>ONLY 2 Platinum Spots Available</b></li> </ul>
Space	<ul style="list-style-type: none"> <li><b>Exhibit booth:</b> Standard booth (<b>6x5 feet</b>) w/ two high top tables and two chairs. Bring your own signage.</li> </ul>	<ul style="list-style-type: none"> <li><b>Exhibit booth:</b> Standard booth (<b>6x5 feet</b>) w/ two high top tables and two chairs. Bring your own signage.</li> </ul>	<ul style="list-style-type: none"> <li><b>Exhibit booth:</b> Standard booth (<b>6x5 feet</b>) w/ two high top tables and two chairs. Bring your own signage.</li> </ul>	<ul style="list-style-type: none"> <li><b>Exhibit booth:</b> Standard booth (<b>6x5 feet</b>) w/ two high top tables and two chairs. Bring your own signage.</li> </ul>
Interaction			<ul style="list-style-type: none"> <li><b>One 50-minute presentation</b> in the Sponsored Solutions Track.</li> </ul>	<ul style="list-style-type: none"> <li><b>Two 50-minute presentations</b> in the Sponsored Solutions Track.</li> <li>Signage at the Welcome Event (1 of 3 Sponsors).</li> </ul>
Exposure	<ul style="list-style-type: none"> <li>Prominent <b>Logo exposure on QCon website</b> and at the event.</li> <li>Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list</li> </ul>	<ul style="list-style-type: none"> <li>Prominent <b>Logo exposure on QCon website</b> and at the event.</li> <li>Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list</li> </ul>	<ul style="list-style-type: none"> <li>Prominent <b>Logo exposure on QCon website</b> and at the event.</li> <li>Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list</li> </ul>	<ul style="list-style-type: none"> <li>Prominent <b>Logo exposure on QCon website</b> and at the event.</li> <li>Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list</li> </ul>
Access	<ul style="list-style-type: none"> <li><b>Two exhibit passes</b> for your booth staff.</li> <li>Free WIFI and Electrical.</li> <li>Badge scanner available with a refundable deposit.</li> </ul>	<ul style="list-style-type: none"> <li><b>Two exhibit passes</b> for your booth staff.</li> <li>50% off a full conference pass for a guest (\$1,000 value)</li> <li>Free WIFI and Electrical.</li> <li>Badge scanner available with a refundable deposit.</li> </ul>	<ul style="list-style-type: none"> <li><b>One full conference pass</b> for your Solutions Track speaker. (\$2,000 value)</li> <li><b>Two exhibit passes</b> for your booth staff.</li> <li>50% off a full conference pass for a guest (\$1,000 value)</li> <li>Free WIFI and Electrical.</li> <li>Badge scanner available with a refundable deposit.</li> </ul>	<ul style="list-style-type: none"> <li><b>Two full conference passes</b> for your Solutions Track speaker(s) (\$4,000 value)</li> <li><b>One additional free conference pass</b> for a guest (\$2,000 value)</li> <li><b>Two exhibit passes</b> for your booth staff.</li> <li>Free WIFI and Electrical.</li> <li>Badge scanner available with a refundable deposit.</li> </ul>



# QCon New York 2020

## Sponsorship Packages

### Additional Sponsorships

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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.
- **Coffee Sponsorship** - TBD
- **Bag Sponsorship** - TBD

# QCon Munich 2020

## Sponsorship Packages

	Exhibitor Sponsor Package
Sponsorship	<ul style="list-style-type: none"><li>• After Hours event, Exhibit Space, (2) <b>Sponsored Solutions Track Sessions</b></li><li>• <b>ONLY 2 Platinum Spots Available</b></li></ul>
Space	<ul style="list-style-type: none"><li>• <b>8x8 foot</b> exhibit space</li></ul>
Exposure	<ol style="list-style-type: none"><li>1. Prominent <b>Logo exposure on QCon website</b> and at the event.</li><li>2. Free ad in the post-conference conference email blast or marketing email</li></ol>
Access	<ul style="list-style-type: none"><li>• <b>Two exhibitor passes</b> for your booth staff.</li><li>• Free WIFI and Electrical.</li><li>• Badge scanner available with a refundable deposit.</li></ul>

# QCon San Francisco 2020

## Sponsorship Packages

	Bronze	Silver	Platinum
<b>Sponsorship</b>	<ul style="list-style-type: none"> <li>Exhibit Space Only</li> </ul>	<ul style="list-style-type: none"> <li>Exhibit Space and <b>(1) Sponsored Solutions Track Session</b></li> </ul>	<ul style="list-style-type: none"> <li>Exhibit Space, <b>(2) Sponsored Solutions Track Sessions</b></li> <li>Additional Branding Opportunity or Keynote Chair Drop</li> <li><b>ONLY 2 Platinum Spots Available</b></li> </ul>
<b>Space</b>	<ul style="list-style-type: none"> <li><b>Exhibit booth:</b> Standard booth (<b>8x8 feet</b>) w/ a 6' table and two chairs. Bring your own signage.</li> </ul>	<ul style="list-style-type: none"> <li><b>Exhibit booth:</b> Standard booth (<b>8x8 feet</b>) w/ a 6' table and two chairs. Bring your own signage.</li> </ul>	<ul style="list-style-type: none"> <li><b>Exhibit booth:</b> Standard booth (<b>8x8 feet</b>) w/ a 6' table and two chairs. Bring your own signage.</li> </ul>
<b>Interaction</b>		<ul style="list-style-type: none"> <li><b>One 50-minute presentation</b> in the Sponsored Solutions Track.</li> </ul>	<ul style="list-style-type: none"> <li><b>Two 50-minute presentations</b> in the Sponsored Solutions Track.</li> <li>Signage at the Welcome Event (1 of 3 Sponsors).</li> </ul>
<b>Exposure</b>	<ul style="list-style-type: none"> <li>Prominent <b>Logo exposure on QCon website</b> and at the event.</li> <li>Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list</li> </ul>	<ul style="list-style-type: none"> <li>Prominent <b>Logo exposure on QCon website</b> and at the event.</li> <li>Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list</li> </ul>	<ul style="list-style-type: none"> <li>Prominent <b>Logo exposure on QCon website</b> and at the event.</li> <li>Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list</li> </ul>
<b>Access</b>	<ul style="list-style-type: none"> <li><b>Three exhibit passes</b> for your booth staff.</li> <li>50% off a full conference pass for a guest. (\$1000 value)</li> <li>Free WIFI and Electrical.</li> <li>Badge scanner available with a refundable deposit.</li> </ul>	<ul style="list-style-type: none"> <li><b>One full conference pass</b> for your Solutions Track speaker (\$2000 value).</li> <li><b>Three exhibit passes</b> for your booth staff.</li> <li>50% off a full conference pass for a guest. (\$1000 value)</li> <li>Free WIFI and Electrical.</li> <li>Badge scanner available with a refundable deposit.</li> </ul>	<ul style="list-style-type: none"> <li><b>Two full conference passes</b> for your Solutions Track speaker(s) (\$4,000 value)</li> <li><b>One additional free conference pass</b> for a guest (\$2,000 value)</li> <li><b>Two exhibit passes</b> for your booth staff.</li> <li>Free WIFI and Electrical.</li> <li>Badge scanner available with a refundable deposit.</li> </ul>

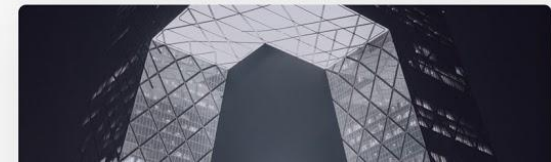
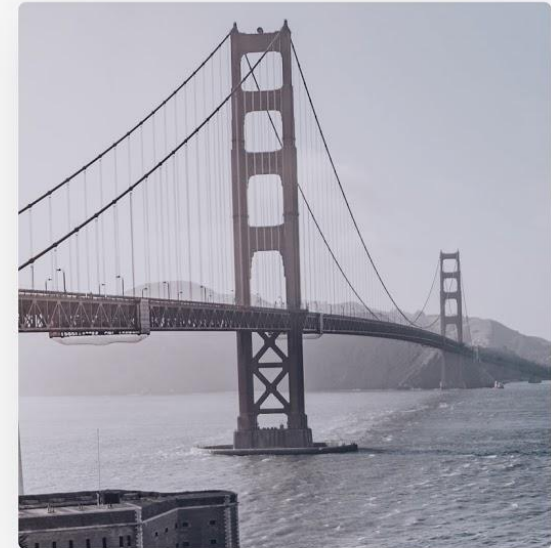
## Additional Sponsorships

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- Coffee Sponsorship** - TBD
- Bag Sponsorship** - TBD

# QCon 2020 **Conference Calendar**

City	Date
São Paulo	May 4 - 6, 2020
Beijing	June, 2020
New York	June 15 - 19, 2020
Guangzhou	September 4 - 5, 2020
Shanghai	October 15 - 17, 2020
Munich	October 19 - 21, 2020
San Francisco	November 16 - 20, 2020

\*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:

Sponsorship Package	Discount
2 events	5%
3 events	8%
4 events	11%

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

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