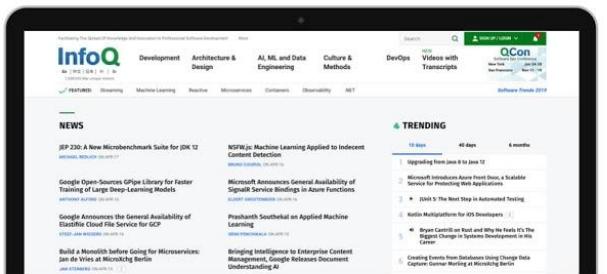


InfoQ



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 multiple regions. The enhancement will allow for more efficient data processing and analysis.

c4Media

We help software development teams
adopt new technologies and trends

QCon by InfoQ



Minibooks and eMags



Podcasts



InfoQ Online Audience and Ad Products At-a-Glance

Align your message around high quality, **TRUSTED** content, by the community for the community.

InfoQ

Facilitating The Spread Of Knowledge And Innovation In Professional Software Development

InfoQ

En | 中文 | 日本 | Fr | Br

1,058,920 Mar unique visitors

FEATURED: Streaming

Machine Learning

Reactiv

NEWS

[JEP 230: A New Microbenchmark Suite for JDK 12](#)

[MICHAEL REDLICH](#) ON APR 17

[Google Open-Sources GPipe Library for Faster Training of Large Deep-Learning Models](#)

[ANTHONY ALFORD](#) ON APR 16

[Google Announces the General Availability of Elastifile Cloud File Service for GCP](#)

[STEEF-JAN WIGGERS](#) ON APR 16

[Build a Monolith before Going for Microservices: Jan de Vries at MicroXchg Berlin](#)

[JAN STENBERG](#) ON APR 15

1

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

Q Q Q Q Q Q Q Q Q 69%

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

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

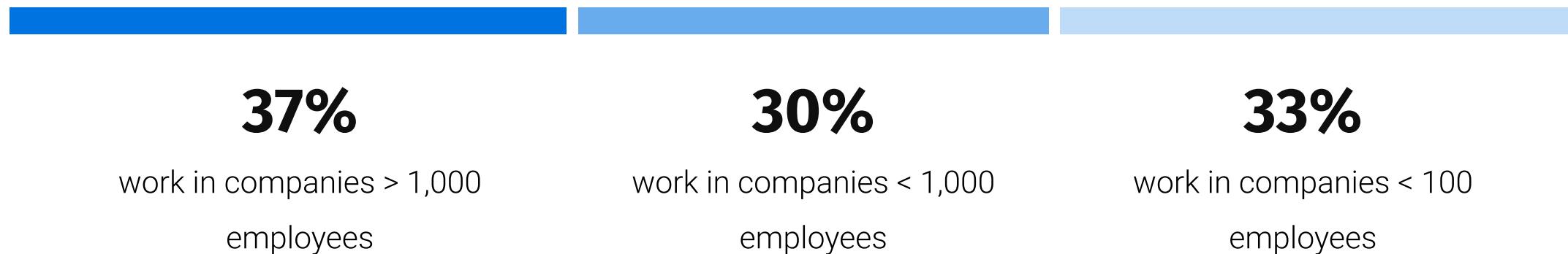
Company Size by Employees

- **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



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

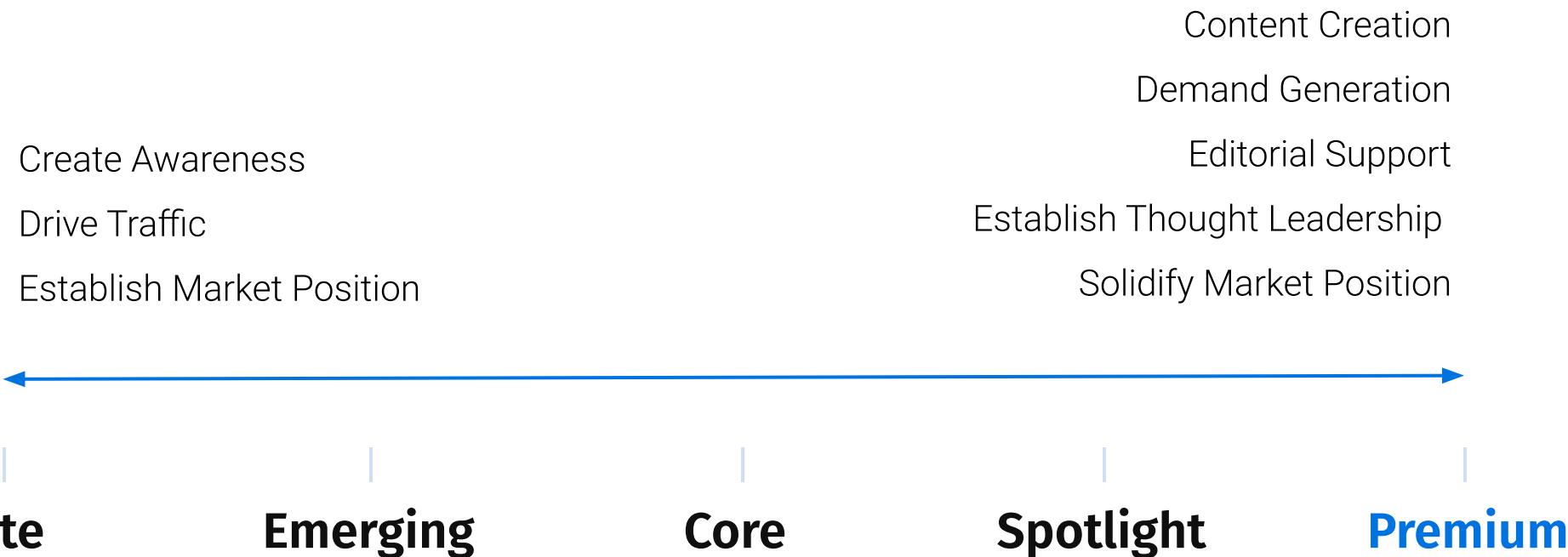
Program Includes:

- **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



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

PODCAST

RELATED EDITORIAL

• Building Responsive Systems
with Serverless, Event-Driven
Java

• AWS Open Sources and
Expands Serverless
Application Model (SAM)
Implementation

Running Serverless
Containers on Google Cloud

InfoQ



ENGINEER CULTURE
BY
InfoQ

RELATED VENDOR
CONTENT

• Obtain a holistic view of
your application behaviour
and troubleshoot errors
with Site24x7

• Tracing and Observability
Guide: This Must Be The
Trace

• Monitor your applications
built-in Java, .NET, Ruby

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	<ul style="list-style-type: none">• Featured Topic Newsletter• Sent to 270,000 subscribers
Architects' Newsletter	<ul style="list-style-type: none">• Featured Topic Newsletter• In-line sponsor ads• Related sponsor box
Content Sponsorship	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">Our HTML newsletter is published weekly and is distributed to 270,000 subscribers/issueAds run within content, seven ads per issue
	Dedicated Email Blast	<ul style="list-style-type: none">You can rent our list of subscribers who opt-in to hear more about vendor solutions260,000 worldwide namesCan be geo-targeted
	Microsite	<ul style="list-style-type: none">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 assetsWe 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.

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Database DevOps
Report from Redgate

Redgate

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- Data Modeling in Apache Cassandra: Five Steps to an Awesome Data Model
- Serverless Security Explained

InfoQ Branding and Reach: Microsite and Related Sponsor Box

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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

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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.



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Learn how a service mesh provides a configurable infrastructure layer that

makes service-to-service communication flexible, reliable, and fast.



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Learn benefits and drawbacks of

microservices, whether it makes sense for your project, and how to apply it.

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When, Where & Why to Use NoSQL?

A NoSQL Database Architecture for Real-Time Applications

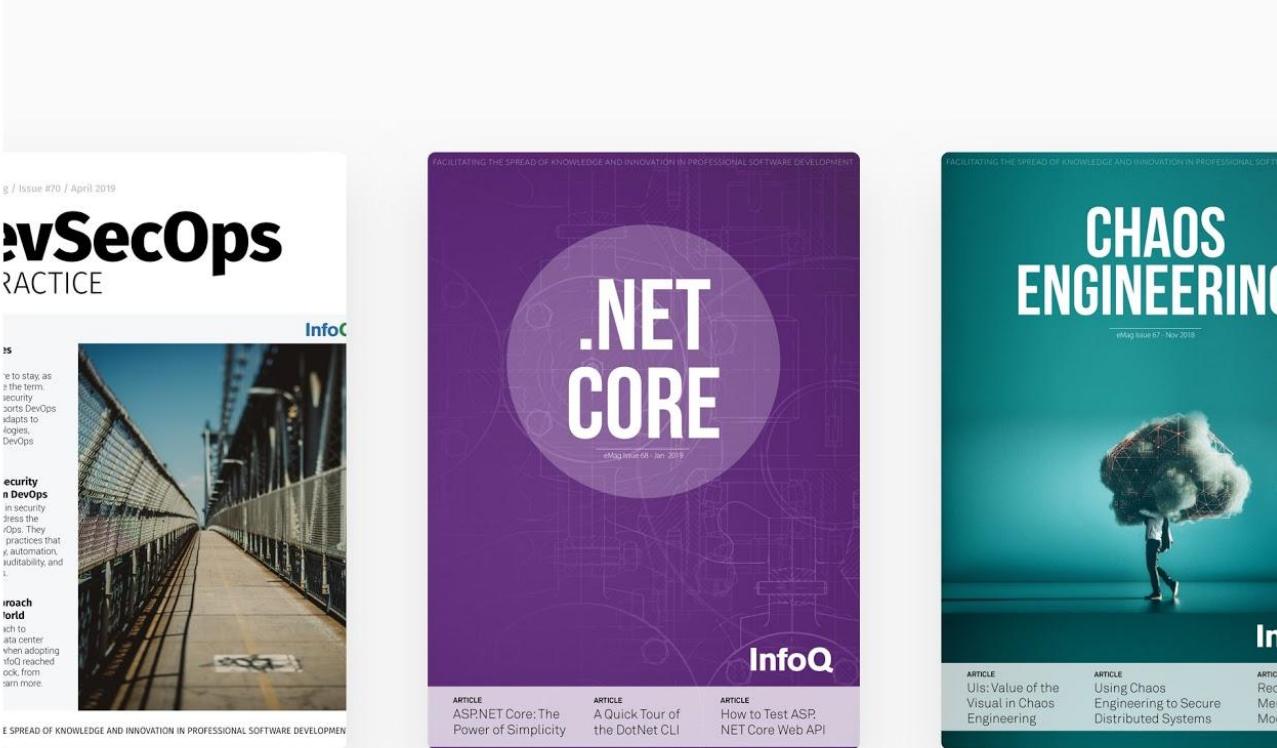
What Are The Most Secure Programming Languages

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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.

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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)



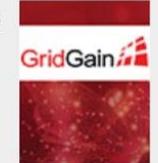
See what's new in DevOps including:

- The InfoQ eMag: DevSecOps in Practice
- What's New in Linkerd v2
- Seven Steps for Improving Cloud Security with Business Integration
- [And more...](#)



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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](#).

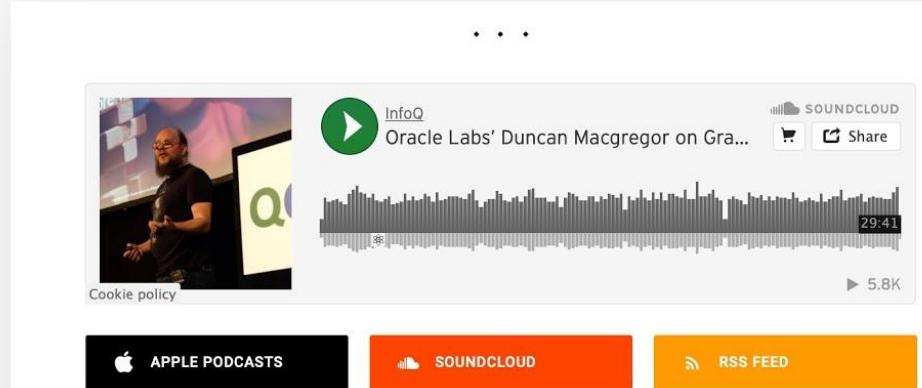
Development Latest Content

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



The screenshot shows a podcast episode page. At the top, there is a video thumbnail of a man with a beard speaking on stage, with a large green 'Q' logo on a screen behind him. To the right of the thumbnail, the text 'InfoQ' is displayed in a green circle, followed by 'Oracle Labs' Duncan Macgregor on Gra...'. Below the thumbnail is a waveform representing the audio. To the right of the waveform, the duration '29:41' is shown, and at the bottom right, there is a '5.8K' link. Above the waveform, there are three dots (...). At the bottom of the page, there are three buttons: 'APPLE PODCASTS' (black background), 'SOUNDCloud' (orange background), and 'RSS FEED' (yellow background). A green-bordered box contains the text 'Sponsored by LightStep'. Below this box, the text '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.' is displayed. At the bottom of the page, the section 'Show Notes' is visible, with the text 'In your talk "Graal: Not just a new JIT for the JVM" - what's the TL;DR?'

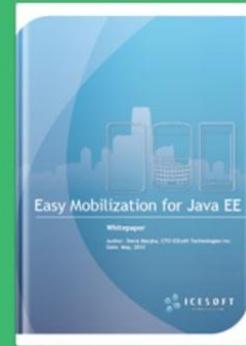
InfoQ Branding & Reach: Dedicated Email Blast



Sent on behalf of ICESoft to InfoQ Industry Email Notices Subscribers

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

InfoQ

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-  Top 5 Git Security Mistakes

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JOHN ALEX

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Software Dev Conference

New York Jun 24-28

San Francisco Nov 11 - 15

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15 second audio pre-roll

Rod Jonnson Chats about the Spring Fr...

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- Expert in the fields of AI/ML, and

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the programs to your
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Build a Monolith before Going for Microservices: Jan de Vries at MicroXchg Berlin

[JAN STENBERG](#) ON APR 15

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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

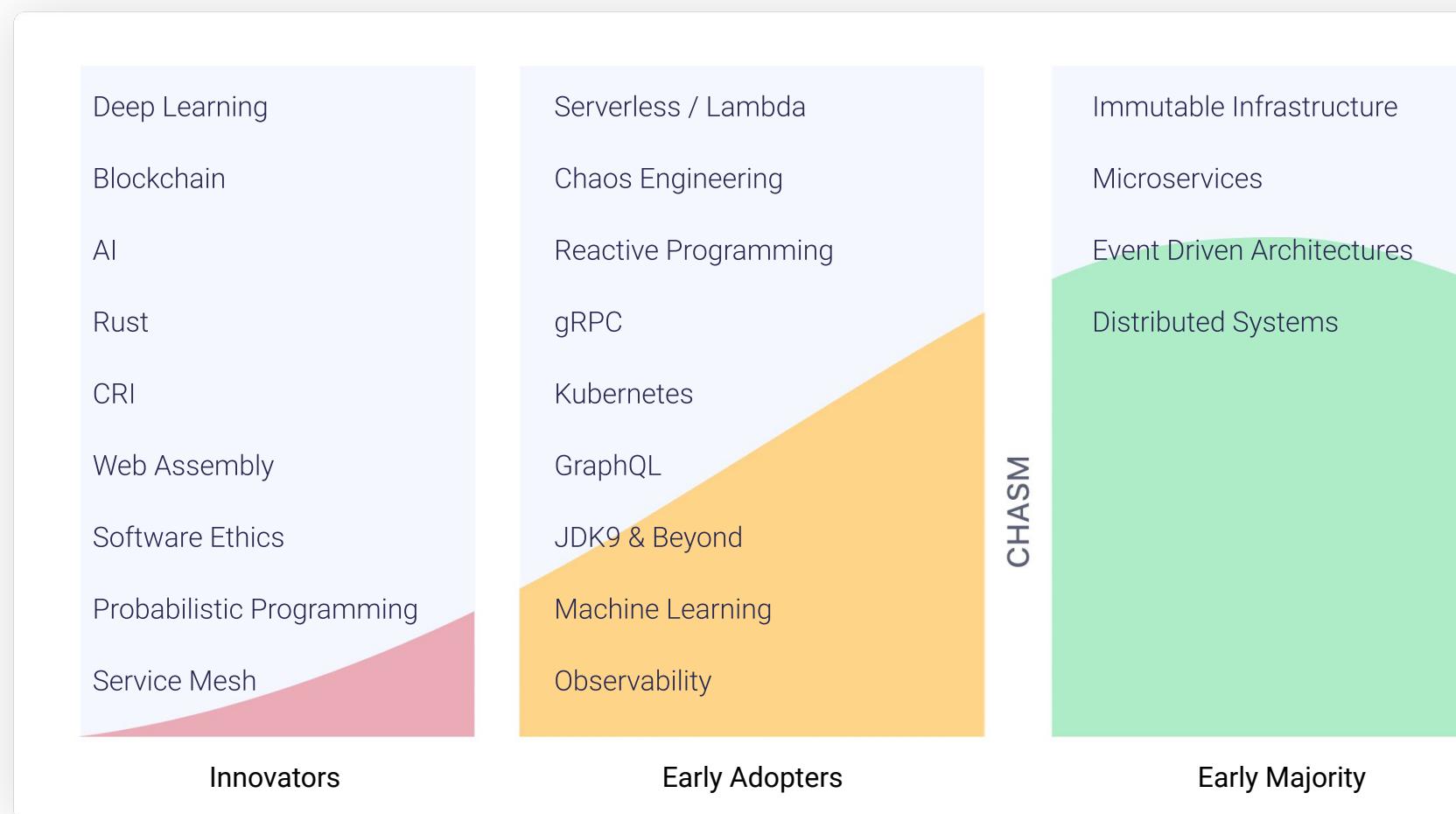


QCon

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

 67%

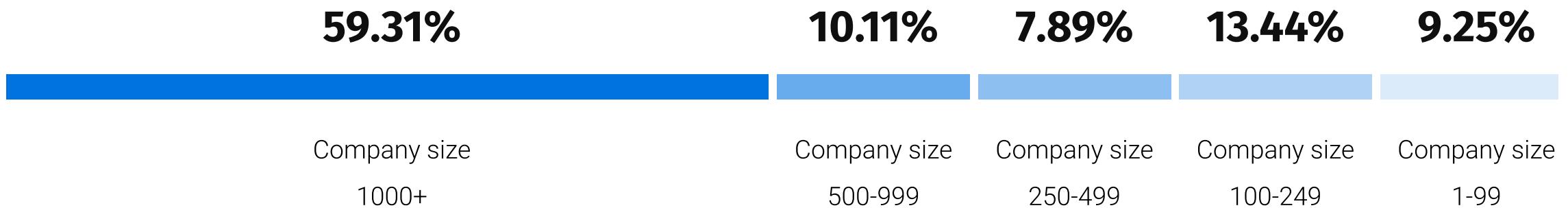
Architect: Enterprise/Chief/Systems/Application

 14%

Sr. Management Director/VP/CTO/CIO

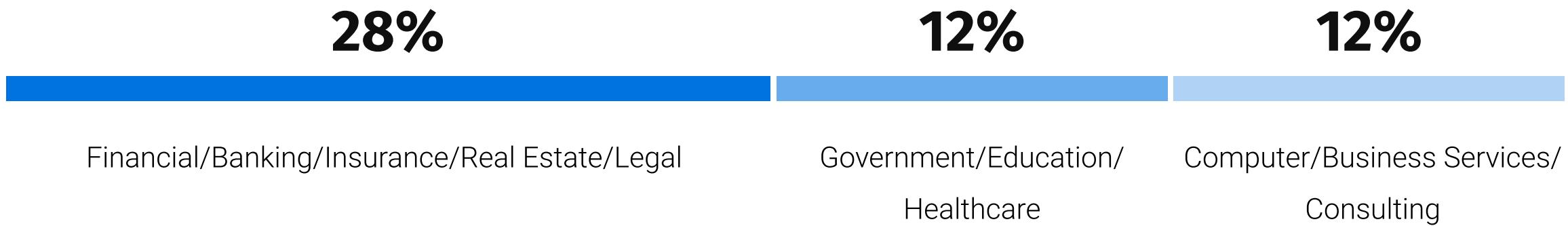
 13%

QCon Attendee Company Size



QCon Attendee

Top 3 Industries



QCon 2020

Sponsorship Packages



QCon London 2020

Sponsorship Packages

	Bronze	Silver	Platinum
Sponsorship	<ul style="list-style-type: none"> Exhibit Space Only 	<ul style="list-style-type: none"> Exhibit Space and (1) Sponsored Solutions Track Session 	<ul style="list-style-type: none"> Exhibit Space, (2) Sponsored Solutions Track Sessions and (1) Branding Option - Additional Signage or Keynote Chair Drop ONLY 2 Platinum Spots Available
Space	<ul style="list-style-type: none"> Exhibit booth: Standard booth (3mX2mX2.5m) w/ table and two chairs. Bring your own signage. 	<ul style="list-style-type: none"> Exhibit booth: Standard booth (3mX2mX2.5m) w/ table and two chairs. Bring your own signage. 	<ul style="list-style-type: none"> Exhibit booth: Standard booth (3mX2mX2.5m) w/ table and two chairs. Bring your own signage.
Interaction		<ul style="list-style-type: none"> One 50-minute presentation in the Sponsored Solutions Track. 	<ul style="list-style-type: none"> Two 50-minute presentations in the Sponsored Solutions Track. One additional Branding Option.
Exposure	<ul style="list-style-type: none"> Prominent Logo exposure on QCon website and at the event. Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list 	<ul style="list-style-type: none"> Prominent Logo exposure on QCon website and at the event. Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list 	<ul style="list-style-type: none"> Prominent Logo exposure on QCon website and at the event. Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list
Access	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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.

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

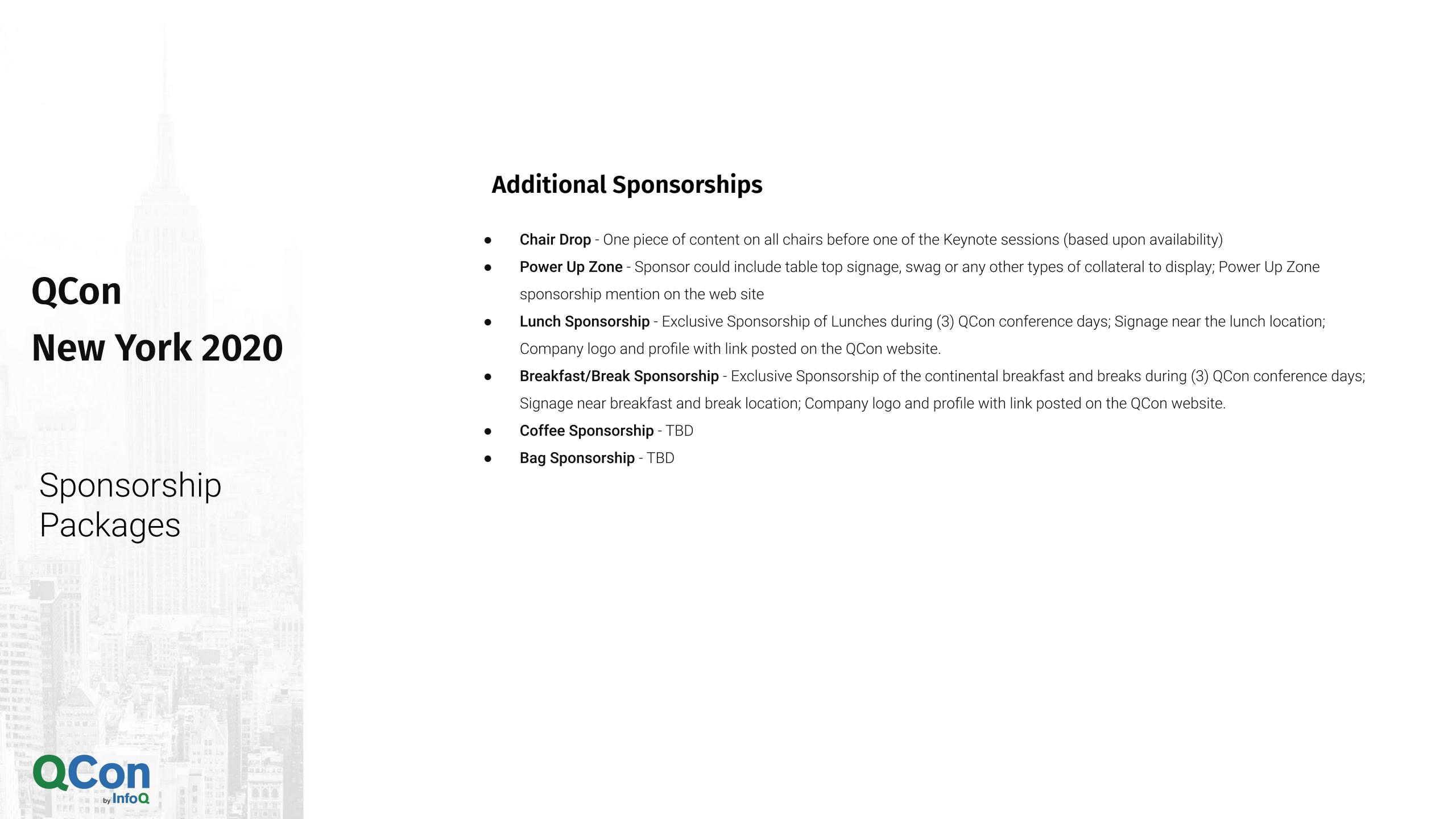
New York 2020

Sponsorship Packages

QCon
by InfoQ

Sponsor Lounge - Shubert Complex

		Bronze	Silver	Platinum
Sponsorship	<ul style="list-style-type: none">Exhibit Space Only	<ul style="list-style-type: none">Exhibit Space Only	<ul style="list-style-type: none">Exhibit Space and (1) Sponsored Solutions Track Session	<ul style="list-style-type: none">Exhibit Space, (2) Sponsored Solutions Track SessionsAdditional Branding Opportunity or Keynote Chair DropONLY 2 Platinum Spots Available
Space	<ul style="list-style-type: none">Exhibit booth: Standard booth (6x5 feet) w/ two high top tables and two chairs. Bring your own signage.	<ul style="list-style-type: none">Exhibit booth: Standard booth (6x5 feet) w/ two high top tables and two chairs. Bring your own signage.	<ul style="list-style-type: none">Exhibit booth: Standard booth (6x5 feet) w/ two high top tables and two chairs. Bring your own signage.	<ul style="list-style-type: none">Exhibit booth: Standard booth (6x5 feet) w/ two high top tables and two chairs. Bring your own signage.
Interaction			<ul style="list-style-type: none">One 50-minute presentation in the Sponsored Solutions Track.	<ul style="list-style-type: none">Two 50-minute presentations in the Sponsored Solutions Track.Signage at the Welcome Event (1 of 3 Sponsors).
Exposure	<ul style="list-style-type: none">Prominent Logo exposure on QCon website and at the event.Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list	<ul style="list-style-type: none">Prominent Logo exposure on QCon website and at the event.Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list	<ul style="list-style-type: none">Prominent Logo exposure on QCon website and at the event.Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list	<ul style="list-style-type: none">Prominent Logo exposure on QCon website and at the event.Logo included in the Post-conference Special Report distributed to all attendees and InfoQ newsletter list
Access	<ul style="list-style-type: none">Two exhibit passes for your booth staff.Free WIFI and Electrical.Badge scanner available with a refundable deposit.	<ul style="list-style-type: none">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.	<ul style="list-style-type: none">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.	<ul style="list-style-type: none">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.Badge scanner available with a refundable deposit.



QCon

New York 2020

Sponsorship Packages

Additional Sponsorships

- **Chair Drop** - One piece of content on all chairs before one of the Keynote sessions (based upon availability)
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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

Exhibitor Sponsor Package

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

QCon Munich 2020

Sponsorship Packages

QCon

San Francisco

2020

Sponsorship Packages

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

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- Hors d'oeuvres Sponsorship - Exhibitor Reception** - TBD
- Party Sponsorship** - TBD
- 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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