



QCon London 2012 Conference: March 7-9, 2012

Queen Elizabeth II Conference Center: Westminster
Audience: Technical Team Leads and Architects
<http://qconlondon.com/>

QCon London 2012 is our 5th QCon London event. We were sold out last year with 900 attendees. This year we expect 1,200 attendees and we will take over the entire Queen Elizabeth conference center.

QCon London is THE conference for the Enterprise Software Development Community, and provides a venue for learning, networking, and tracking innovation in the Java, .NET, SOA, Agile and Ruby communities in addition to a focus on architecture, IT in Finance, and other important topics for team leads and architects

Demographics of attendees:

- 90% of the attendees self-identify as architects and senior developers

- Attendee Companies include:

Accenture	
Aspect Capital	
Banco BPI	
Barclays Bank	Nordea Bank A/S/ Denmark
BBC	Norsk Rikstotot
BNP Paribas	PAF
BP Oil International	Rabobank International
British Sky Broadcasting Ltd.	RBS Global Banking and Markets
CyberSource	Sabre
Ericsson AB	Samsung SDS
European Medicines Agency	Shopzilla
Expedia.com	Sony Computer Entertainment
Goldman Sachs	The Royal Bank of Scotland
Guardian News and Media Ltd.	Tieto Norway, AS
Hitachi Ltd.	Toshiba
Immobilien Scout GmbH	Trader Media Group
ING DiBa Direktbank, Austria	Travelocity Nordic AB
Investec/ South Africa	UBS
JPMorgan Chase	Unibet London Limited
KMF Werbung GmbH	VZnet Netzwerke Ltd.
News International	Walt Disney Company, UK
Nokia Siemens Networks	Wells Fargo

Sponsorship Packages:

Gold sponsorships: £15,000/\$23,000. (2 available)

1. Exhibit booth/Lounge area: Larger booth: 10x18 feet/3X5.4m.
2. The option to sponsor one of four Hospitality Suites on Thursday event.
3. Prominent Logo exposure in printed program, on the QCon London website and signage at the conference.
4. One hour presentation in the Solutions Track.
5. Registration: 1 free conference registration (1300 GBP value).
6. One free Badge scanner.
7. Free WIFI and Electrical
8. Two exhibit passes for your exhibit staff.
9. One insert in the delegate bag.

Exhibition booth +Speaking Opportunity: £8,000/\$12270

1. Exhibit booth: Single booth (10x6Feet/3mX2m)
2. One hour presentation in the Solutions Track.
3. Logo exposure on QCon web site and signage at the event and in printed program.
4. One free Badge scanner.
5. Free WIFI and Electrical
6. Two exhibit passes for your exhibit staff.
- 7 One insert in the delegate bag.
8. 50% discount on one registration. (650 GBP value)

Exhibition booth: £5500/\$8518

1. Exhibit booth: Single booth (10x6Feet/3mX2m)
 2. Logo exposure on QCon web page and printed program
 - 3 One free Badge scanner.
 4. Free WIFI and Electrical
 5. Two exhibit passes for your exhibit staff.
 - 6 One insert in the delegate bag.
 7. 50% discount on one registration. (650 GBP value)
- *If you want a larger booth then the price is 11000 GBP for a 3x5.4m

Meet the Speaker Reception: 8,000GBP/\$12270

- This is the final event of the conference and this reception is the last opportunity for the attendees to network with each other and talk with the speakers.
- You can co-host the event with drinks, food, signage and a chance for your staff to network with attendees.
- You can scan attendee badges if you wish.
- One insert in the delegate bag



QCon London 2012 Sponsorship Packages (cont.)

Chair Drop: £2,500/\$3836

1. One piece of content on all chairs before a general session, based upon availability

Additional sponsorship options:

- Rent a meeting room for all three days of the conference for your sales staff to meet with clients: **300 for three days (GBP)**. (We have FOUR rooms available to rent.)
- Rent a room for focus group moderated by an InfoQ Editor (one hour focus group). **750 (GBP) for three days**

Event marketing opportunities

EMO 1 - Lunches £5,000/\$7672

- Exclusive Sponsorship of the QCon lunches (3)
- Signage near the lunch location
- Company logo and profile with hot link posted on the QConWeb site
- Company Logo and 25-word profile printed in the QCon Program Guide

EMO 2 - Breakfasts £5,000/\$7672

- Exclusive sponsorship of the continental breakfasts (3)
- Signage near breakfast location
- Company logo and profile with hot link posted on the QCon Web site
- Company Logo and 25-word profile printed in the QCon Program Guide

EMO 3 - Hors d'oeuvres at your booth during the Exhibitors reception on the second night.

- Increase traffic to your booth by offering upgraded drinks and snacks during the exhibitors' reception.
- Company logo and profile with hot link posted on the QCon Web site
- Company Logo printed in the QCon Program Guide

Special Report Newsletter Ad

All sponsors will get an ad in our Special Report QCon London newsletter that will go out to all attendees after QCon. Specs, deadlines and details included in your sponsorship package.

Lead Scanners available

All attendees at QCon London 2012 will have QR codes containing a vCard on their badges. We can provide you with badge scanner to collect attendee information or you can use a smart phone and a QR reader app to get the data. More info on QR codes, vCards and scanning here: <http://qconlondon.com/london-2012/sponsorinformation>

We encourage exhibitors to raffle off a special item to be given away to attendees on Friday at lunch. Ideas for raffle items: Kindle, FLIP camera, gift certificate or American Express gift cheques.

In order to get traffic to your booth, we encourage you to give away t-shirts, books and/or free training.

Ask your QCon Sales Representative for more ideas or details on the scanners.

Contact Information:
Roxanne Beverstein, InfoQ
Roxanne@c4media.com
(408)257-5939

Ellen Gould, InfoQ
ellen@c4media.com
(714) 960-0758

Gary Scott Harvey
gsh@trifork.com
+ 45 40 32 48 47

Marlene Staunstrup Hyldborg
msh@trifork.com