



QCon London 2013 Conference: March 6-8, 2013

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

QCon London 2013 is our 6th QCon London event. We expect another sold out event with 1,000+ attendees. QCon London 2012 was sold out with 900 attendees, which makes QCon London THE premier event for Technical Team Leads and Architects in Europe.

QCon London is an opportunity for learning, networking, and tracking innovation in the Java, Architecture, Agile, Languages and trends in enterprise software development. QCon London also includes a track on IT in Finance specifically tailored for the European market.

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:

Platinum sponsorships: £18,000/\$29,150. (4 available)

1. **Exhibit booth/Lounge area: Larger booth:** Double booth space (6m long x 2m wide x 2.5 m high).
2. **Sponsor one of four Hospitality Suites on Thursday event.**
3. **One hour presentation in the Solutions Track.**
4. Prominent Logo exposure on QCon website, at the event and in the printed program.
5. One FREE conference registration s (1,300 GBP value).
6. One free badge scanner.
7. Free WIFI and Electrical
8. Two exhibit passes for your booth staff.
9. One insert in the delegate bag.
10. Free ad in the Special Report that is distributed to all attendees and InfoQ newsletter list.

Silver sponsorship: Exhibit Space+ Solution Track Speaking Opportunity: £8,500/\$13,761

1. Exhibit booth: Single booth (3m x 2m x 2.5m high)
2. **One hour presentation in the Solutions Track.**
3. Logo exposure on QCon website, at the event at in the printed program.
4. One free badge scanner.
5. Free WIFI and Electrical
6. Two exhibit passes for your booth staff.
7. One insert in the delegate bag.
8. 50% discount on one registration (650 GBP value).
9. Free ad in the Special Report that is distributed to all attendees and the InfoQ newsletter list.

Bronze sponsorship: Exhibit space only. £6,000/\$9,714

1. Exhibit booth: Single booth (3m x 2m x 2.5m high)
2. Logo exposure on QCon website, at the event at in the printed program.
3. One free badge scanner.
4. Free WIFI and Electrical
5. Two exhibit passes for your booth staff.
6. One insert in the delegate bag.
7. 50% discount on one registration (650 GBP value).
8. Free ad in the Special Report that is distributed to all attendees and the InfoQ newsletter list.

*If you want a larger booth then the price is 11000 GBP for a 6m x 2m

Mini-sponsorship- £3,000/\$5,670 Lunch only Wed., Thurs., and Friday of the event.

1. Exhibit booth: (3m x 2 x 2.3m high) booth in the Pickwick Suite during lunch on Wed., Thurs. and Fri. (One 5ft exhibitor trestle table, draped and two chairs)
2. Logo exposure on QCon web page, at the event and in the printed program guide.
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.

QCon London 2013 Sponsorship Packages (cont.)

Welcome Party Sponsorship: £10,000/\$16,200

1. Signage at the part stating you are the exclusive sponsor of the Welcome Party on the first night of QCon.
2. Sponsorship includes signage at the event and the conference.
3. Event is held in a large hall adjacent to the conference centre and we expect approximately 500 attendees.
4. Co-branding opportunities with coaster or napkins that you provide.

Meet the Speaker Reception: £10,000/\$16,200

1. 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.
2. You can co-host the event with drinks, food, signage and a chance for your staff to network with attendees.
3. You can scan attendee badges if you wish.
4. One insert in the delegate bag

Chair cover: £5,600/\$9,000 (all three days)

1. We will produce a chair cover in one color plus white with your logo/message on the back of the chair and put on all the chairs in the General session in the morning and then on the chairs of the break out rooms from the General session room
2. This is a branding opportunity for your company as all of the attendees will be exposed to your message at the conference all three days..

Chair Drop: £2,500/\$4,000

1. One piece of content/collateral on all chairs before one of the general sessions.
2. One per day based on availability.

Rent a room for your meeting:

1. You can 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.)
1. Rent a room for focus group moderated by an InfoQ Editor (one hour focus group). **£750 for three days**

Event marketing opportunities

EMO 1 – Lunches £5,000/\$7672

1. Exclusive Sponsorship of the QCon lunches (3)
2. Signage near the lunch location
3. Company logo on the website and in the printed program guide.

EMO 2 – Breakfasts £5,000/\$7672

1. Exclusive sponsorship of the continental breakfasts (3)
2. Signage near breakfast location
3. Company logo on the website and in the printed program guide.

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

1. Increase traffic to your booth by offering upgraded drinks and snacks during the exhibitors' reception. Ask about pricing.
2. Company logo and profile with hot link posted on

EMO4; Lanyards: your logo on the lanyards: £2,500/\$4,000

EMO4: Full page ad in the printed program. £2,000/\$3,240

Special Report Newsletter Ad

Platinum, Silver and Bronze sponsors receive an ad in our QCon London Special Report distributed to all attendees after the event and to the InfoQ newsletter list (180K names).

Lead Scanners available

All attendees at QCon London 2013 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-2013/sponsorinformation>

In order to increase traffic to your booth, we encourage exhibitors to give away items at your booth and to participate in the sponsorship raffle of 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.

Sales Contact Information:

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

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

Marlene Staunstrup Hyldborg
msh@trifork.com

