18-19 SEPTEMBER 2018

The Principal Hotel York, York

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About

12-13 SEPTEMBER 2018
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In 2017, the Software Testing Conference North saw over 150 attendees from a variety of different businesses that included BBC, Lloyds Banking Group, NHS Digital, Aviva and Volkswagen Group; all congregating to partake in fabulous speaker sessions, interactive workshops, and enthralling Q&A debates. The Software Testing Conference NORTH is produced by the same organisers as The National Software Testing Conference, which has been running in London since 2014, after it became apparent that a replica event was required in the north of England to cater for those in our northern cities, as well as our friends and colleagues in Ireland and Scotland.

Last year, the Software Testing Conference NORTH featured speakers from many well-known companies, including easyJet, Aviva, Virgin Media and AstraZeneca to name but a few; as well as a wide selection of presentations and a major exhibition, which saw companies such as Delphix, Ten10, Applause, Tricentis, and Sparta Global showcasing their latest products and services.

Software Testing Conference NORTH is a UK-based conference that provides the software testing community at home and abroad with invaluable content from revered industry speakers; practical presentations from the winners of The European Software Testing Awards; roundtable discussion forums that are facilitated and led by key figures; as well as a market leading exhibition, which will enable delegates to view the latest products and services available to them.

> The ability to network with like-minded colleagues in a relaxed setting, and to question understanding and further embed my own is brilliant.

Angela Burrow
Lloyds Banking Group

Feedback

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All conferences require great content to be successful. This is usually provided by an array of formidable speakers who have all demonstrated beyond doubt that they have the knowledge and experience to assist others.

However, The Software Testing Conference NORTH does not solely rely on these impressive individuals. The organisers, who are well versed in event delivery, believe that in order to provide up-to-date and cutting-edge content, the majority of individuals speaking and addressing an audience should be appointed based on recent successes and projects. By adopting this approach, delegates at the event receive pragmatic advice to current issues that in turn allows them to head back to the office and implement change with immediate effect.

So what better way than to have a selection of speakers at Software Testing Conference NORTH who have delivered or implemented projects, strategies, methodologies, management styles, innovations, ground-breaking uses of technologies, or best practice approaches in the last 12 months, who have then gone on to win a prestigious and independent award for their feats?

Speakers at the Software Testing Conference NORTH are testing heads, managers, directors, or individuals that have been hand-picked due to their exceptional levels of knowledge. Over 89% of the delegates at last year's Conference said the content was good or fantastic, with 90% stating the keynote speakers were good or fantastic.

93% said the content was either 'Good' or 'Fantastic"

90% of attendees said the keynote speakers were "Good" or 'Fantastic'

94% felt that the conference was "Good value for money"

79% thought that the conference was "Extremely well-organised and executed"

72% are interested in attending the next event

*Data gathered from The Software Testing Conference North 2017

> ❝ I came away more energised that ever to improve the way we test ❞
>
> **David Rutter-Close**
> DWP

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Attendees

Software Testing Conference NORTH is open to any business or professional that operates within – or takes an interest, or would like to be aligned with – software testing and quality assurance.

The programme has been designed to cover core areas of software testing, including strategy, management, process and tools, and therefore the Software Testing Conference NORTH would specifically suit:

- CIOs
- CTOs
- Directors of IT
- Heads of Testing
- Directors of QA
- Testing Managers
- Testing Team Leaders
- Directors of Testing

- Chief Architects
- Project Managers
- Testing Managers
- QA Managers
- Chief Engineers
- Practice Heads of Testing

WHO WAS THERE?

150+ DELEGATES

51%
- TEAM LEADERS
- MANAGERS
- SENIOR MANAGERS

36%
- HEADS
- DIRECTORS
- C-LEVEL

13%
- TESTERS
- ARCHITECTS
- CONSULTANTS
- ENGINEERS
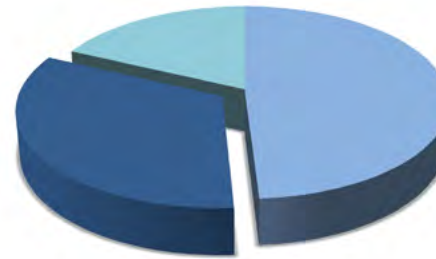
BY SECTOR

35% TECHNOLOGY

20% FINANCIAL

18% RETAIL

9% PROFESSIONAL SERVICES

8% GAMING

4% CHARITY/NON-PROFIT

6% OTHER

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Sponsorship packages

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Sponsorship packages at a glance	Gold Sponsor	Silver Sponsor	Bronz Sponsor	Event Partner	Exhibitor
	£15,500	£13,500	£10,500	£5,350	£2,450
Featured on all marketing collateral, incl. documentation produced and distributed during the delegate acquisition process and promotional campaign for the conference, including all ads, email campaigns, correspondence with delegates, speakers, exhibitors and partners	●	●	●	●	
All e-newsletters/invites sent to TEST Magazines readership (approx. 10,700) when updating on all the latest conference news and announcements will include your logo	●	●	●	●	
Company name and profile to appear on the onference website sponsorship and exhibitor pages (www.north.softwaretestingconference.com)	1350 words	1000 words	750 words	500 words	350 words
Branding on the conference website homepage	●	●	●	●	●
Company name, logo and profile to appear in the conference programme (max. 30 words)	●	●	●	●	●
1 piece of company literature will be included in the delegate show bags	●	●			
Speaking slot during the conference	Opening 60 minute keynote session on Day 1 and a 45 minute speaking slot on Day 2	1 x 45 minute speaking slot			
Hosting a 90 minute Executive Workshop session	1 x Executive Workshop session	2 x Executive Workshop sessions	1 x Executive Workshop session		
Your logo will be prominently displayed around the event on all event signage	●	●	●	●	●
A 10% discount will be offered to all individuals that attend the conference as a direct recommendation from you	●	●	●	●	●
Free 2 day event pass and discounted rate for additional passes	6 free 2 day passes - £150 per additional conference pass	6 free 2 day passes - £150 per additional conference pass	4 free 2 day passes - £180 per additional conference pass	3 free 2 day passes - £200 per additional conference pass	2 free 2 day passes - £220 per additional conference pass
Your logo will appear in the conference programme	●	●	●	●	●
Benefit from unlimited use of the event logo	●	●	●		●
A free advertisement in the conference programme	1 page	1 page	1 page	Available at £500	Available at £650
A prominent stand space	4m x 2m	4m x 2m	4m x 2m	3m x 2m	3m x 2m
All lunch and refreshments will be provided	●	●	●	●	●
Contact data of Conference attendees including name, company, address and email address where provided and subject to data protection provisions.	●	●	●	●	

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Other Sponsorship Opportunities

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Hosting of 1 x 90 minute executive workshop session Really get inside the minds of key industry professionals by hosting a thought leadership roundtable session based on a subject of your choice. Engage, interact, build relationship with up to 12 professionals over a 1.5 hour period. You could also add further value to your session by including a 1 x 3m pull up banner.	£2,750
Bag Sponsorship To ensure your brand is seen by all delegates, speakers, and visitors for the entire duration of the conference why not sponsor the show bags? As the sole bag sponsor your logo will be prominently displayed on all show bags. As an added extra you also gain the opportunity to include a double-sided A4 flyer in each bag.	£2,000
Badge & Lanyard Sponsor A really striking and effective way to increase your brand awareness is to sponsor the badges and lanyards – with hundreds being produced it is a guaranteed way to gain immediate visibility to all those that attend Software Testing Conference NORTH	£750

Prize Draw Sponsor The Conference will conclude with a Prize Draw, where one delegate will take home a high value prize, engraved with your company name, as a memory from the event. A representative from your organisation will be on stage to draw the winner and congratulate them in person. The sponsorship package also includes the option to give a 15 minute closing remark to mark the end of the event.	£3,500
Pull up banners Pull ups are a very cost effective way of ensuring your brand is visible at key points around Software Testing Conference NORTH. It may be that you opt for a pull up that is positioned outside one of the seminar theatres, or perhaps you would like it at the registration desk so it's the first thing visitors see – either way a pull up is a really great marketing tool that you can take away with you after the event and use time and time again.	£495
Wi-Fi & Collateral Sponsor As the Wi-Fi & collateral sponsor not only will you gain branding throughout the event with your logo appearing on all event specific materials that range from the event programme right through to the event signage. In addition to this the Wi-Fi-code card will be prominent with your branding as will the rest of the delegate collateral such as pens and pads. You will also gain the opportunity to place a double-sided A4 sheet in the delegate packs.	£1,295

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Contact Details

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For sponsorship opportunities please contact:

Ana Santos

Event Sales Executive

@ ana.santos@31media.co.uk

☎ +44 (0)203 931 5825

Shivanni Sohal

Business Development Executive

@ shivanni.sohal@31media.co.uk

☎ +44 (0)203 668 6945

31 MEDIA LTD

41-42 Daisy Business Park
19-35 Sylvan Grove
London
SE15 1PD
United Kingdom

☎ +44 (0)203 931 5827
@ info@31media.co.uk
🏠 www.31media.co.uk